



# Eliza FINAL Presentation

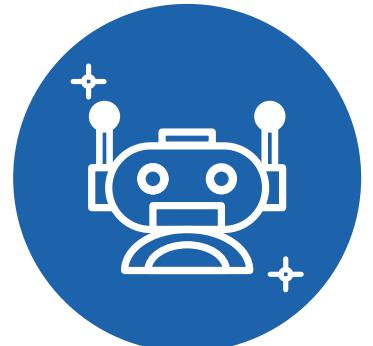
# Summary

I- Let's introduce our Startup !

II -Marketing Plan

III- Presentation of our Product

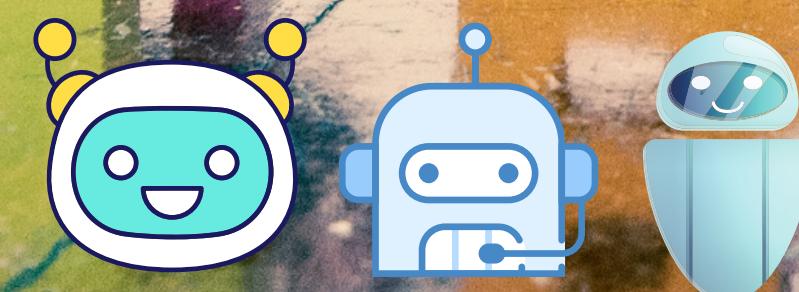
IV- Bonus: Our app for help the user experience of our clients



# Welcome to BOT-ME !



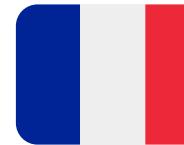
# CHAT-BOTS



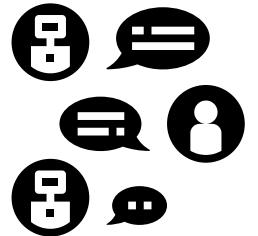
# Who we are ?



French startup



Work in chatbot development for companies



Located in Lyon



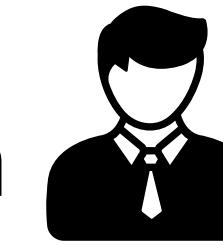
Launched in 2021



2 developpers 1 man and 1 woman



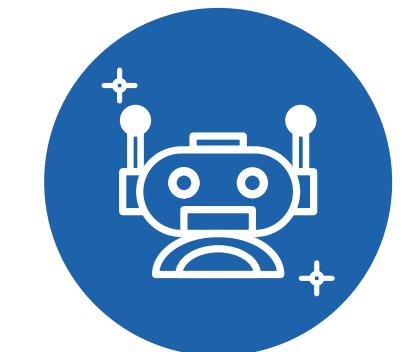
A responsible customer 1 man



A marketing manager 1 woman



Only work with engaged company



# Market research

Indoor decoration : between 16 and 24 billions € per year



The decoration represents 22,3% of the expenses for housing  $\approx 500\text{€}$  per year



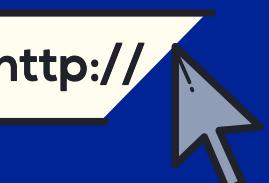
The sector's growth is estimated at between 3% and 5% per year



72% of French want personalized decoration:  
 $\approx 48,28$  million clients



An example of ecological wall decoration: Yeda



- 85% of materials produced in France
- more profitable to source from Europe

# Our targets

We want to work with all the companies that work in the interior decoration sector with the possibility of customization as well as ecological raw materials because we have great environmental values. We want our chat bot to be able to help our clients' users to have the best help for advice or client / business relationship.



# Our Landing page



# Our personae for our targets



## Théo and his parents

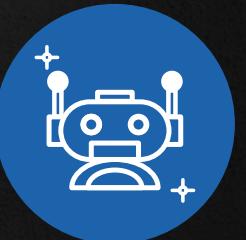
9 year olds children

Live in Lyon

He have a small bedroom

He love marvel, super heroes and cartoons

- He want poster about caracters he likes like iron man, batman or ninjago..
- He want a wall decoration which is easily renge and which can optimize the space on its walls
- He needs advice and useful help for choose the best product
- He need to be allowed to give feedbacks with his parents



# Our personae for our targets



## Khoddy

21 year olds man

Live in Paris

He have is own apartment and space

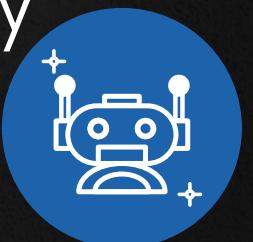
He love animes like HxH, Naruto, Jnk, Snk ... animes and moovies

He is an environmentalist

- He want posters about caracters he likes everywhere he can put them like living room, bedroom, kitchen...
- He want a product than can allow him to put severals of his caracters or moovies on it

-He needs great SAV services and informations about the products or materials

-He needs an ar feature for see in real time the products he want to buy



# Our personae for our targets



Martha

87 year olds grand mother

Live in Dijon

She is retired

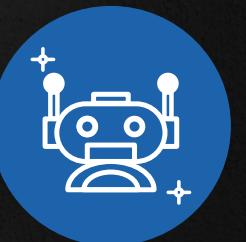
She have an old house

She love old school objects poster or pictures

- She want quality products that she can customize as she wishes
- She want product not too expensive because she is retired

- She needs informations about the companie

- She needs someone who guides her to buy products because she is old

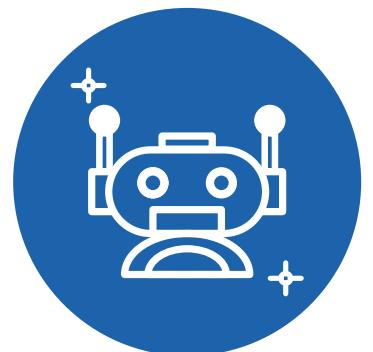


# Our benchmark

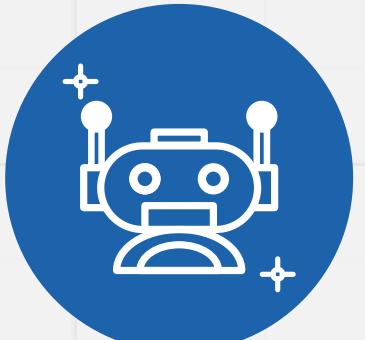
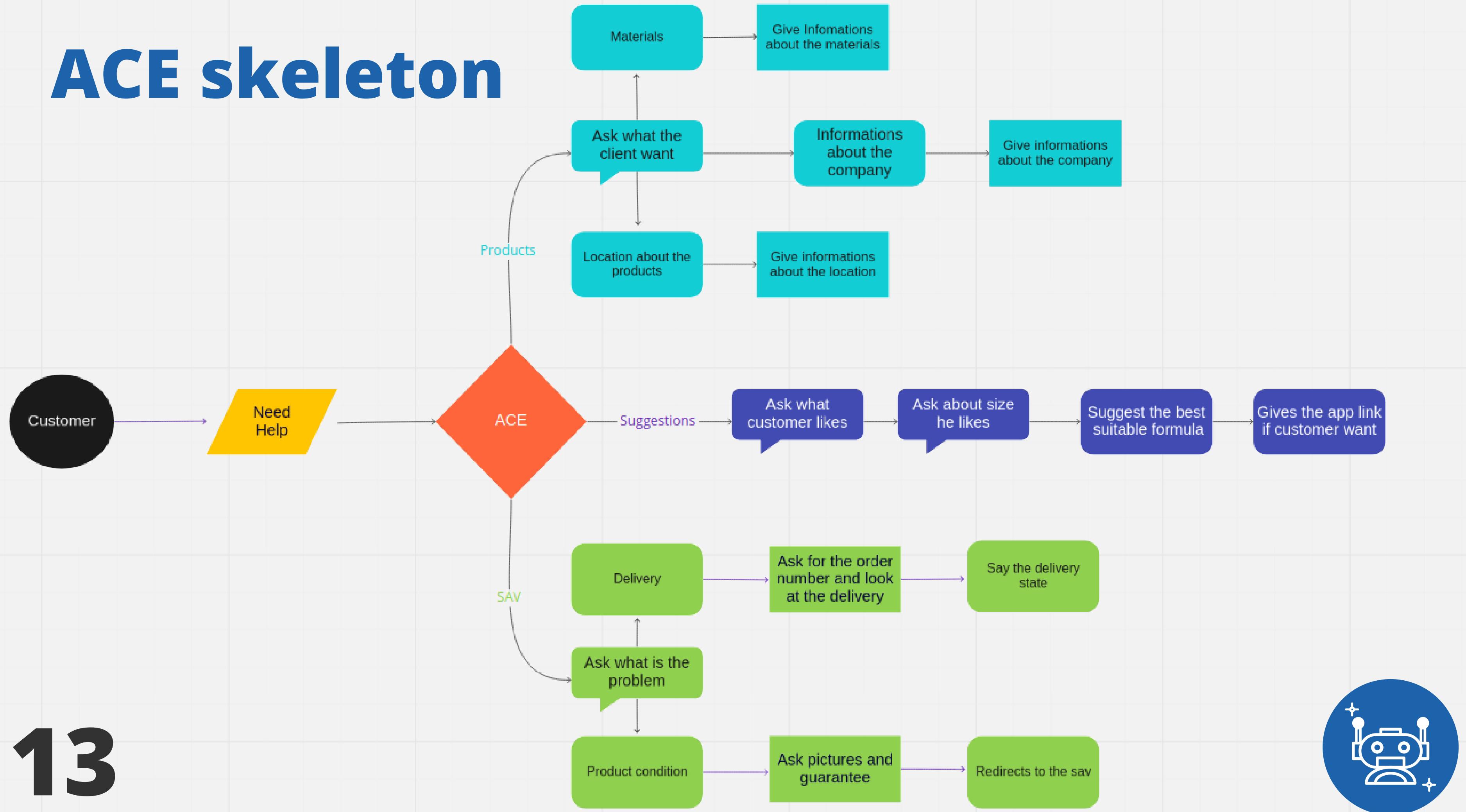
	DISDORD.JS	FLOWXO	MESSENGER PEOPLE	HUBSPOT	BOTNATION.AI	ACE
GOOD INTERFACE	9/10	5/10	6/10	7/10	7/10	8/10
PRICE	free	free	free	free	free	free
MULTI LANGUAGE						
DISPONIBILITY	24/24	24/24	24/24	24/24	24/24	24/24
CUSTOMER SATISFACTION	8/10	7/10	8/10	9/10	7/10	We don't know yet

# **Our chatbot ACE**

Ace is a scripted chatbot who will give informations about the company, make suggestions to the customers of the products best suited to their needs as well as establish an after-sales service system to help them in case of problems with our products .



# ACE skeleton

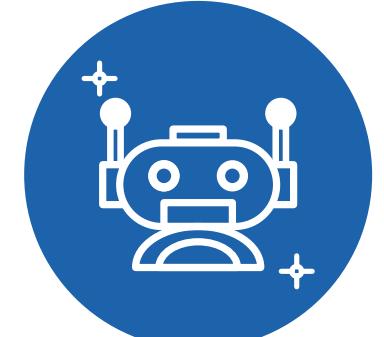




# ACE in action !



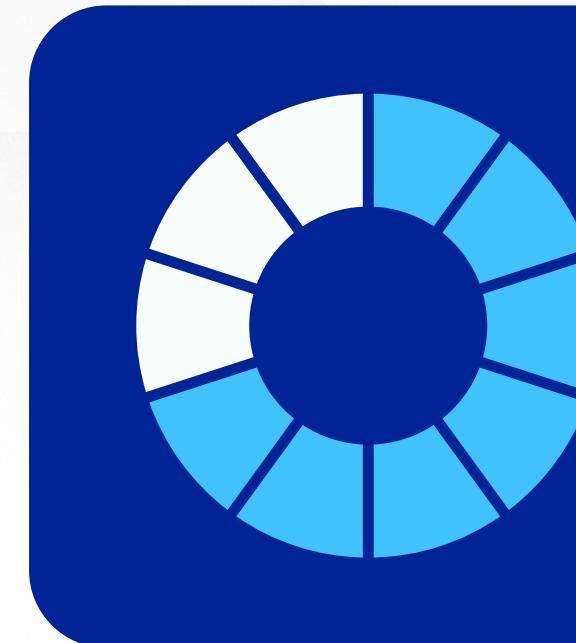
# Our value chain



# ACE KPIs



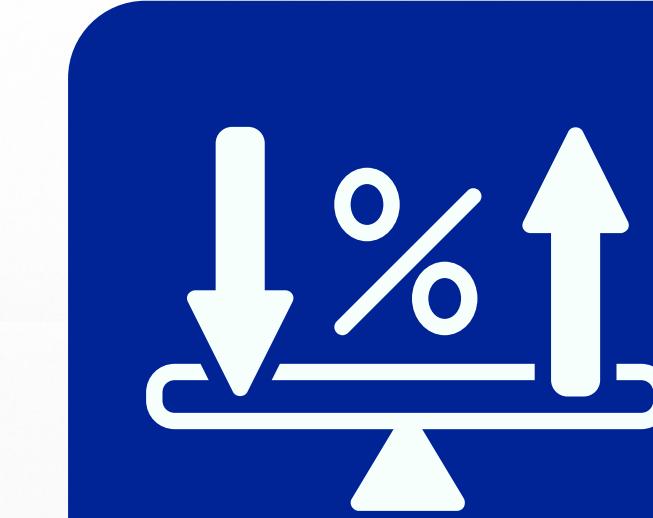
**Chatbot user satisfaction rate**



**Conversation or branch progress rate when a user use it**



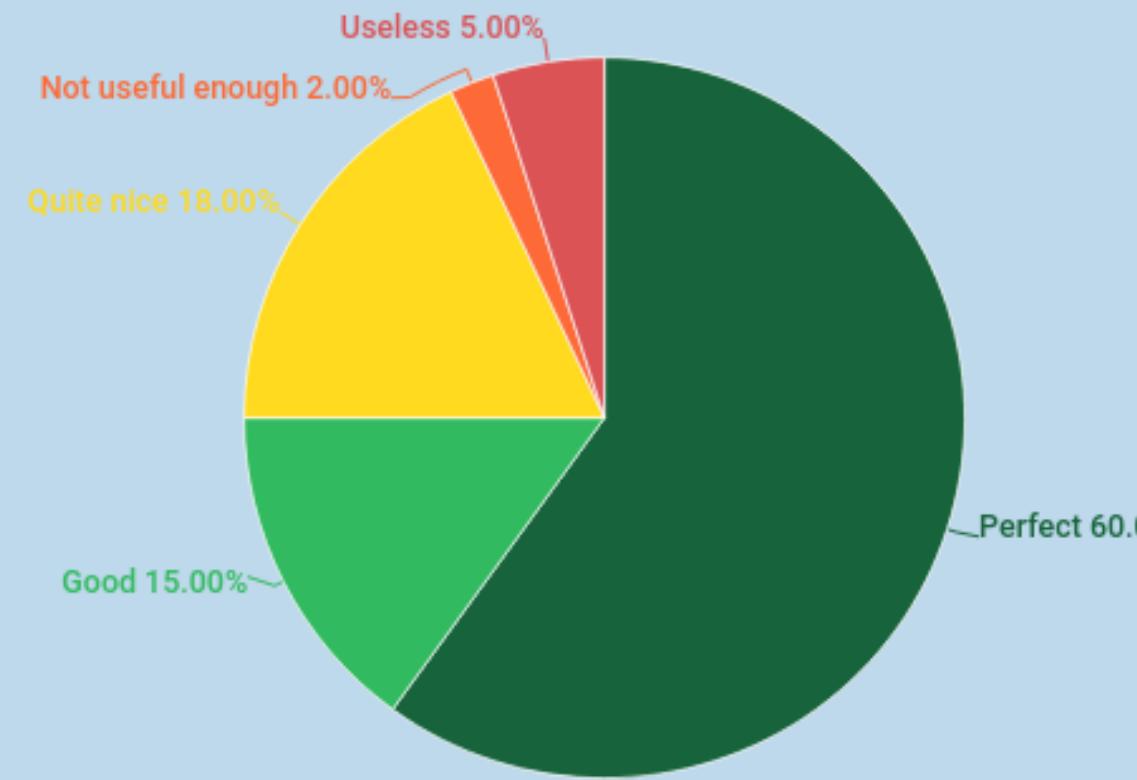
**Number of utilisation of the bot per weeks and months**



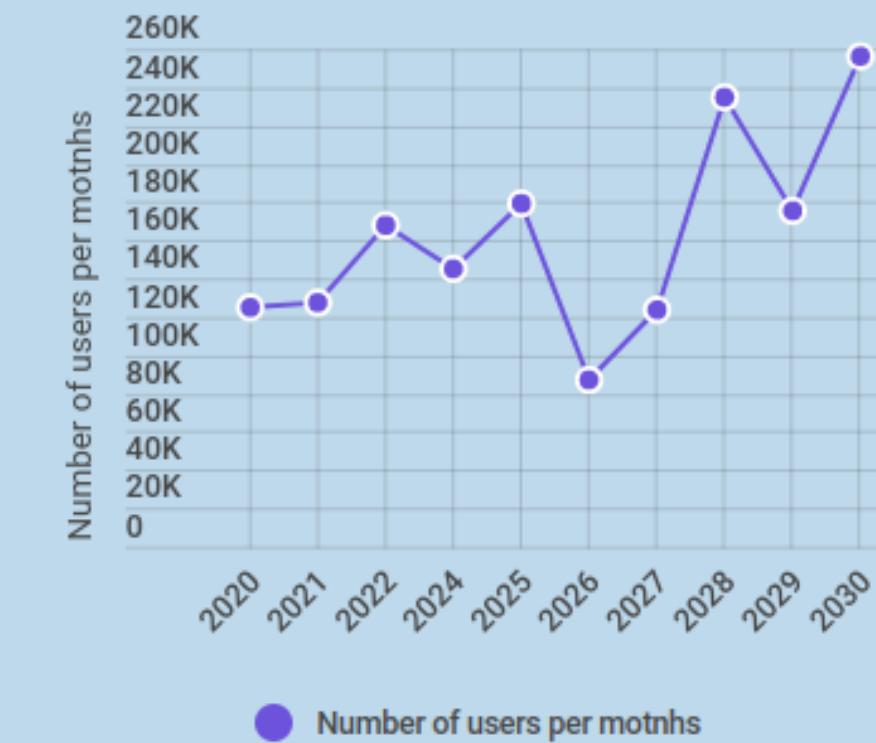
**Branch utilization rate**

# ACE dashboard

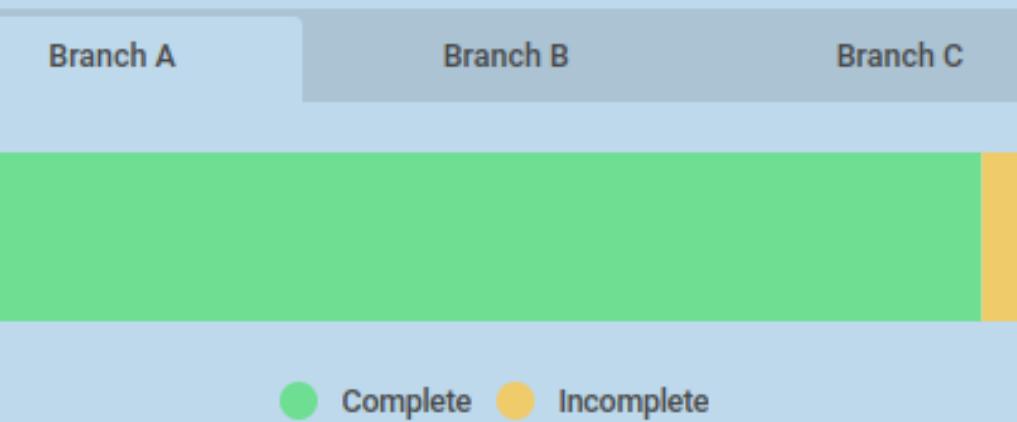
Chatbot user satisfaction rate



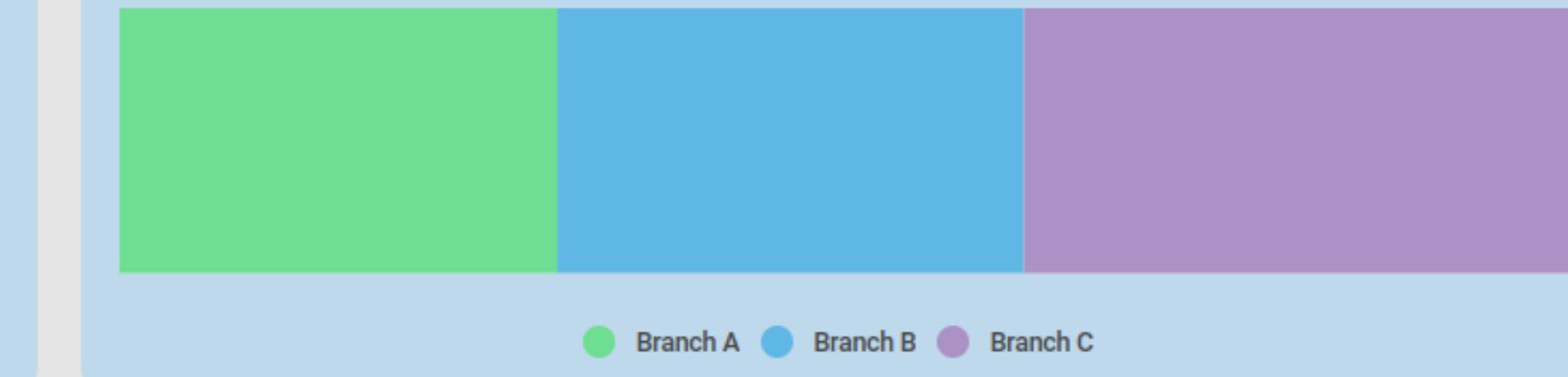
Number of utilisation of the bot per weeks and months



Conversation or branch progress rate



Branch utilization rate



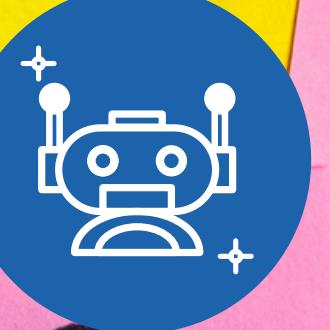
# Bonus: Our app "AROW"

Augmented **R**eality **O**n **W**alls

**I**t's an app for customers of Bot-me clients. With this application you will be able to transfer photos from your gallery directly into your personal space. You can also see in real time your customisation on your walls with AR.



Any Questions?



# Chatbot benchmark

## 2 types of chatbots

**Scripter:** conversation tree following predefined responses

**Learner:** managed AI who learns and adapts by personalizing the dialogues according to the customers and their personality

## Why we use them

Chatbot for **FAQ** - Frequently Asked Questions

Chatbot for **informations**

Chatbot to **order products / services**

Chatbot for **loyalty and after-sales service**

**Lead Gen:** asks questions to establish a target customer profile and recommends suitable products

**Conversational-Commerce:** create a personalized shopping journey and answer questions about products

**Customer Care:** promotes the logic of self-care as well as improving the time it takes to resolve a query by creating qualified customer service

**Corporates:** answer questions about human resources, employee well-being, attendance notification

**Helpdesk / front-office:** Capitalizes on existing documentation, improves user autonomy on helpdesk issues, accelerates internal processes

## The 5 usefuls types of chatbots

### OUR choice:

- Scripted chatbot
- Useful for customers advices, after sales or informations
- A lead-gen, conversational-commerce and customer care type