

# Opportunity's Digital Transformation Journey



## 2004, Birth Of A Giant

Founded & headquartered in Dounguan, Guangdong



## Global Footprint

Present in over 40 countries globally

2014

Instantly captured substantial market share with its designs, features & pricing strategy



## Indian Market

Opportunity enters the Indian market



## Market Leader

Quickly gained the status of world's leading smart device manufacturer & innovator



Established

# Opportunity In The Indian Market



## Challenge

Opportunity was struggling with:

- Quality of customer care due to erratic calls volume
- Need for a more efficient and direct sales channel



## Big Question

How to increase the level of customer engagement while optimizing costs?

Challenge

## Customised Solution

OneClick worked closely with Opportunity to understand their needs. After weeks of hard work, we brought Opportunity's vision to life with Ollie, a customised AI-enabled conversational chatbot



## Dynamic Collaboration

Opportunity's team approached OneClick Technologies, a dynamic IT solutions provider with a robust bouquet of products and services



Solution



## Transforming Customer Behaviour

Opportunity in a few short months came to appreciate the value of Ollie. Opportunity witnessed a shift in customer behaviour, customers preferred to interact with Ollie over WhatsApp rather than call a helpline.

## Ollie Saves The Day

- Reduced Call Volume
- Reduced Resolution Time
- Improved Customer Satisfaction

All at a fraction of the cost incurred previously



Ollie made all this possible by making customer interaction **SIMPLER, SMARTER, SWIFTER & SAFER**



**Mr. Saurabh Chaturvedi**  
Sr Service Manager, OPPU India

“ After deploying Ollie we noticed a significant shift in customer behaviour, customers preferred to interact with the AI powered Chat bot on WhatsApp than call a customer representative. Ollie has now become the backbone of our customer service. ”

# Simpler

## Next Generation Bot

Ollie understands Natural Language and is capable of maintaining contextual information. It is based on advanced cognitive learning and can conduct sentiment and intent analysis.



97% Accuracy



## Easy to Integrate

Ollie was integrated with existing systems and API's to fetch relevant information.

## Backend Support

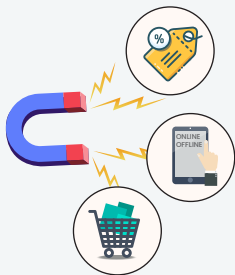
We have a team dedicated to Oppo that handhold the company through installation and training. To better serve customers with each passing interaction, the team tirelessly works 24/7 to train and update Ollie to address customer queries that are beyond its current realm.



## Multi-lingual Abilities

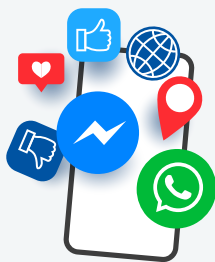
Ollie interacts with customers in their preferred language and even understands regional slangs.

# Smarter



## Knowledge Management At The Push Of A Button

Customers can request information regarding Oppo's latest products. They can also learn more about Oppo, explore the entire breadth of product and accessory offerings along with both online and offline modes of purchase.



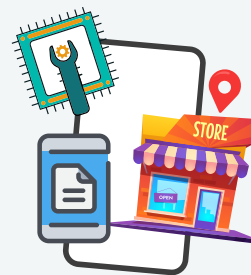
## Multi-Channel Integration

Ollie is deployed on Facebook Messenger and WhatsApp Business account so that it can serve customers on multiple digital platforms.



## Lead Generation

OLLIE requests prospective customers that enquire about Oppo's products to share their contact details to help create an extensive customer database.



## Upsell Opportunities

Ollie acts as a sales agent for Oppo by providing information and suggestions regarding accessories and spare parts depending on the customer's device model along with the option to purchase them either online or at a store located nearby.



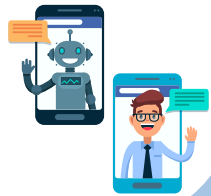
## Detailed Dashboard & Analysis

Every interaction with Ollie is captured and analysed to provide meaningful business insights. For instance, Ollie has in-depth knowledge of user behaviour that helps make informed decisions to change processes that result in improved customer experience.

# Swifter

## Agent Handover

Even though Ollie successfully interacts with customers with over 92% accuracy, If a customer prefers to interact with a company representative, Ollie transfers the conversation along with contextual information to a live agent, so that the customer's needs are met.



## Sales and Appointment

Ollie assists with product purchase by not only sharing relevant information about the product to pique the buyer's interest but by also providing information about various channels the product can be purchased via. For instance, Ollie can book appointments for home demos, it can also provide the address and directions to the nearest store that stocks the requested product.



## After-Sale Services

Oppo's relation with its customer rarely ends with a device purchase. Ollie helps customers with after-sale services such as providing the address and directions to the nearest located service centres, repair status of the device, OS troubleshooting and blacklisting IMEI for lost or stolen devices.



## Global & 24/7

Ollie works round the clock to serve with equal ease both the early risers and the night owls no matter where they are located.

# Safer

## Password Hashing

Ollie uses SHA 256 Algorithm.

## Secure Chat

Ollie uses Secure Web Socket for Chat Communication.

## User Authentication

Ollie confirms your identity to grant access to the application as per user access rights.

## Using Secure Socket Layer

Ollie ensures that all data is transmitted over a secure & encrypted channel.

## 3rd Party Integration

Ollie can integrate with other applications via AES 256 algorithm.

## User Authorization

Ollie only gives access to authorised users to the backend application.

## Secure Dashboard

Ollie's database can be accessed via Application servers only with encrypted user name and password, not from anywhere on the web.

With Ollie's help, Oppo has been able to save millions while providing outstanding customer service and generating new sales avenues.



Costs Reduced by  
**32%**



Reduction in Resolution Time by  
**87%**



Improved Customer Satisfaction Score by  
**35%**







Reduction in call volume by  
**18%**

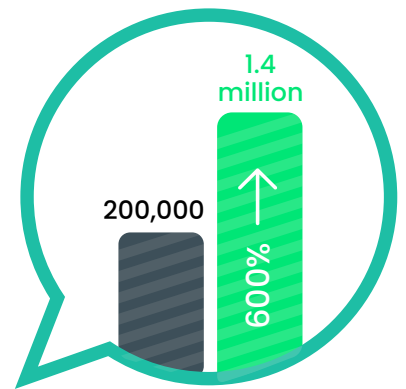
# Triumphant Moment



Ollie truly proved its metal during the pan-India lockdown enforced due to COVID 19. While all conventional channels of communication between OPPO and their customers were either closed or operating at minimum efficiency, Ollie assisted customers with:

-  Queries
-  Troubleshooting
-  Blocking lost/stolen devices
-  Updates regarding new products

## Ollie To The Rescue



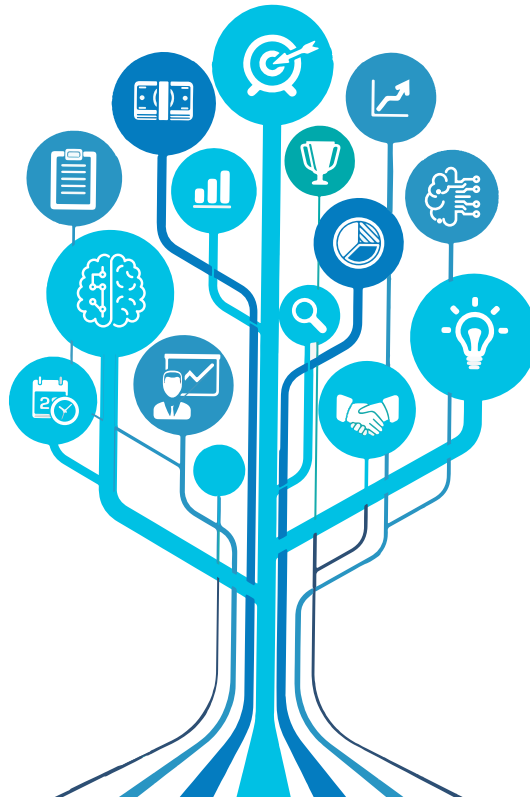
■ Pre Lockdown  
(interactions per month)

■ Post Lockdown  
(interactions per month)

# How Is Ollie Different From Its Counterparts?

## Homegrown NLP Engine

Our homegrown NLP engine was created with the intent to maintain context and understand natural conversational language and similarly relay accurate responses. Using this NLP engine Ollie can identify the context of the conversation and focus on what the user wants to achieve via the interaction. It then finds the right response and conveys it in an effective manner. Ollie is completely based on Deep Learning and Machine Learning Techniques. A neural network approach is used for context-sensitive responses by extensively using unstructured data for training.



## Auto-Learning Techniques

Ollie was taught using a process called "Deep Learning", using machine learning algorithms. Ollie learnt everything from data and human-to-human dialogue. Our deep learning algorithms continuously track the user conversation, identifies the queries that require further training and uses the large training data/human responses to learn automatically. Our engine makes suggestions to the team in-charge regarding what should be the right responses. On a single click, Ollie can be trained based upon the recommendations via the NLP engine.

