



ELVA AI

Intelligence Customer Service & Operations

Exclusively solve the Issues of Game Operations and Customer Services

AIHELP.NET

1

WHICH GAMES ARE IN USE?



Tens of Millions
MAU

20 +

Languages support
for Global Market

55 countries

Top Revenue Ranking of
Google Play
(Full Categories)

75 countries

Top Revenue Ranking of
App Store
(Full Categories)

Clash of Kings

Data Sharing



Last Empire -War Z



Mobile Legends:
Bang bang



Magic Rush



Piggy Boom



2

How about the **SERVICE DATA?**

Installed on
250M+
Devices

Serving
80M+
MAU

powering
20M+
Mobile
engagements

Trusted by Top Mobile Apps



CMGE | 胜利游戏
中手游 NO GAME NO LIFE

人人游戏
renren games

elex

昆仑游戏
KUNLUN.COM

R²GAMES
REALITY SQUARED GAMES

巨人网络

蓝港互动
SINCE TIMES

萌萌哒
.com
总 做 好 游 戏

龙图游戏
LONGTU GAME

Let Your Customers Help You Achieve Business!

Intelligence Customer Service System

- ✓ In-game communications and issues solving
- ✓ In-game Q&A Knowledge-base
- ✓ AI Robot, with 7*24 responses for Issues
- ✓ Form-based function can solve the artificial issues by one time.
- ✓ Issue Channels of Web/Mail/FB/Wechat can be integrated to this Platform
- ✓ Google Review Integration, disposing the one-star-rating without using developer's Account.
- ✓ Service QC: Set up the good example and share



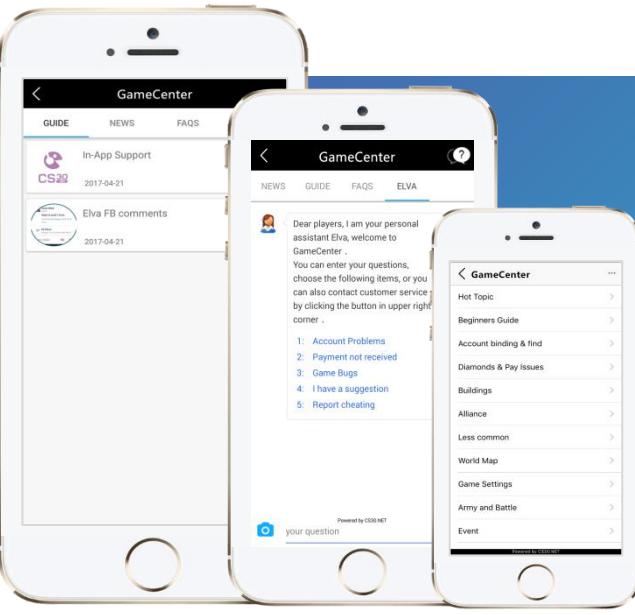
Intelligence Operation System

- ✓ **Inspection Robot:** Auto-reply the overtime undisposed issues
- ✓ **Robot Interface:** Monitoring the situation for chat rooms
- ✓ **Auto-translation:** Overcome the language barriers
- ✓ **Local search relevance:** Enhance game's Exposure
- ✓ **Auto-push for issue reply:** Enhance players' Activeness
- ✓ **Active Forewarning:** Monitoring issues of server, top-up, account, etc. and instantly sending the alert email
- ✓ Operation module that combines announcements, strategies, news and customer services together
- ✓ Daily data statistics, with auto-dispatch journal

4 INTELLIGENT SYSTEM INTERFACE



Multi Entries
Easily for players to send feedback



In-game Q&A
Fluent Experience

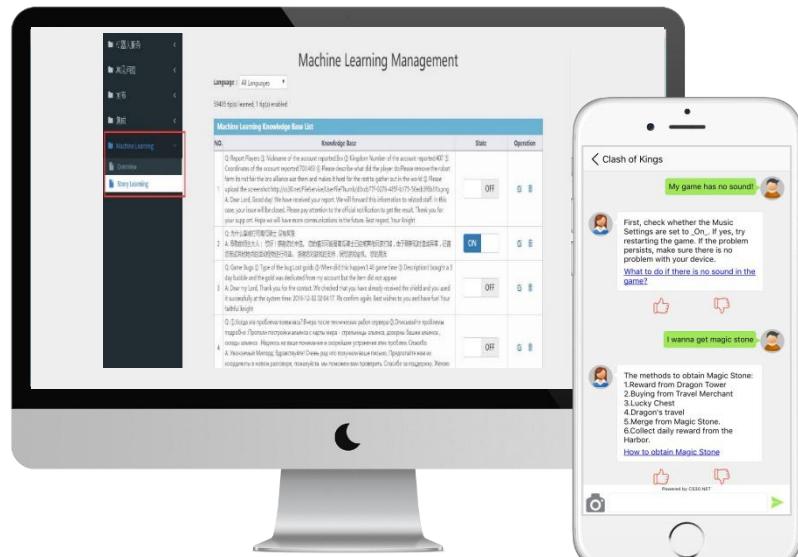


By using the feedbacks,
to better operate the product



Elva AI Robot

Through data analysis and machine learning, 80% of the issues can be solved, that realize the precise Q&A matching for players.



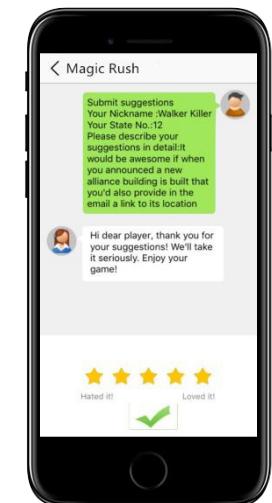
Form-based Function

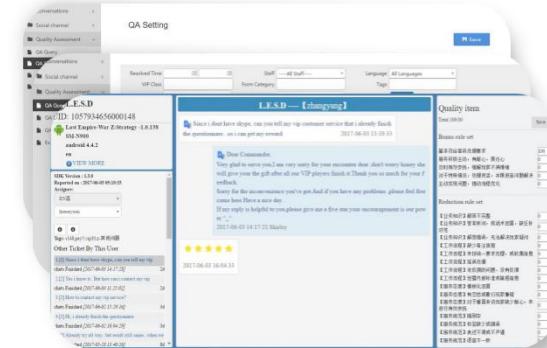
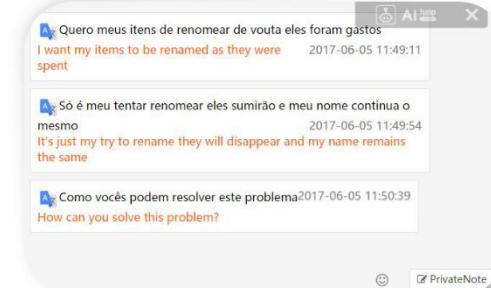
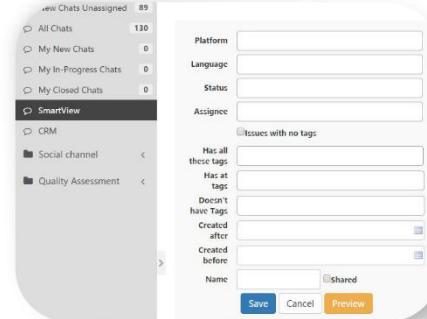
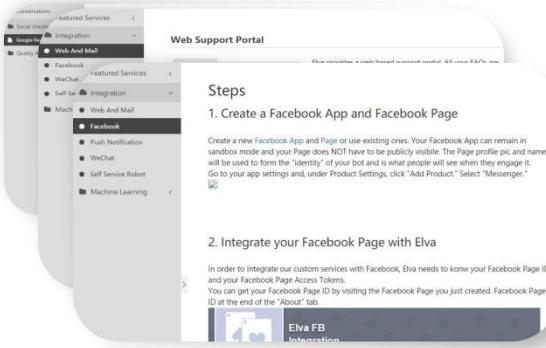
By guiding players to submit all the required information one-time, greatly enhance the solving speed and satisfaction.



Player Evaluation

Players will rate for the dispose result, low-ratings would be analyzed and summarized.





Multi-Channel Integration

Integrate Google Review, Email, Facebook and WeChat Official Account, etc. to Elva AI's background and realize centralized processing.



Smart View Function

Distinguish the priority of players in different categories, and the priority of issues in the same player category.



Auto-translation

Tap to translate the foreign languages

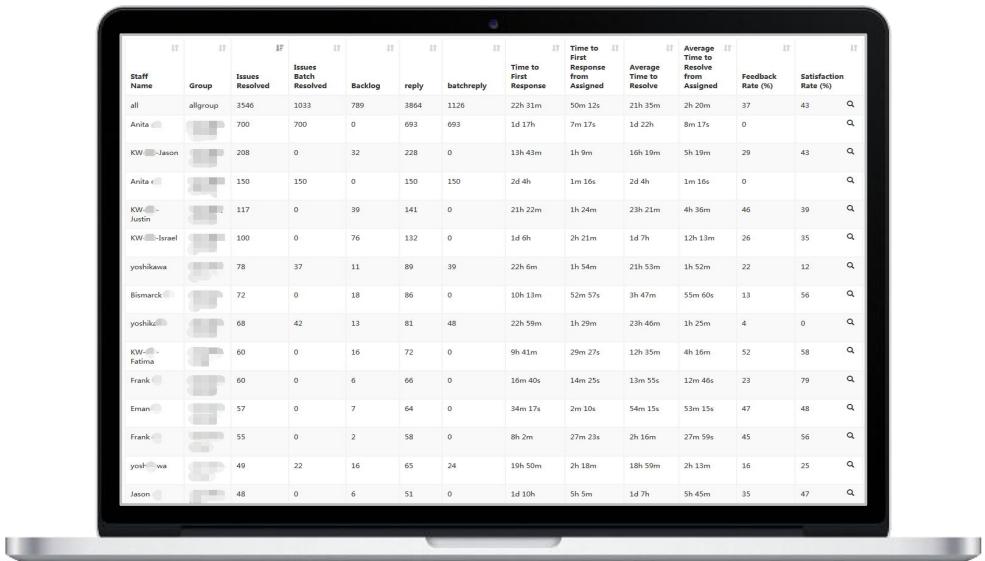


Customer Service QC

Through the QC, the factors that affect the customer satisfaction would be determined (quality of the service or the product itself). The good example can be shared and studied.

Digital Assessment

Digital Statistics from multi-dimension
Reasonable and Well-documented



Case of 10 Times of Efficiency Improvement

AI + Reasonable Assessment

Original Efficiency



Like Product “H”

Traditional Issue Disposal System

10 Times of Efficiency

Time to First Response(h)	Time to First Response from Assigned(h)	Average Time to Resolve from Assigned(h)	Feedback Rate (%)	Satisfaction Rate (%)
3d 22h	2m 37s	33m 21s	1s	0
3d 19h	22s	2d 1h	3m 42s	43
2d 11h	1m 5s	7h 1m	1h 20m	5
2d 8h	23m 42s	1d 1h	22m 49s	53
1d 15h	2m 30s	1d 11h	4m 6s	36
1d 7h	1h 14m	9h 56m	1h 26m	66
1d 3h	1m 58s	19h 31m	2m 32s	29
1d 3h	4h 6m	1d 6h	5h 12m	31

VS

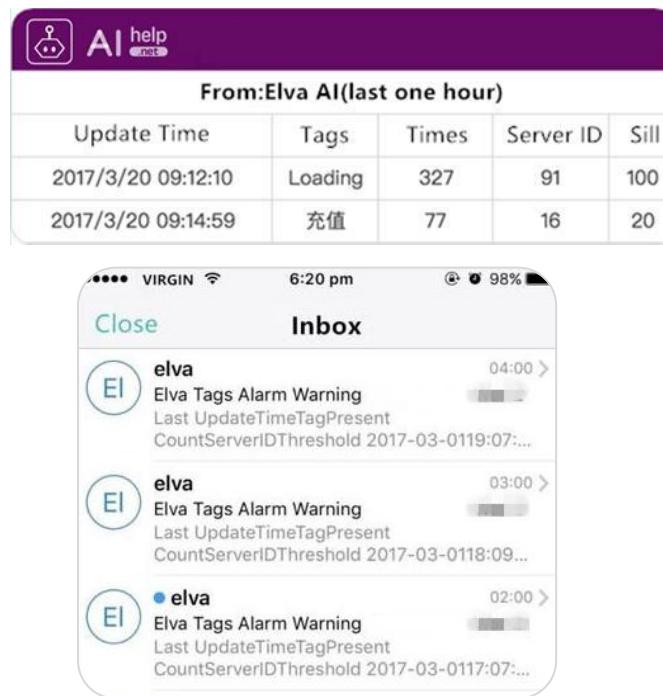
Elva AI

AI Customer Service & Operation System



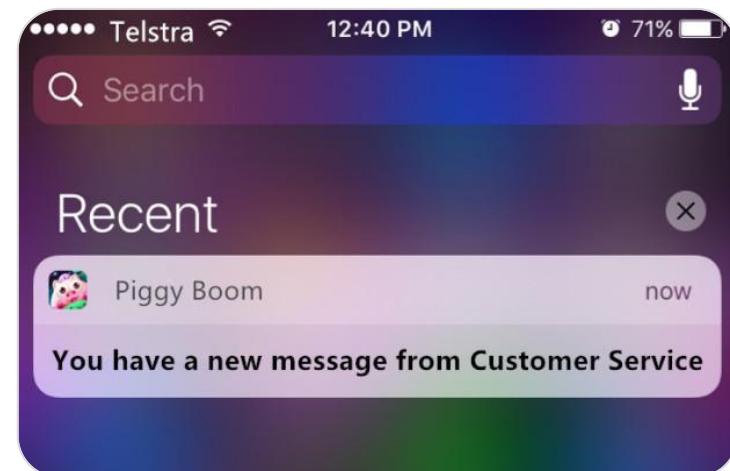
Email Alert Function

Even during the non-working hours, Elva can promptly send an alarm and notify the relevant people to solve out, that greatly reduce the loss caused by the sudden problems.



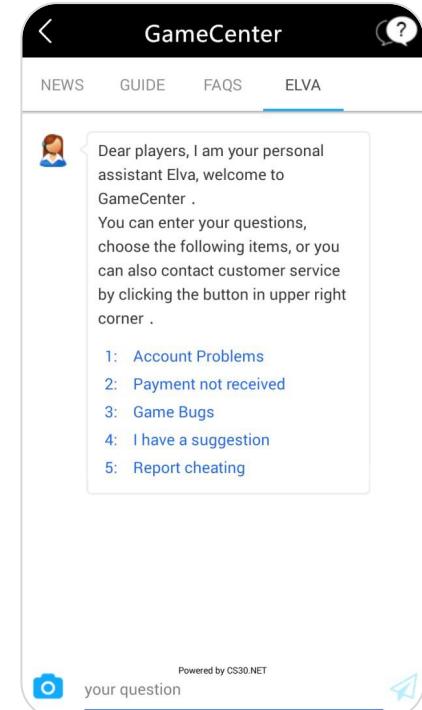
Push Notification

With the Auto-push of the issue reply, both satisfaction and activeness of players' would be enhanced.

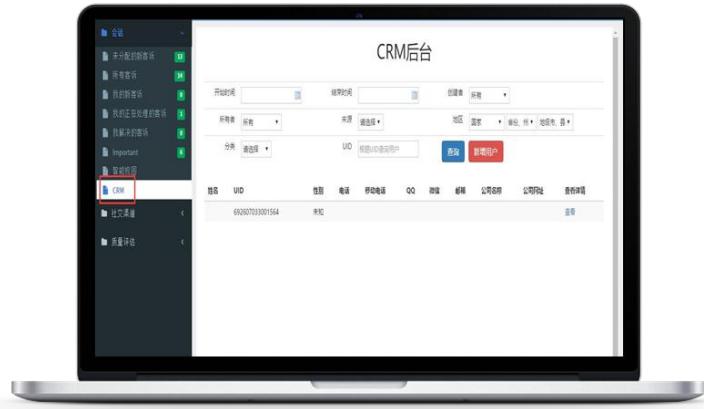


Operation Module

Combining announcements, strategies, hot-spots, FAQs, and Robot, etc. together.



Players' Feedbacks and Concerns



Spotlight and App Indexing Local Searching

Enhance your game exposure and recall the players that greatly increase the retention rate.

CRM System

System that based on the issue records to maintain the user relationship.

Hot Words Statistics

Through gathering the key contents concerned by the players, that provides the references for the product's trending and better meet the needs of the users.

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INTRODUCTION OF INTELLIGENCE OPERATIONS

Auto-push Journal

Elva Journal
2017/6/5

Game Name: [REDACTED]

DAU: 507,572
Number of players get access to ELVA: 72,653, accounting for 14.31% of all the active players.
Today, there are 1,720 new issues (324 have been responded, 273 have been resolved), accounting for 2.37% of all the players get access to ELVA, increased 384 (18.25%) compared with yesterday, and the satisfaction rate is 53%.
New Robot issues: 7,081, accounting for 9.75% of all the players get access to ELVA, and the satisfaction rate is 97.05%.
The number of issues handled by Robot is 21.8 times of the issues handled by human customer service, equivalent to 99 human customer service's workloads.
Key words that most frequently appear in players' issues and the tags can be classified into,
1. VIP9, a total of 2,734, accounting for 31.06% of all issues, the player's satisfaction with this issue is 83.08%
2. Pay 1, a total of 1,692, accounting for 19.23% of all issues, the player's satisfaction with this issue is 76.65%
3. Pay 2, a total of 1,543, accounting for 17.53% of all issues, the player's satisfaction with this issue is 73.49%
4. Consultation, a total of 1,048, accounting for 11.91% of all issues, the player's satisfaction with this issue is 63.50%
5. Battlefield, a total of 823, accounting for 9.35% of all issues, the player's satisfaction with this issue is 73.34%
Among the questions that Robot cannot answered, the key words that most frequently appeared in the issues,
1. あかんり, 5 times in total
2. せんり, 5 times in total
3. plots, 5 times in total
4. rewards, 5 times in total
5. role, 4 times in total
Note: If nonsense keywords have been included, please log in ELVA's background to mark the useless keywords.

During the past 24 hours, 6 alerts have been generated, among which, the most frequent 3 are the following,

1. (0857) Server, 2017-06-05, 27 times in total.
2. (0857) Server, hefu0605, 22 times in total.
3. (8041) Sever, 2017-06-05, 17 times in total.

FAQ has updated 0 items

The accumulating satisfaction of FAQ is 61.82%, among which,

Language	Satisfaction (%)
Chinese Traditional	47.12%
German	50.31%
English	57.75%
Korean	58.17%
Japanese	58.32%
Chinese Simplified	59.75%
Turkish	62.26%
Spanish	64.77%
Russian	65.93%
Portuguese	68.58%
French	73.75%
Arabic	82.39%
Thai	86.28%
Indonesian	89.86%

The BEST solution for online Product Operating & Customer Service
Sent by Elva



7

HOW ABOUT OUR CUSTOMERS' FEEDBACK?



Clash of Kings

Leader of Customer Service: Gui Lin



Goddess: Primal Chaos
Operation Team of Europe and America
KUN LUN



"Now Elva can solve 8 issues of 10, our manual customer service can only devote to the rest of 2. With the help of the **Form Function**, times of interactions with users have been greatly reduced. The previous average times was 6 and now is 2. We have not only **saved 50%** human cost, but also enhance the service efficiency."



Piggy Boom

Leader of Operation: Grace

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ELVA AI STRUCTURE DIAGRAM



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ELVA AI'S ACHIEVEMENTS

Compatible for the next generations of "**Internet of Things**"
(Under patent application)

- ✓ The Messaging Server of ELVA AI is developed by Erlang language development. Erlang/OTP is an excellent Soft-Realtime, Low-Latency and Distributed language platform.
- ✓ The messaging server design of Elva aims to carry abundant MQTT connections of Mobile Terminals or Internet of Things Terminals. And realize the low-latency of message router between huge terminals.



Stable hosting large-scale of client connections, with single server node can support 0.5 to 1 million connections.



With distributed node cluster, fast and low-latency message routing, supporting 10 million scale routing per single cluster.



Messaging Server Extension, that supports a variety of custom authentication, efficient storage of messages to the backend database.



Fully Support MQTT V3.1.1 Agreement, extended support WebSocket, CoAP or private TCP, etc. agreements.



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ELVA AI'S ACHIEVEMENTS

The presentation method and system of Multi-language Form

(Patent Approval in processing, application number or patent number: 201611166586.4)

- ✓ The invention can automatically recognize user's language and provide the form of the local language to meet the different needs. That greatly enhance users' satisfaction.



Form Presentation Method:



Translating a single language into other languages;



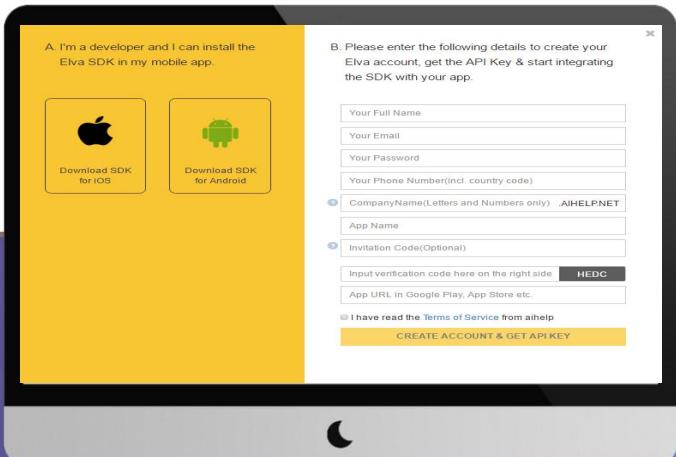
Based on the language environment of user, a customized form that corresponding to the language environment will be presented to the user.

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EASY to **APPLY**

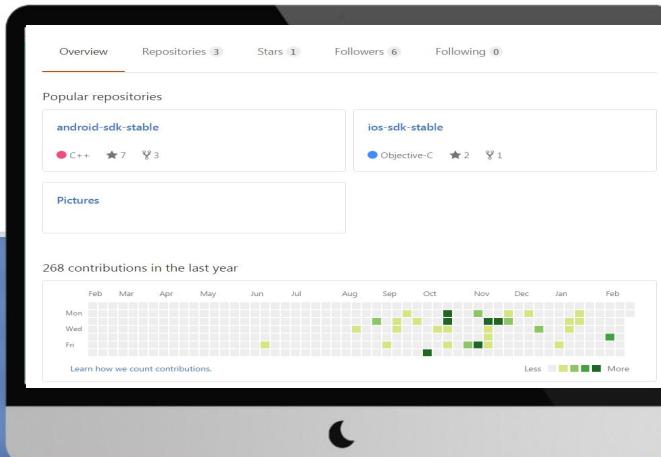
STEP

Self-registration at Official Website



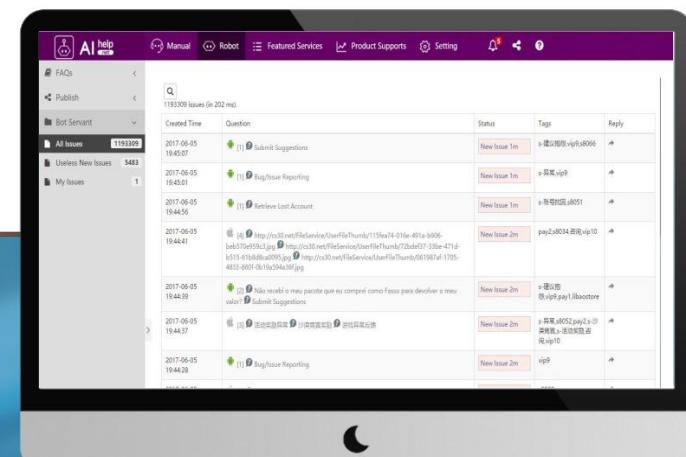
STEP

Integrate SDK to APP, or Configure Social Media Background



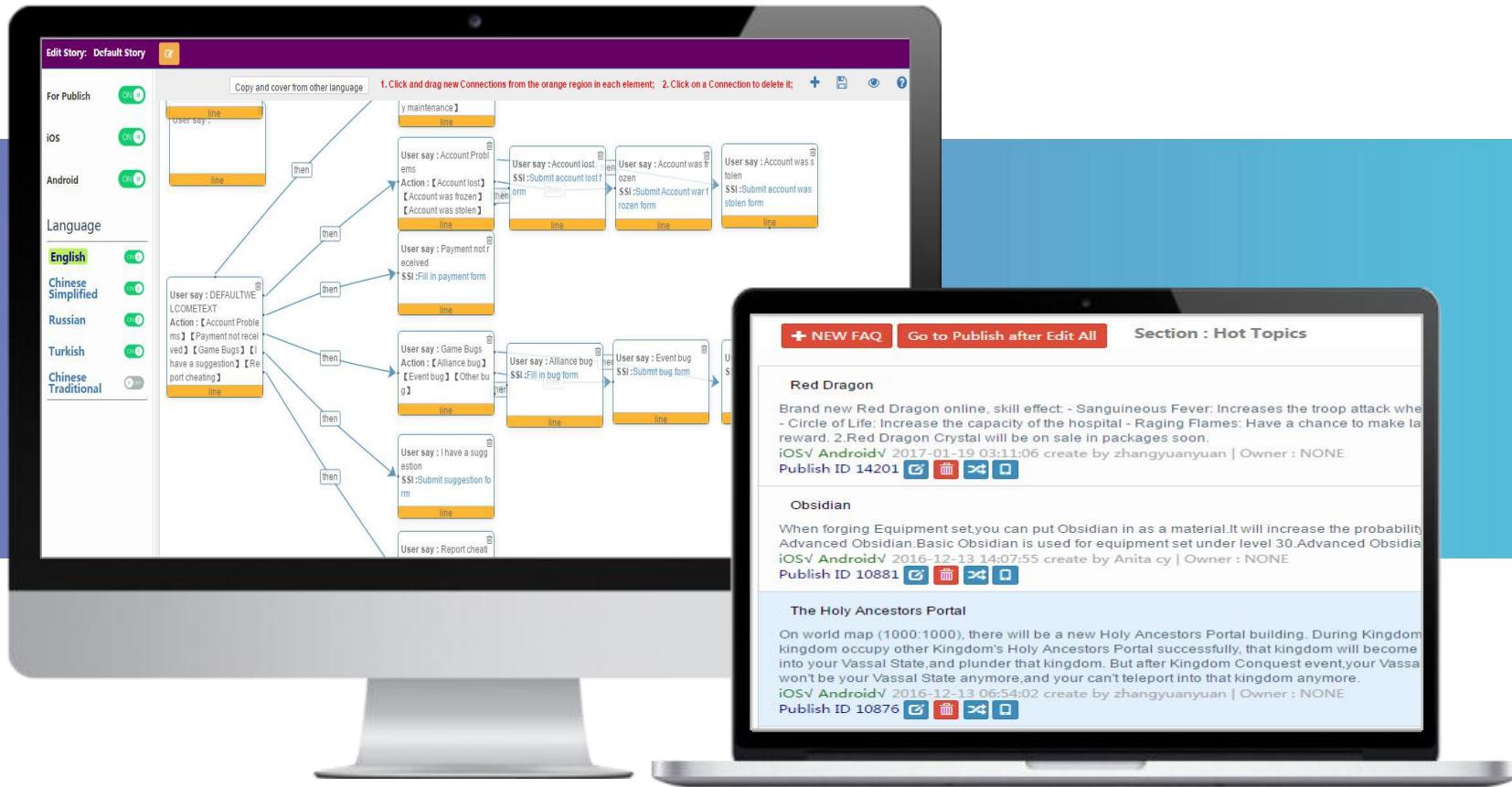
STEP

The Robot can be initialized and continuously optimized



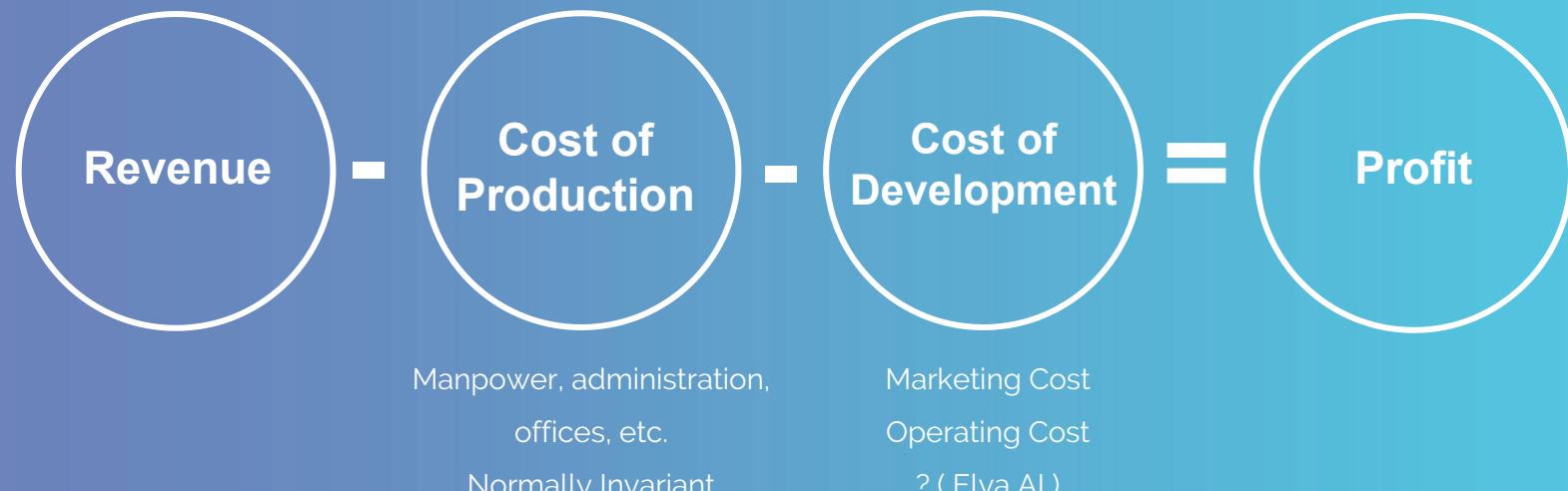
12

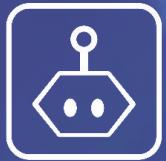
EASY to Edit — Storyline and FAQs are Visual and Text Editable



DRIVE WITH BIG DATA







AI help
.net

90-day Elva promise

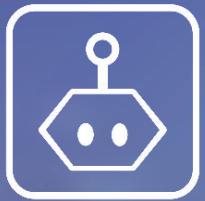
Benefits delivered by shipping the game with the Elva SDK installed

Key KPI Improvement

- ✓ **30%** increase in player engagement
- ✓ **80%** reduction in ticket resolution times
- ✓ **50%** reduction in contact rate optional

How?

- ✓ Elva's native in-app FAQ
In-app Messaging. Reach anonymous users. No email
- ✓ AI Robot 7*24, Smart Reply
Form-based Issues Submission Optional
- ✓ Specific workflows makes agents more efficient;
More player and game data leads to faster ticket
- ✓ Ability to prioritize and segment tickets based on new users
and power users; Elva's proactive messaging targets VIP player
- ✓ Auto-Translation and Agent Outsourcing
App Indexing and Spotlight



AI help
.net

Free Trial

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