

The Journey of Hokitika

Marketing Chat Bot

Sabrina's Story

- Sabrina is looking for specific FPH marketing standards
- She has a deadline tomorrow and her senior is out on leave!
- Imagine she had a magic wand to find this needle in the haystack

Problem statement:

- As an FPH marketing employee I want to be enabled to avoid low-value task overhead while not compromising on quality



The Magic Wand

1. Pick a personality

Hokitika

Who am I talking to?

Junior Marketer

Submit

She# and FPH Hackathon event DEMO

2. FAQ

Issues for junior-marketer

Difficulty in measuring return on investment (ROI).

Challenges in understanding and targeting the right audience.

Difficulty in creating engaging content.

Managing and analyzing data.

Keeping up with marketing trends.

None of the Above

She# and FPH Hackathon event DEMO

Final Solution

- The source
- The location
- Quote
- Summaries and Context

3. Prompt engineering made easy

Enter your question? **Send**

She# and FPH Hackathon event DEMO

Feedback Loop

AI Hackathon

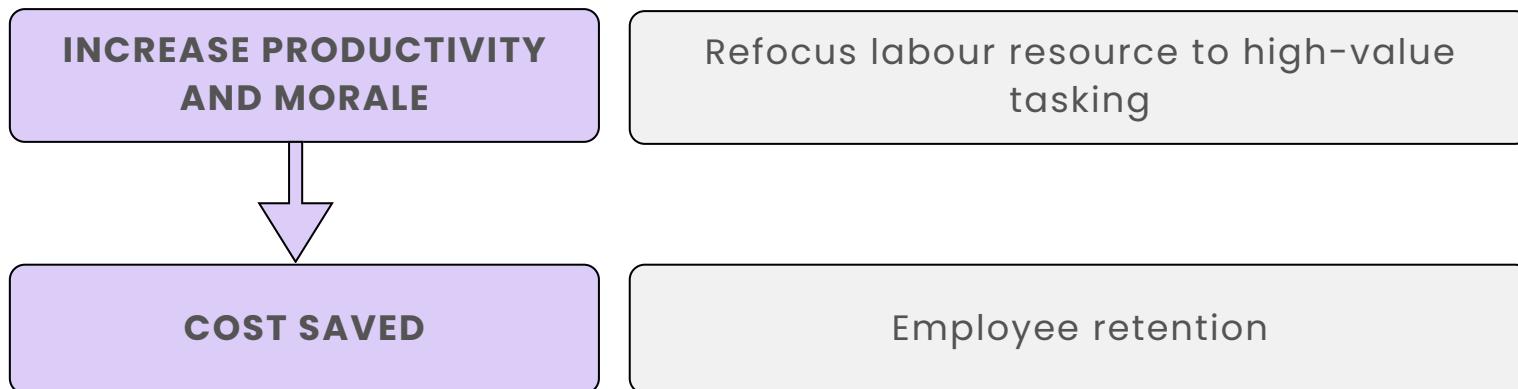
How Does This Help Sabrina?

	HOKITIKA	EXISTING SOLUTIONS
Big-data limitation	★	
Catered outputs including source	★	
User friendliness for marketers	★	



Only Sabrina?

- Voluntary turnover averages 17.2%* which costs 1.5 times** an employee's salary to replace
- People-Oriented Solution
 - Targets removal of drudgery and struggle from dealing with a decentralised knowledge base
 - Less time wasted on low-value tasking



*<https://www.statista.com/statistics/1082108/new-zealand-average-national-voluntary-staff-turnover-rate/>

**<https://www.gallup.com/workplace/247391/fixable-problem-costs-businesses-trillion.aspx>

What's Next?

- Product vision and goals**
- Market research and analysis**
- Prototype and UX design**

To Do:

- Stakeholder buy-in**
- Product development and testing**
- Continuous improvement and development**

Hokitika

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With Us!**



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