

Team: Make Resume Great Again

ECONOMIC EMPOWERMENT THROUGH AI

(FROM GRAB'S VISION + AI)

MEX Assistant



OUR TEAM



LIM YE WOON

UI/UX Lead

Built a clean and inclusive chat interface



NG CHENG YE

Business Logic & Strategy

Designed core features, scoring & insight engine



H'NG WEI JUN

Backend Dev

Set up webhook & scalable logic structure



YEW JING EN

NLP Scripting

Trained chatbot flows & handled user scripts

“Together, we bridge design, logic, and business value.”



AGENDA

- ...
...
- ▶ Problem Statement **04**
- ▶ Implementation Plan **06**
- ▶ Dialogflow **07**
- ▶ Key Challenges **08**
- ▶ Standout Features **09**
- ▶ Demo Video **16**
- ▶ Benefits and Impact **17**
- ▶ Conclusion **18**

PROBLEM STATEMENT

► **Grab's Mission : Task 2**

“Build an AI assistants for Grab’s merchant-partners (MEX) to provide timely, accurate insights and actionable guidance.”

► **Our Perspective:**

- **Ease efficiency** and economic growth
- Include **profit-driven features** that fit into the **Grab ecosystem**



Why Partner with Grab?

We offer an Omnichannel solution to grow your business online & offline.

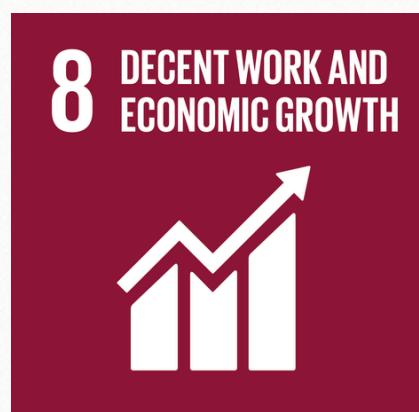


IMPLEMENTATION PLAN

Policy Alignment:



Malaysia's MADANI
Economy framework



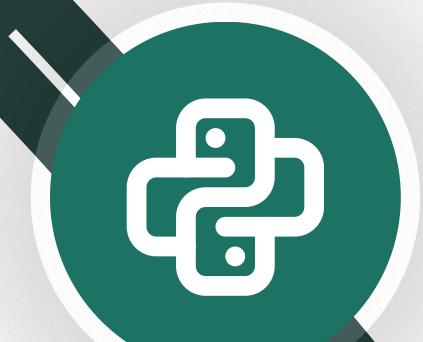
UN SDG 8: Decent Work &
Economic Growth



12th Malaysia Plan:
Chapter 11



Grab ESG Report 2023



Python + Flask



Dialogflow



Streamlit

DIALOGFLOW

► ES

Used Dialogflow ES for prototype
(free version)

► CX

Used Dialogflow CX for production

- Better multi-turn support
- Auto **multilingual** responses
- Used by Malaysia Airlines, Telekom Malaysia
- Integrates with **Task 1's voice assistant** plan
- **Easier future maintenance** using single platform (Google product)
- LLMs like GPT pose **privacy** risk under Malaysia's PDPA laws –
Dialogflow is GCP-hosted and compliant



KEY CHALLENGES

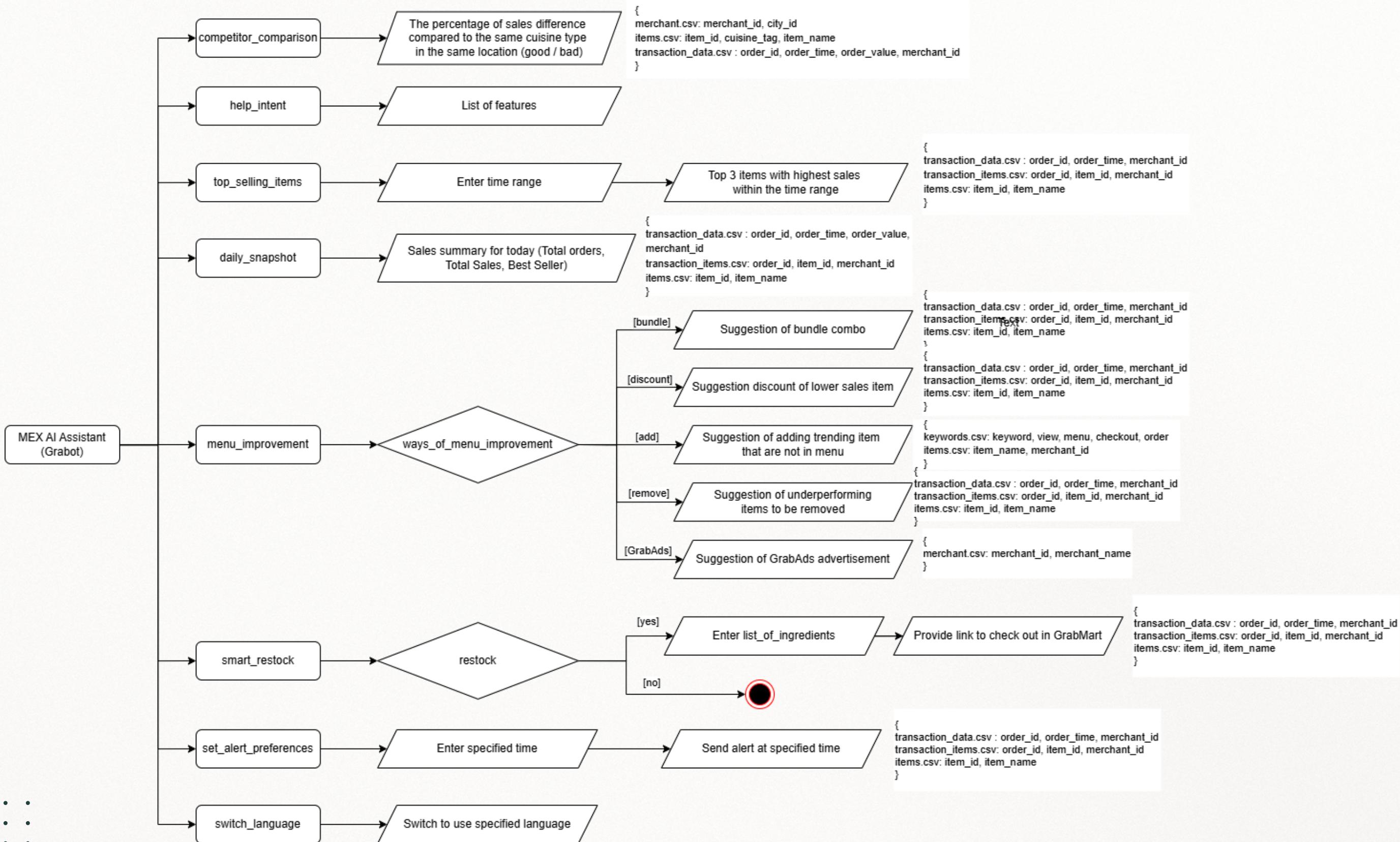
1

2

3

	Challenge	Grab Needs	Our Solution
1	Real-time Business Insights	Detect top trends Send timely alerts	Sales analytics Keyword trends Low stock alert
2	Personalized Guidance	Tailored by merchant profile	Tailored advice Peer comparison
3	Effective Communication	Multilingual & clear	Dialogflow (BM/EN etc.) Visual/emoji replies

KEY CHALLENGES



SALES ANALYTICS

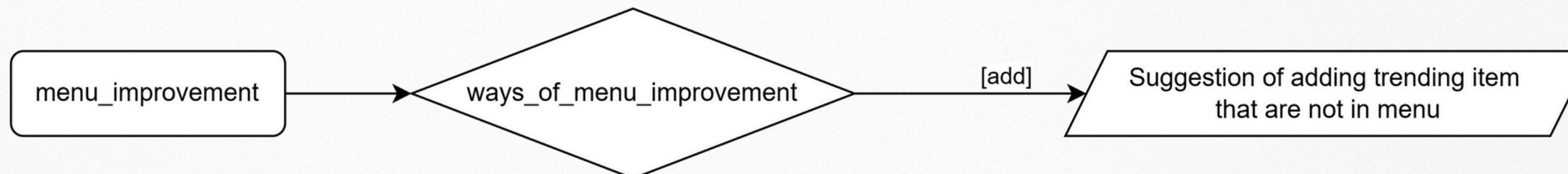


```
{  
transaction_data.csv : order_id, order_time, merchant_id  
transaction_items.csv: order_id, item_id, merchant_id  
items.csv: item_id, item_name  
}
```



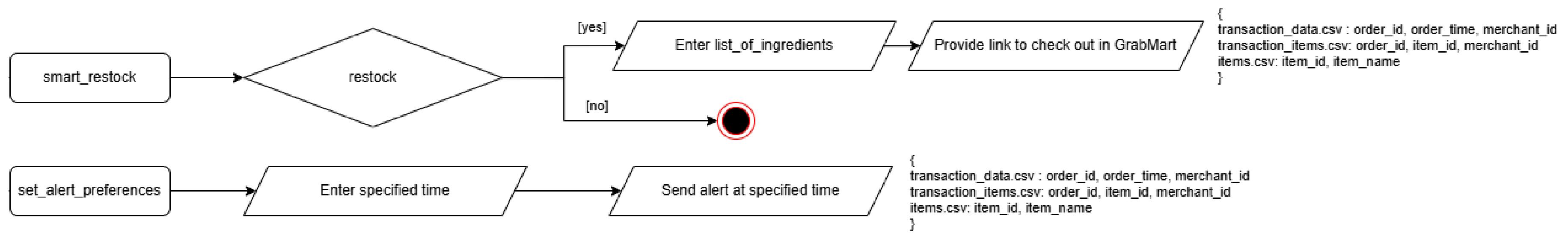
```
{  
transaction_data.csv : order_id, order_time, order_value,  
merchant_id  
transaction_items.csv: order_id, item_id, merchant_id  
items.csv: item_id, item_name  
}
```

KEYWORD TRENDS

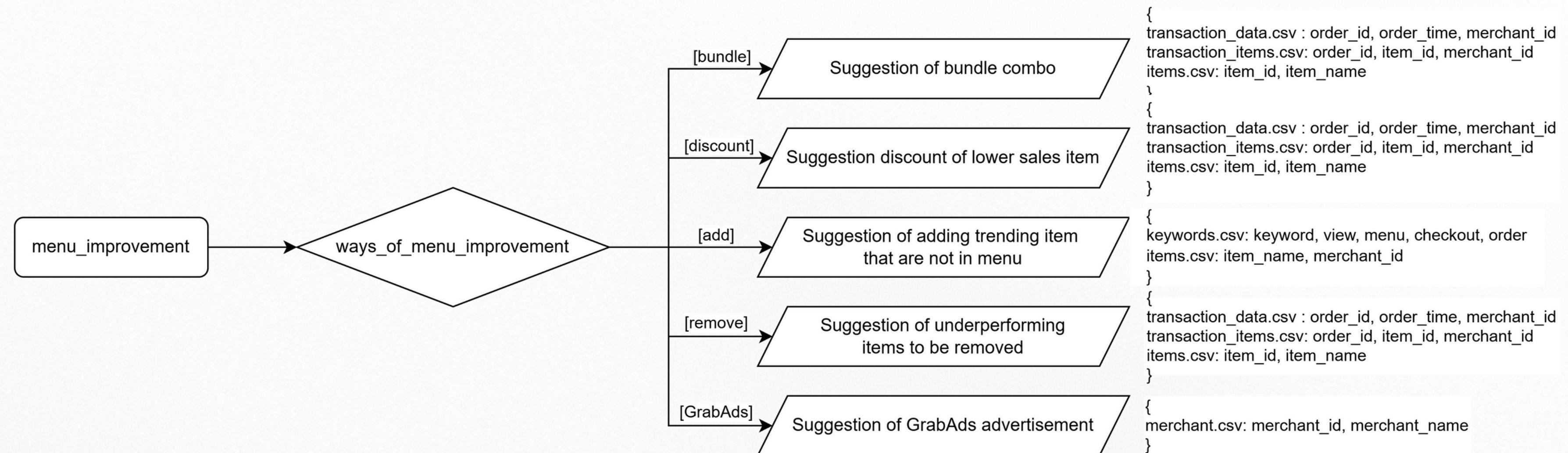


```
{  
keywords.csv: keyword, view, menu, checkout, order  
items.csv: item_name, merchant_id  
}
```

LOW STOCK ALERT



TAILORED ADVICE

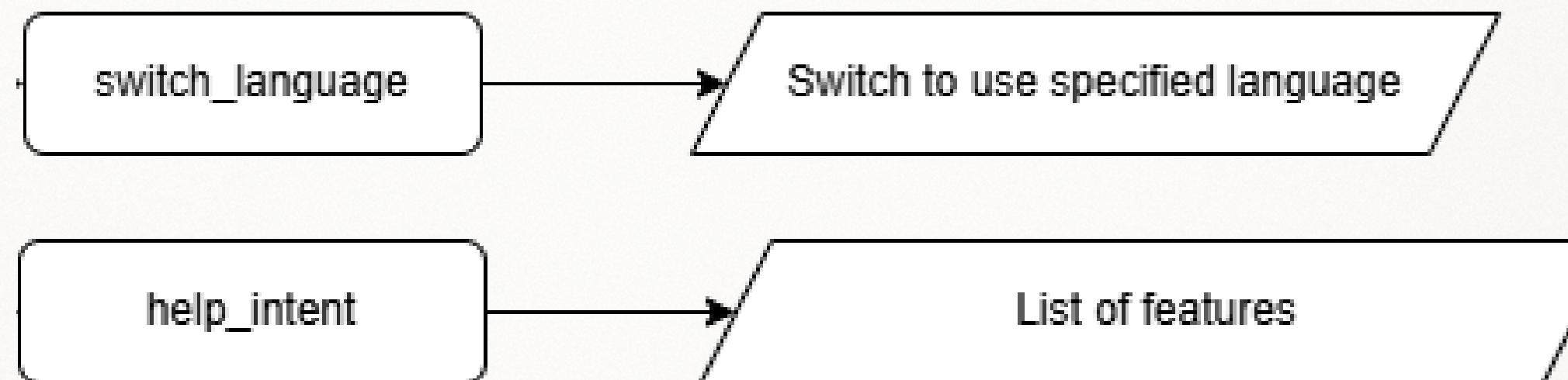


PEER COMPARISON



```
{  
    merchant.csv: merchant_id, city_id  
    items.csv: item_id, cuisine_tag, item_name  
    transaction_data.csv : order_id, order_time, order_value, merchant_id  
}
```

DIALOGFLOW (BM/EN)

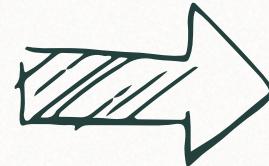


STANDOUT FEATURES 1

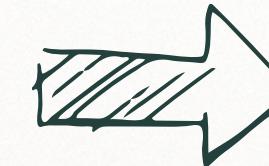
🛒 Smart Restock + GrabMart



Grabot
Restock Request



GrabMart



Select
Store & Quantity



Order
Placed



Set as
One-Tap Restock



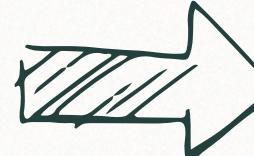
Checkout
Interface

STANDOUT FEATURES 1

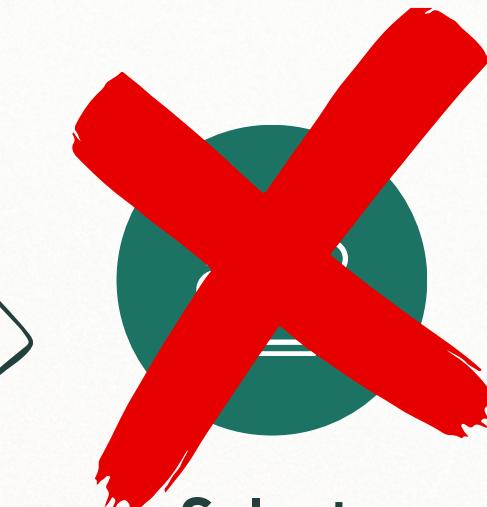
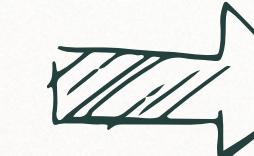
🛒 Smart Restock + GrabMart



Grabot
Restock Request



GrabMart



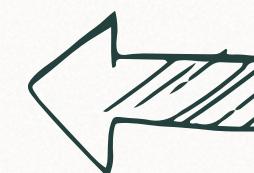
Select
Store & Quantity



Checkout
Interface



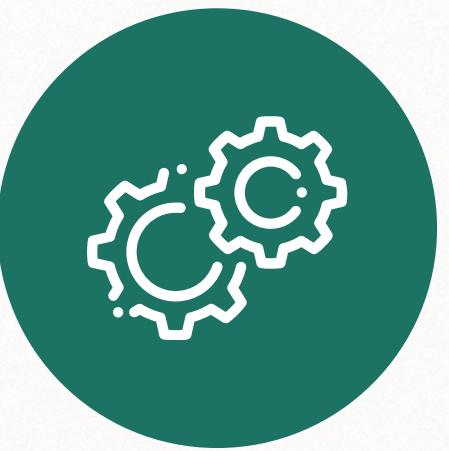
Order
Placed



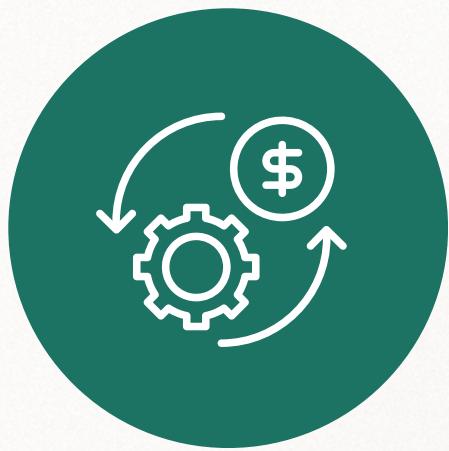
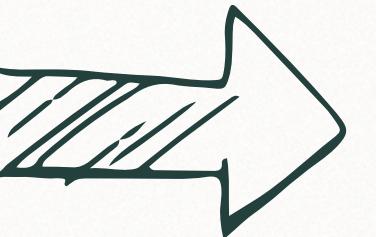
Set as
One-Tap Restock

STANDOUT FEATURES 1

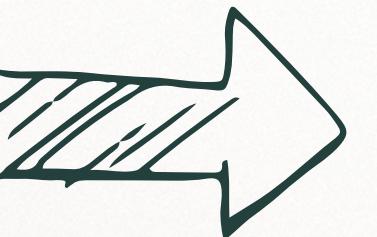
🛒 Smart Restock + GrabMart



Grabot
Restock Request



**Checkout
Interface**



**Order
Placed**

STANDOUT FEATURES 1

🛒 Smart Restock + GrabMart

Benefits:

- Reduces interruptions in merchant flow (frictionless)
- Aligns with GrabMart
- Supports those with no transport/disabilities
- Fulfils Grab's ESG and inclusive economy goals
- Reduces interruption fatigue (Zeigarnik Effect)
- Encourages completion through smart defaults (Choice Architecture)

Grabot
Restock Request



Checkout
Interface

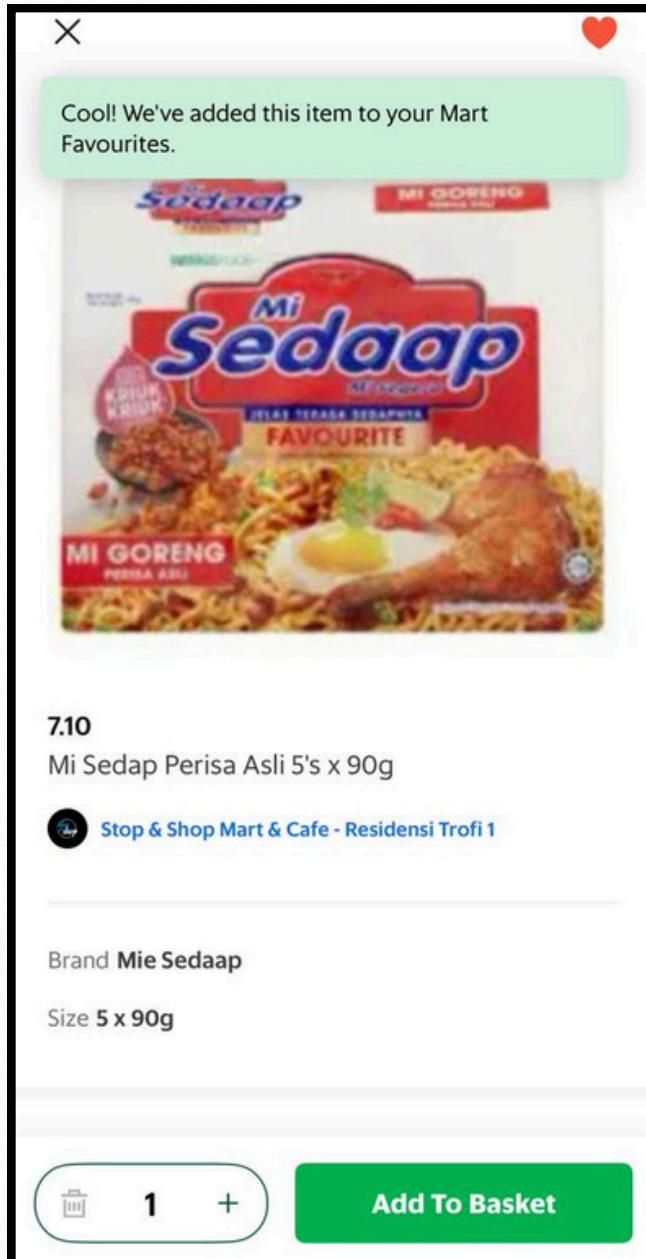
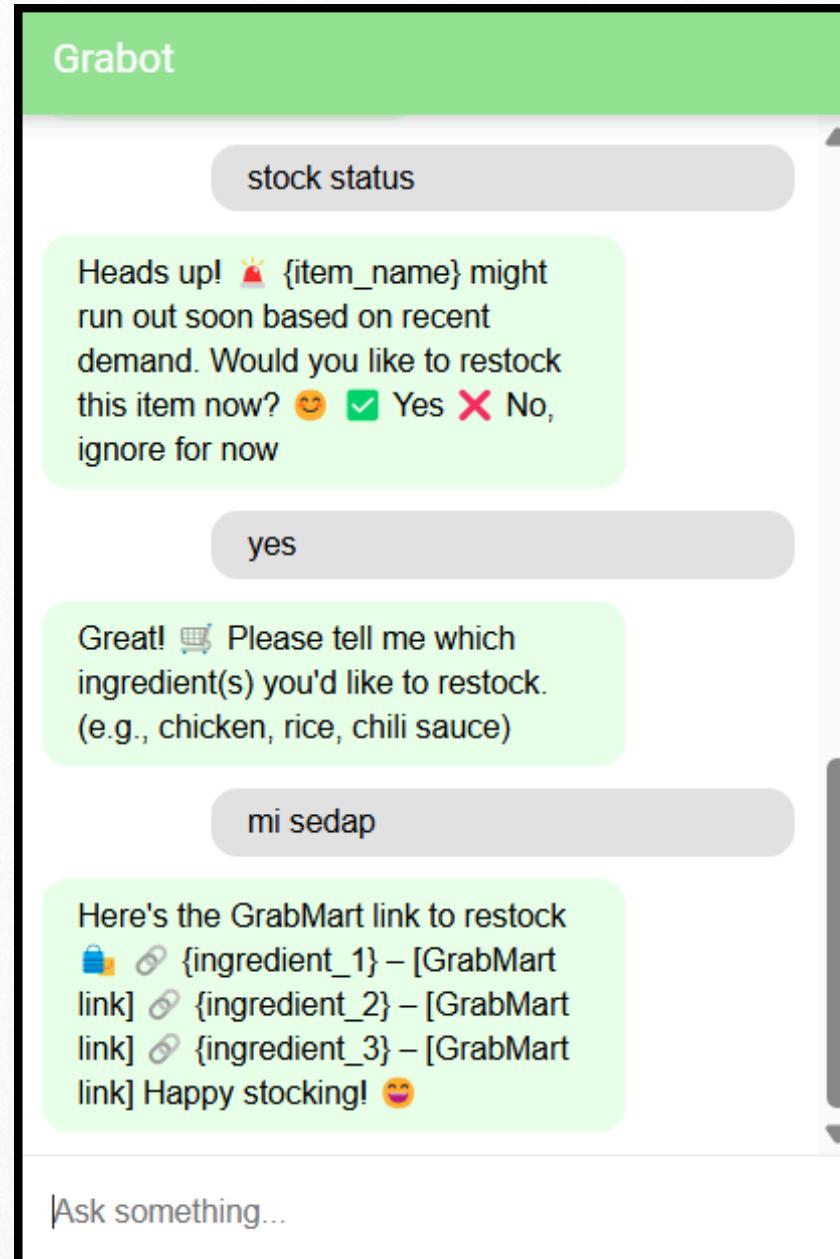


Order
Placed



"Designed with behavioral science in mind to increase action completion and reduce cognitive load"

STANDOUT FEATURES 1



Payment details [See all](#)

One-Tap Restock

This lets you save your restock order (items, quantity, and store). Next time, the chatbot will offer you one-click restocking — no need to choose again. You can manage your favourites anytime in settings.

Got it

One-Tap Restock ⓘ

Set your favorite order

Speed up your order with just a single click

[See how it works](#)

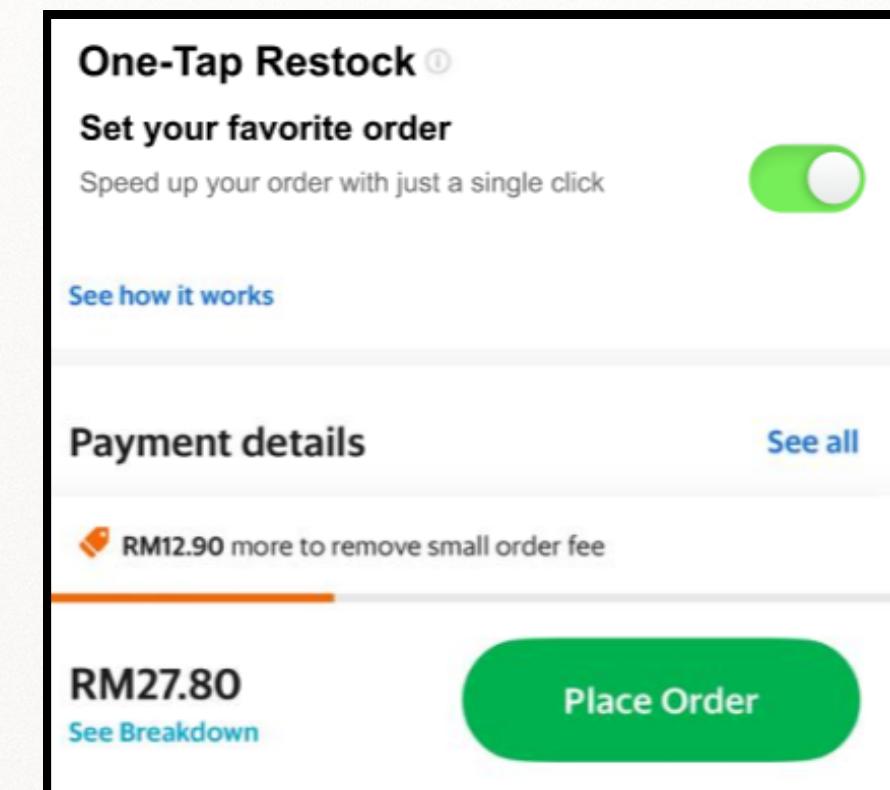
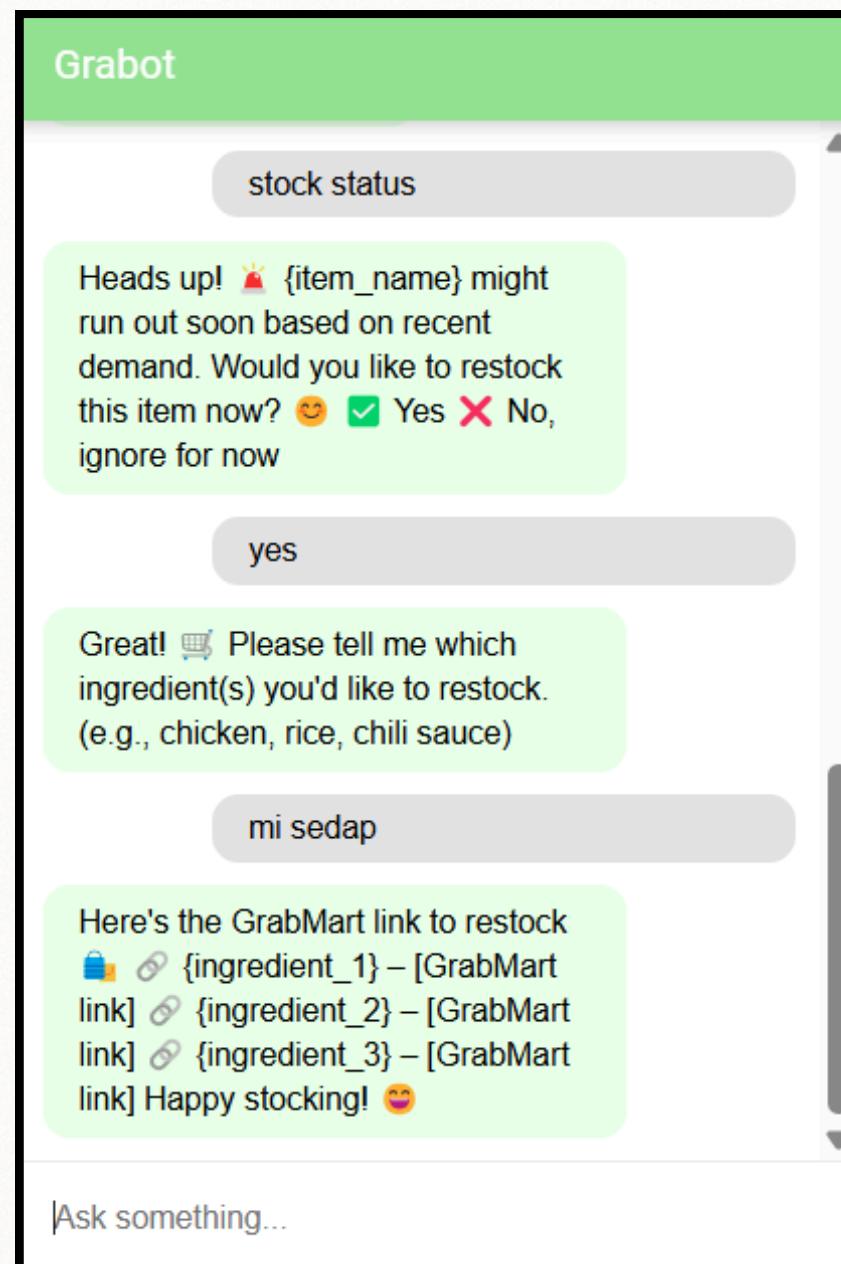
Payment details [See all](#)

RM12.90 more to remove small order fee

RM27.80

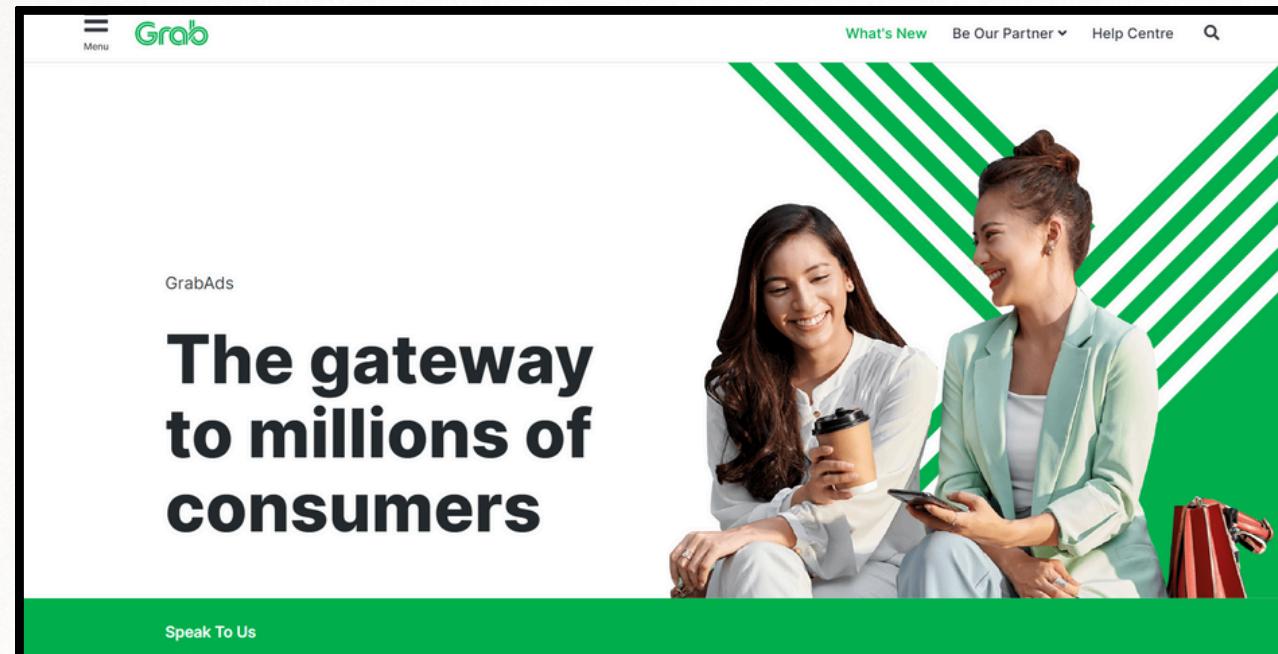
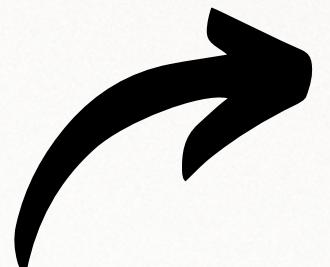
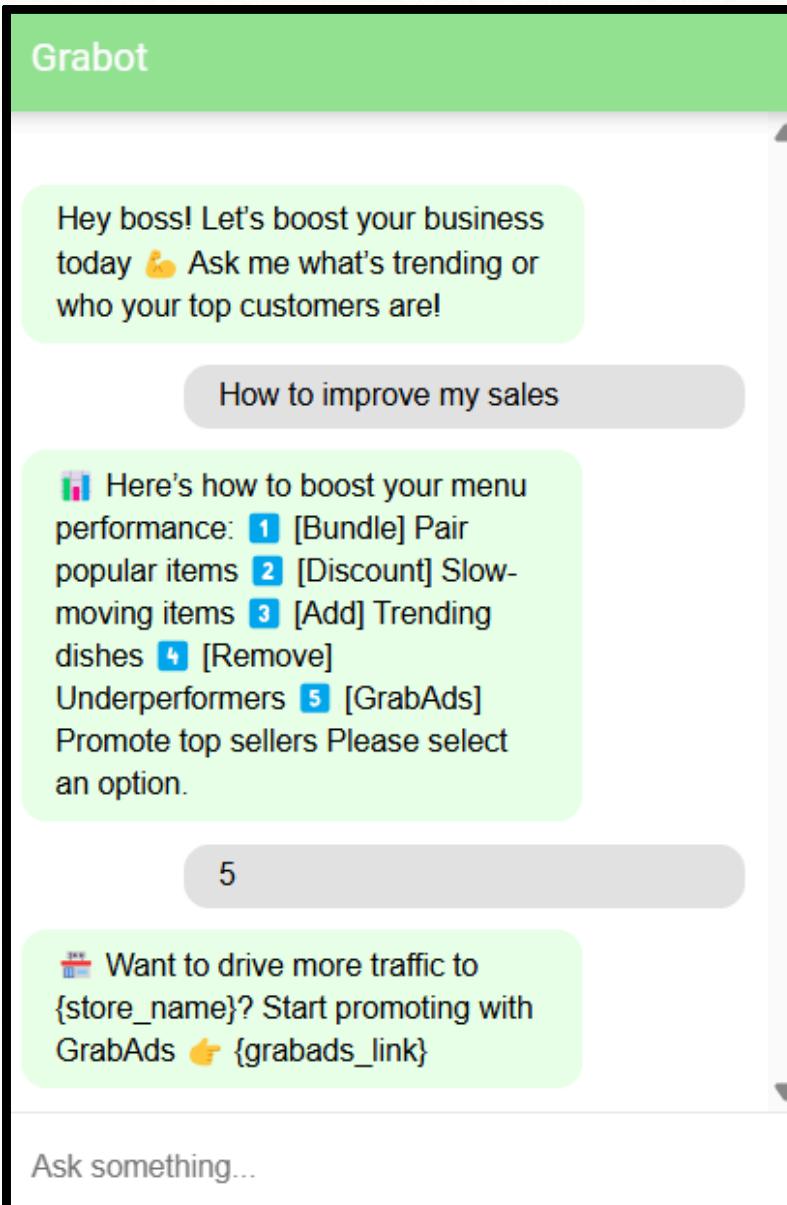
[See Breakdown](#) **Place Order**

STANDOUT FEATURES 1



STANDOUT FEATURES 2

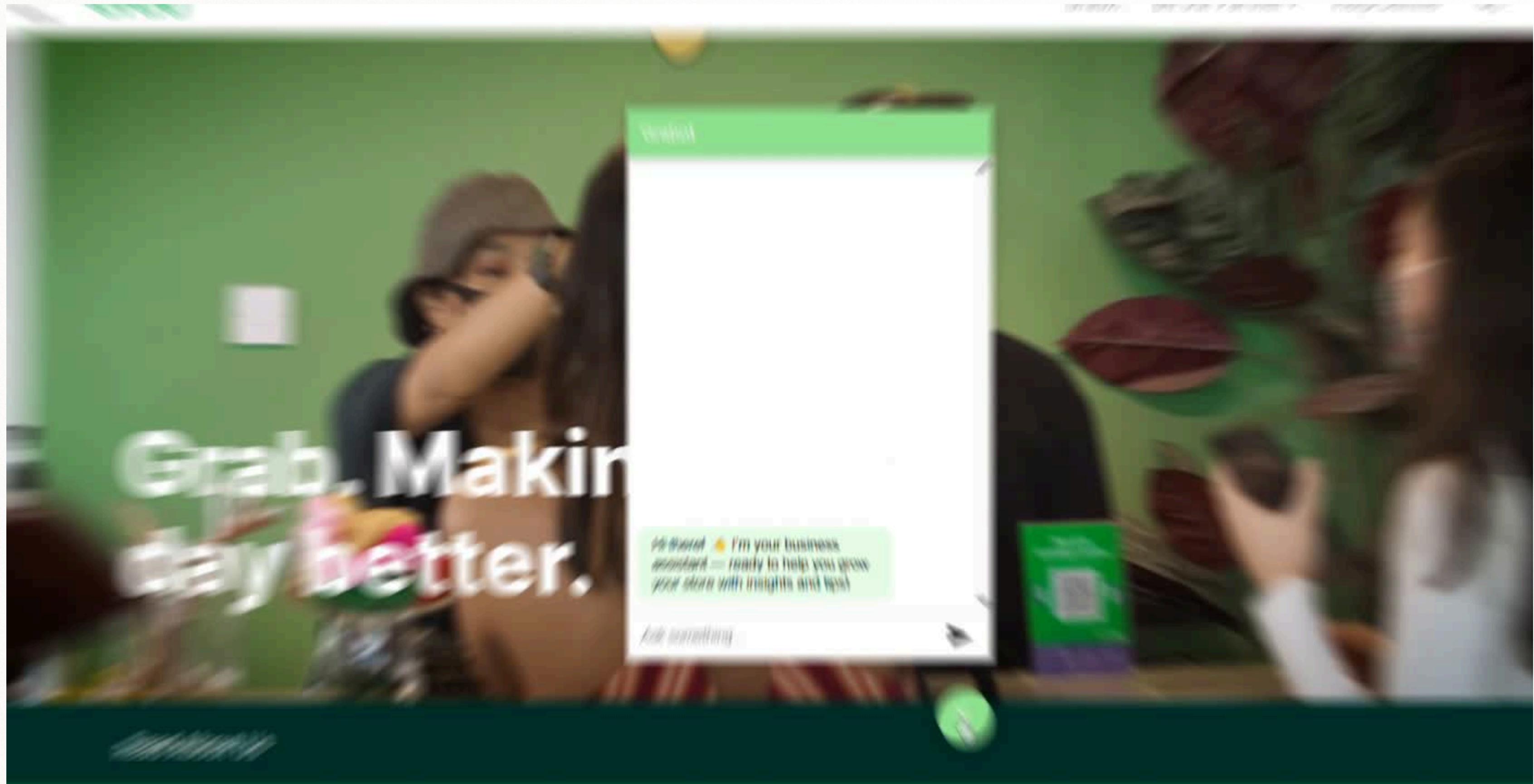
Tailored Advice + GrabAds



Benefits:

- GrabAds increases exposure
- Merchants can boost sales affordably
- Fits seamlessly into Grab ecosystem
- Even small vendors can benefit (GrabAds offers micro-campaigns)

DEMO VIDEO





BENEFITS AND IMPACT

Merchant Benefit	Grab Benefit
Increases sales via data & alerts	Boosts order volume → Higher Commission
Smart restocking → Fewer operational gaps	Boost GrabMart transactions
Personalized business growth suggestions	Activate GrabAds → Increase ad revenue
Inclusive experience (multi-language, UX)	Supports ESG goals → Boosts investor confidence

CHOOSE US!



We solve a real problem with practical strategy

Secure, scalable, and integrated into Grab's ecosystem (GrabMart, Ads)

We empower merchants and strengthen Grab's business

Our standout features go beyond chat – they drive revenue

Adding monetization & ESG value for Grab

THANK YOU