



**Cleobot**



# TEAM



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# PROBLEM

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## Social media is booming

+200,000 posts per month on Vodafone channels.



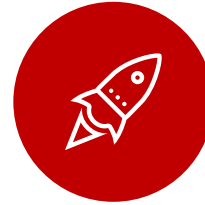
## Human-intensive work

Social Media team working on 24/7 basis.



## High response time

Average response time of 4 hours.



## Impact due to campaigns

Commercial campaigns result in spikes.

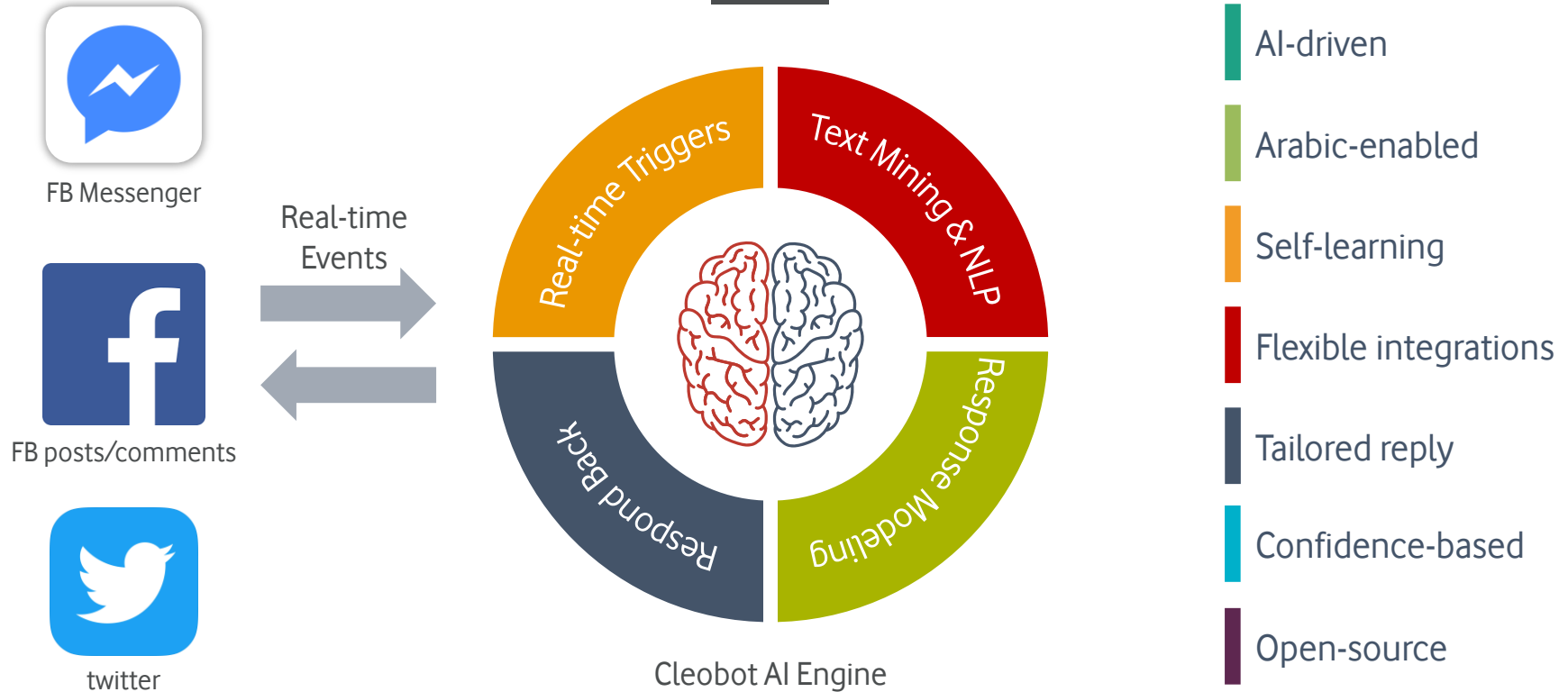


## No OOTB tools

No suitable intelligent tools with arabic support.



# SOLUTION (Cleobot)



## BENEFITS

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**EGP 20M**

TCO Savings



**1.5 Seconds**

Response time instead  
of 4 Hours



**76%**

Man-day Savings



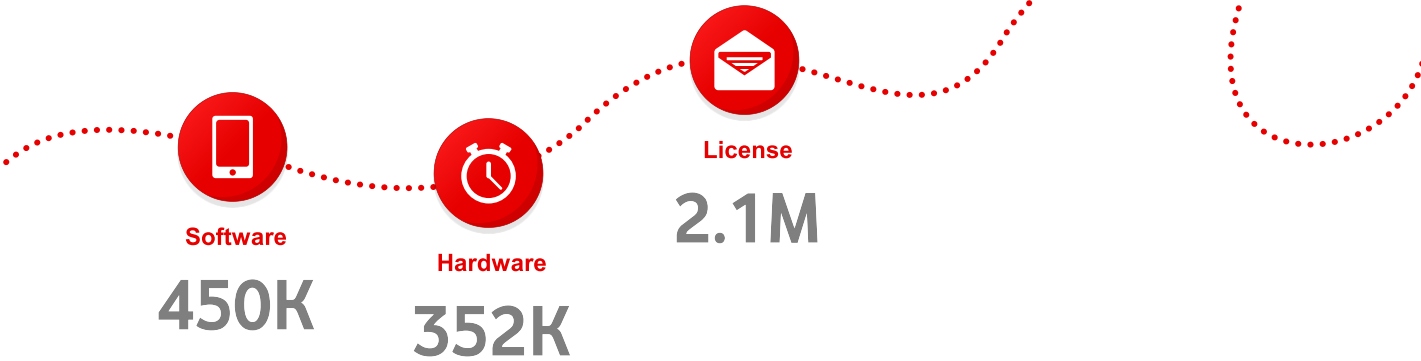
# COSTS

“

Intelligent  
Automation  
for Social  
Interaction

”

• **2.9 M** in Year 1



# ASSUMPTIONS



# Cleobot: Financials

	1year			5 years		
	Current	GO	Current Vs Go	Current	GO	Current Vs Go
OPEX	5,420,000	1,890,000	<b>3,530,000</b>	29,016,307	5,490,000	<b>23,526,307</b>
Depreciation	-	728,500	<b>(728,500)</b>	-	2,914,000	<b>(2,914,000)</b>
Total	<u>5,420,000</u>	<u>2,618,500</u>	<u><b>2,801,500</b></u>	<u>29,016,307</u>	<u>8,404,000</u>	<u><b>20,612,307</b></u>

Capex	-	2,914,000	2,914,000
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## Key Highlights

- Annual salaries increase by 5% and inflation increase by 2%.

## Cost Savings:

- After 5 years, we will have saved **~20M EGP**.

## Man Day Savings:

- Development effort: **3** developers x **6** Months
- Savings in Man days by second year = **76%**





# WAY FORWARD

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1

## Big Data Stack

Cloudera stack (infrastructure & storage servers).

2

## Large Training Data

Inject huge amount of Arabic data to increase accuracy.

3

## Response Modeling

Build robust model for responses.

4

## Fallback

Build fallback mechanism in case of low confidence.

5

## Pilot Launch

Pilot launch with pre-approved or offline responses.

6

## Monetize

Cleabot is industry-agnostic and can be productized.



