

Facebook x WhatsApp x Chatbot.com.hk x Omnichat

The development of hands free/chatbot technologies
免提/聊天機器人技術的發展



Ms. Virginia Fung
Facebook
Head of Developer Partnerships,
Greater China



Mr. Stephen Lam
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Business Development Manager



Mr. Jovian Ling
Chatbot.com.hk
Co-Founder



Mr. Alan Chan
Omnichat
Co-Founder & CEO

2020 / 1 / 21 (Tuesday)

6:30pm - 8:00pm

Explorium HK 
1/F, Li Fung Tower, 868 Cheung Sha Wan Road

Language: English

Organiser

HKEBA

Funded by SME Development Fund

 工業貿易署
Trade and Industry Department



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Event Organizer
主辦機辦

HKEBA
香港電子商務業協會

HKEBA

Hong Kong E-Commerce Business Association



Elton Chan

Chairman, HKEBA



Matt Li

Vice-Chairman, HKEBA

Trade and Industry Department 工業貿易署

Supporting Organizations 合作機構

Explorium Hong Kong



工業貿易署
Trade and Industry Department



Past Seminars 過往講座

1. Introduction to Omnichannel Sales & Commerce



2. Applications of Platform and Enterprise Data Analytics



Lane Crawford



3. Boosting your brands in China



4. Accelerating your e-commerce business



5. Growing crossborder e-commerce for brands in South East Asia



Past Seminars 過往講座

6. General Managers' view on crossborder e-commerce from Hong Kong



7. Data & Privacy in a Digital Age



8. The development of checkout technologies



9. How VR and AR works with commerce?



10. How enterprise brands grow sales through e-commerce during turbulent times?



11. How do brands build a strong e-commerce website with Magento?



Past Event
過往活動

Taiwan Delegation Tour 2019



Taiwan Startup Stadium

AppWorks



Startup Terrace



Supporting Org
支持機構



WTIA
香港無線科技商會



WTIA
香港無線科技商會



Established in 2001, is the fastest-growing, not-for-profit, and politically-neutral trade association dedicated to the wireless and mobile industry.



To strengthen and grow the **App development ecosystem** with business and community partners



To support and connect companies through the collective power of an alliance of co-working space, accelerators and incubators

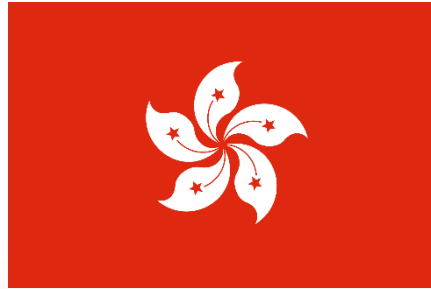


ASIA SMART AWARDS

2020



Introduction



15 Asian countries and regions co-organisers :

Cambodia (New Participant), Israel, India (New Participant), Indonesia, Japan, Korea, The Mainland, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam



All types of APPs are welcomed



Native App

Applications that were developed to run on a platform or device



Web App

Applications designed to run on any device or browser



Hybrid App

Could be installed like a native app but it's written as a web app (e.g. HTML and CSS)

Application Procedures

One Minute Video:

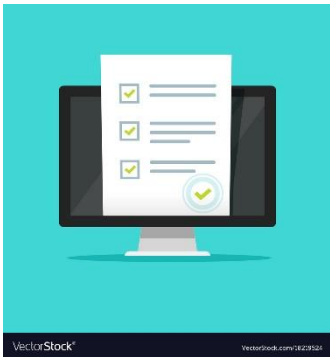
- English voice-over or sub-title must be incorporated
- Demonstrating the operation of the applying smart app
- The video could be hosted on, for example, corporate website, Youtube, Tudou, etc

Application form: (<http://bestasiaapp.hk>)

- Indicate clearly which one of the three award categories
- Declare that the company have the intellectual property rights of the entry or have obtained the endorsement from other relevant parties

Valid business registration certificate

Deadline of online application:
6 March 2020 23:59 (GMT+0800)



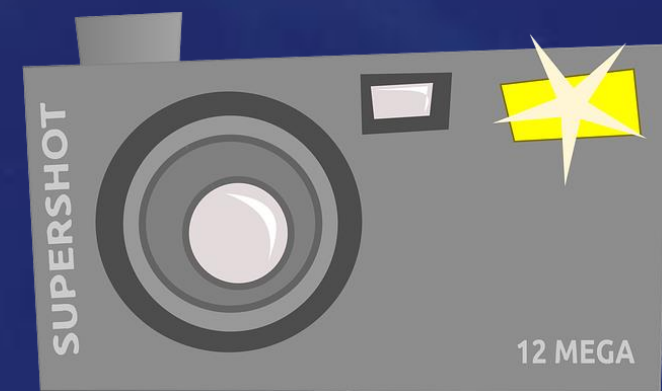
ASIA SMART AWARDS

2020



- Deadline for Submission: **06 March 2020**

Photo Taking 拍照



Speakers 演講者



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Facebook



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Head of Developer Partnerships,
Greater China



WhatsApp



Mr. Stephen Lam
WhatsApp Business /
Emma Global (Hong Kong) Limited
Business Development Manager





[digicutar.com](https://www.digicutar.com) WhatsApp for Business API

WhatsApp said:

- “People all around the world use WhatsApp to **connect** with **small businesses** they care about — from online clothing companies in India to auto parts stores in Brazil.
- But WhatsApp was **built for people** and we want to **improve the business experience**.
- For example, by making it easier for businesses to **respond to customers, separating customer and personal messages, and creating an official presence.**”

WhatsApp is a fast, simple and reliable way to message anyone in the world.

1.0 billion

WhatsApp accounts are active every day.¹

1.5 billion

WhatsApp accounts are active every month.¹

2 billion

minutes of calls every day.¹

450 million

WhatsApp accounts are active on WhatsApp Status every day.¹



of people surveyed across eight markets say their messaging has increased over the past two years. Explore [how messaging is threading together a new path to purchase](#). Get the insights from Facebook IQ.

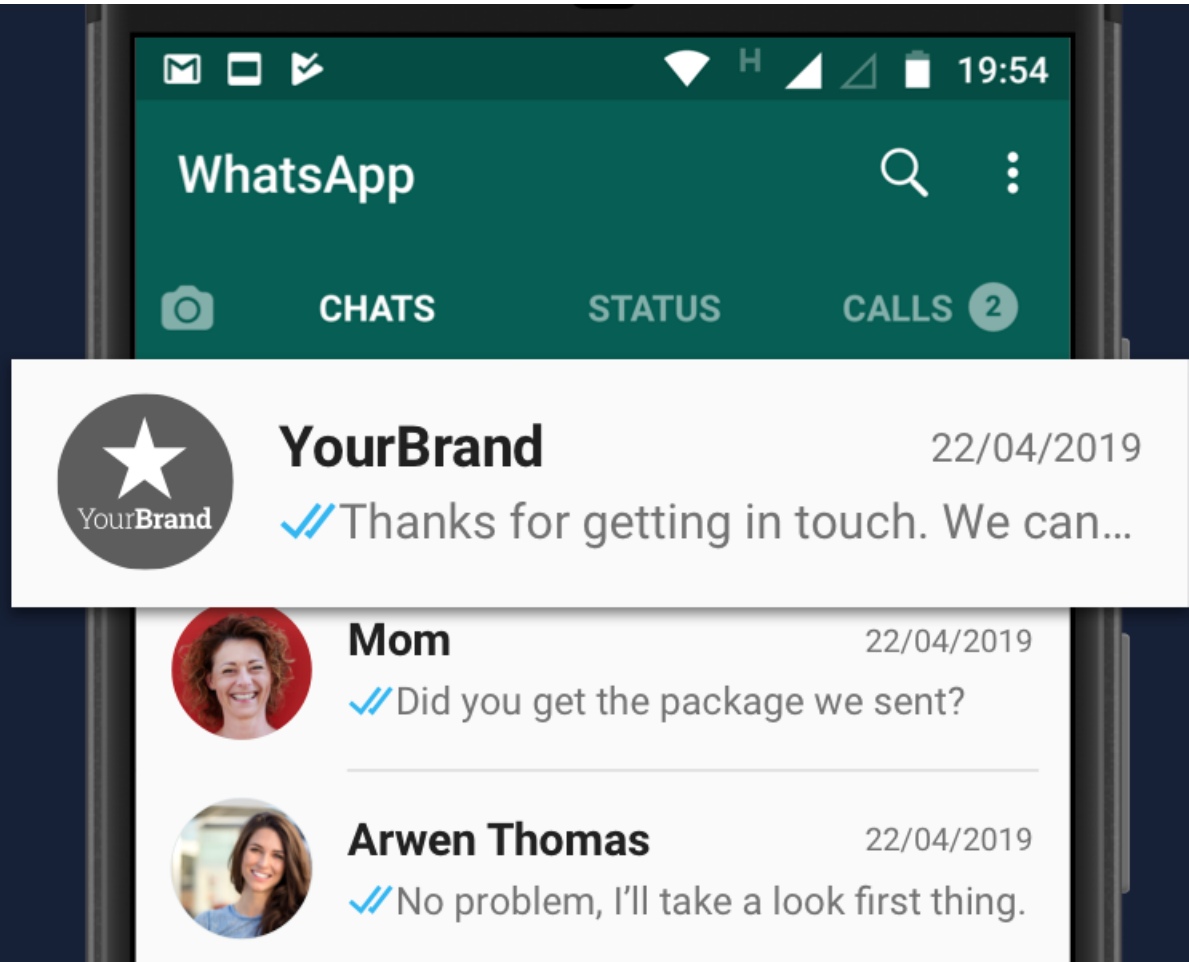
facebook IQ

What is WhatsApp Business?

- WhatsApp Business is WhatsApp's enterprise solution for **MNC/SME**.
- WhatsApp Business supports **a subset of the features** provided by the WhatsApp applications clients already know from Android, iOS, Web and other platforms, including end-to-end encryption.
- The difference is that this application is deployed on a **server**, and the client can use our **API** to **programmatically** send and receive messages and integrate this workflow with their own systems (**CRMs, customer care**, etc.).
- It allows businesses to easily **interact with customers** by using tools to automate, sort, and quickly respond to messages.

WhatsApp Business

Engage your
consumers where
they already are



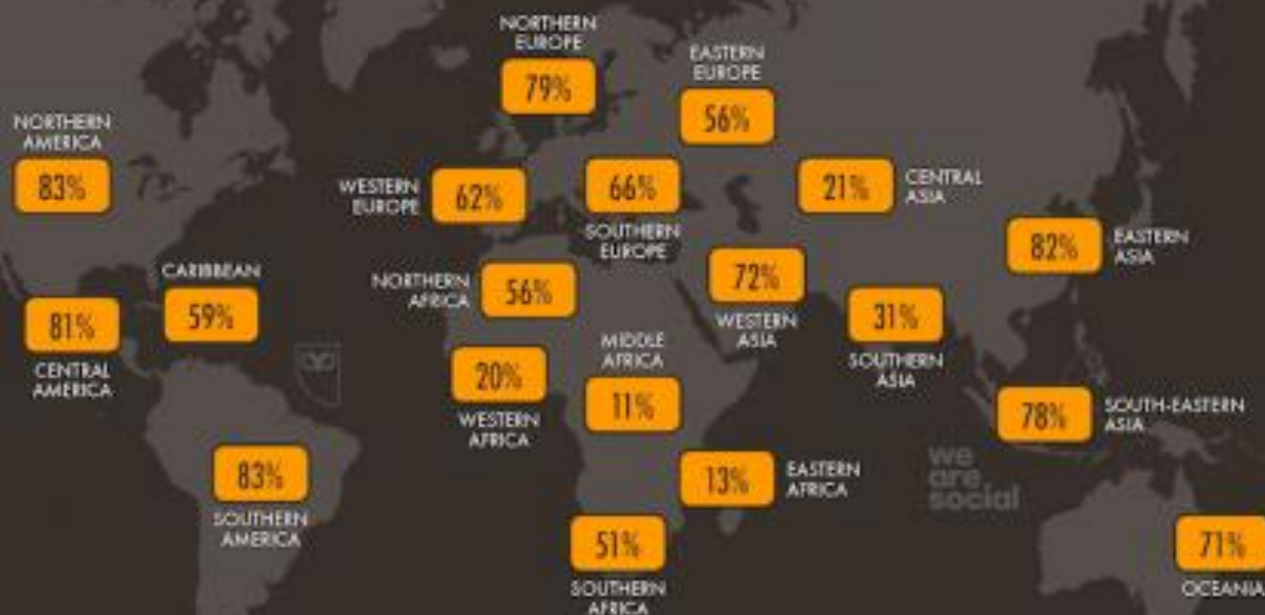
Why should you use WhatsApp for business?

- The best reason to use WhatsApp for business is that **many** of your **customers** are probably **already using it**. More than 60 billion messages are sent through WhatsApp every single day.
- Surprisingly, users of WhatsApp and similar services are willing to **engage with businesses**.
- According to Nielsen's Facebook Messaging Survey, 67 percent of mobile messaging app users said they expect to **use chat more** for communicating with businesses over the next two years. What's more, 53 percent of respondents say they're more likely to shop with a business they can message directly.

JAN
2019

SOCIAL MEDIA PENETRATION OF ELIGIBLE POPULATION

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE PLATFORMS IN EACH COUNTRY / TERRITORY, COMPARED TO POPULATION AGED 13+



JAN
2019

TOP SOCIAL MESSENGERS AROUND THE WORLD

THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018



83

SOURCE: BASED ON SIMILARWEB'S ALGORITHM INTEGRATING CURRENT INSTalls FROM THE GOOGLE PLAY STORE WITH ACTIVE APP USERS (DECEMBER 2018).

NOTE: FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

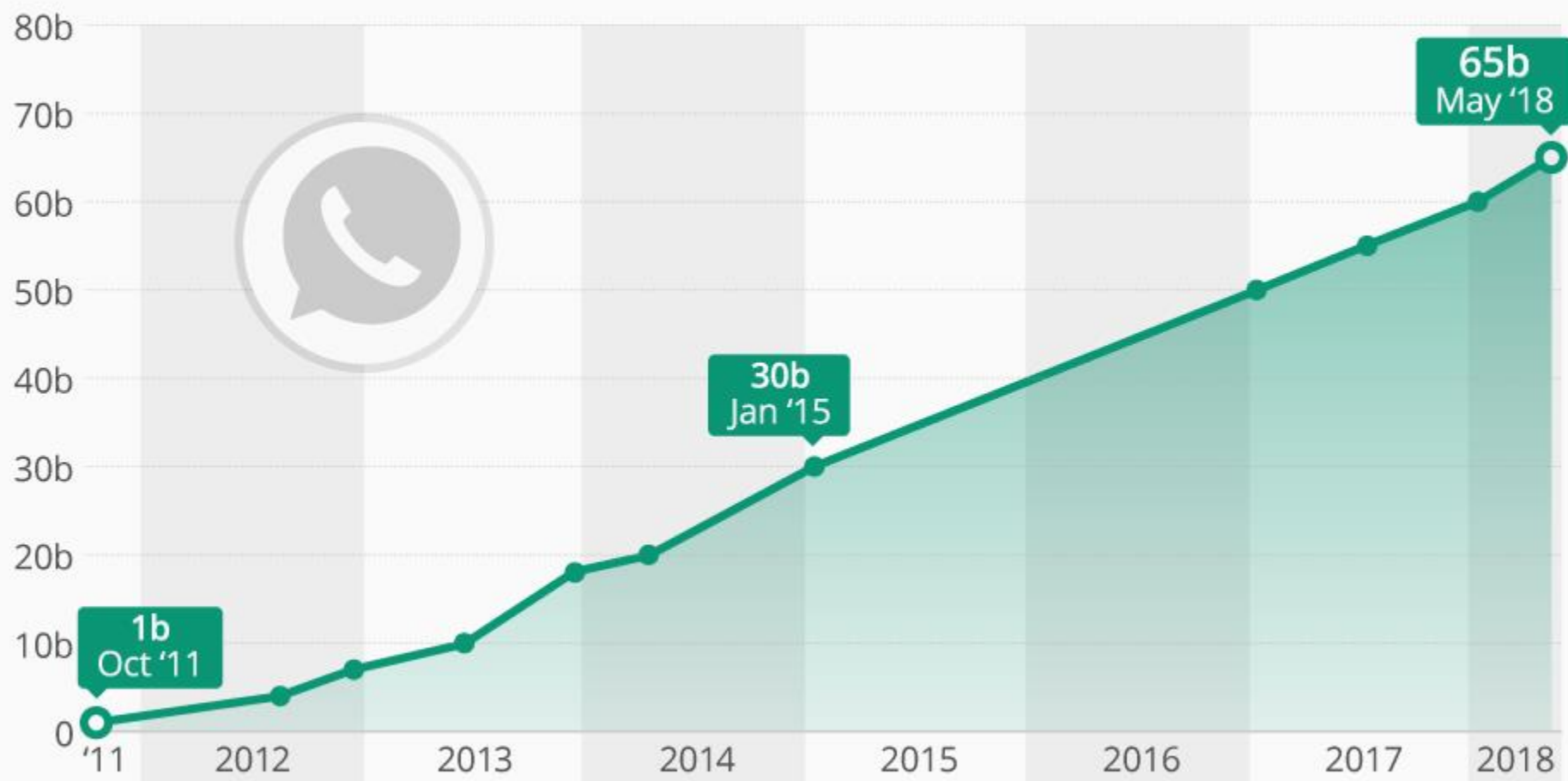


Hootsuite™

we
are
social

WhatsApp Usage Shows No Signs of Slowing Down

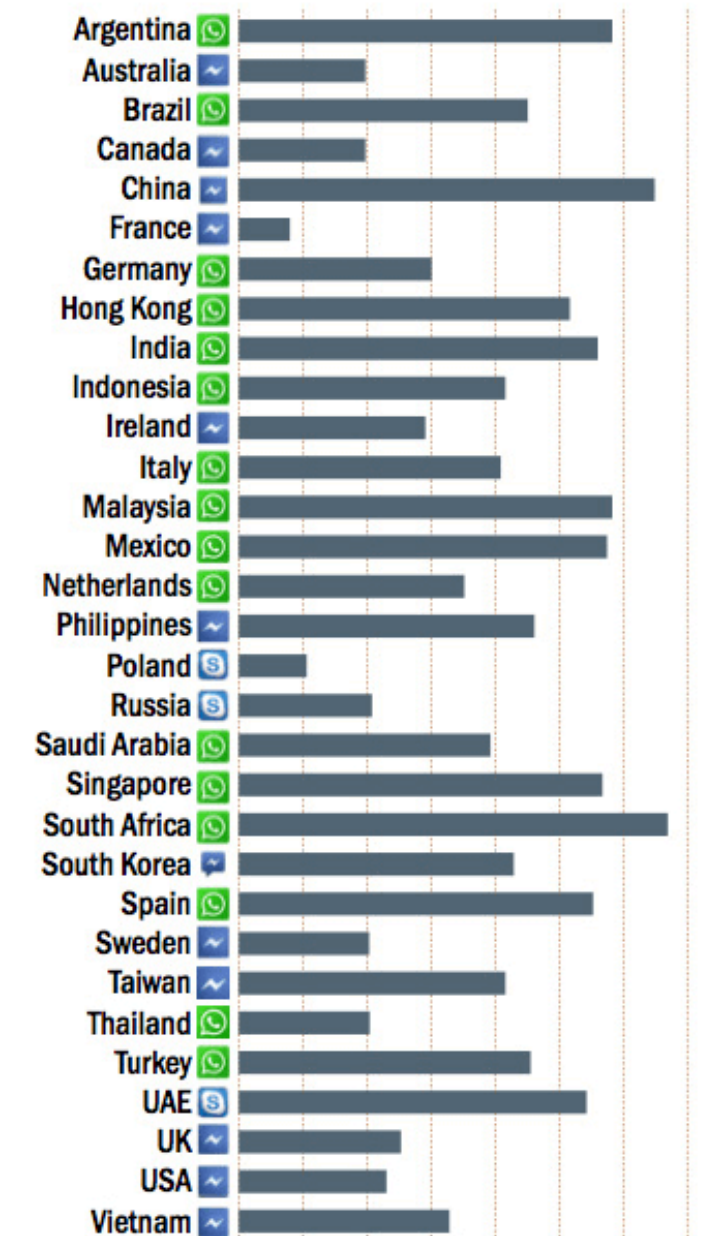
Number of WhatsApp messages sent worldwide per day*



Top messaging apps, by country

Percentage of total online users, by country

WhatsApp Facebook Messenger WeChat Skype Kakao Talk Line



Why should you use WhatsApp for business?

- If your customers and prospects are **young**, they're more likely to be comfortable using messaging apps for their day-to-day communication.
- A study by [Pew Research Center](#) shows that **42 percent** of smartphone owners between 18 and 29 years old use messaging apps like WhatsApp, compared with only 19 percent of smartphone owners who are 50 or older.

Why should you use WhatsApp for business?

- Plus, messaging apps like WhatsApp have **incredible engagement rates**: 98 percent of mobile messages are opened and read, with **90 percent** of them getting opened within **three seconds** of being received.
- WhatsApp may already be a key way for your audience to share content via dark social—a term to describe when people share content through **private channels** such as email or chat apps like WhatsApp, as opposed to more public networks like Facebook.

Rich Messages

- Send and receive rich messages to opted-in users.
- Enrich your messages with QR codes, high-resolution images, audio files, and document sharing for better customer engagement.



Conversational Interactions

- Personalize messages based on your audience's attributes like customer names, past purchases, or location.
- By providing a personalized and conversational approach to your messaging, you're enabling richer customer engagement helping build customer loyalty.



Personalised Service

- Customers engage with your brand on their terms, switching between real-time and non-real time dialog depending on the situation while messaging threads help provide customer experience with context.



Quicker Response Time

- Optimize the chat app for common inquiries resulting in quicker response times and faster time to resolution, ultimately driving higher customer satisfaction.



Ensure Data and Message Security

- All communications sent through WhatsApp Business are highly secure, providing verified communications within the app between the business and the customer.



5 Creative Ways To Use WhatsApp For Your Business



Five Creative Ways To Use WhatsApp For You Business

- 1. Orders & order confirmation**
- 2. Automatic appointment reminders**
- 3. Alerts & notifications**
- 4. Surveys**
- 5. Staff Communication**



TAKING ORDERS

Annie runs a small home bakery shop and has a dedicated WhatsApp groups for her customers. Having a single channel of customer engagement & customer communication helped free a lot to her time.

1. Orders & order confirmation

- 確認物品出貨, 送貨狀態, 訂購貨品的消費者確認其交貨過程
- Annie runs a small home bakery shop. Most of the products she bakes are sold within her social circles, and for this she has made dedicated WhatsApp groups for her customers. Every time she comes up with some novel concept she lets her customers know through WhatsApp group messages. Alongside, she usually post pictures of her baking experiments which keeps her customers engaged.
- Owing to the visual appeal of images, most of her products are sold in a matter of hours. Additionally, her customers also send her orders through WhatsApp for any special occasions, to which she promptly responds. Being a single entrepreneur, having a single channel of customer engagement & customer communication has helped free a lot to her time allowing her to keep a focus on baking.



SENDING REMINDERS

James runs a men's salon and when he finds that a customer's service is due, he sends a reminder message over WhatsApp & fixes the appointments. This has helped him get repeat business.

2. Automatic appointment reminders

- 約會提醒
- James runs a men's salon which has a decent customer base in the nearby locality. He is very meticulous about keeping a record of & tracking his customer's visits. When he finds that a customer's service is due, he sends a reminder message over WhatsApp & fixes the appointments over chat.
- He also makes sure to confirm each customer's plans prior to scheduled time. His customer's adore the personal touch & in return, he continues to get their repeat business.



AUTOMATIC ALERTS

Sam is a small time milk & newspaper vendor and usually 2-3 days before going out for collection he notifies his customers know via WhatsApp. This has lead to greater efficiency.

3. Alerts & notifications

- Order Notification
- Sam is a small time milk & newspaper vendor. Usually, every month when he used to go out to collect his dues, his visit would not be very productive. A lot of people were either not available or were low on cash. Due to this, his collection cycle lasted 2-3 weeks which is long by any standard.
- Now, 2-3 days prior to his visit he notifies his customers know via WhatsApp messages. Providing an advance notice has helped reduce the frequency of visits & the required lead time. Also, on days of emergencies he alerts his customers via WhatsApp to notify his unavailability.



SURVEYS

Sophie runs a boutique for customized dresses and WhatsApp has enabled her to collect a reliable feedback post sale. The process gave good results in terms of conversion & quality of feedback.

4. Surveys

- Sophie runs a boutique for customized dresses. Most of her customers prefer to try their dresses at home, making it difficult to collect a reliable feedback at the time of sale.
- She started a novel practice of sending feedback forms a few days later, once she is sure that customers would have tried their dresses. The process yielded very good results both in terms of conversion & quality of feedback. Also, she is assured that the feedback received now is quite genuine.



STAFF COMMUNICATION

Justin runs a small sales agency and uses WhatsApp for communication with field staff. Communication between teams is now smooth & this has greatly streamlined the process for him.

5. Staff Communication

- Justin runs a small sales agency providing field sales staff to their clients. Previously, while in the field, the team members were unable to communicate with each other smoothly. This problem has been greatly solved with WhatsApp groups. Communication between teams is now smooth & also, Justin now finds it easier to keep a track of each team member from a single place. This has greatly streamlined the process for him.

Thank you for your interest in Business API!



WhatsApp



Search



Home



My Network



Jobs



Messaging

Noti

David Li: Wrong for BEA? - Providers of global governance services against David Li as d



Stephen Lam

Mobile Marketing

Hong Kong

Add profile section ▼

More...



Emma Global (Hong Kong)
Limited



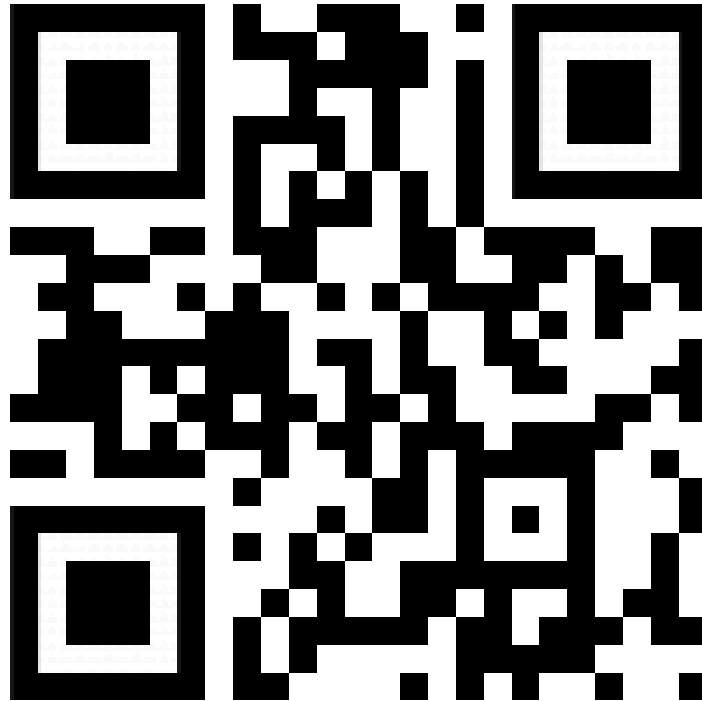
See contact info



See connections (500+)

Contact : Stephen.Lam@emma.hk Emma Global (HK) Limited Thanks a lot

WhatsApp me :



<https://wa.me/85263558085>

Why does good communication matter so much?



CUSTOMERS AFTER A GOOD COMMUNICATION EXPERIENCE



71% recommend the brand to a friend



67% purchased more products or services



49% wrote a positive review



CUSTOMERS AFTER A POOR COMMUNICATION EXPERIENCE



66% told a friend about their experience



41% stopped doing business with the company



38% switched to a competitor or cancelled orders or services

Too much reliance on digital technologies has given rise to “human-less” customer services.



83%

of consumers that prefer dealing with human beings over digital channels to solve customer services issues.



52%

of consumers that have switched providers due to poor customer service.

Human interaction is a vital component of customer satisfaction, even in the “digital age.”



77%

of consumers that prefer dealing with human beings over digital channels to get advice.



45%

of consumers that say they are willing to pay a higher price for goods and services if it ensures a better level of service.

There is huge room for improvement in the delivery of today's customer services.



81%

of consumers that admit that it is 'frustrating' or 'extremely frustrating' dealing with a company that does not make it easy to do business with them.

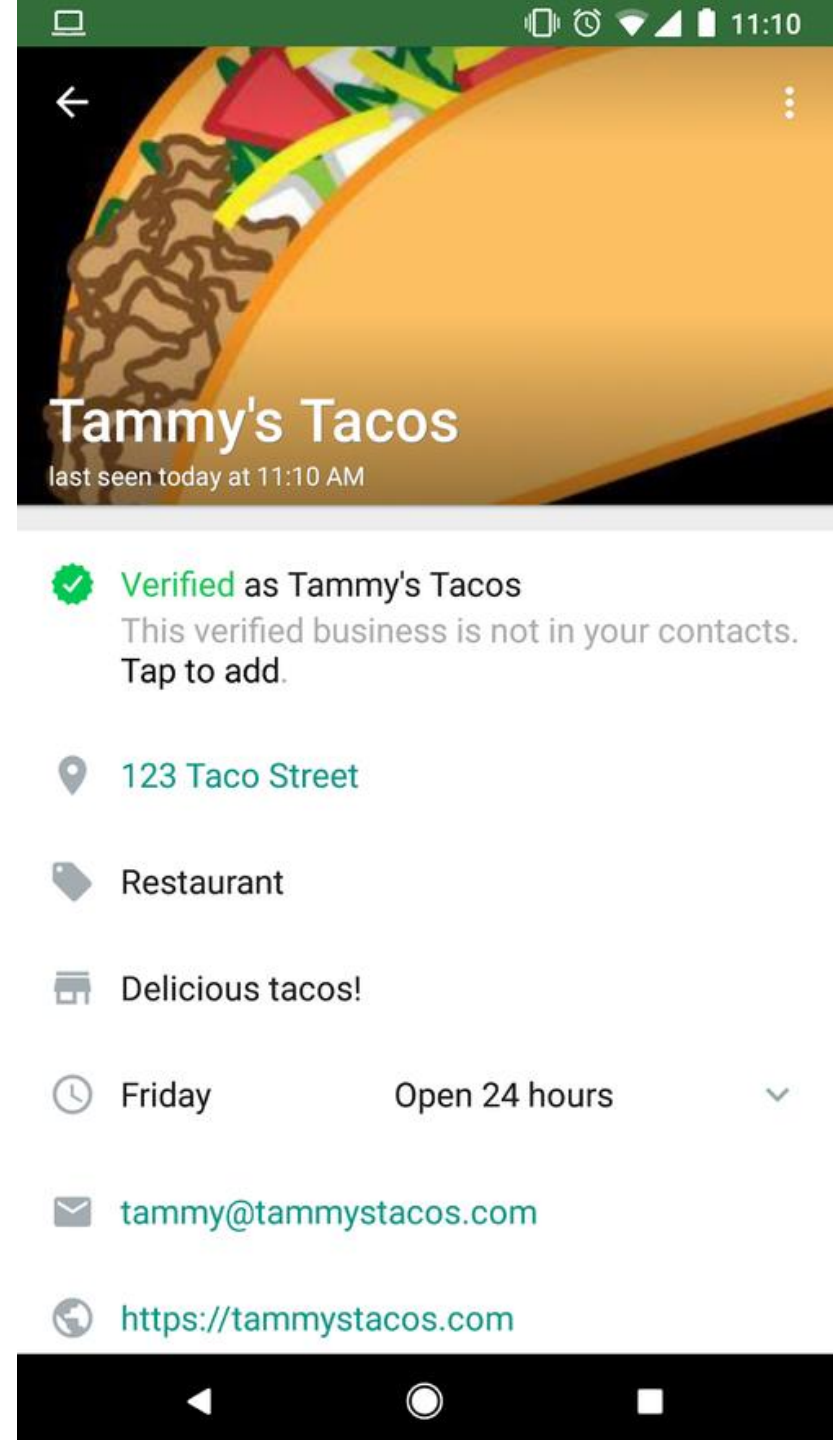


67%

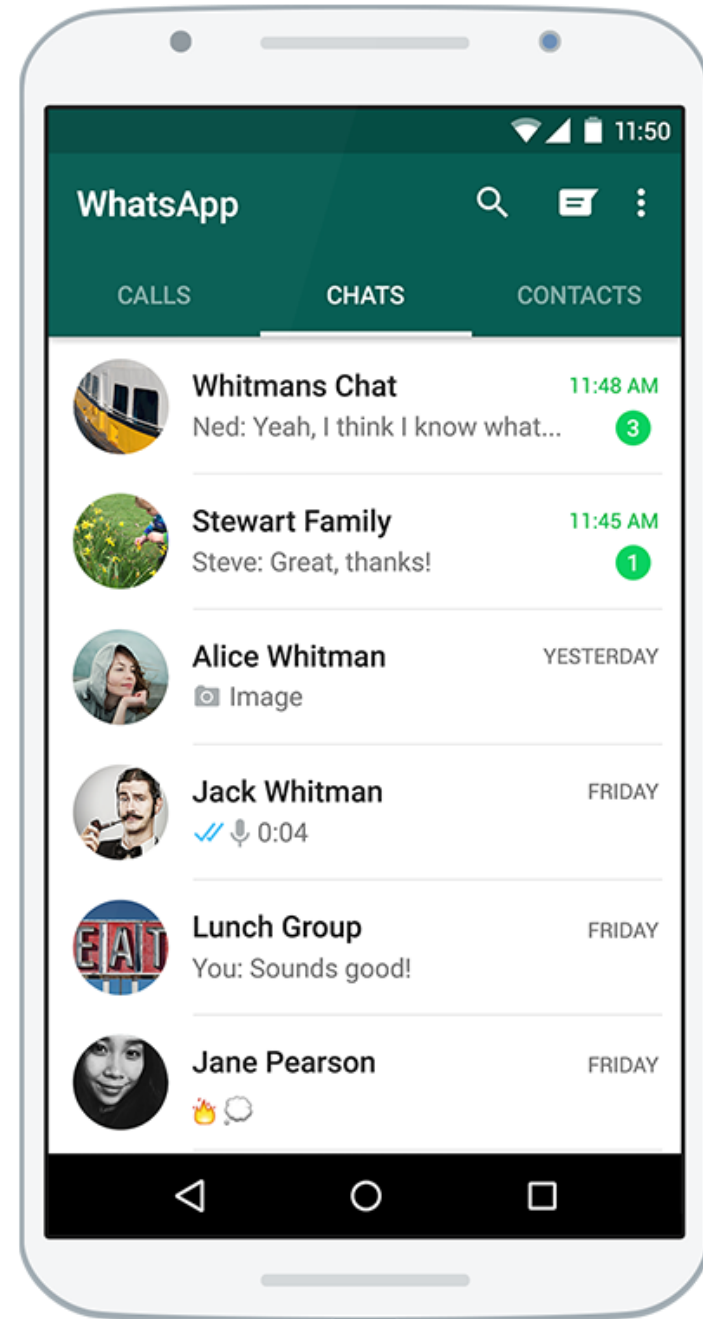
of consumers that will not go back once they have left a provider.

WhatsApp Basic

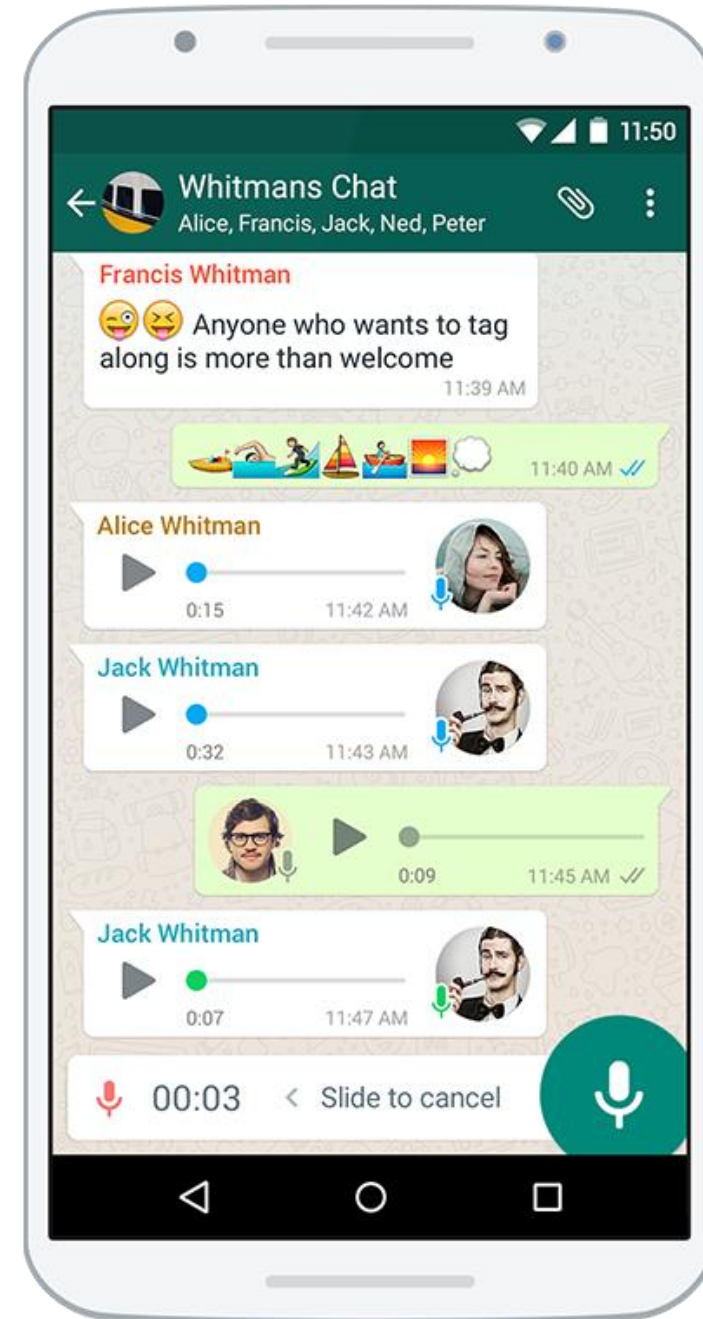
Contact View



Chat List



Chat Screens/ Chat Thread



Chatbot.com.hk



Mr. Jovian Ling
Chatbot.com.hk
Co-Founder





Set Sail Software
Chatbot.com.hk

A.I. Contact Center Solution

Presentation

18 June 2019

| WWW.CHATBOT.COM.HK

An aerial night view of a city, likely San Francisco, with the Golden Gate Bridge visible in the distance. The city lights are reflected in the water, and the mountains in the background are silhouetted against the dark sky.

Company Background



ABOUT US



- Founded in **March 2015**
- Focus on **Cantonese and Mandarin Natural Language Processing Technology** and Enterprise Contact Center Solutions
- **Deployed >30 Virtual Assistants** in Hong Kong
- Recognition:



Funding from the Technology Start-up Support Scheme for Universities (TSSSU), under the Innovation and Technology Fund (ITF)



Cyberport Incubation Programme 2017



AppWorks Accelerator Programme 2018



香港科技大學霍英東研究院
佛山市香港科技大学LED-FPD工程技术研究开发中心
2018 年度南海科大获批专项项目



CLIENTS



SOLUTION PARTNERS



“We develop **AI-enabled**
Virtual Assistants that
attract, engage and
transact with customers.”





CANTONESE NLP

Our AI-enabled Virtual Assistants have automated over 5MM inquiries locally in Hong Kong.

OUR FOCUS



ONE AI, ALL CHANNELS

Our Chatbot Engine build one AI to connect to multiple channels including WhatsApp, WeChat, FB Messenger, Websites, Mobile App etc.



LIVE CHAT & CRM INTEGRATIONS

Integrations with Salesforce CRM, Siebel CRM, Genesis, Salesforces Support, Zendesk, and more.

An aerial night view of a city, likely San Francisco, with the Golden Gate Bridge visible in the distance. The city lights are reflected in the water, and the mountains in the background are silhouetted against the dark sky.

Project Showcase





General Enquiries

Supported by Set Sail NLP Engine



搜尋

登入

信箱

圖示

放大

縮小

English

CLP 中電

新世代·新動力

住宅客戶

工商客戶

社區與環境

客戶服務

推廣優惠

關於中電

首頁 > 客戶服務 > 申請供電及終止供電 > 申請供電及轉名

申請供電及轉名



網上申請供電

ECO Rewards 智能積賞 **+250分** 智能積分

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活動期間：2019年2月21日至2019年3月20日

受相關條款及細則約束

推廣條款及細則

客戶服務小助手

意見反饋




General Enquiries

Supported by Set Sail NLP Engine on multiple platforms



中銀人壽
BOC LIFE

← → ↺ Bank of China (Hong Kong) Ltd [HK] | <https://www.boclif.com.hk/en/> ☆ 2 S O ✓ C | ?

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f 9 in 1

iTarget 3 Years Savings Insurance Plan

Your dreams at your fingertips

Annualized guaranteed rate of return up to 4.21%*

* The annualized guaranteed rate of return is subject to the policy currency and premium payment mode you choose; this annualized guaranteed rate of return assumes that the policy currency is RMB with prepayment of premium while the first year premium discount offer is subject to terms and conditions.

QUICK LINKS |  **Useful Forms** |  **Currency Exchange** | **What's New**

e-Claims Services at Your Fingertips

BOC Life Deferred Annuity (Lifetime)

BOC Life Easy Chat ✕

請填妥「客戶重要資料更改申請表」並遞交給我們辦理。

*注意事項：

i. 若保單為電話直銷保單，首次申請時請提供身份證明文件核實真實副本。

ii. 若更新地址/電話，而更改前或後的地址/電話號碼所屬司法管轄區為非香港，必須遞交「稅務居民自我證明表格」。

如果您還有其他查詢，請您繼續輸入有關內容或按

Today at 04:46 PM

點樣搵張application form呀

Today at 04:46 PM

你只需瀏覽中銀人壽網站
(http://www.boclif.com.hk/tc/customer_service/download-form.html) 下載所需表格。

如果您還有其他查詢，請您繼續輸入有關內容或按

回主目錄

請輸入...



General Enquiries

Supported by Set Sail NLP Engine



中銀國際
BOC INTERNATIONAL



PRUDENTIAL
英國保誠



中銀國際
BOC INTERNATIONAL



PRUDENTIAL
英國保誠

中銀國際英國保誠信託有限公司
BOCI-Prudential Trustee Limited

[關於我們](#) ▾ [基金專區](#) ▾ [簡易強積金](#) ▾ [我的強積金](#) ▾ [預設投資策略](#) ▾ [下載區域與](#)

最新消息: 中銀保誠強積金流動程式將推出全生物認證登入功能

簡易強積金

中銀保誠簡易強積金計劃為集成信託計劃，提供十六個不同的成分基金給成員作投資選擇。

注意：投資附帶風險在作出任何投資決定前，請參閱計劃之介紹手冊以便獲取進一步資料。如你對產品資料的含意或影響有任何疑問，便應諮詢專業人士的獨立意見。

[了解更多](#)

我的積金寶

EN —

Today at 03:47 PM

如何為新僱員register mpf?



如僱員已連續受僱滿60天，請填妥成員申請表。表格需由僱員簽署，公司蓋章及授權簽署。

[表格遞交途徑](#)

Today at 03:47 PM

Thanks

Today at 03:47 PM



唔好客氣！好高興可以為你服務。

僱主

自僱人士

僱員

請輸入...



↑
頁頂



General Enquiries

Supported by Set Sail NLP Engine,
Company and Supplier Search



HKTDC.com About HKTDC My HKTDC Login / Register 繁 簡

Start Searching...

All Categories

English

HKTDC Chatbot (Beta)

Today at 01:37 PM

您好，我係Eva！請問有甚麼可以幫到您？

Today at 01:37 PM

What is HKTDC?

Today at 01:37 PM

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 50 years of experience, its mission is to explore opportunities for Hong Kong companies, especially small and medium-sized enterprises (SMEs), and connect them with business partners around the world.

Find Products / Suppliers Ask a Question Change language

請輸入...

HKTDC Chatbot (Beta)

Today at 04:47 PM

您好，我係Eva！請問有甚麼可以幫到您？

Today at 04:47 PM

書展日期幾時？

Today at 04:47 PM

書展的日期在7月17-23號

Today at 04:47 PM

when is the book fair?

Today at 04:47 PM

The HKTDC Book Fair 2019 will be held on 17-23 July 2019, for details, please visit [here](#)

Today at 04:47 PM

Thank you!

Today at 04:47 PM

Don't mention it! I'm glad to help.

Find Products / Suppliers Ask a Question Change language

請輸入...

HKTDC Chatbot (Beta)

Today at 04:37 PM


具」或「浴室用品」等；若搜尋供應商，請輸入公司名字，如「XX有限公司」。

Today at 04:37 PM

珠寶

Today at 04:37 PM

以下是符合搜尋結果的相關產品：



Length: 2.9cm
Width: 1.8cm
Weight: 3.6g
Store No.: 41

Silver Animal Pendant

Elzan Jewellery International Ltd

聯絡供應商

更多 相關產品類型 所有結果 重新搜索

請輸入...



General Enquiries

Supported by Set Sail NLP Engine,
Company and Supplier Search



香港科技大學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

Prospective Students ▾

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THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

OFFICE OF
Postgraduate Studies

About PGSO Why HKUST? Programs Scholarship & Fees Admissions After Getting an Offer



An institution where **research excellence** is

"dare to dream" is our invitation.

Chat with our virtual assistant Justin ✕

Paying Deposit

Today at 07:06 PM

what is the acceptance procedures?

Accept the offer online by the offer acceptance deadline.

Pay the deposit to confirm your acceptance.

Follow through with other important actions as stated in the offer letter.

Meeting Offer Conditions

Paying Deposit

Main Menu

Type your simple question... 50 ➤



香港 **BEST**
OF ALL
IT'S IN
HONG
KONG



General Enquiries

Supported by Set Sail NLP Engine



HONG KONG
TOURISM BOARD
香港旅遊發展局

香港
BEST
OF ALL
IT'S IN
HONG
KONG



您好！我是您的香港旅遊小幫手
(beta)！

歡迎來到香港！

馬上看看最新的體驗和活動！



關於香港
還未想到在香港怎麼
玩！



傳送訊息.....



你的所在地點

您附近有以下這些景點喔，快去
看看！



賽馬會創意藝術中心

瀏覽網站

瀏覽網站

傳送訊息.....



有啲咩好嘅餐廳推介

香港有逾14,000家餐館，提供道
地菜式、世界美食、海鮮料理
等.....

快來看香港的吃喝熱點！

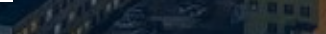
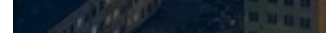
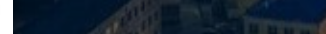
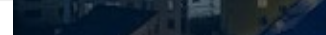
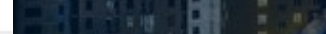
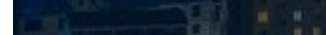
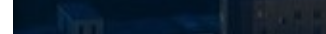
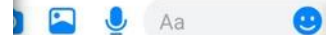


米其林指南

選擇

選

米其林指南享譽國際，從2009
年起便有香港版。中國第一位米
其林星級廚師，都是香港選出



資訊: <http://bit.ly/2uj4l0Y>

今天天氣

今天的天氣是

下午2時天文台錄得：

氣溫：24度

相對濕度：百分之81

過去一小時，京士柏錄得

的平均紫外線指數：2

紫外線強度：低本港其他

地區的氣溫



嚟香港要啲咩入境簽證呀

查看入境事務處的網站，看看你
是否需要簽證才能訪港：

<http://bit.ly/2MJVoL2>



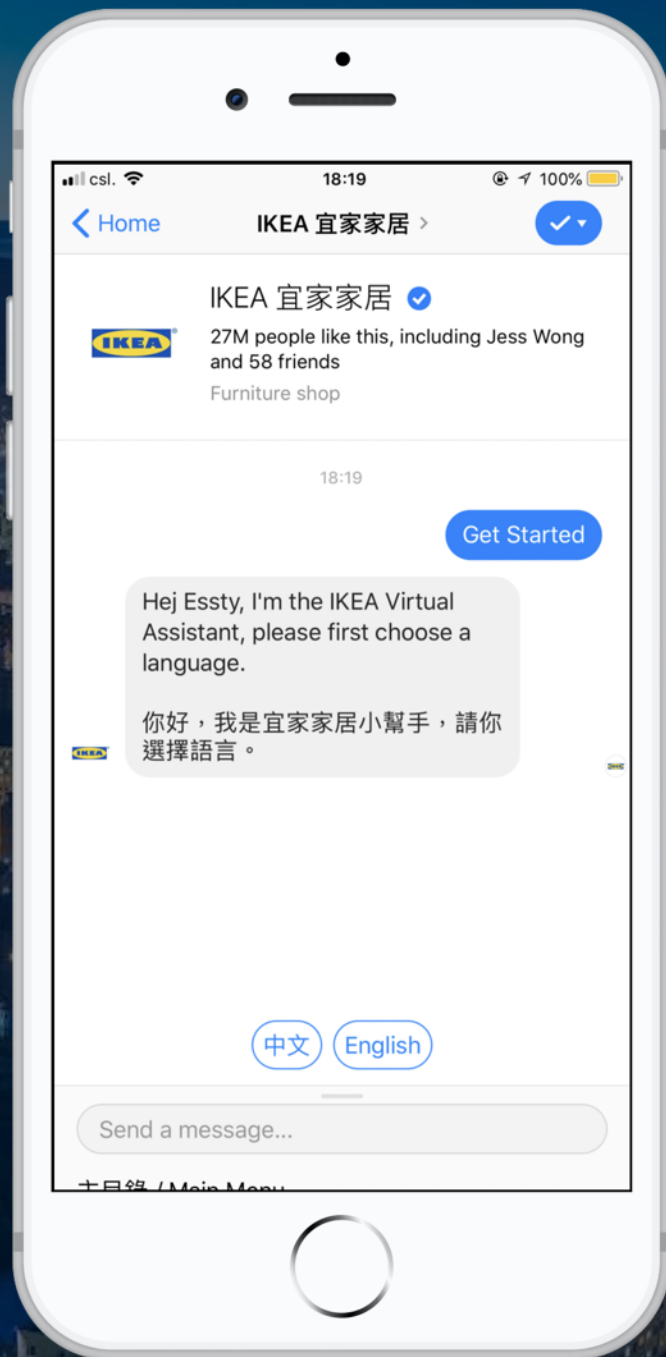
Thank you!



謝謝，這是我的榮幸。



傳送訊息.....





More A.I. functions

1. Product Search
2. Image Search
3. General enquiries supported by NLP
4. Live Chat Integration





Starr Companies Hong Kong

Automated messaging
Insurance Company

171 people like this

Starr Companies is the worldwide marketing name for the services offered by the operating insurance and travel assistance companies and subsidiaries of Starr International Company, Inc. and for the investment business of C.V. Starr & Co., Inc.

The shared history of Starr Companies can be traced back to December 1919, when Cornelius Vander Starr founded an insurance agency in Shanghai, China.

When you tap Get Started, Starr Companies Hong Kong will see your public info.

[Get Started](#)

STARR

INSURANCE COMPANIES

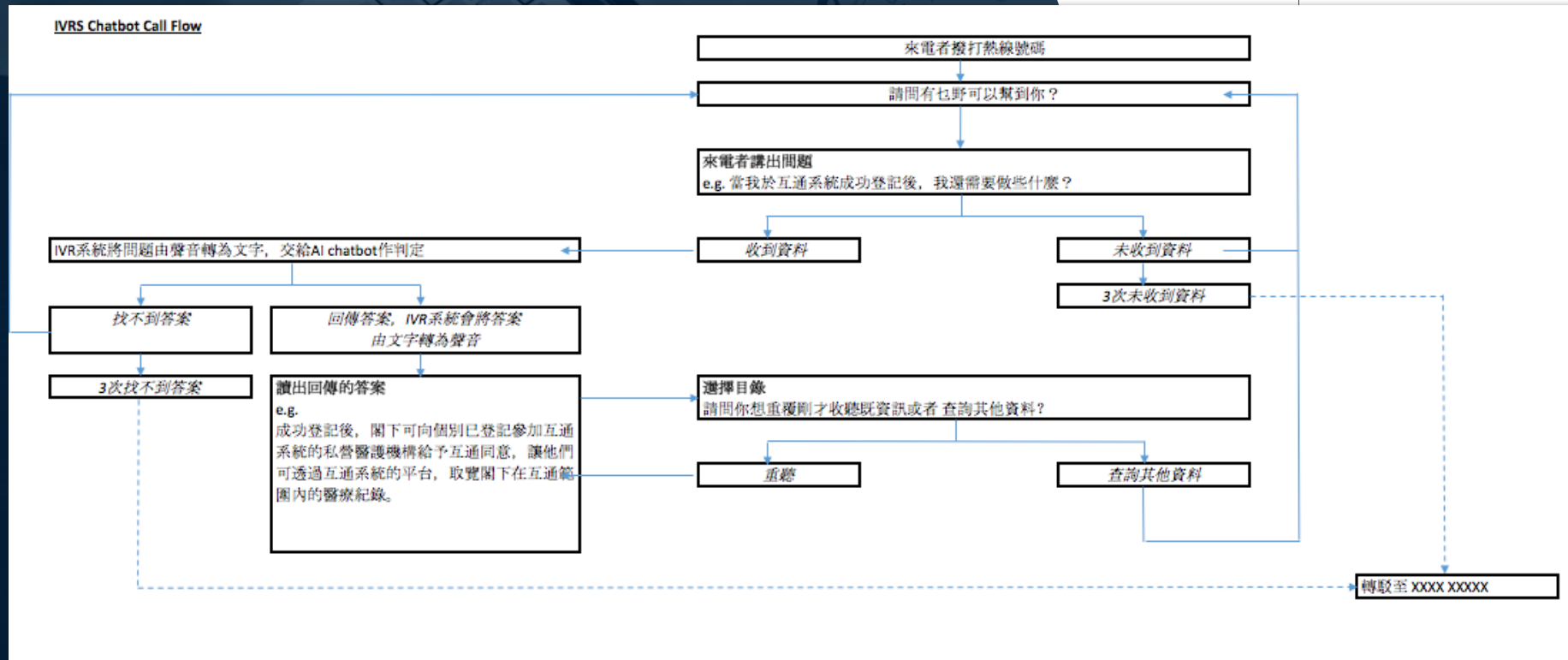
Project Showcase - Voice-based VA for Hotline



Handle Customer Inquiries over Hotline

- 

**HOSPITAL
AUTHORITY**



Voice Chatbot Demo

Handle Customer Inquiries over Hotline



醫院管理局
HOSPITAL
AUTHORITY





Auto-reply Facebook comments

and engage with Facebook page users with inbox message

MaBelle
It's Diamond. It's Different.

周大福

CHOW TAI FOOK

MADIA
What you can wear

MaBelle
7 August at 21:30 · 🌐

「世界萬變 承諾不變」- MaBelle創辦人馬壙傑先生

馬壙傑先生甚少接受訪問，今次破天荒接受無綫財經台邀請，聯手推動Make Sense信念，分享其創業精神及經營理念，帶出「正出於誠」及「承諾」的重要性。立即留言與我們分享您的承諾，即可獲贈「正出於誠」玻璃杯禮盒乙個。（數量有限，送完即止）

參加方法：... [See more](#)

Write a comment...

Kwan Yee 我對自己許下的承諾是要積極推動社會企業服務，成立社會企業，為弱勢社群包括弱能人士、殘疾人士、低收入或單親婦女、較低學歷、低技術或有就業困難的中年人士及青年人開創更多就業及培訓機會，發展個人潛能，建立自信，協助長期失業者重投工作，紓緩失業情況，避免貧富懸殊加劇，促進社會和諧和穩定，協助他們自力更生，從受助到自強。
[See Translation](#)
Like · Reply · Page responded privately · 1 · 1 hr

MaBelle 謝謝您的回覆！稍後將有專人以Facebook Messenger 聯絡領獎安排。
[See Translation](#)
Like · Reply · 1 hr
[View more replies](#)

Ling Yu 我對自己許下的承諾是要積極推動社會企業服務，成立社會企業，為弱勢社群包括弱能人士、殘疾人士、低收入或單親婦女、較低學歷、低技術或有就業困難的中年人士及青年人開創更多就業及培訓機會，發展個人潛能，建立自信，協助長期失業者重投工作，紓緩失業情況，避免貧富懸殊加劇，促進社會和諧和穩定，協助他們自力更生，從受助到自強。
[IF I WERE](#)
[See Translation](#)
Like · Reply · Page responded privately · 1 hr

MaBelle 謝謝您的回覆！稍後將有專人以Facebook Messenger 聯絡領獎安排。
[See Translation](#)
Like · Reply · 1 hr

[View more comments](#) 2 of 1,299

Jewelry/Watches

Community [See All](#)

[Invite your friends](#) to like this Page

161,600 people like this

156,688 people follow this

About **MaBelle** ⚙️ ✕

079...
Typ...
Se...
ww...
Jew...

請選擇閣下領取禮品的地區:

香港

中環國際金融中心店
香港中環金融街8號國際金融中心商場1樓1013店

選擇

重新選擇地區

Type a message...

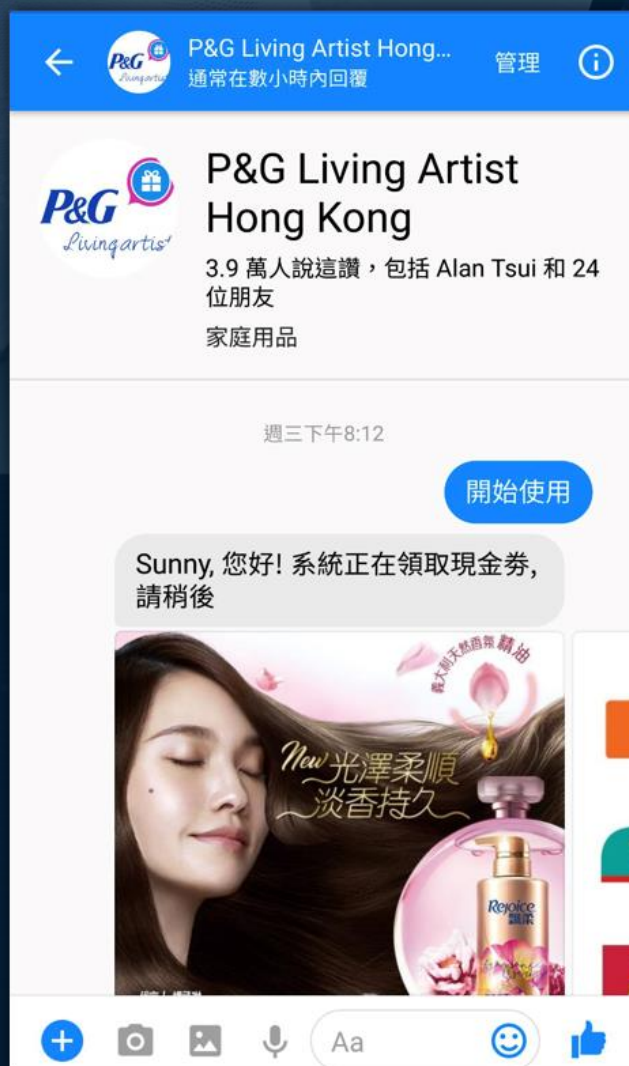
📷 🗨️ 🧠 🌟 📎 📷



Coupon Redemption

For future re-engagement

P&G

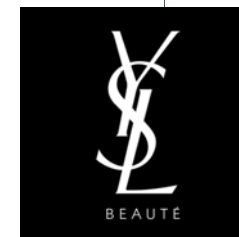


SET SAIL
software



Service booking

For customers to drive traffic to retail stores





Campaign

With registration and points accumulation via Chatbot

Albert Kwong
0 pts

BE A CREATOR

Albert Kwong

感興趣的活動

FOOTBALL

BASKETBALL

RUNNING

YOGA

TRAINING

我了解並同意adidas的隱私政策及條款及細則。

我希望在日後收取adidas的宣傳資訊。

我希望由Messenger收取E-PASS及Sports Base 最新消息

☒ 傳送到 Messenger

Albert Kwong

CANCEL

SUBMIT

Home

三間聯盟 >

Typically replies instantly

Manage

Take On Summer 及Streetball 3on3 籃球賽

透過Take On Summer 籃球員育成計劃培訓未來籃球新星；adidas Streetball 3on3 籃球賽，集結各路精英爭奪街霸殊榮。

查看賽程及結果

了解更多

Share

Send a Message

取回照片

查詢我的積分

協助



L'ORÉAL

HARBOUR CITY
海港城

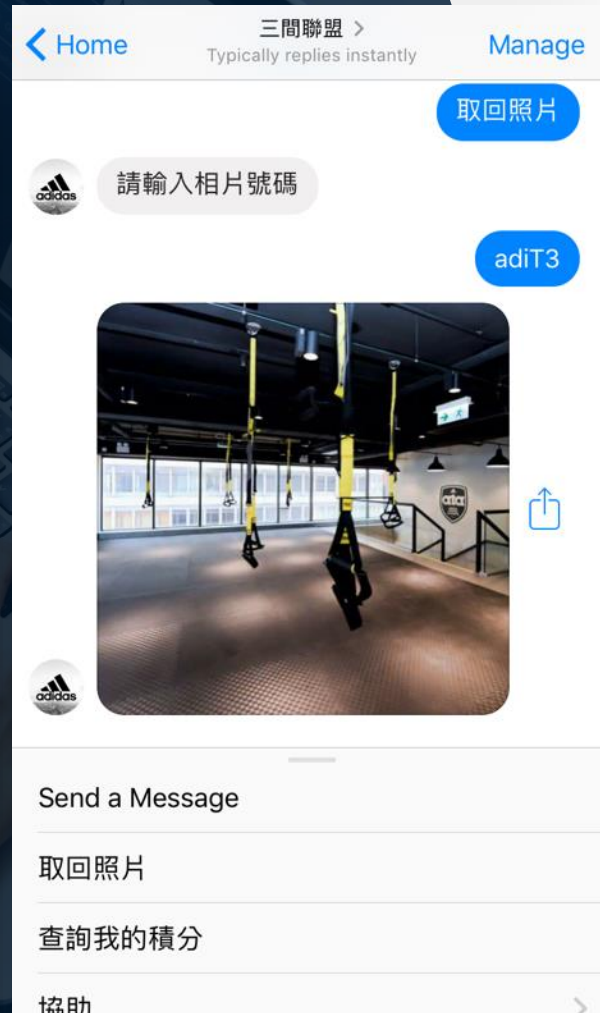
BEA 東亞銀行





Campaign

With registration and points accumulation via Chatbot



L'ORÉAL

HARBOUR CITY
海港城

BEA 東亞銀行





Re-marketing

With

- Enable subscription for membership checking
- Push notifications to target groups

L'ORÉAL



LANCÔME
PARIS

shu uemura

BIOThERM

Kiehl's
SINCE 1851

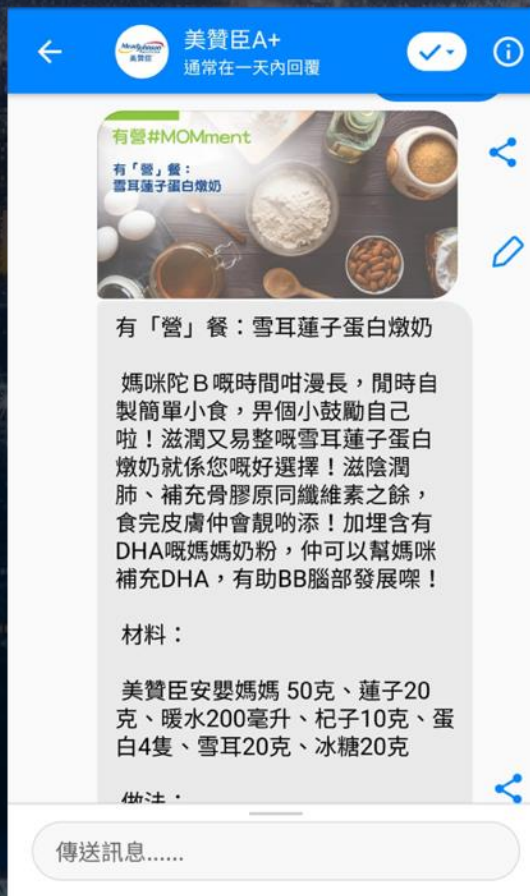




Re-marketing

With

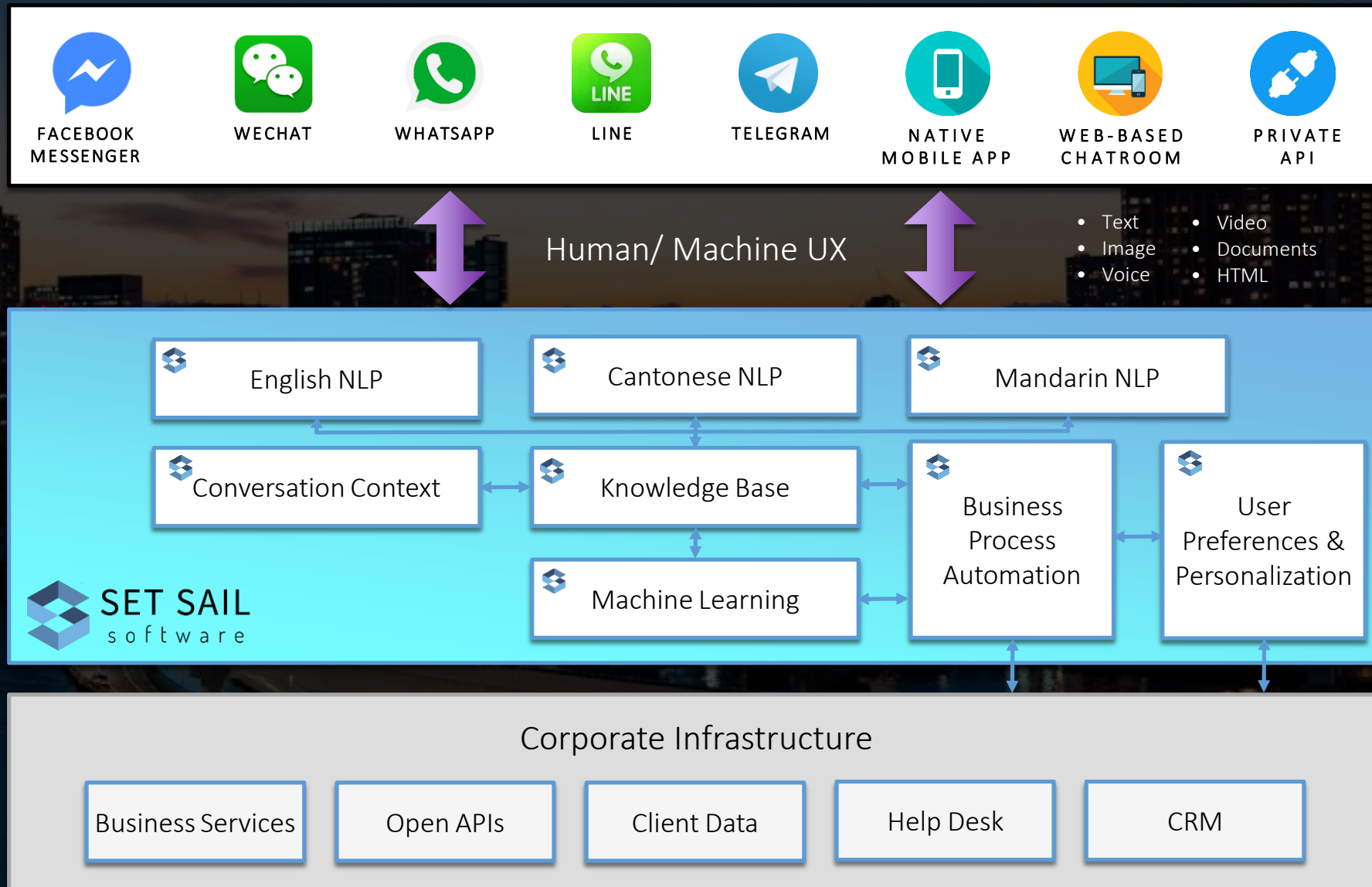
- Enable subscription for membership checking
- Push notifications to target groups
- Broadcast message to loyalty members



Our Product



A.I. as a Service



A Cantonese Example

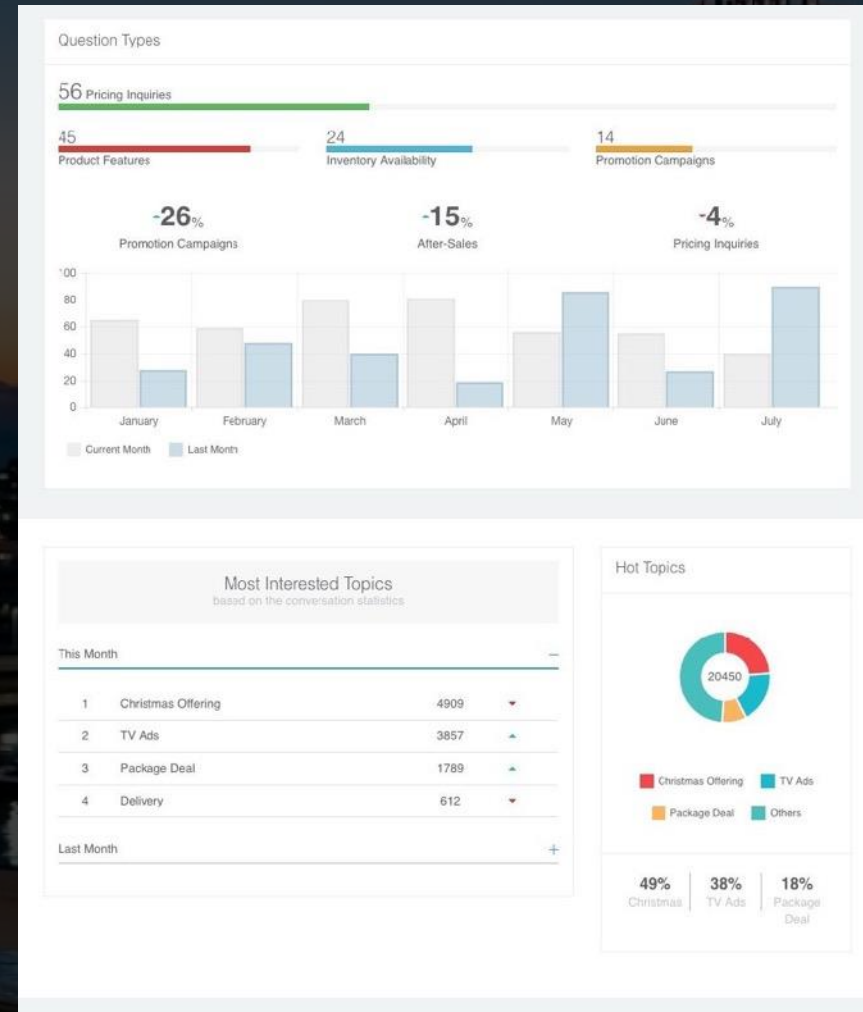
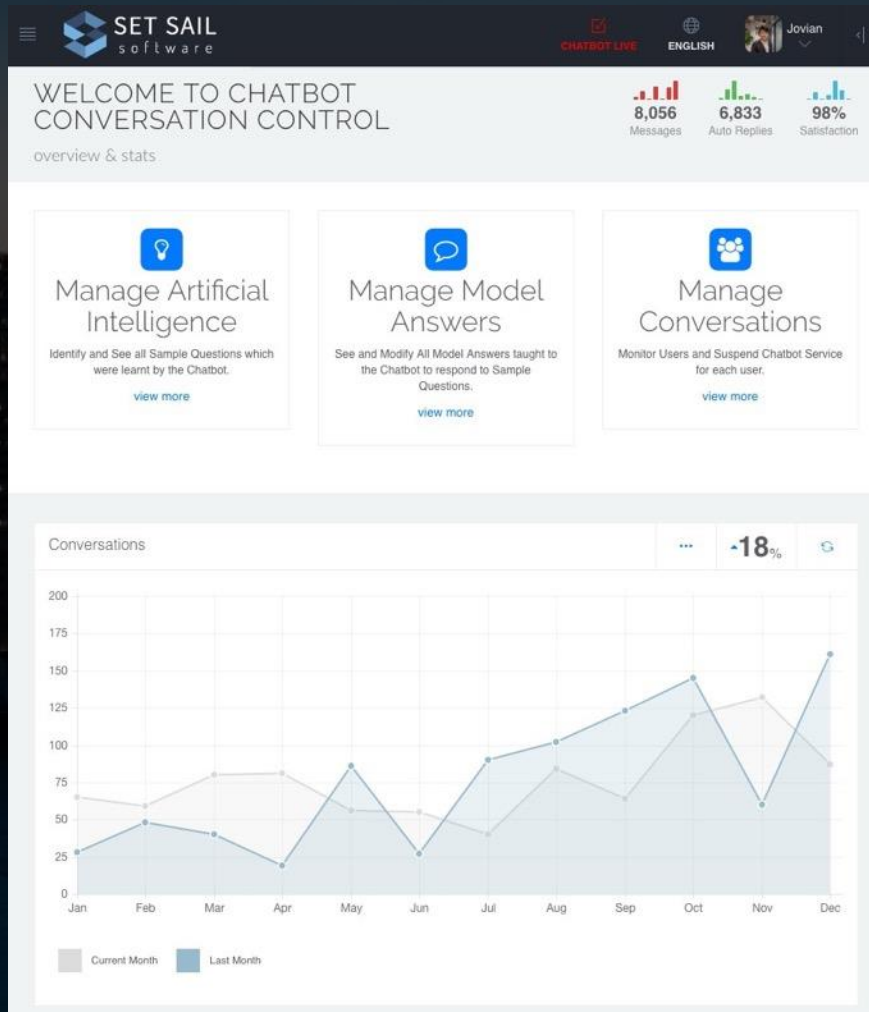


Content Management System



Chatbot Control Portal Module

1. Analytics



Chatbot Control Portal Module

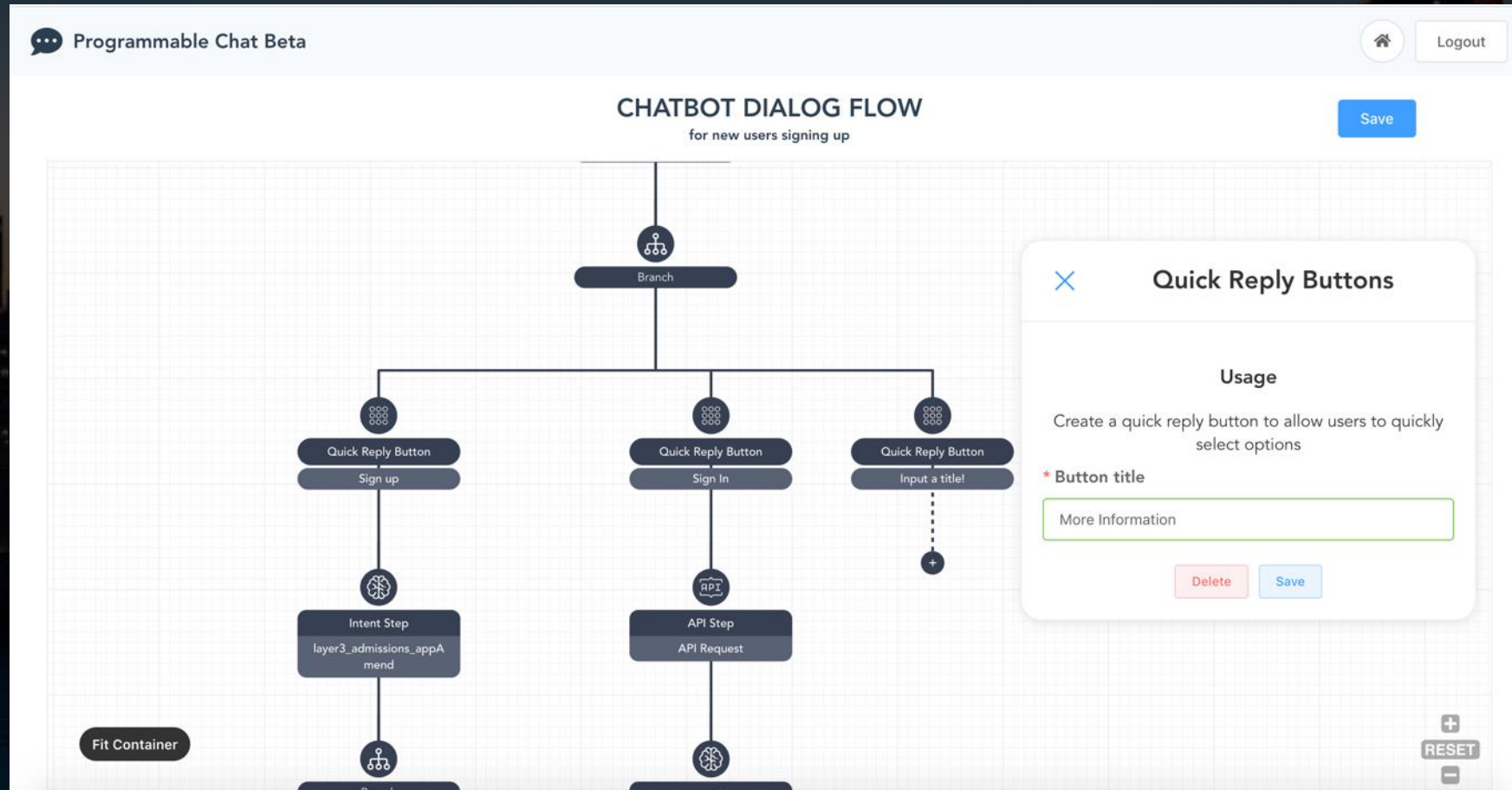
2. NLP Module

The screenshot displays the 'SET SAIL software' interface. On the left, a sidebar menu includes 'CHATBOT MODULE', 'Dashboard', 'Responses' (highlighted), and 'Dialog Flow'. The main content area is titled 'MANAGE RESPONSES' and includes a sub-header: 'Following dialogs are being trained by machine learning in order to classify various dialogs for specific user needs.' At the top right of this section are language filters for 'en_US' and 'zh_HK', and buttons for 'Import' and 'Export'. Below these are expandable sections for 'Trained Classifiers' and 'Training Set'. The 'Create New Intent' section features an 'Intent Name' input field and an 'Add' button. The 'Manage Intent' section shows a 'Select Intent' dropdown with 'aro_courseEvaluationTime' selected, a 'Delete' button, and a 'Manage User Expressions' section. This section includes an 'Add User Expression' input field and an 'Add' button. At the bottom, a table lists user expressions with corresponding actions (edit and delete icons).

Expression	Actions
由於我係exchange嘅院校有夠course讀，我希望課程審批成功，並係deadline之前完成有關審核程序。	
課程審核審批程序需時幾耐？	
係邊到可以搵到獲批嘅課程覆核？	
係邊到可以查看獲批嘅課程覆核？	
係邊到可以查看獲批嘅相似課程學分轉換	
課程審核審批程序多長時間完成？	

Chatbot Control Portal Module

3. Dialog Flow Builder



A nighttime cityscape with illuminated buildings and streets, viewed from an elevated position. The sky is dark blue, and the city lights create a warm, yellowish glow. The background is semi-transparent, allowing the text to be clearly visible.

Set Sail with us.

Chatbot.com.hk

Contact:

jovian@chatbot.com.hk

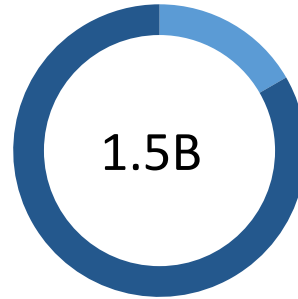
+852 6688 0053 | WWW.CHATBOT.COM.HK

WhatsApp Usage Statistics

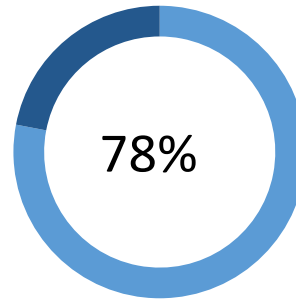
USAGE STATISTICS



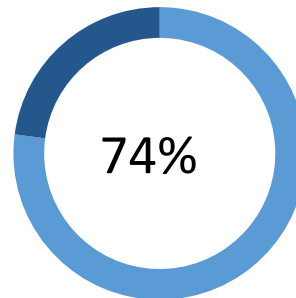
SET SAIL
software



WhatsApp is the most preferred messaging application with 1.5B active accounts worldwide



5.8M active social media users, 78% penetration in Hong Kong



74% internet user uses **WhatsApp** in Hong Kong, surpassing other messaging applications including Facebook Messenger (45%) and WeChat (44%)

WhatsApp Upcoming Trend

UPCOMING TREND



Top Messenger Apps by Country [September 2018]

[Based on the Apple App Store Rank for each country in September 2018]



Source: Similarweb.com | September 2018 | Based on the Apple App Store Rank for each country
Illustrated by Larry Kim | MobileMonkey.com

WhatsApp is the **most popular** messaging application in **109** countries

UPCOMING TREND



WhatsApp Usage Shows No Signs of Slowing Down

Number of WhatsApp messages sent worldwide per day*




WhatsApp usage is expected to be grown steadily with reference to the past 7 years

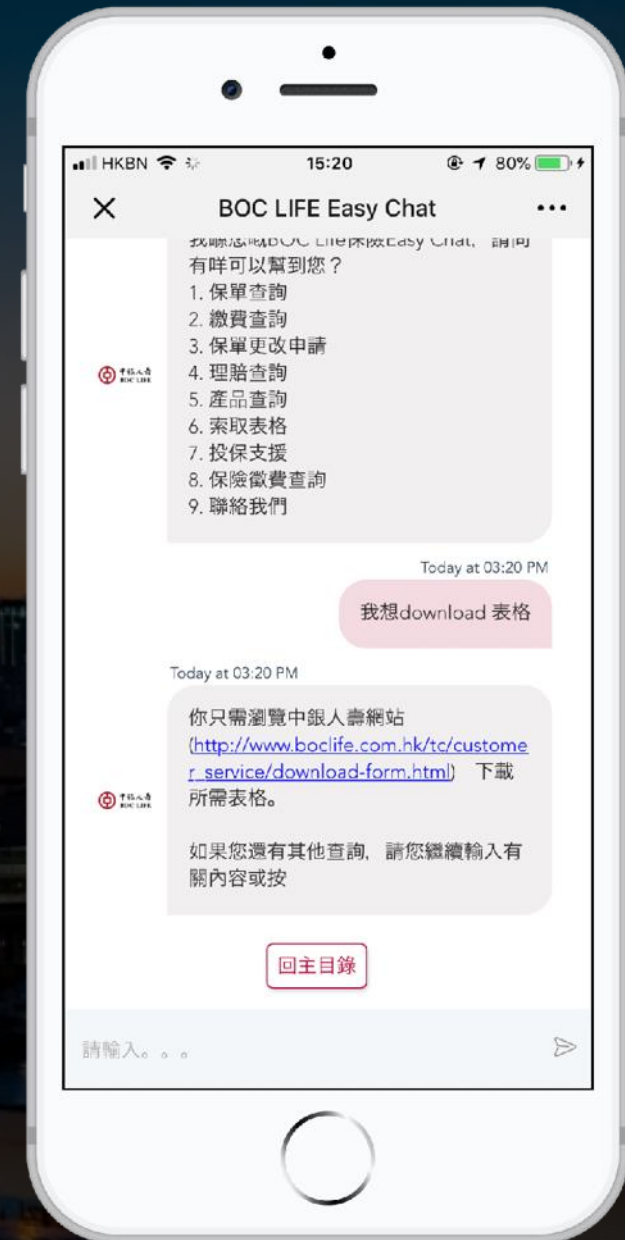
WhatsApp for Business API Use Cases

WhatsApp Use Cases

1. Customer Service (NLP Agent)

- ▶ Key Features:
 1. Answer FAQs
 2. Small talk for casual chatting
 3. Pre-trained knowledge base for domain-specific knowledge and small talk
- ▶ Benchmarking of Set Sail's NLP accuracy in English, Traditional and Simplified Chinese
- ▶ Projects supported by our NLP engine

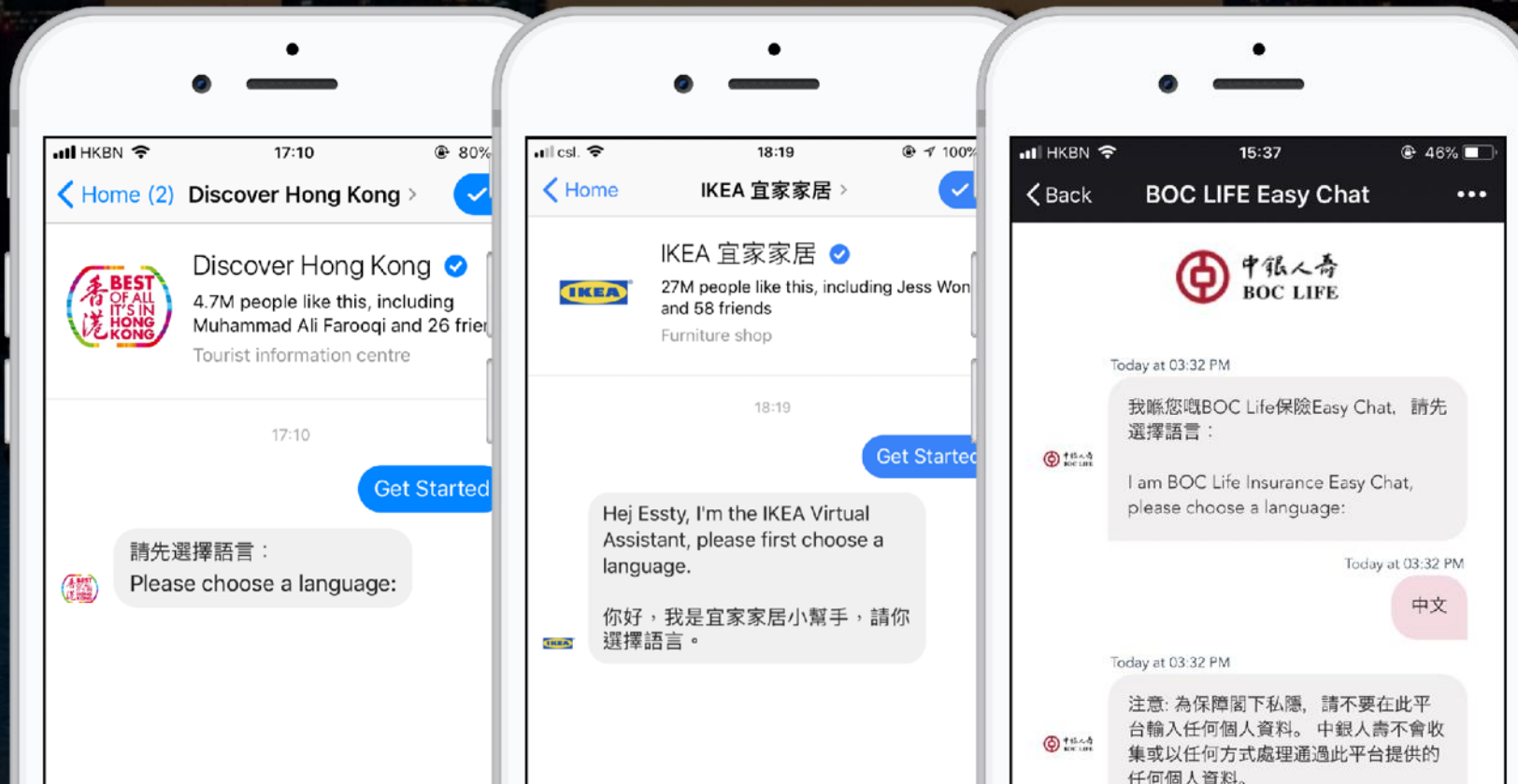
	Set Sail Model 	Google Dialogflow	Facebook Wit.ai	Microsoft NLP	IBM Watson
Accuracy in English on correctly identifying user's intents	97.2%	66.7%	91.7%	91.7%	n/a
Accuracy in Cantonese on correctly identifying user's intents	89.4%	62.1%	78.8%	63.6%	68.4%



WhatsApp Use Cases

1. Customer Service (NLP Agent)

- ▶ Key Features:
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 2. Small talk for casual chatting
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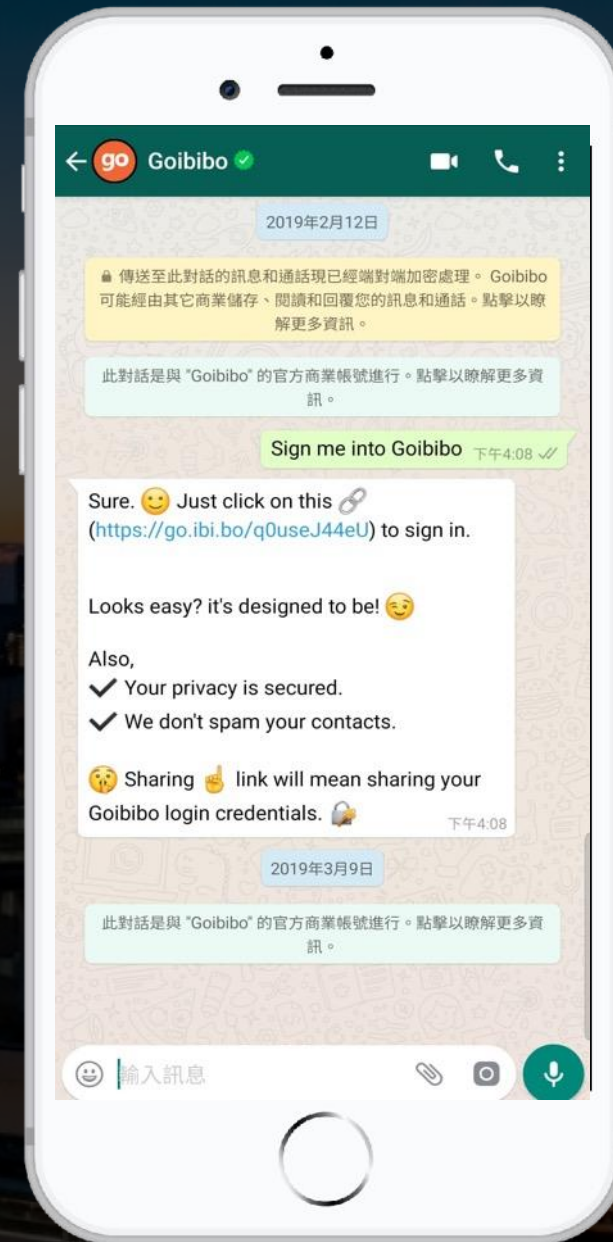


WhatsApp Use Cases

2. SSO via WhatsApp

► Key features

1. Allows users to create an account and sign in on the website or mobile applications via WhatsApp
2. Perform account binding automatically after the account creation
3. Get user's mobile number and broadcast push notifications via WhatsApp



How it works

SSO Integration Using WhatsApp Business API

Click “Log-in via WhatsApp”
Button



Users log-in via the link



SSO Completed



Re-marketing/ Notifications

1) User clicks the “Log-in via WhatsApp” button on the website or mobile apps to open the WhatsApp with a pre-filled message. User click the “send” message to perform the login.

2) The bot generates an unique URL and ask the user to log-in via the link. The link can redirect the user back to the website or mobile app to complete the signup process.

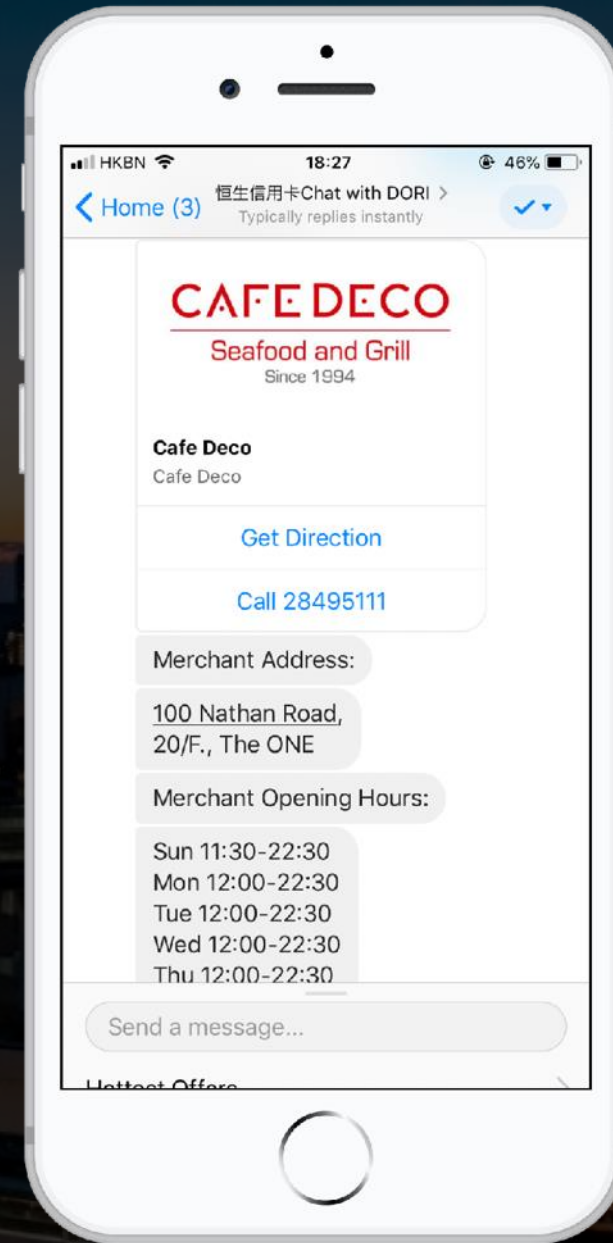
3) Once the user clicks the link, the backend performs the account binding and records the user’s WhatsApp account and number number for future communications.

4) The bot can communicate the user via WhatsApp for future notifications triggered by the mobile apps or web applications.

WhatsApp Use Cases

3. Booking System

- ▶ Key features
 1. Code-mixing of Cantonese and English
 2. Contextual conversation
 3. Real life data from database
 4. Extract input such as date and time
 5. Support time variation
 6. Integration with backend systems to complete booking



WhatsApp Use Cases

3. Booking System

- ▶ Key features

1. Code-mixing of Cantonese and English
2. Contextual conversation
3. Real life data from database
4. Extract input such as date and time
5. Support time variation
6. Integration with backend systems to complete booking

幫我book下禮拜五晚去尖咀打邊爐呀



Offers by Category

- i. Merchant
- ii. Location
- iii. Shopping
- iv. Dining
- v. Advance search: Offers duration/redemption criteria

A Cantonese Example



WhatsApp Use Cases

3. Booking System

- ▶ Key features

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6. Integration with backend systems to complete booking



幫我book下禮拜五晚去尖咀打邊爐呀



以下係尖沙咀嘅火鍋餐廳：
：



寬子
\$201-400 | 4.5/5.0 (111 評)
尖沙咀廣東道3-27號海港城海運大廈地下
OT G57號舖

詳情



酒鋪
\$201-400 | 4/5.0 (459 評)
尖沙咀天文台道8號2樓1號舖

詳情



101手工涮涮鍋
\$201-400 | 4/5.0 (324 評)
尖沙咀彌敦道9號地下

詳情

幫我book第一間呀!



OK 你嘅booking 已經確認左啦!
!

WhatsApp Use Cases

4. Offers/Promotions/Coupons

- ▶ Extensive experience in developing engagement Chatbots
- ▶ Project Showcase:
 - ▶ Mead Johnson
 - ▶ Five brands of L'Oréal including YSL, Lancôme, Shu Uemura, Kiehl's and Biotherm
 - ▶ P&G
 - ▶ Harbour City

L'ORÉAL

 美贊臣®

BIOOTHERM


HARBOUR CITY
海港城


YVES SAINT LAURENT

LANCÔME
PARIS

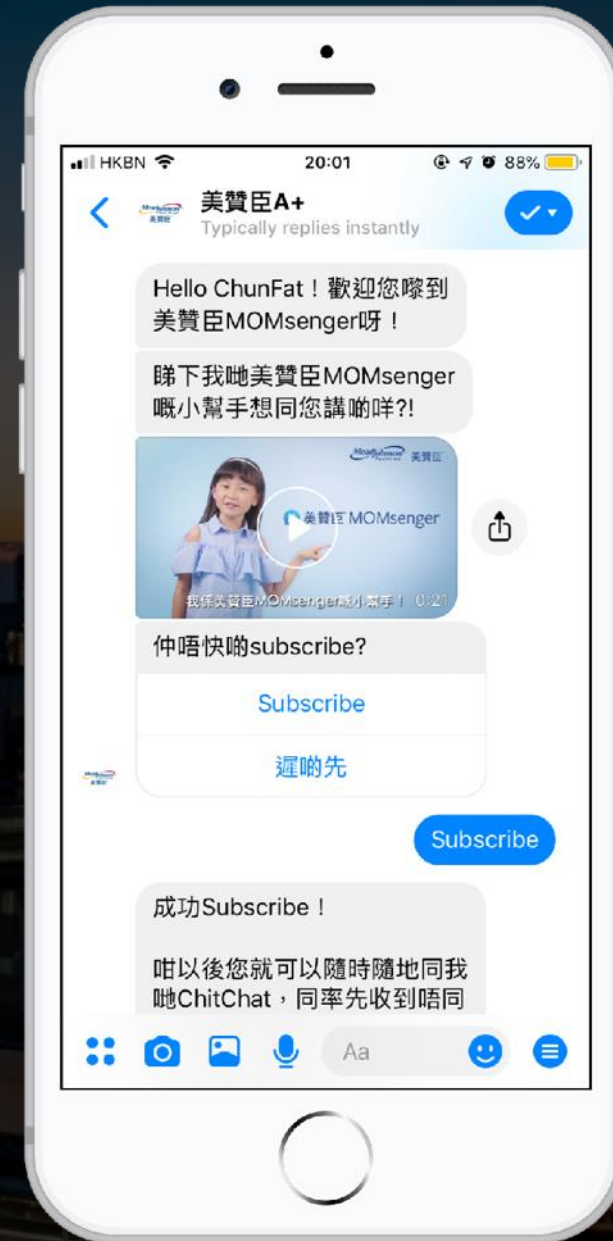
Kiehl's
SINCE 1851

shu uemura

WhatsApp Use Cases

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 - ▶ Mead Johnson
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 - ▶ P&G
 - ▶ Harbour City



WhatsApp Use Cases

4. Offers/Promotions/Coupons

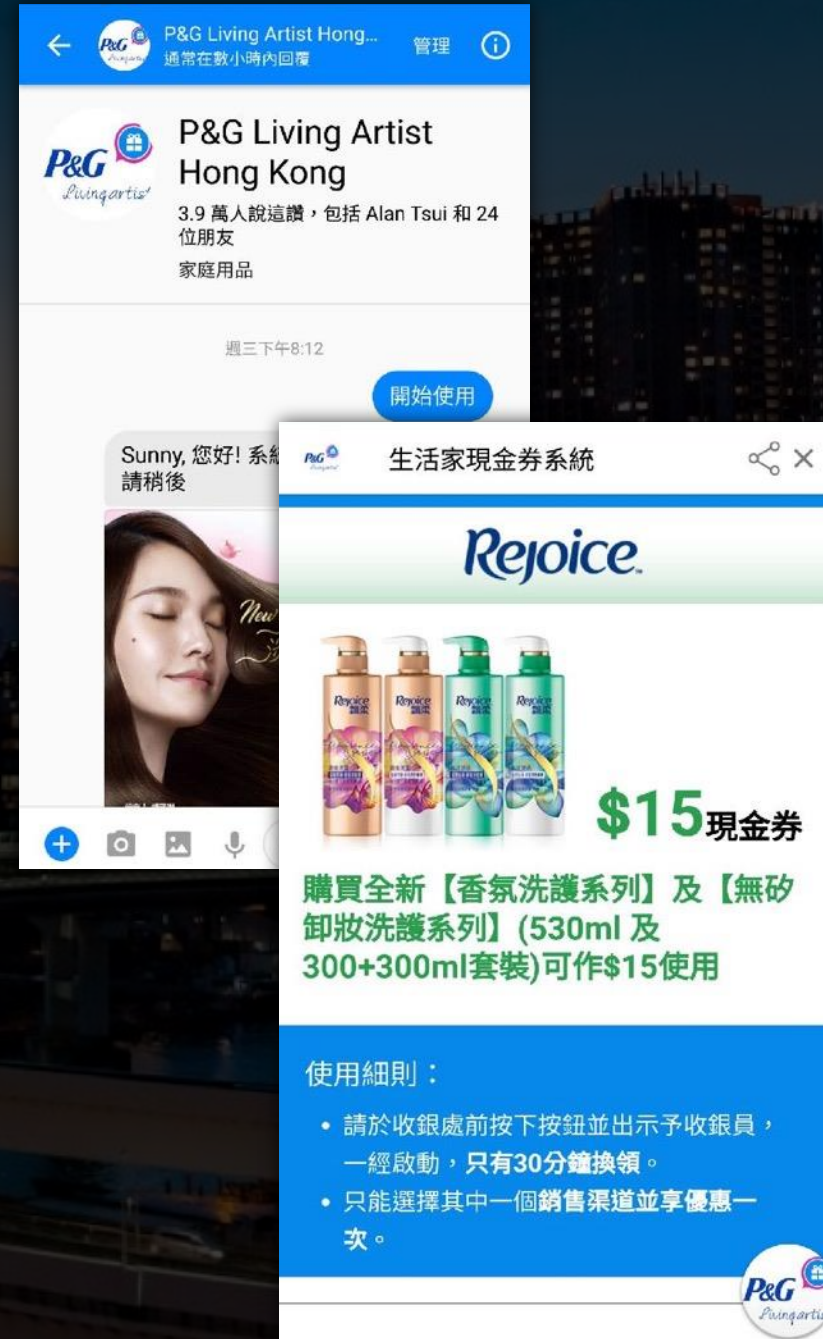
- ▶ Extensive experience in developing engagement Chatbots
- ▶ Project Showcase:
 - ▶ Mead Johnson
 - ▶ Five brands of L'Oréal including YSL, Lancôme, Shu Uemura, Kiehl's and Biotherm
 - ▶ P&G
 - ▶ Harbour City



WhatsApp Use Cases

4. Offers/Promotions/Coupons

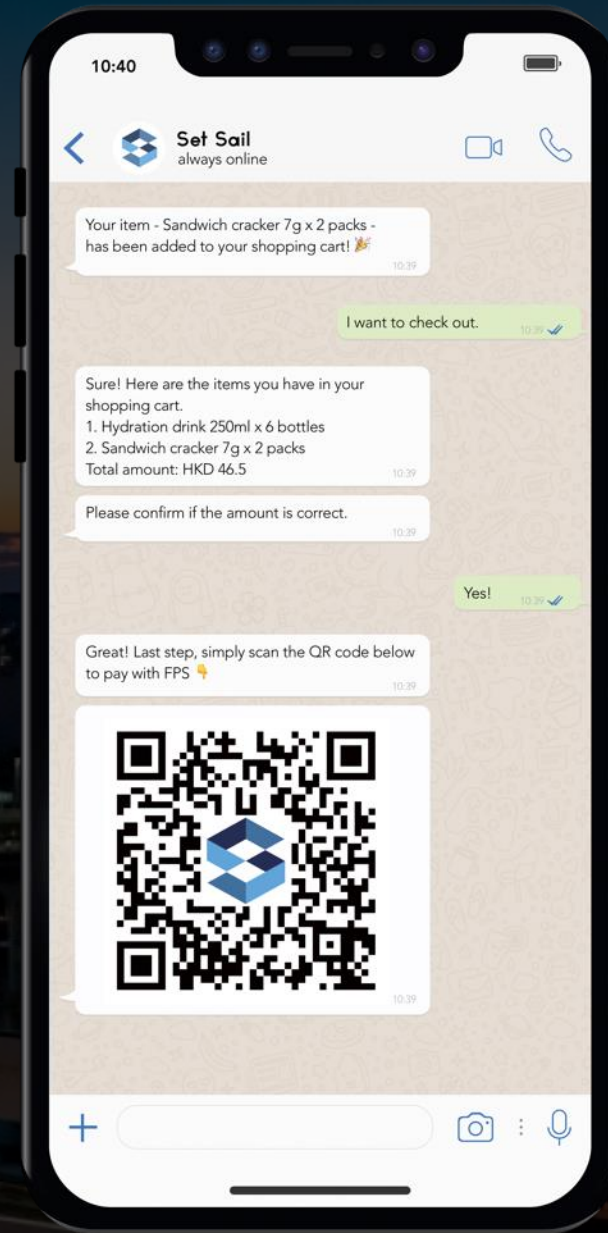
- ▶ Extensive experience in developing engagement Chatbots
- ▶ Project Showcase:
 - ▶ Mead Johnson
 - ▶ Five brands of L'Oréal including YSL, Lancôme, Shu Uemura, Kiehl's and Biotherm
 - ▶ P&G
 - ▶ Harbour City



WhatsApp Use Cases

5. Take and Confirm Orders

- ▶ Key features
 1. Take order with status of shopping cart
 2. Order confirmation
 3. Integrate with payment platform to check out through scanning QR code
 4. Shipping tracking



WhatsApp Use Cases

6. Notifications

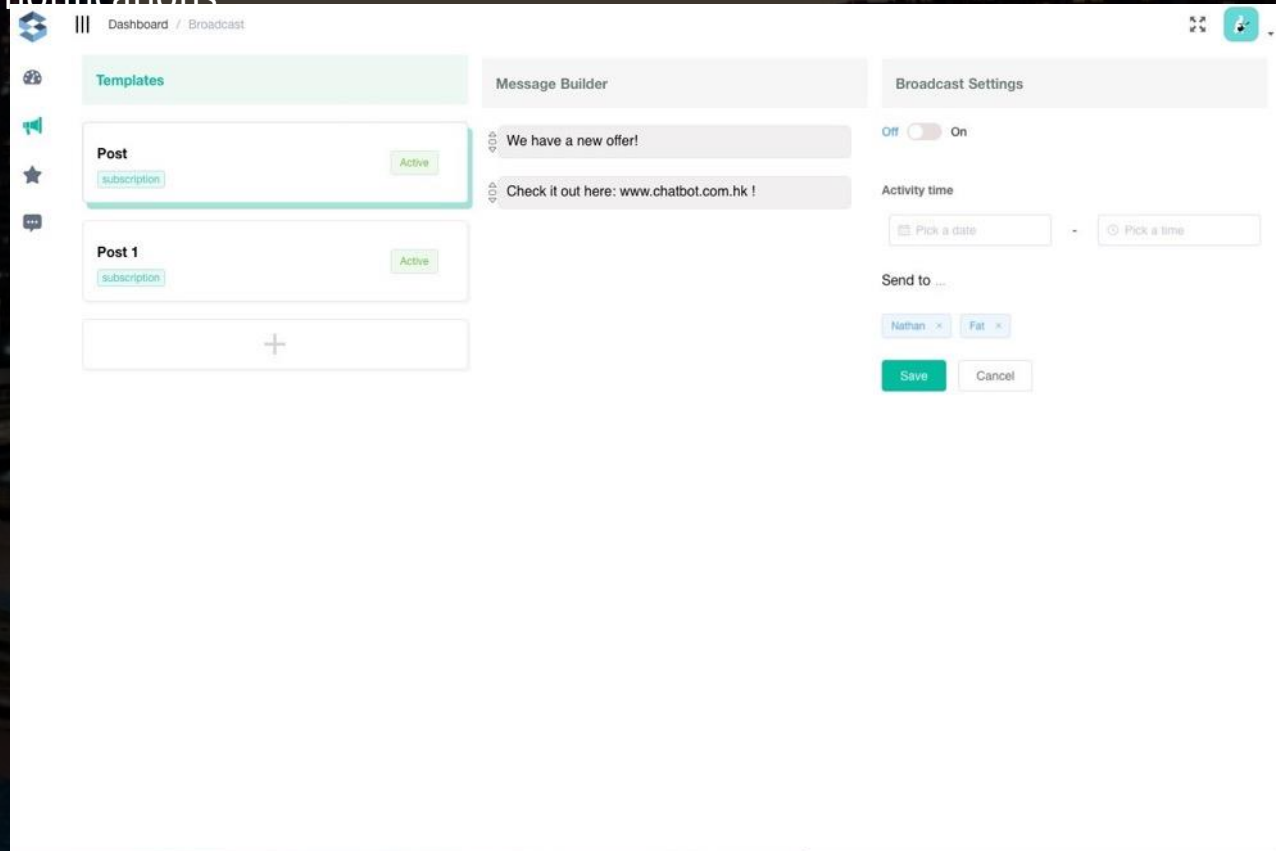
- ▶ Key features
 1. Send reminders to user for scheduled events
 2. Broadcast messages to target group of user
 3. Portal for managing push notifications



WhatsApp Use Cases

6. Notifications

- ▶ Key features
 1. Send reminders to user for scheduled events
 2. Broadcast messages to target group of user
 3. Portal for managing push notifications



WhatsApp Use Cases

7. Surveys

- ▶ Key features
 1. Send surveys to user for feedbacks
 2. Collect feedbacks for improvement
- ▶ Project Showcase:
 - ▶ CLP
 - ▶ IKEA



Omnichat



Mr. Alan Chan
Omnichat
Co-Founder & CEO



Omnichat



Omnichat
formerly Easychat

Omnichannel Messaging on E-commerce

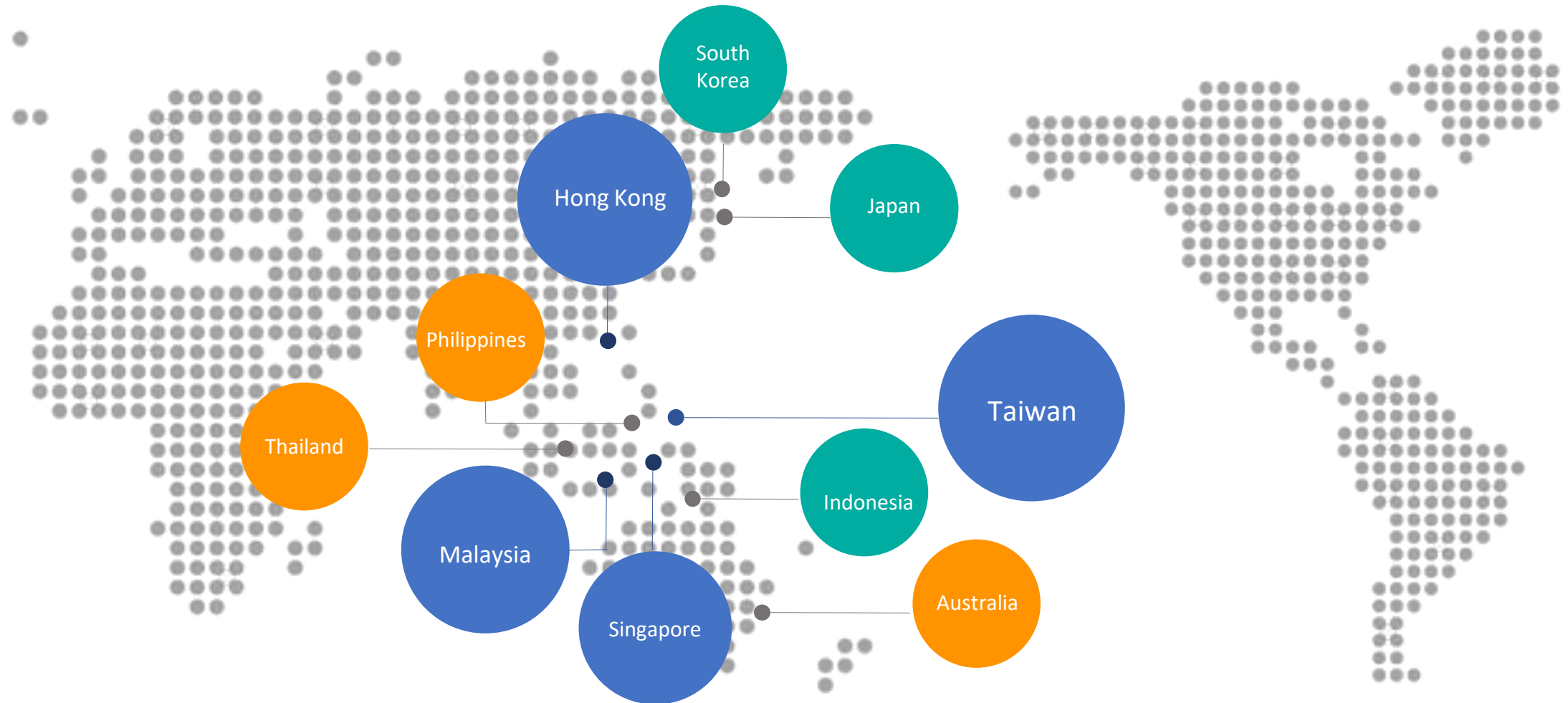
for Customer Communications and Marketing Automation

Alan Chan (Cofounder & CEO)

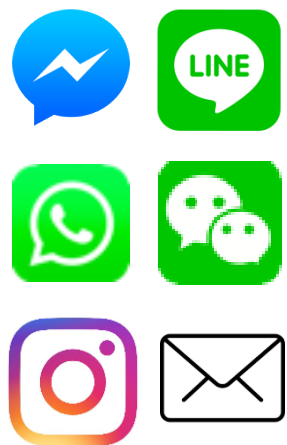


Since 2017 - Our Presence now

Serving 4000+ online businesses across Asia



Ecommerce User Journey



100%

進入網站
View Site

查看商品
View Product

加到購物車
Add to Cart

結帳頁
Checkout

成功購買
Purchase

Conversion Rate = 3%

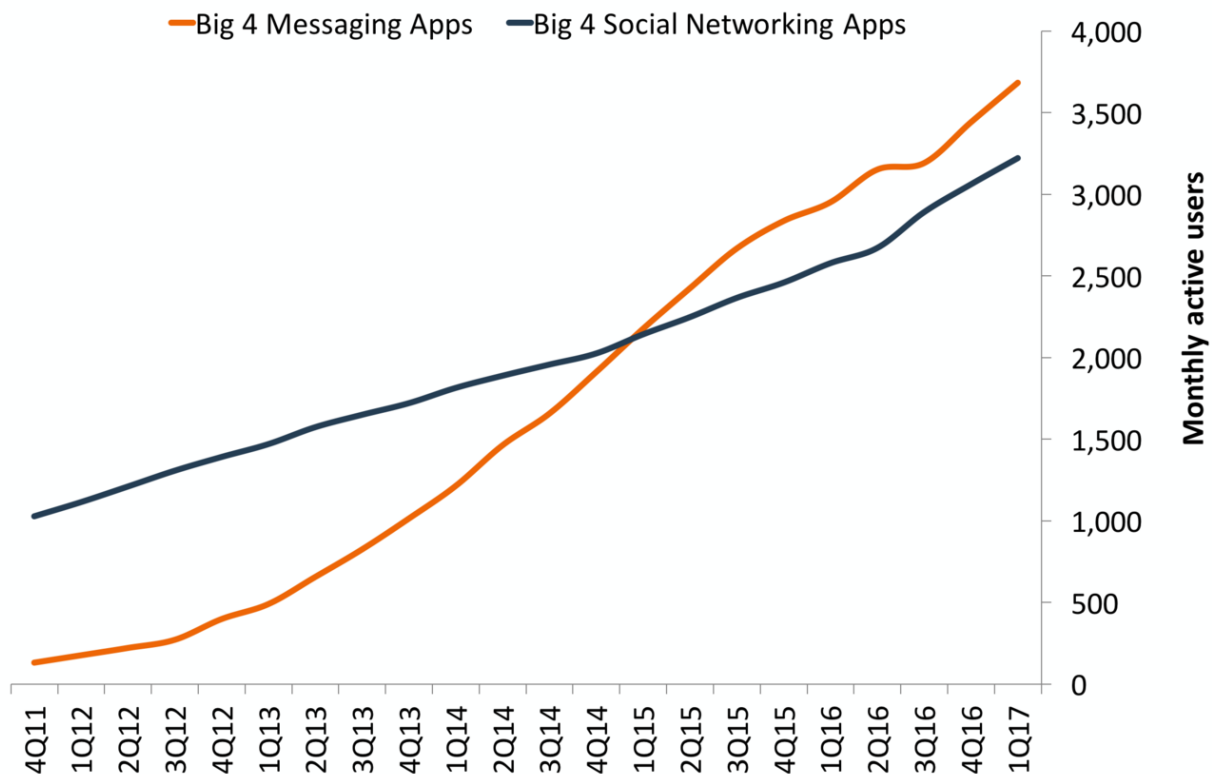
Visit times before purchase = 7

3%

Why Messaging Marketing is **So Important** ?

Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks,
In millions



4 Billion

Active Messaging Users

73%

Prefer to Message to business

✗ Call

✗ Email



Omni-Channel Chat Commerce

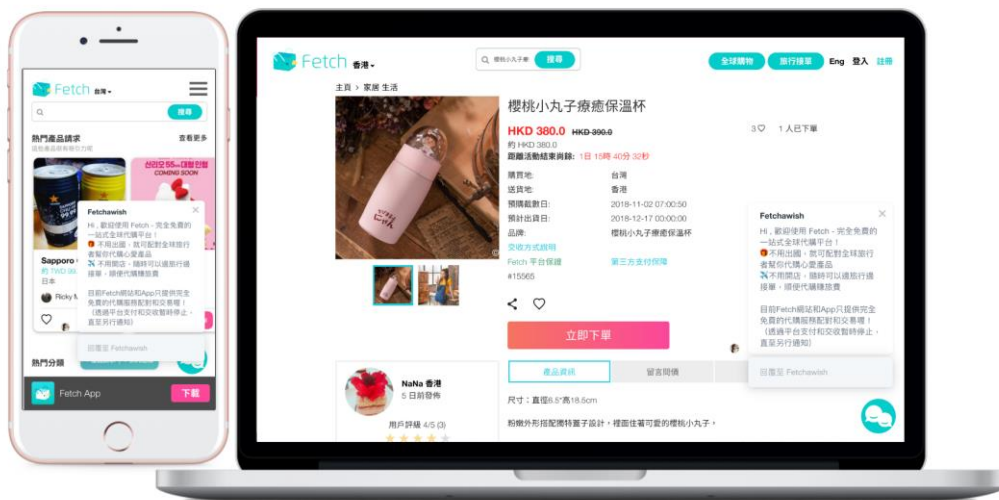




Omnichat Solutions

User Mapping

Omni-channel user behaviours and conversation data



CHAT



BROWSING



SHOPPING





Omnichannel Sales & Customer Service

Omnichannel team inbox

Centralize sales and support activities, managed by team



- Web Live Chat
- FB Messenger
- LINE Messenger
- WhatsApp

Intelligent Auto Reply Chatbot


Keyword Bot trigger

- Webchat
- Facebook Messenger
- Whatsapp
- Line
- Chatbot

The screenshot displays the configuration interface for a chatbot named 'TestBot_LINE'. At the top, there are buttons for 'Add New Group', '訊息大量分流', and 'LiveChat'. Below this, the 'Group Name' is set to 'Qmomo FB' with a status of 'Enabled'. The 'Target Page / Channel / Tel' is also specified. A prominent blue button labeled 'Add New Rule' is visible. Three rules are listed below:

- Rule 1:** Triggered by keywords like '如何挑內衣', '我不會挑內衣', '我應該要穿那款比較好', '有適合胸部小的內衣嗎', '有適合大胸部的內衣嗎', and '我適合那款內衣'. The response is '如何挑選適合的內衣 > 如何根據胸型挑內衣? 8種常見胸型分析, 你是哪一種呢?'.
- Rule 2:** Triggered by keywords like '什麼時候出貨', '年後什麼時候出貨', '門市新年有開嗎', '除夕有開嗎', '展間有開嗎', and '新年有放嗎'. The response is '春節連假公告 > 春節連假公告'.
- Rule 3:** Triggered by keywords like '我要穿什麼尺寸', '什麼尺寸適合我', '我平常穿', and '該穿什麼尺寸'. The response is '尺寸測量 > 尺寸測量'.

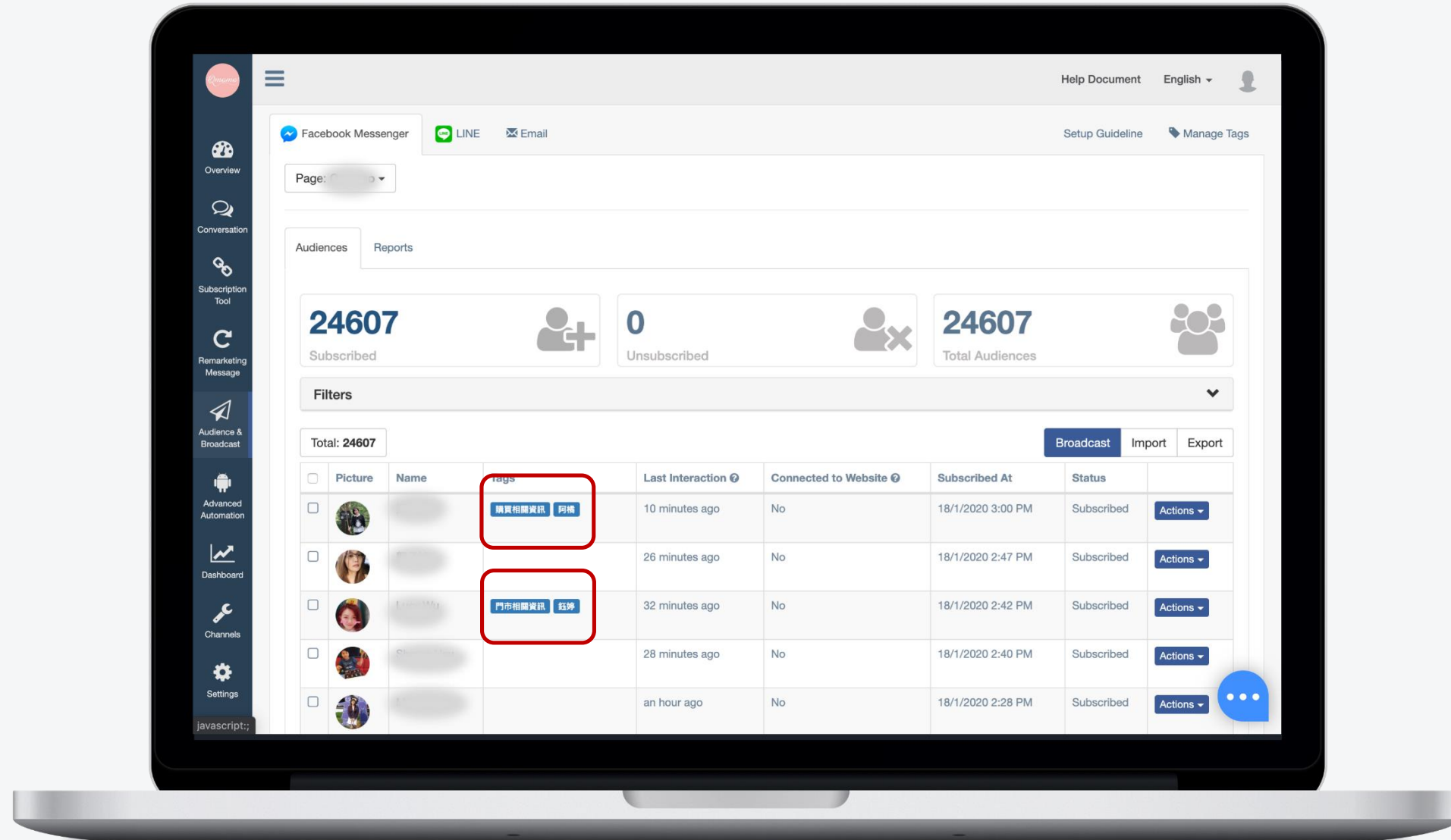
Each rule entry includes a 'replies with' section and a '2' or '4' indicating the number of replies. A blue chat bubble icon is visible in the bottom right corner.



Omnichannel Marketing Automation

Cross-Channel Segmented CRM

Manage Users across different channels, by behaviour and tagging etc.



Web Targeting & Tagging

Conditions triggered

- Location
- URL
- Campaign Source
- Time stay
- Visit times
- New vs Return Users
- etc.



FB feed comment Auto-Reply/PM

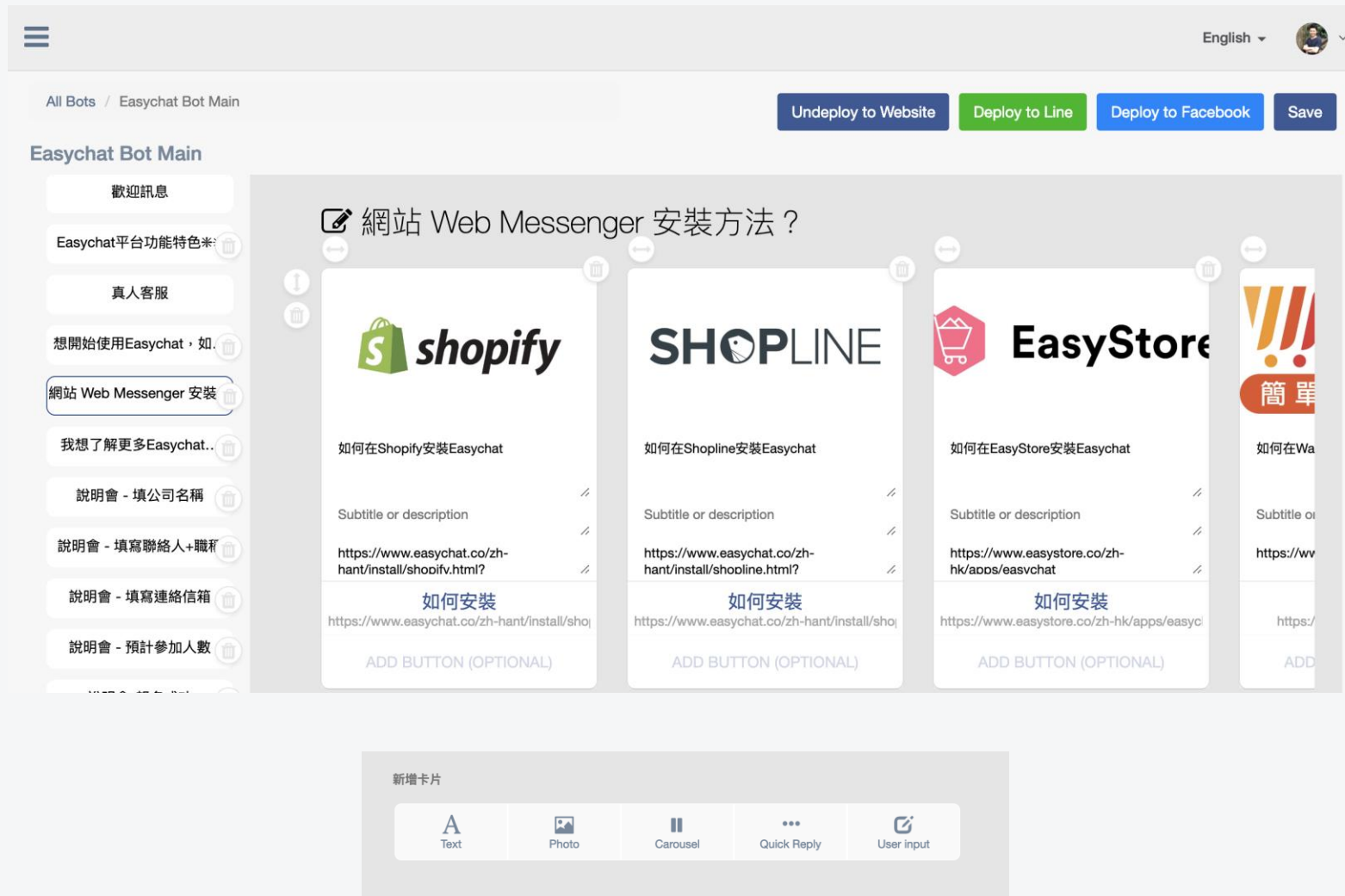
Growth Campaigns

- Grow Messenger Subscribers
- Build Segmentation
- Collect Customer Information



DIY Chatbot Builder

Design and build any chatbot flow as simple as playing LEGO



Deploy to

- Web Chat
- FB Messenger
- LINE Messenger

Cross-channel Broadcasts

Cross-channel

- Segmented Broadcasts
- Connect to chatbot campaign



Partnership & Supporting Platform

E-Commerce platform (access to 200,000+ E-Commerce stores in Asia)



91APP



Messaging platform (access to all major digital agencies in Asia)



*Official Messenger Platform
Instructor and partner provider



*Official partner provider



*Official partner provider



Use Case



HH 草本新淨界 – 1st Taiwan Healthy and Cosmetics Brand

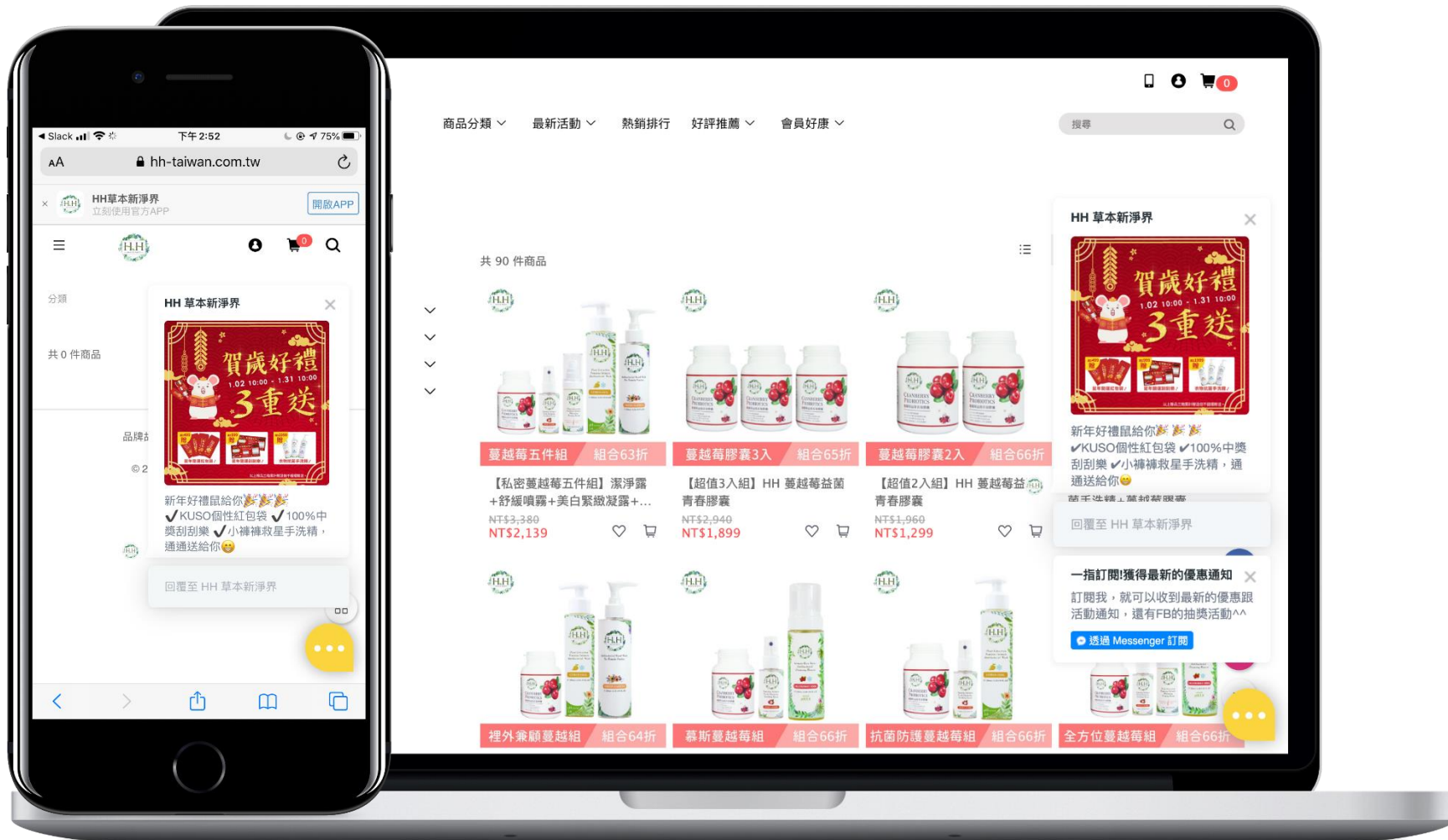
Omnichat

HH uses Omnichat to integrate Website, Facebook Messenger, & Line to manage customer support, sales and marketing campaigns with omnichannel CRM.

Sales & Customer Services

Retargeting
Live Chat
Chatbot
CRM
Broadcasts

Conversion Rate 700% ↑
Bounce Rate 40% ↓





Omnichat

Sales & Customer
Services

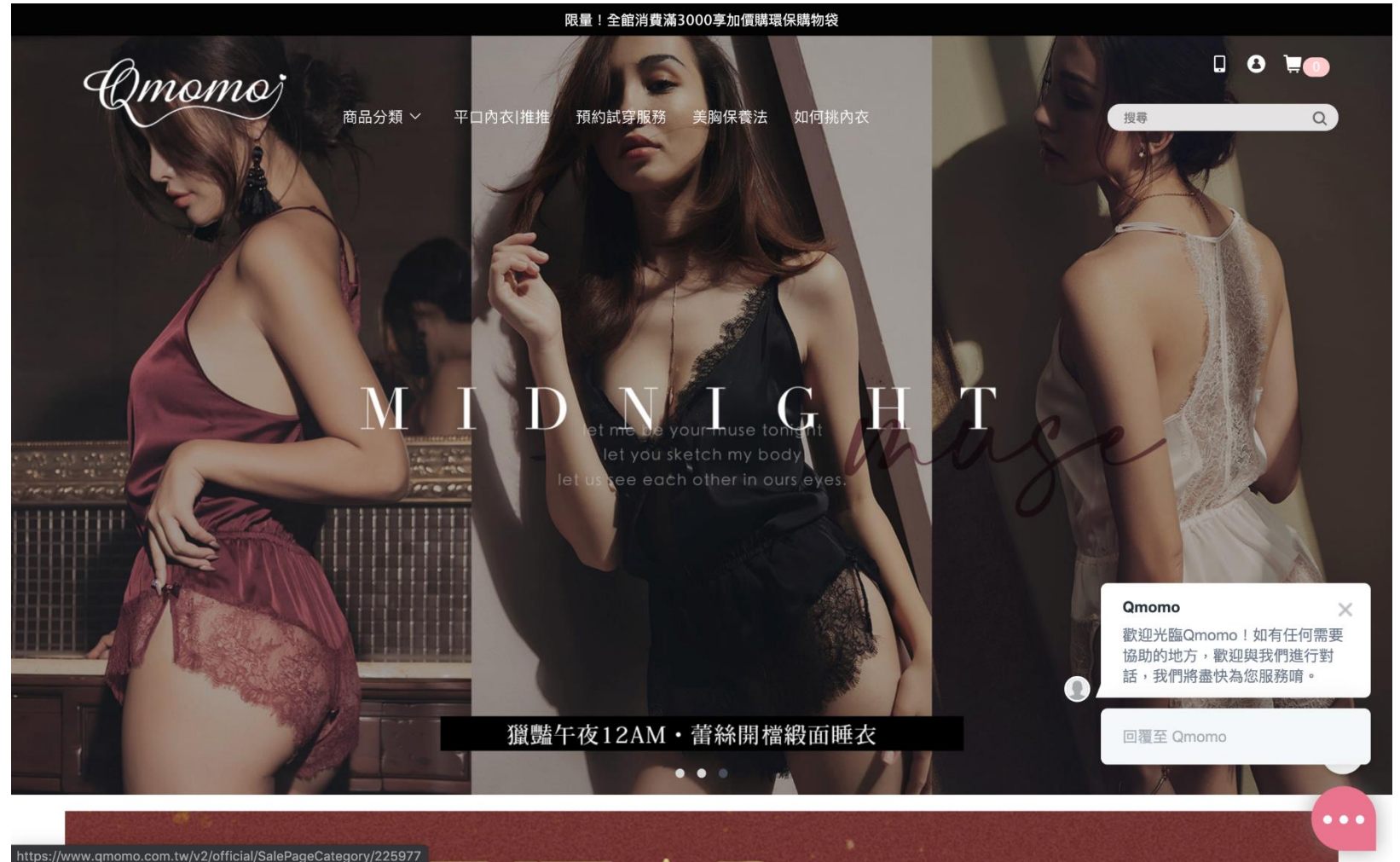
Live Chat
Chatbot
CRM
Broadcasts

Active Contacts 2.5M
Message Sent 100K/Month
User engagement 500% 



Qmomo – 1st Taiwan Underwear Brand

Qmomo uses Omnichat to integrate both Facebook Messenger, Line & Webchat to do customer service. Increase 500 % of their customer Engagement.





global sources

Omnichat

Support & Marketing

Live Chat
WhatsApp Opt-in
CRM
Broadcasts
API Integration

Automatic notification
User engagement 200%



They integrate Facebook & WhatsApp business API to do automatic API Message notification & customer service.

The screenshot displays the Omnichat interface, which integrates Facebook and WhatsApp business APIs for customer service. On the left, a sidebar shows navigation options: Overview, Conversation, Subscription Tool, Remarketing Message, Audience & Broadcast, Advanced Automation, Dashboard, Channels, and Settings. The main area shows a list of cases with filters for Open, Progress, and Closed. A chat conversation is visible, showing a customer asking for an invitation letter and the agent providing a response with a link to the HKSAR Immigration Department website. A mobile phone screen overlay on the right shows the WhatsApp chat interface with the same conversation.

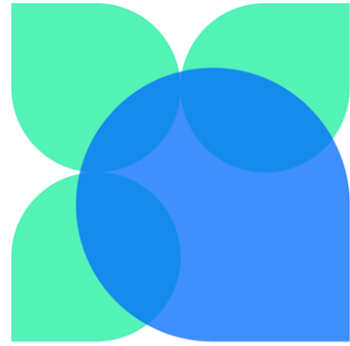
Global Sources Exhibit...

Thank you! You have already registered for the following shows(s) at AsiaWorld-Expo in Hong Kong. Your confirmation number is Yes.

Thank you! You have already registered for the Global Sources Mobile Electronics on APRIL 18-21, 2019/Global Sources Lifestyle (Gifts & Home) on APRIL 27-30, 2019 at AsiaWorld-Expo in Hong Kong. Your confirmation number is

For any questions regarding the show or registration, please reply to us by option:- Type 1 for SHOW HOURS; Type 2 for TRANSPORTATION; Type 3 for TRAVEL SERVICES; Type 4 for CONTACT US

多謝！您已成功登記在香港亞洲國際博覽館舉行的環球資源消費電子展 2019年4月11-14日/環球資源Lifestyle展（禮品及家品）2019年4月27-30日，您的登記確認號碼是 有關展會或註冊問題，請根據指引回覆我們：展會開放時間，請輸入「1」字；交通安排，請輸入「2」字；商旅服務及資料，請輸入「3」字；聯絡我們，請輸入「4」字



OmniChat

Convert visitors into customers by Omni-channel chat

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Speakers

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Business Development Manager



Mr. Jovian Ling

Chatbot.com.hk
Co-Founder



Mr. Alan Chan

Omnichat
Co-Founder & CEO