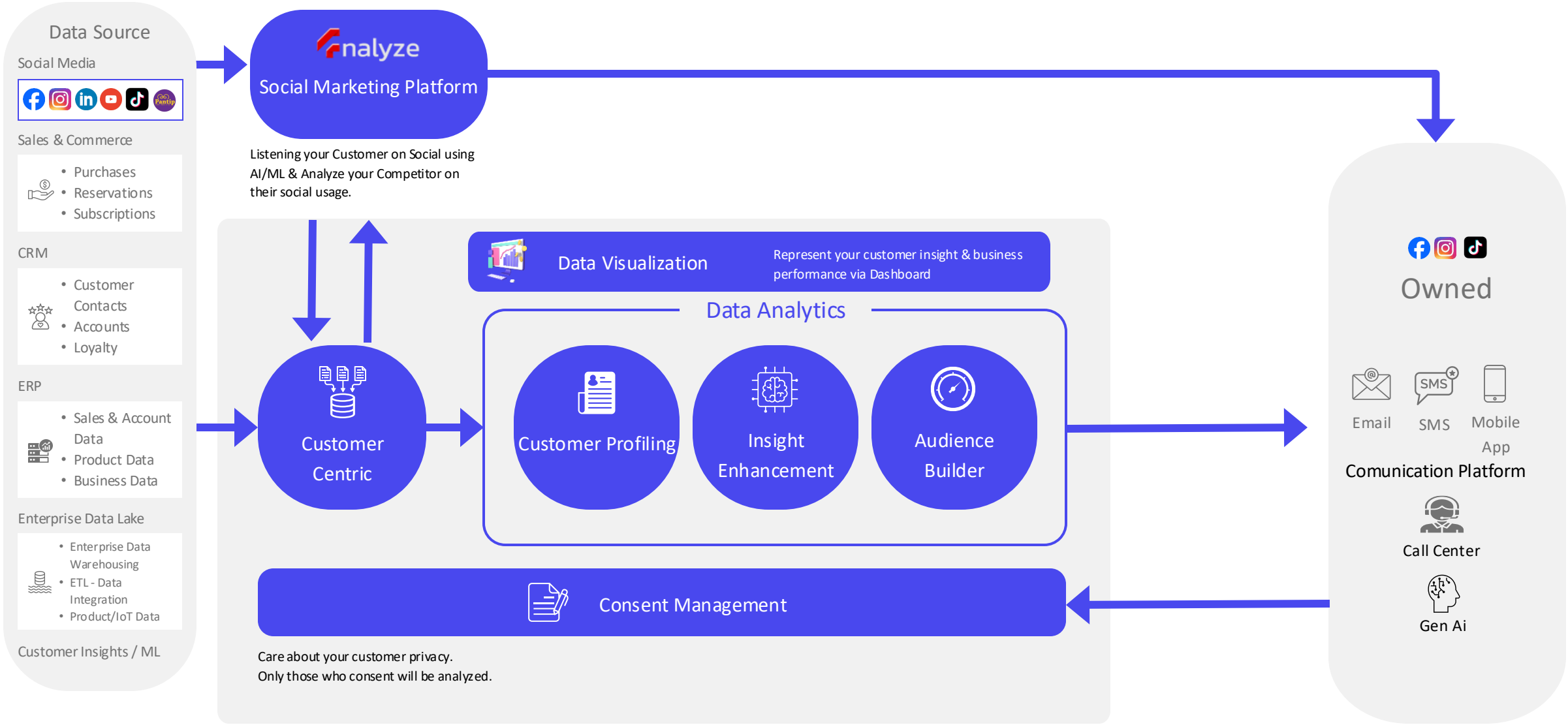
Ai Power Innovation Platform



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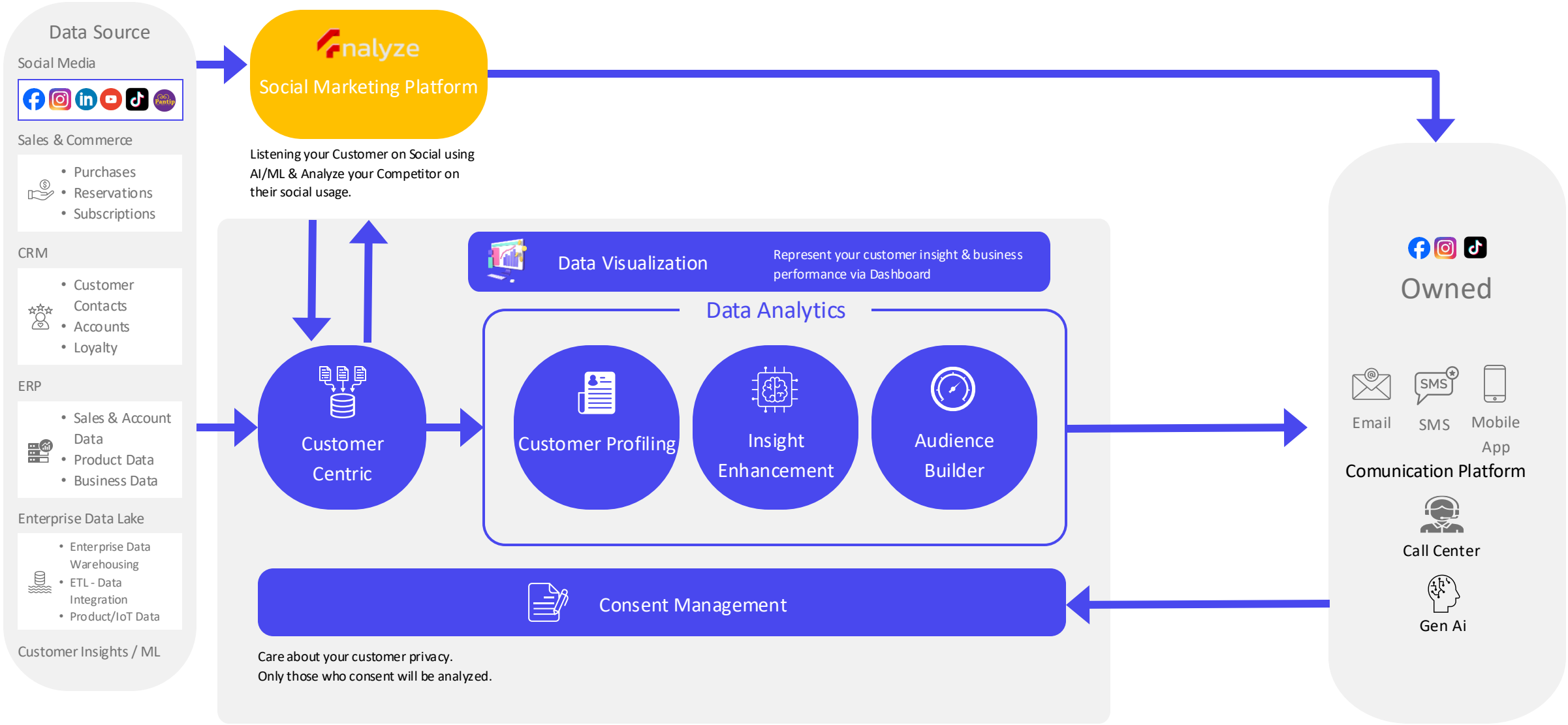


Gathering Social Data

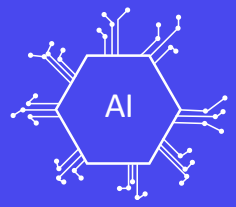
Social Media

Website

Centralize Data

Customized solution for gathering and analyzing data from social media

Find values in unstructured data



- Wordclouds
- Sentiment Analysis
- Intent Analysis
- Category Analysis
- Keyword Attraction
- Topic Classification
- Hashtag Extraction
- Engagement level
- Gender Analysis

Answering these questions with our AI

- What's your audience feeling? (sentiment)
- What's the interesting keyword most audiences mention?
- What's the intention of audiences?

Turn data into action

Insights

- Audiences
- Products
- Competitors
- Brands

Insightful Report and dashboard

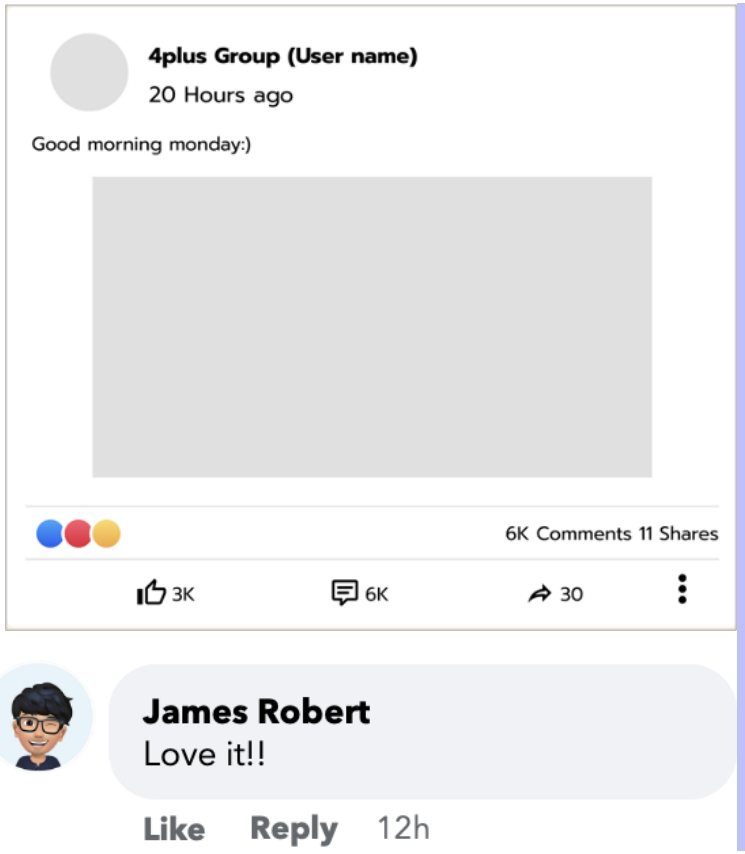
- Social media performance
- Competitor analysis
- Voice of customers
- Etc.

Integrated with CDP

Enrich customer data with customer's online behaviors

Adding value to collected data

Find the meaning in the data with our AI



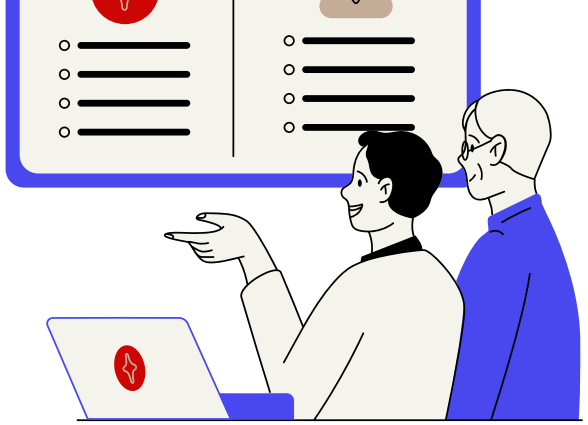
Automaticially summarize the content on the post

- Analyze Category of Post With customize keywords → Category: Product A
- Summarize a topic/type of post Using AI with NLP techniques → Topic: Mega sale, Post type: Promotion

Enrich audience infomation

- Analyze User's Gender Using AI with NLP techniques → Gender: Male
- Analyze User's Sentiment & Intent Using AI with NLP techniques → Sentiment: Positive
- Analyze User's Interests Using AI with NLP techniques → Interest: Sport product

Ai Power Innovation Platform



Listening your Customer on Social using AI/ML & Analyze your Competitor on their social usage.

Data Source

Social Media

Social API

Sales & Commerce

- Purchases
- Reservations
- Subscriptions

CRM

- Customer Contacts
- Accounts
- Loyalty

ERP

- Sales & Account Data
- Product Data
- Business Data

Enterprise Data Lake

- Enterprise Data Warehousing
- ETL - Data Integration
- Product/IoT Data

Customer Insights / ML

Data Visualization

Represent your customer insight & business performance via Dashboard

Customer Centric

Data Analytics

- Customer Profiling
- Insight Enhancement
- Audience Builder

Consent Management

Care about your customer privacy.
Only those who consent will be analyzed.

Channels

Paid

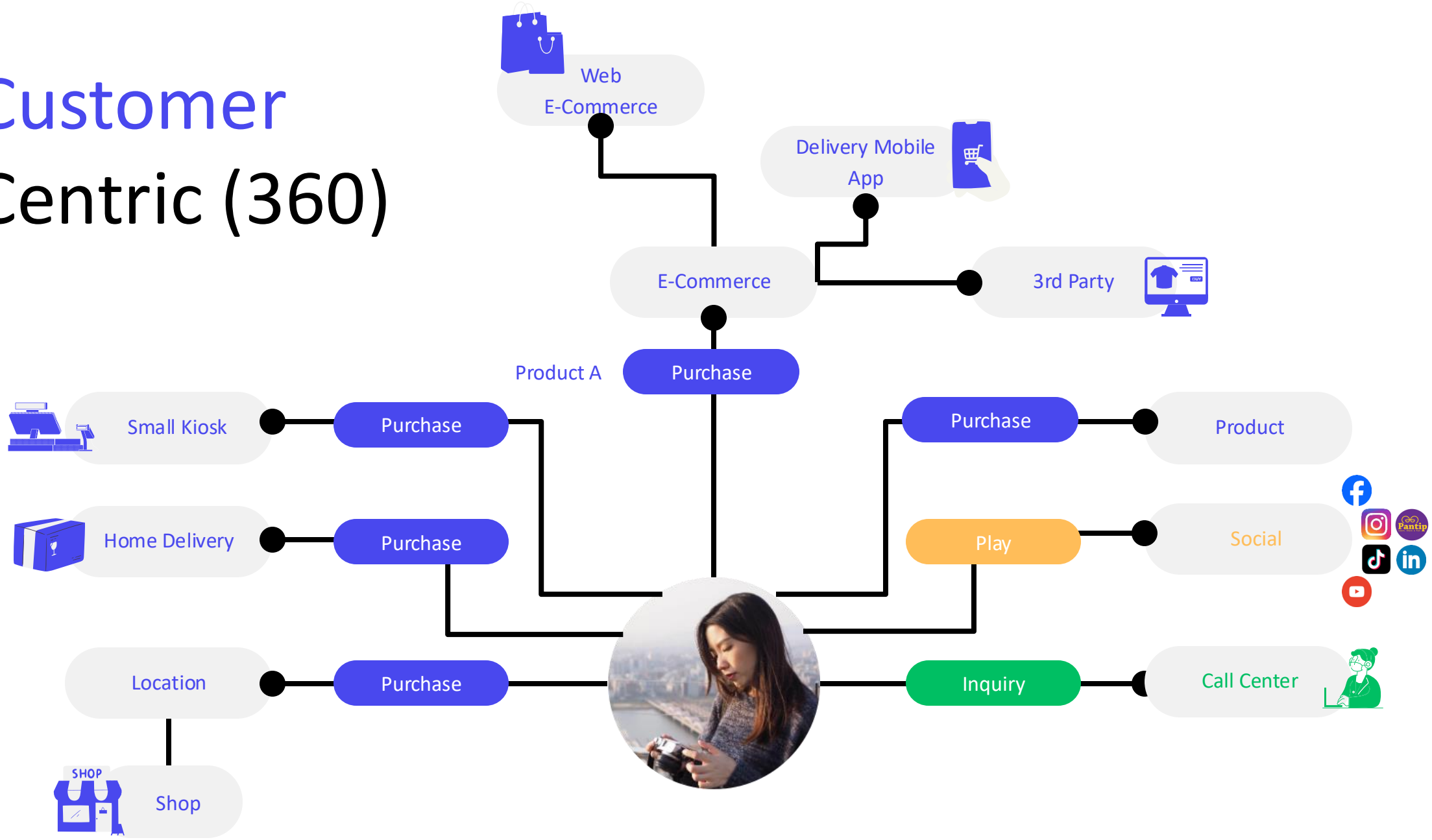
Ads

Owned/ Earned

- Video
- Display
- Email
- Direct mail
- SMS
- Mobile
- Desktop
- Call Center
- Apps

Centralize, Governance and Analyze your Customer Data

Customer Centric (360)



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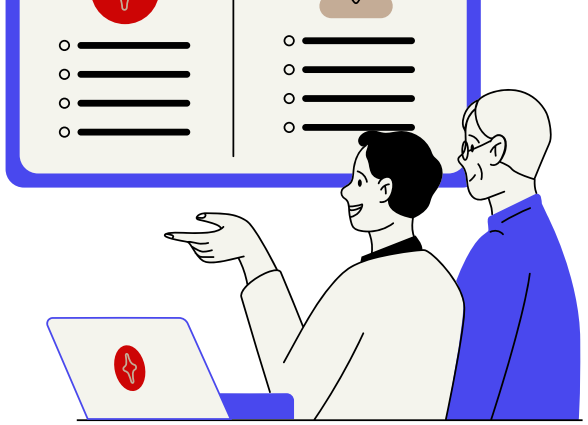

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Centralize, Governance and Analyze your Customer Data

Know your customer every angle with C360

Who

Segment

Demographic

Membership

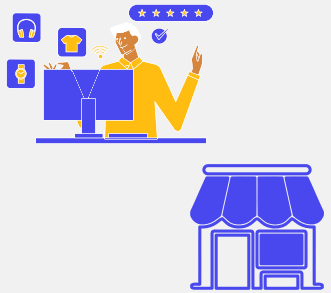
What

Interest

Product

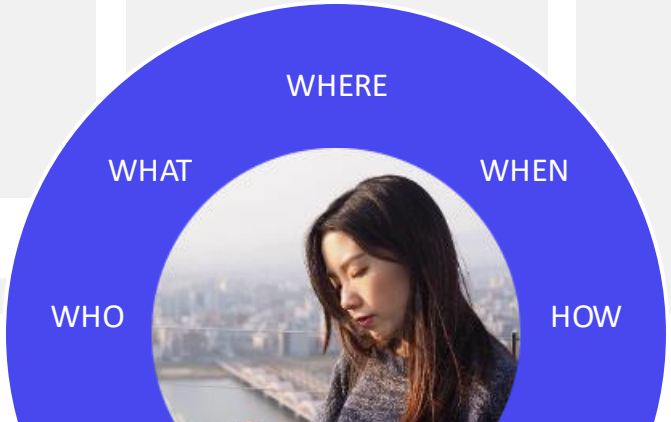
Campaign

Where



Offline vs Online

- Local store
- Shopping Mall
- E-Commerce
- Home delivery

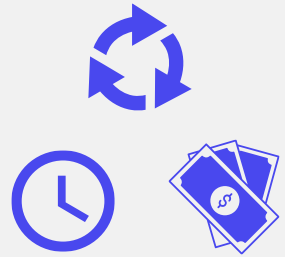


When

Time

- Regular
- Event

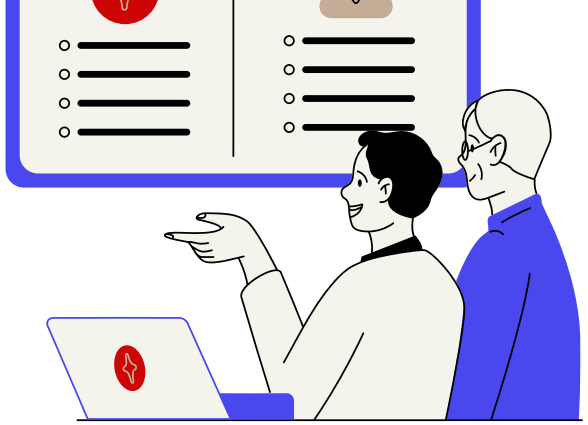
How



RFM

Interest Score

Ai Power Innovation Platform



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Centralize, Governance and Analyze your Customer Data

Promotion Recommendation

Which promotion should we recommend for each customer ?

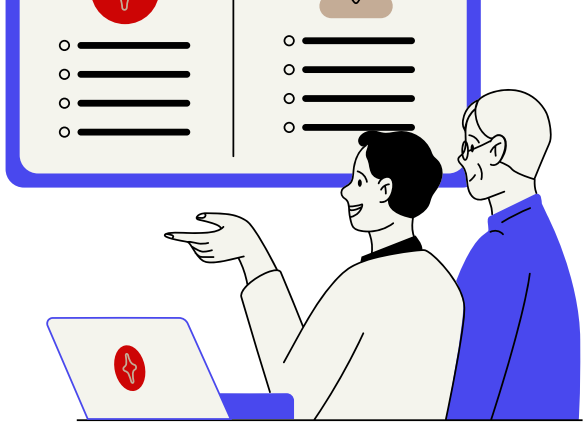
New Customer

- Top Purchasing Promotion
- New Promotion

Repeat Customer

- Market Basket Analysis
- Collaborative Filtering
- Top Purchasing Promotion
- New Promotion

Ai Power Innovation Platform



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Centralize, Governance and Analyze your Customer Data

Customize Audience from Pre-Build Segment

Step 1: Select & Combine Pre-build segment

Set A: Age Range
- 18-24 OR 25-30

+

Set B: Gender
- Female

+

Set C: Interest
- Fashion OR Beauty

Step 2: Filter Configurable Option

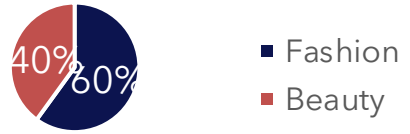
- Visit Periods <= 30 Days
- Timing Periods = 6:00 – 08:59
- Visit Frequency = Frequent
- Radius
  - BTS Siam <= 200 m

Step 3: Visualize and Save

Age Range

Gender

Interest



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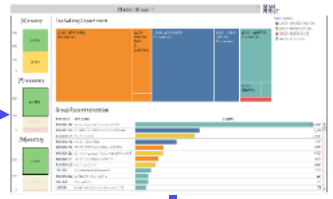
Centralize, Governance and Analyze your Customer Data

Visualize Customer Data

Customer Cluster Analysis

- Customer Micro Segmentation
- Understand each Micro Segment behavior

Drill down



Product Recommendation

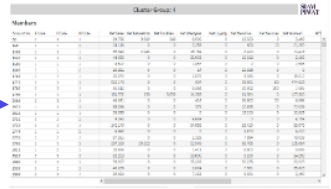
- Recommend based on customer behavior
- Predict what customer will purchase

Drill down

Market Basket Analysis

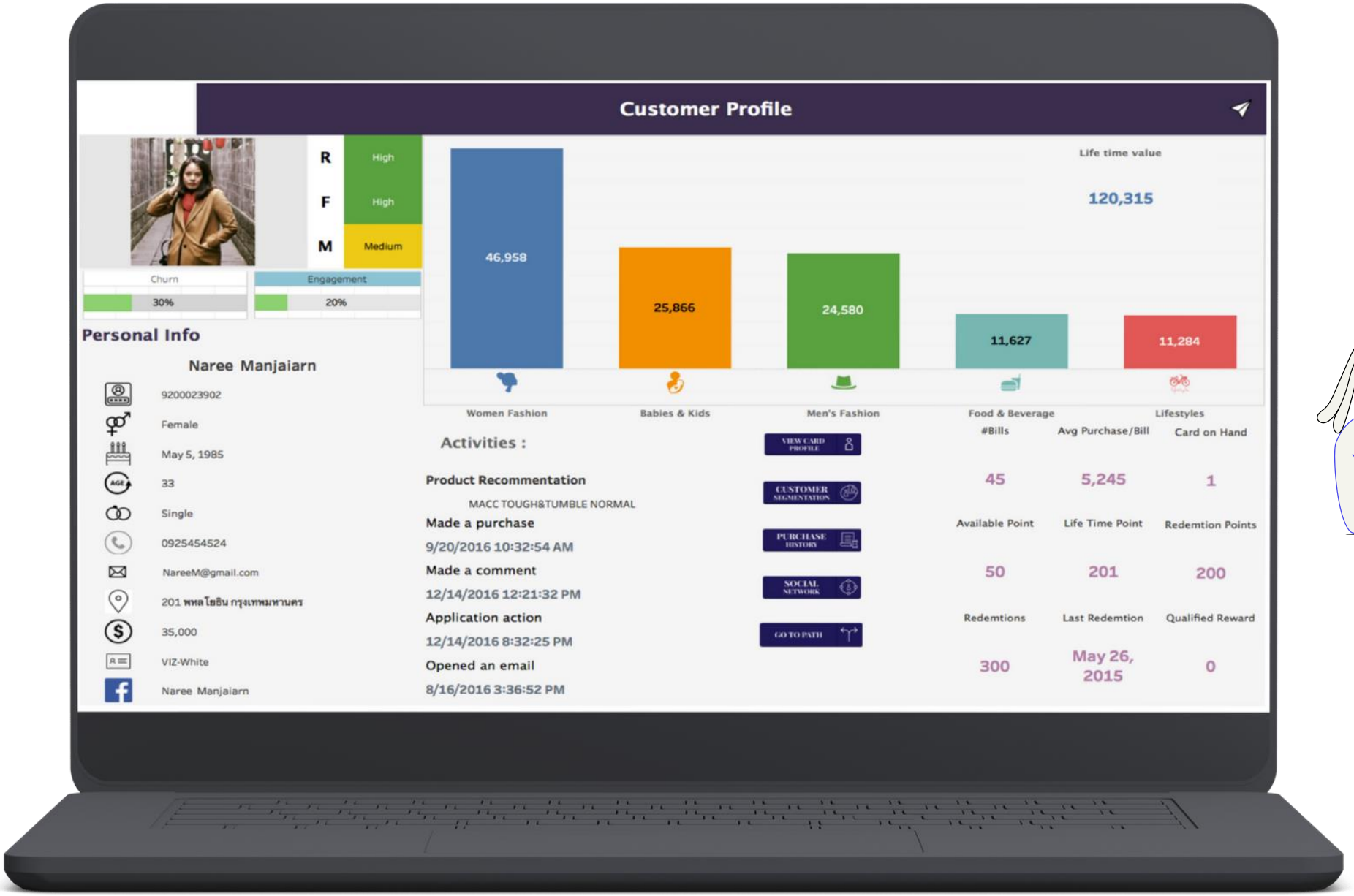
- Understand what usually bought together
- Pricing strategy
- Product bundling strategy
- Campaign strategy

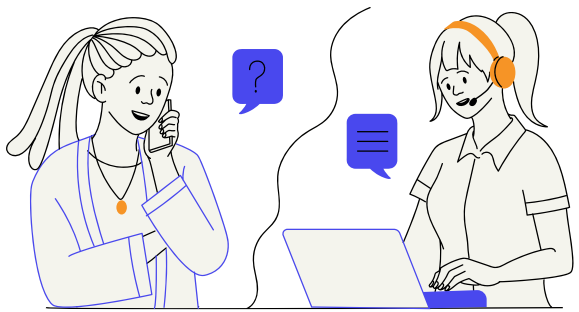
Drill down



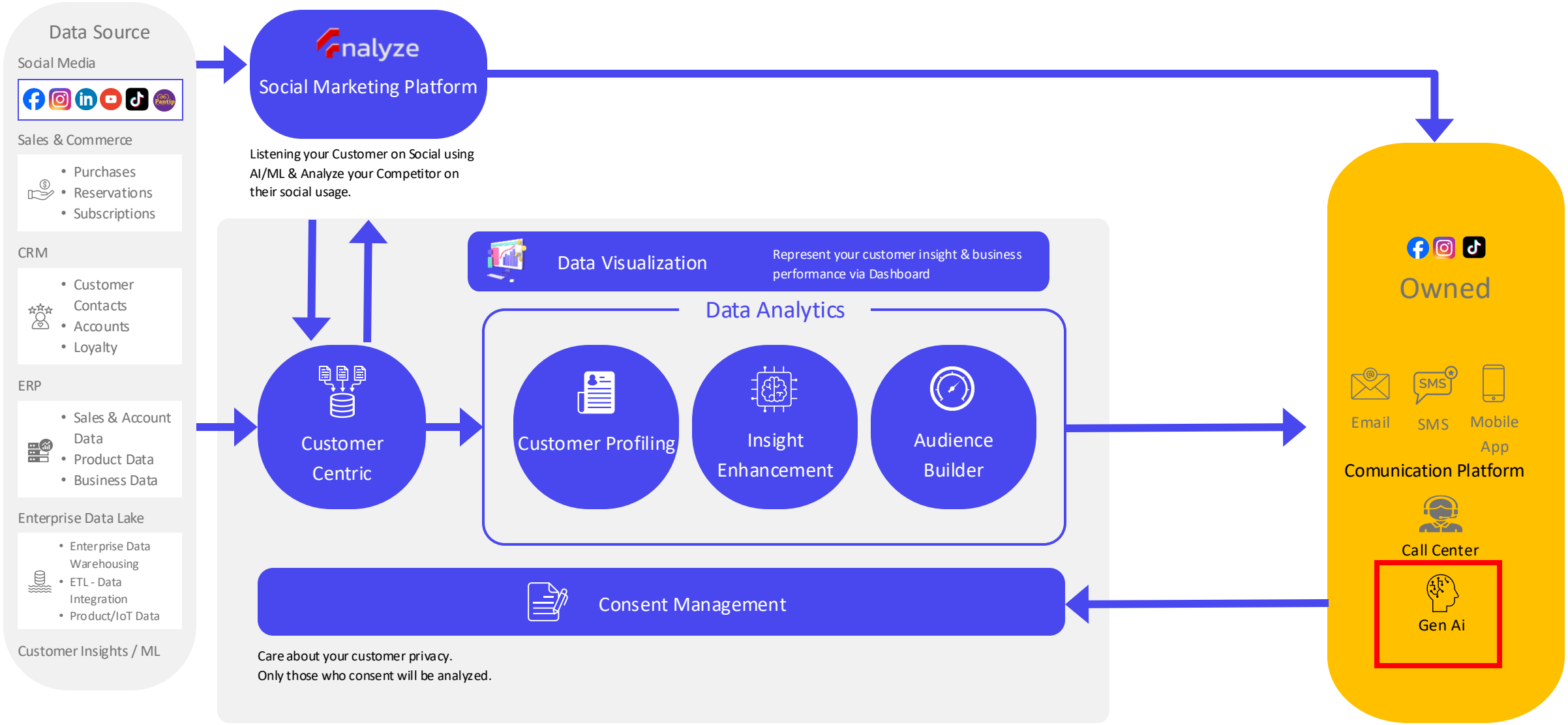
Target Customer Profile

- List of target customer
- Communicate with campaign Automation


Customer Profile
R
High
F
High
M
Medium
Churn
30%
Engagement
20%
Personal Info
Naree Manjaiarn
9200023902
Female
May 5, 1985
33
Single
0925454524
NareeM@gmail.com
201 พหลโยธิน กรุงเทพมหานคร
35,000
VIZ-White
Naree Manjaiarn
46,958
25,866
24,580
11,627
11,284
Women Fashion
Babies & Kids
Men's Fashion
Food & Beverage
Lifestyles
Life time value
120,315
Activities :
Product Recommentation
MACC TOUGH&TUMBLE NORMAL
Made a purchase
9/20/2016 10:32:54 AM
Made a comment
12/14/2016 12:21:32 PM
Application action
12/14/2016 8:32:25 PM
Opened an email
8/16/2016 3:36:52 PM
VIEW CARD PROFILE
CUSTOMER SEGMENTATION
PURCHASE HISTORY
SOCIAL NETWORK
GO TO PATH
#Bills
Avg Purchase/Bill
Card on Hand
45
5,245
1
Available Point
Life Time Point
Redemtion Points
50
201
200
Redemtions
Last Redemtion
Qualified Reward
300
May 26, 2015
0

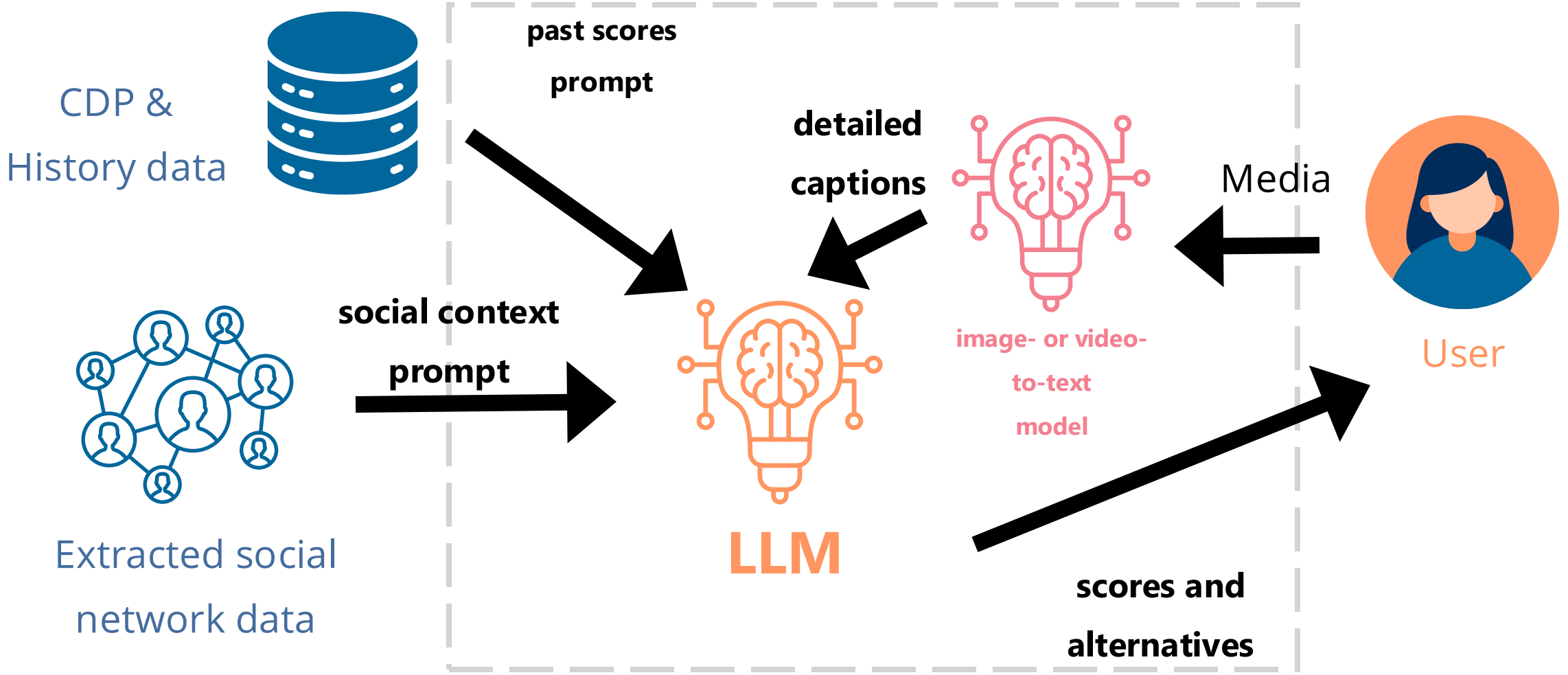


Ai Power Innovation Platform



4urney Conversation AI+ campaign creation

Upload/Scoring Module



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4urney Conversational Agentic Ai+

The next generation of Customer Experience Management Platform

Let our 4Urney ride with your Journey

Are you struggling with

- Providing round-the-clock customer service
- Ensuring uniform quality in customer interactions
- Providing support in multiple languages
- Time-consuming and error-prone manual data gathering
- Maintaining customer engagement and satisfaction

Change with us

4Urney
Customer Experience Management Platform

Chatbot . Console . Report

Let our 4Urney ride with your Journey

4Urney Conversational Agentic AI+
Customer Experience Management Platform Overview

Chatbot powered by generative AI

- Unlike traditional chatbot, our chatbot not only delivers correct and accurate information but also talks like a real person.
- Capable of numerous use cases, starting from answering general inquiry, ending with making orders.

Knowledge base integration

- Connect with various knowledge bases such ERP, POS and CRM through customized APIs to Access valuable insights and information to better serve your customers and optimize operations.

Console
Omnichannel Customer Service

- Seamlessly engage with customers across multiple platforms, including Line, Facebook, Instagram.
- Predict customers intent and empower agents by AI that help summarizes cases and guide the agents next best actions.

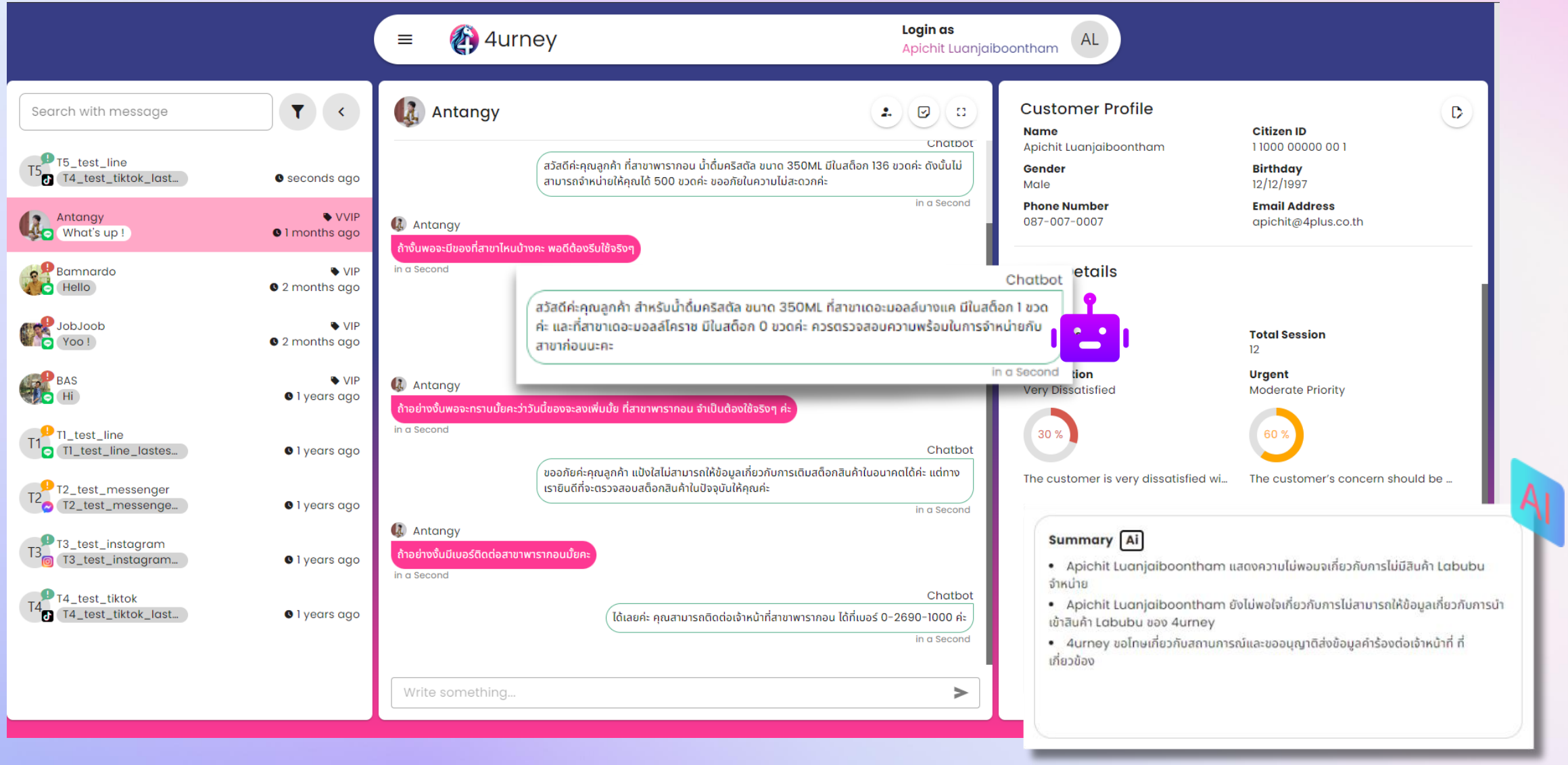
Reporting insight

- Gain actionable insights into various aspects of your customer service operations from customer behavior analysis to agent workload and performance metrics.

Key benefits

- Create the ultimate customer experience.
- Not just reduce operational cost but it’s a gateway to new revenue streams
- less workload for your agents.

Agent console



4Urney

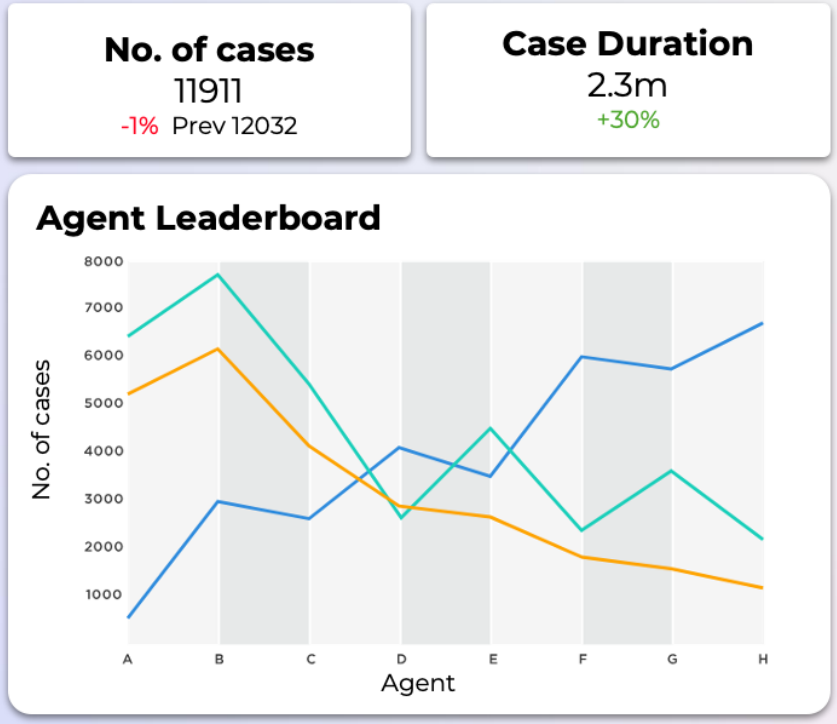
Gain Actionable Insights with Comprehensive Reporting

Drive Decision-Making, Improve Performance

Discover Insightful Insights

Uncover valuable insights into various aspects of your customer service operations, including customer behavior, preferences, and satisfaction levels.

- Customer Insights: Gain a deeper understanding of your customers' needs and preferences through advanced analytics and reporting, allowing for personalized and targeted service delivery.
- Agent Workload and Performance Analysis: Monitor agent workload and performance metrics to identify areas for improvement and optimization, ensuring optimal resource allocation and service delivery.



4urney Conversation Agentic AI+

Use Cases

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SOLUTION FOR

Hospital and Health Care

Challenge

10+ Departments and Staff

Inconsistent information from different staff members

Daily Changing Medical Information

Risk of miscommunication

Language Barrier

สวัสดีค่ะ Hello 你好

Supporting international patients

High Message Volume During Peak Hours

Delayed responses to patient inquiries

Need for Automation of Routine Tasks

Repetitive questions about doctor availability, appointment booking, health packages, and medical services

Solution

Automated Responses and Multilingual Support

AI-Powered Chatbots to assist patients

Dynamic Medical Knowledge Base Management

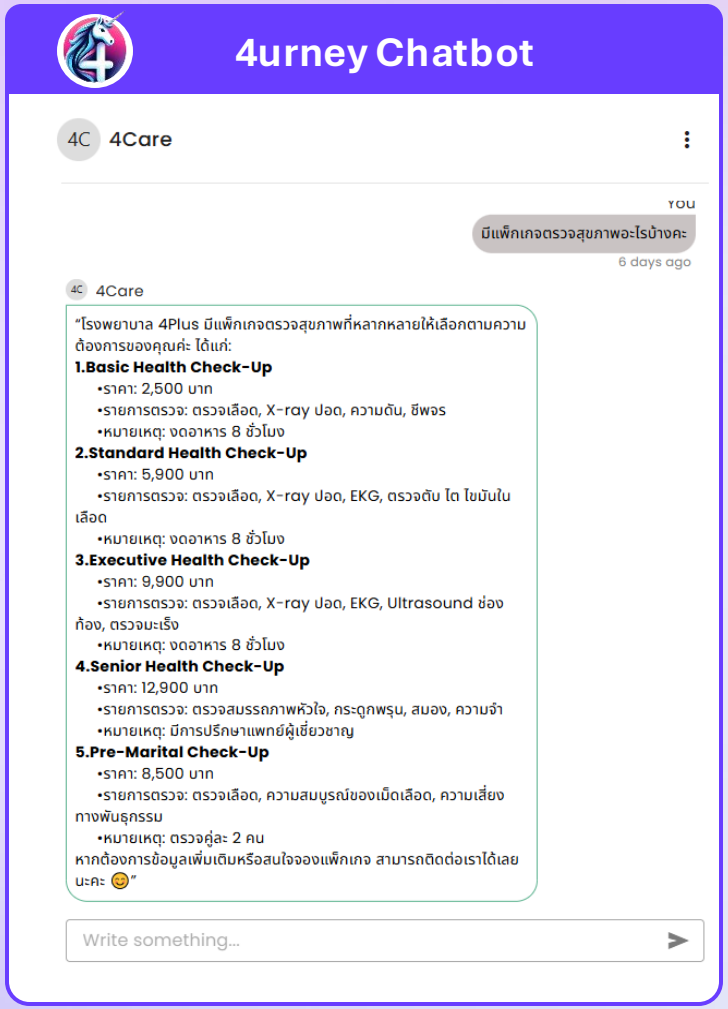
Up-to-date information on doctors, services, and health packages

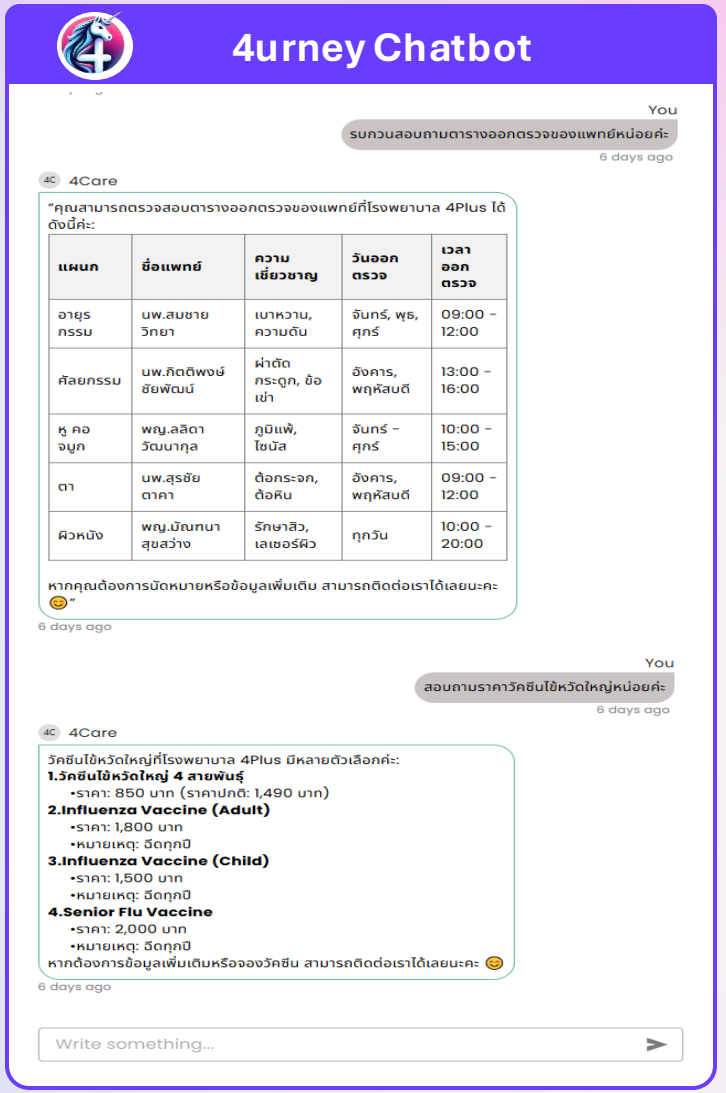
Integrated Communication Channels

Chatbot support via Line, Messenger, and hospital website

Patient Insights and Staff Performance Reports

Improve patient experience and hospital efficiency





Result

- Enhanced Consistency
- Up-to-Date Information
- Better Promotion Management
- Expanded Customer Base
- Increased Efficiency

Agriculture

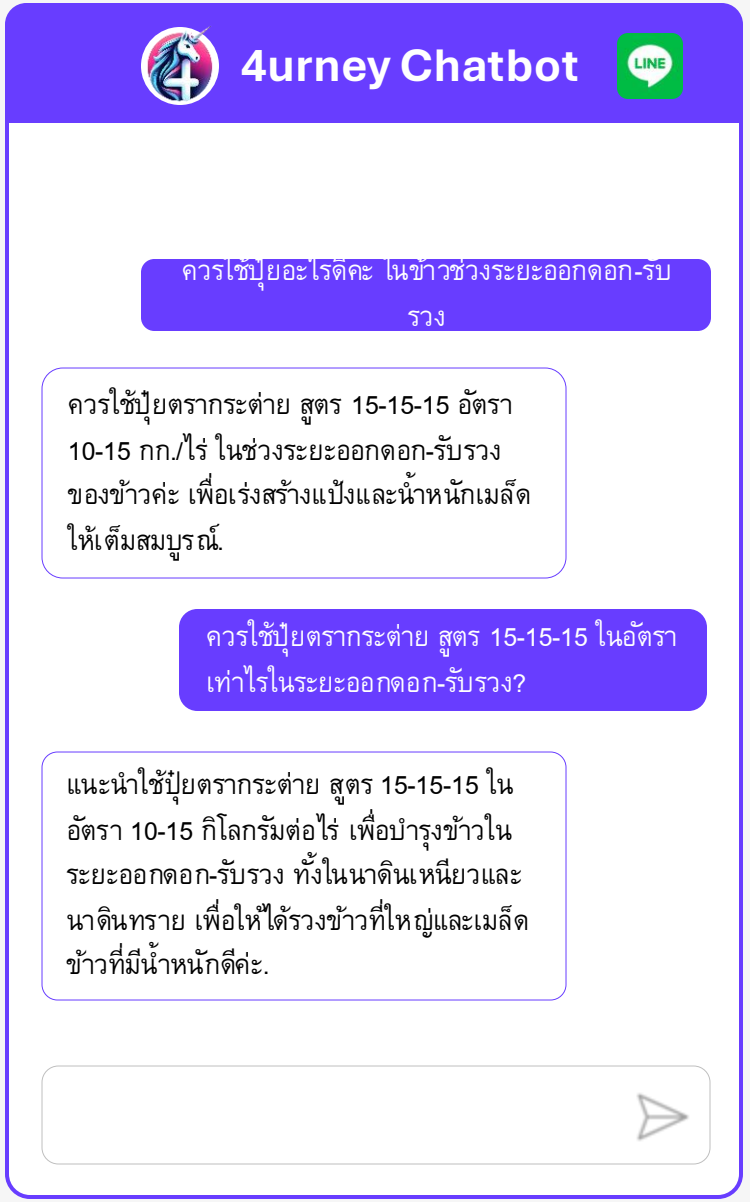
Generative AI powered Chatbot for answering fertilization query

KEY USE-CASES

Generative AI Chatbot developed using 'Retrieval Augmented Generation' to answer customers inquiries from Knowledge repositories in Thai

Implemented robust guardrails to ensure that Gen AI responses are easily consumable by Thailand’s farmers and in accordance with Chiatai’s guidelines and regulations.

90% Accuracy answering by Generative AI.



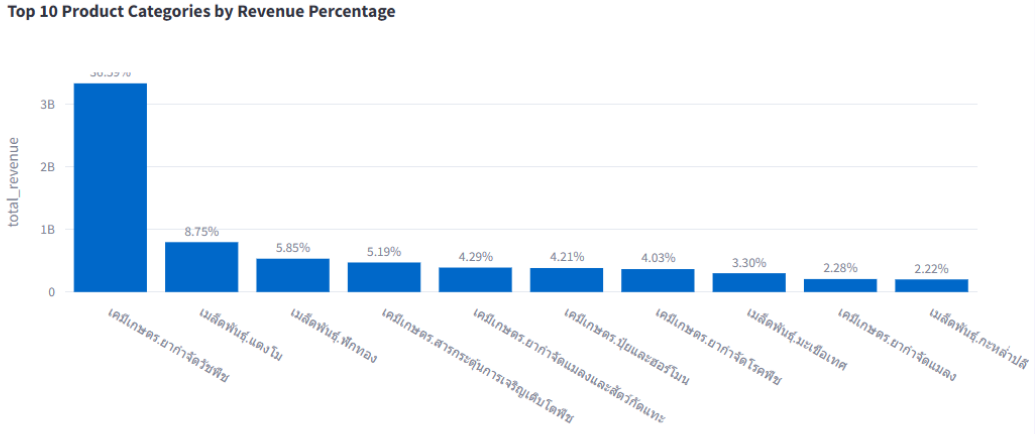
Solution for **Chat with your Data**

Agriculture

ผลิตภัณฑ์ประเภทไหนที่สร้างรายได้มากที่สุด 10 อันดับแรก ทำรายได้คิดเป็นกี่เปอร์เซ็นต์ของรายได้ทั้งหมด?

ข้อมูลที่แสดงในตารางนี้เป็นข้อมูลเกี่ยวกับรายการสินค้าที่ขายดีที่สุดในหมวดหมู่สินค้าต่าง ๆ ซึ่งมีความสำคัญในการวิเคราะห์ยอดขายและกำไรของธุรกิจ โดยสามารถสรุปข้อสำคัญได้ดังนี้:

1. สินค้าที่ขายดีที่สุดคือ "เคมีเกษตร.ยากำจัดวัชพืช" ซึ่งมีรายได้ร้อยละ 36.59 ของรายได้ทั้งหมด
2. สินค้าอื่น ๆ ที่มีการขายดีคือ "เมล็ดพันธุ์.แตงโม" และ "เมล็ดพันธุ์.ฟักทอง" ซึ่งมีรายได้ร้อยละ 8.75 และ 5.85 ตามลำดับ
3. สินค้าในหมวดหมู่เคมีเกษตร เป็นสินค้าที่มีรายได้สูงสุด โดยมีสินค้าอื่น ๆ เช่น "เคมีเกษตร.สารกระตุ้นการเจริญเติบโตพืช" และ "เคมีเกษตร.ยากำจัดแมลงและสัตว์กัดแทะ" อยู่ในรายการสินค้าที่ขายดี
4. การวิเคราะห์ข้อมูลนี้ช่วยให้ธุรกิจสามารถวางแผนการตลาดและการจัดการสินค้าให้เหมาะสมกับความต้องการของลูกค้าและเพิ่มกำไรให้กับธุรกิจได้อย่างมีประสิทธิภาพ.



Challenges

Slow Decision-Making: Lack of real-time access to data delays critical decisions.

Lack of Real-Time Insights: Business insights are buried in complex and lengthy reports.

Dependence on Analysts: Reliance on IT teams or data analysts slows responsiveness to business needs.

AI-Powered Data Chatbot

Executive-Friendly Interaction: Ask questions in natural language like *“What were the top 10 product categories last quarter?”* and get instant answers.

Real-Time Visual Insights: Automatically delivers charts, graphs, and summaries tailored for quick decision-making.

Streamlined Access: Connects to ERP, CRM, and BI tools to deliver comprehensive real-time data.

Strategic Focus: Enables leaders to focus on strategy instead of operational tasks.

Result

Faster Strategic Decisions: Quickly access data-driven insights for immediate actions.

Improved Visibility: Get a clear view of KPIs and business performance trends in seconds.

Self-Sufficient Leadership: Empower executives to query data directly without needing technical support.

Enhanced Business Agility: Respond proactively to market changes and emerging opportunities.

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Retail

Generative AI powered Chatbot for answering department store query

KEY USE-CASES

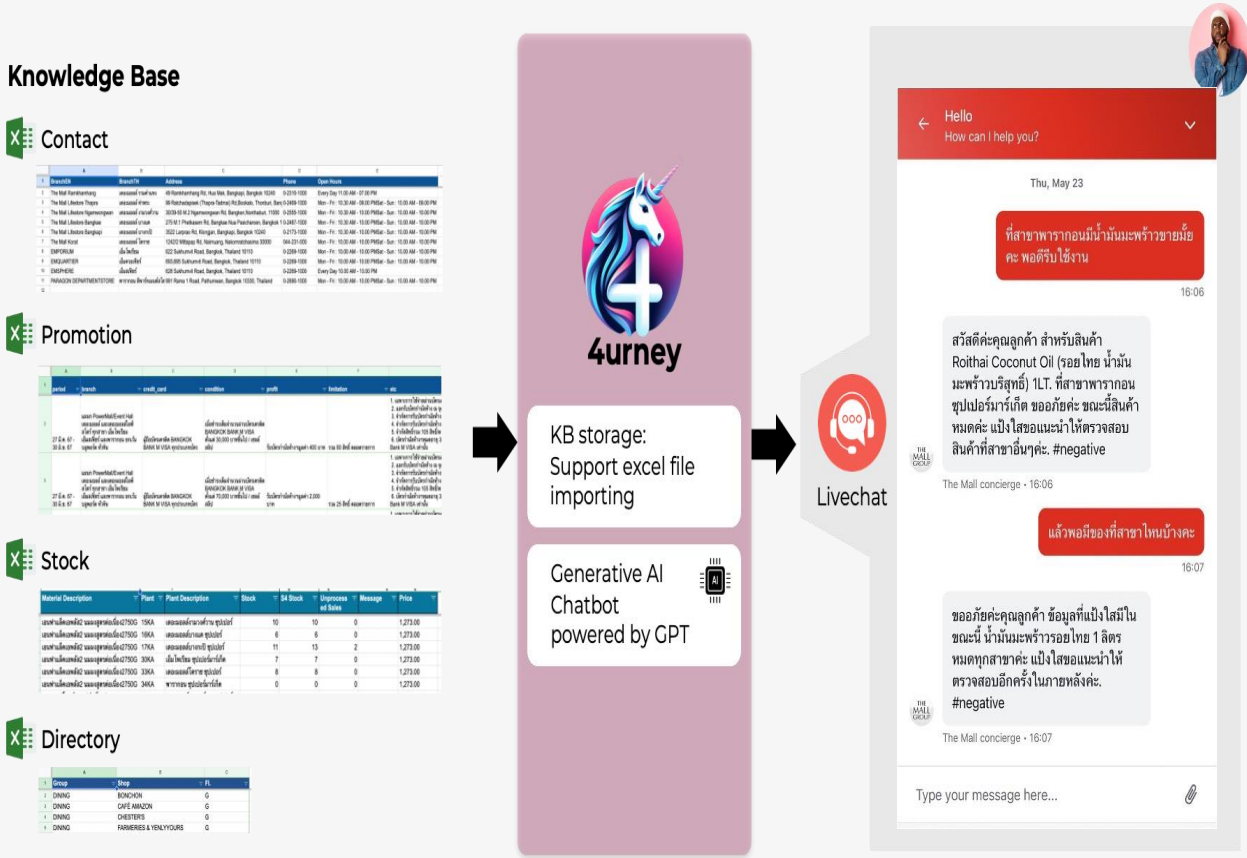
Generative AI Chatbot developed using 'Retrieval Augmented Generation' to answer customers inquiries from Knowledge repositories such as directory, stock, promotion, and contact in Thai

Implemented robust guardrails to ensure that Gen AI responses are easily consumable by clients and in accordance with The Mall's guidelines and regulations.

Capable of providing precise information by gathering details from knowledge, thereby reducing the need of agents for recurring queries.

Enhanced customer engagement through personalized, automated interactions 24*7

50% Chat resolve by Chatbot



SOLUTION FOR

Park and Hotel

Challenge

10+ agents 2+ channels

Inconsistent Information from Agents

Daily Changing Information

Inaccurate communication

Language Barrier

สวัสดีค่ะ Hello 你好

International visitors supporting

Overwhelming message volume in some period

Untimely responds

Need for Automation of Routine Tasks

Repeated Questions such Location, activities and promotion inquiry

Solution

Automated Responses and Multilingual Support with AI-Powered Chatbots

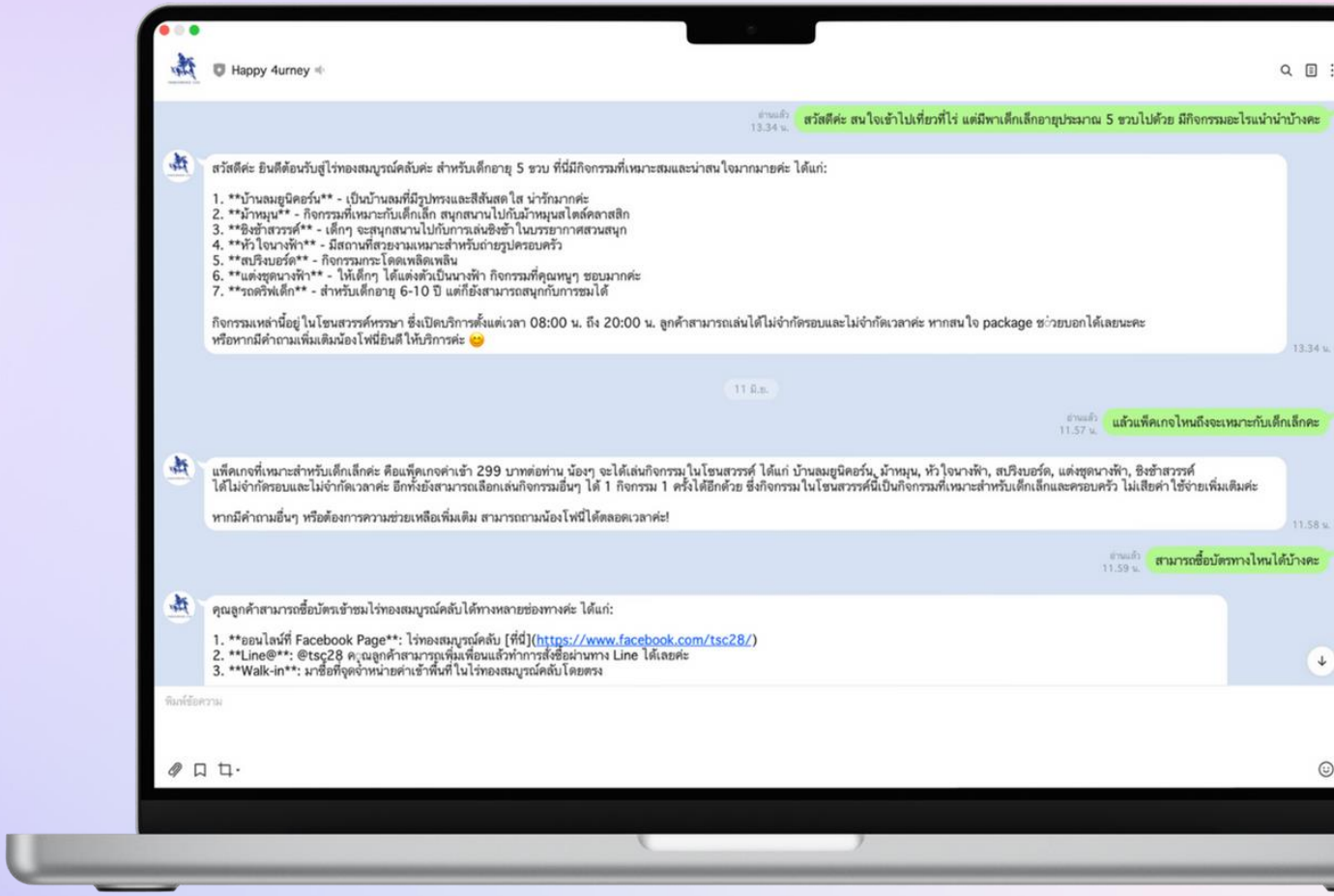
Console conversations from

Dynamic Knowledge Bases Management

Customer insight and Agent performance report

Result

- Enhanced Consistency
- Up-to-Date Information
- Better Promotion Management
- Expanded Customer Base
- Increased Efficiency



Requirements for Image Generation

1) Resolution and ratio of images (1080p, 16:9)
2) Descriptive prompt about what the model need to generate: for example

   "*A vibrant image showcasing the energy drink bottle surrounded by fresh fruits and natural ingredients, with a tagline emphasizing its organic and energizing qualities.*"

3) Negative prompt, describing what you don't want in the image, is not required but recommended

   "Badly drawn, bad anatomy, blurred, mutated hands"

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Organic Energy drink

Alt. 1

Key visual

Packaging

POSM

Alt. 2

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