Overflowing Feature

& **TUNE PROTECT**

Customer Loyalty Engagement Program

Tune4U

Website
https://overflowingfeature.firebaseapp.com/
https://overflowingfeature.web.app/
https://tune4u.jingjietan.com/

APK
https://drive.google.com/drive/folders/1W0_I9W3Y22LcOofjMCxtAajvgdu-qXUY?usp=drive_link

01. Problem Statement

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Limited Engagement

Lack of self-help and high-touch where

- Customers can’t get in immediate contact with high quality advisors
- As a result, companies can’t get accurate customer insights

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Lack of risk & insurance literacy

Therefore, 40% out of a sample size of 701 young Malaysians between 24 to 34 do not have existing insurance of any kind.

Data Taken from PIDM as at 2022
https://pidm.gov.my/pidm2022/media/assets/pdf/PIDM-BIT-Insurance-Report_website.pdf

02. Solutions

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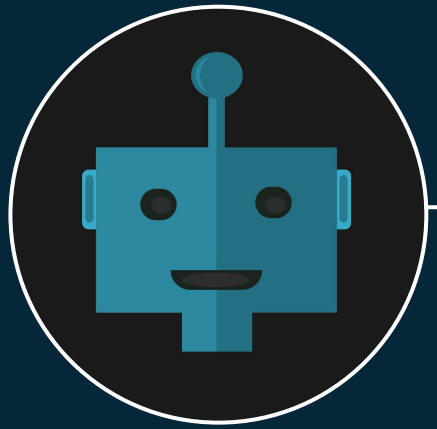
Main Features

- Loyalty Chat
- Easter Egg

Expected output of Web App



Loyalty Chat

- Help users perform specific action
  - E.g. Customer A doesn't know how much points he/she has, chatbot can solve the solution by querying basic info like customer name / IC / unique number
- Reward users who provide constructive feedbacks / fill up survey with loyalty points

Expected output of Web App

User Insight

- Deeper customer analytics can be applied to the loyalty programs to get new insights into customer purchase trend
- Avoid misleading insights and underperforming strategies
- Data visualization

Expected output of Web App

Easter Egg

- Machine Learning results in ability to detect if user is focus on certain informative pages/sections
- Linked to chatbot to showcase usefulness of it + improve visitor's literacy
- Find easter eggs which gives loyalty points.

Expected output of Web App

Rewards

- Discounts can be given for certain amount of purchases by customers in the loyalty program
- Behaviours like reading through informative pages rewards easter eggs (loyalty points)

Expected output of Web App

Speech (2-way conversion)

- Encourage inclusivity in the web application usage
- Can help with loyalty program reputation & build relationships with customers

03. Demonstration

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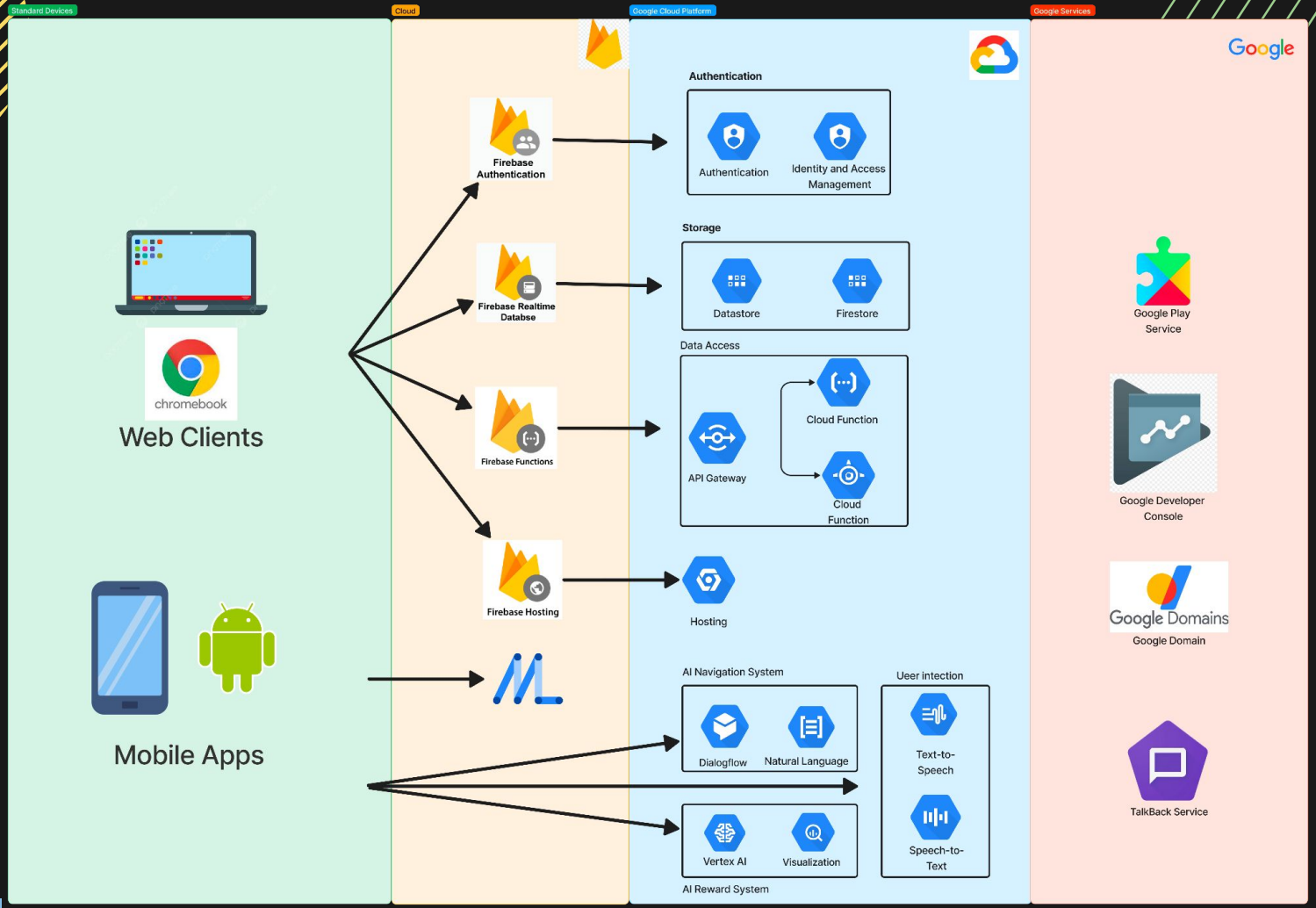
Standard Devices
Cloud
Google Cloud Platform
Google Services
Google
Web Clients
chromebook
Mobile Apps
Firebase Authentication
Firebase Realtime Databse
Firebase Functions
Firebase Hosting
Authentication
Authentication
Identity and Access Management
Storage
Datastore
Firestore
Data Access
API Gateway
Cloud Function
Cloud Function
Hosting
AI Navigation System
Dialogflow
Natural Language
Vertex AI
Visualization
AI Reward System
Ueer intection
Text-to-Speech
Speech-to-Text
Google Play Service
Google Developer Console
Google Domains
Google Domain
TalkBack Service

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Thank you

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