

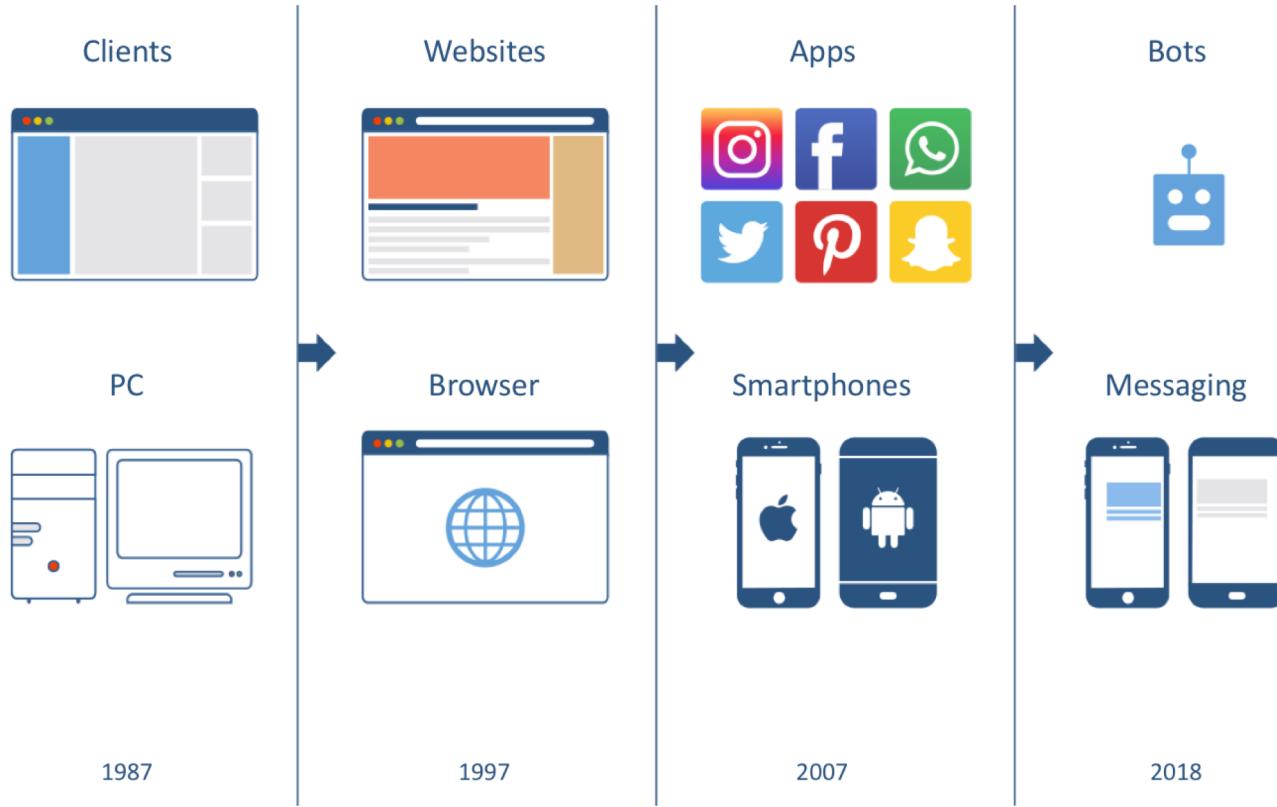
Hyper-Personalized Messaging Experiences at Scale

Phil Gordon

Chatbox.com
CEO, Founder

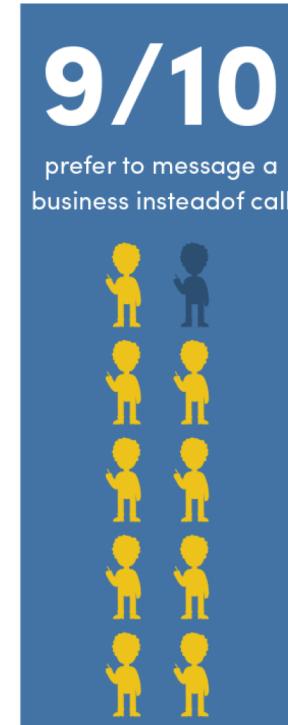


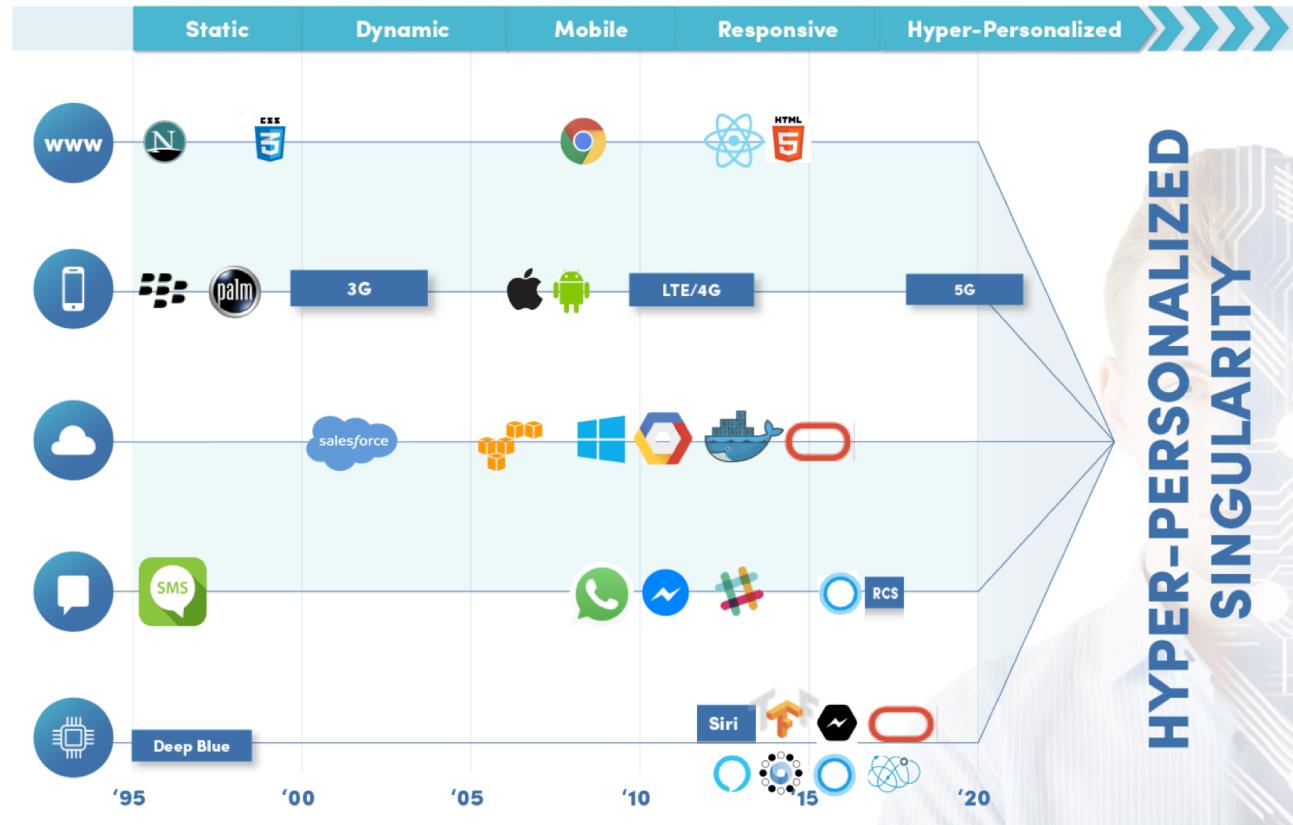
Paradigm Shift





Messaging: The Killer App







Using data and
artificial intelligence
to provide
personalized, targeted
products, services,
experiences, and content
across the
entire customer journey.



Why Hyper-Personalization?

1. 77% customers have chosen and paid more for a brand that provides personalized service (Forrester)
2. 75% more likely to buy when recognized as an individual (Accenture)
3. 74% frustrated by irrelevant, generic website content (Infosys)
4. 63% upset with being blasted by generic ads irrelevant to their needs (Marketo)
5. +30% better open rates by adding a user's name to email subject (VentureBeat)
6. 300% increase in page views when personalized content is served (VentureBeat)
7. 219% conversion rate increase when personalized content is served (VentureBeat)
8. +30% more bookings by using SMS to text with customers (Chatbox.com)
9. +70% increase in connection rates using SMS to schedule call with customers (Chatbox.com)
10. 63% say they grow fonder of a brand offering relevant, interesting content (Rapt)



6 Key Technologies



Production

phil+saastr@chatbox.com ▾



Channels

Automations

Instant Apps

Integrations

Agent Tools

Analytics



Omni-Channel

Build once, deploy to any channel

Automation

Deploy NLP and Chatbot technology to handle scale

Instant Apps

Exchange structured data within conversations

Integrations

Connect your CRM, APIs, and data

Agent Tools

Escalate to human agents and call centers

Analytics

Monitor and measure the effectiveness of your solution



Build Once, Deploy To Any Channel



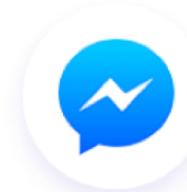
SMS



LINE



Telegram



Messenger



Twitter DM



WeChat



Viber



Web



iOS

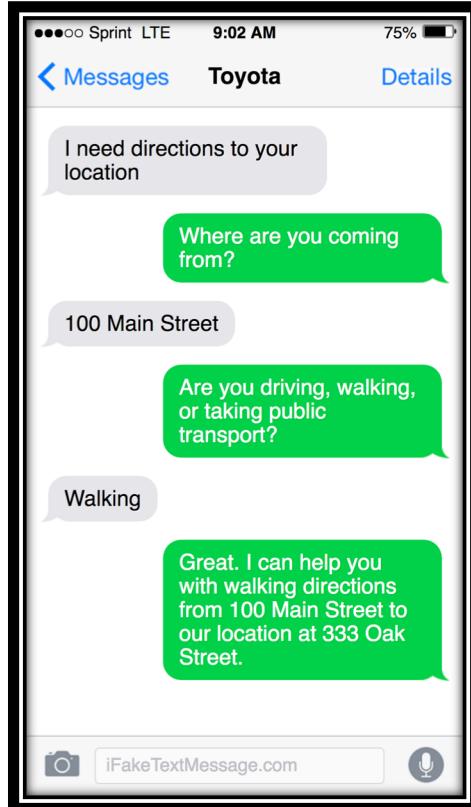


Android

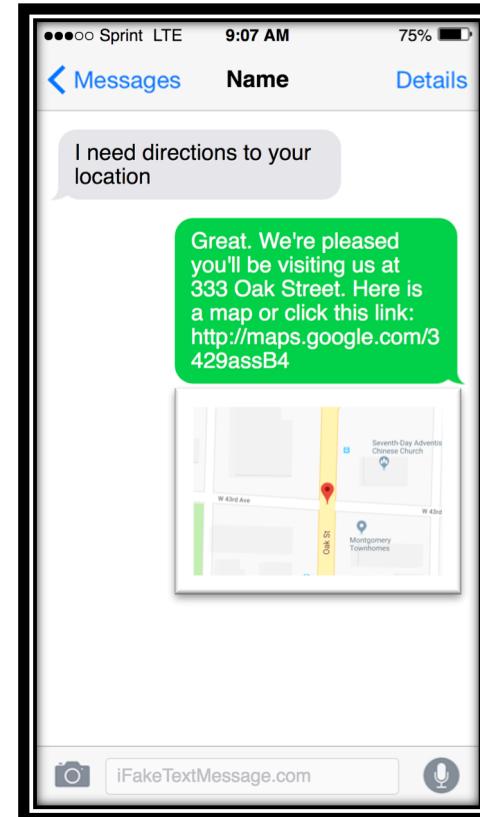


Automation through Natural Language Processing ("NLP")

Intent-Slot Engines

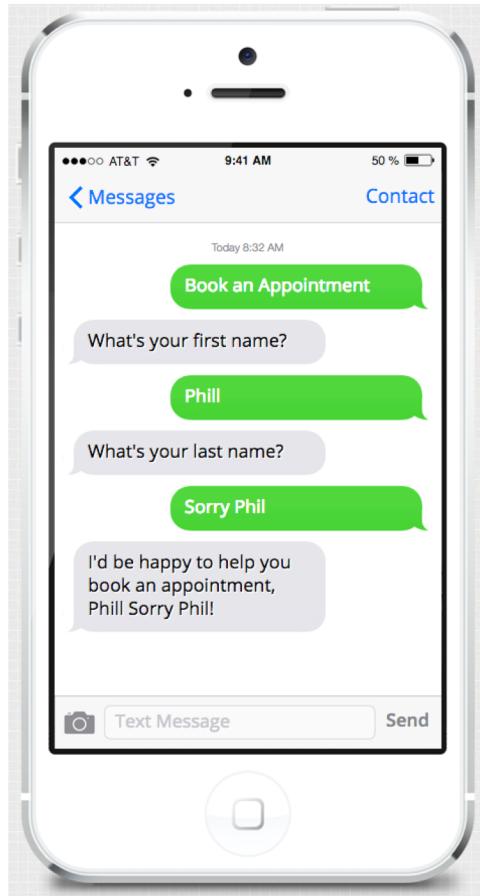


FAQ Engines





Slot Filling Is a Big Problem



BIG PROBLEM

NLP-based
structured data capture
is seriously flawed.



Slot Filling Is a Big Problem

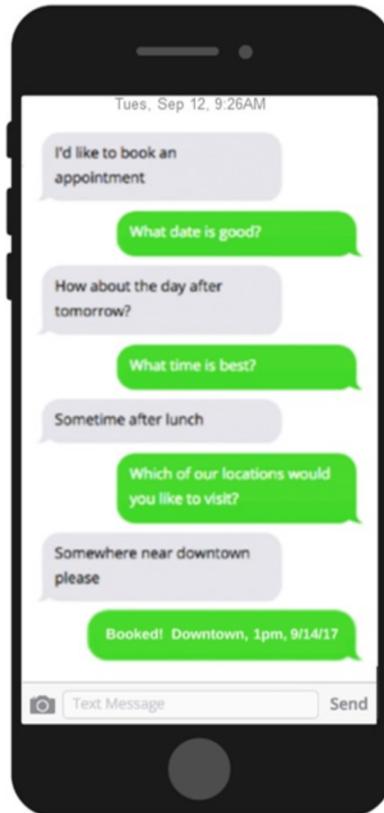
	Amazon LEX	Google API.AI
10	x	✓
1030am	✓	✓
815	x	✓
8:00 PM	✓	✓
tomorrow morning	x	✓
tomorrow at 10am	x	✓
tomorrow at 10	x	✓
how about after dinner?	x	x
after lunch	x	x
4pm my time	✓	✓
noon	✓	✓
afternoon	✓	✓
early morning	✓	✓
9:15	x	✓
after breakfast	x	x
before dinner	x	x
how about in 15 minutes	✓	✓
in 20 minutes	✓	✓
in 3 hours	✓	✓
never	x	x
pronto	x	x
now	x	✓
right now	x	✓
soon	x	x
immediately	x	x
fifteen minutes	x	✓
in a few minutes	x	x
Friday at 3:00pm	x	✓
four in the morning	✓	✓
9/14 at 9am	x	✓
9/22 at 9:00	x	✓
9/23 at 21:00	x	✓

“What time is good for a call?”

Amazon Lex: 15/37 41%
Google DialogFlow: 27/37 76%



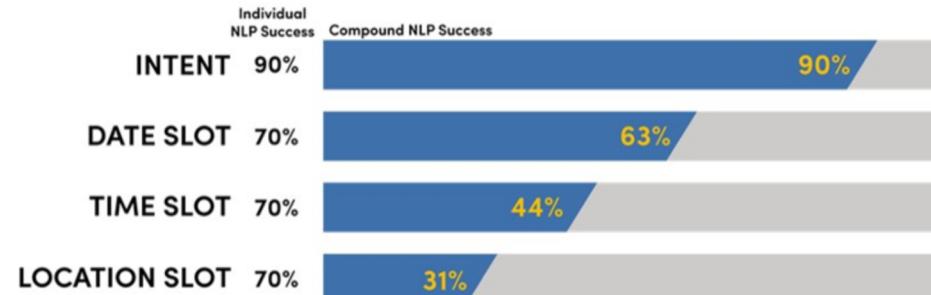
The Scourge of Combined Probability



Intent

Slot
Filling

Fulfillment



Share Image

There is only a 31% rate of successful fulfillment when using an intent and three slots.



Using NLP for
structured data capture
is a poor user experience,
is the wrong modality,
and simply won't work.



How should we capture structured data?

Conversational Intent Discovery

“I'd like to book an appointment”



Structured Data Exchange

“App Like Experience”

Mobile Optimized

No Download/Install

99% Handset Compatibility

Ultimately Flexible

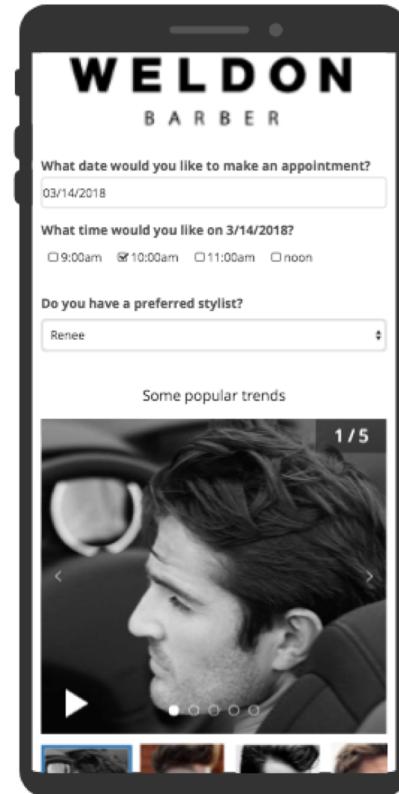
Easily Maintained

Quick to Develop/Deploy



Conversation

“You are booked for a haircut at 3:00pm
on Friday May 30 with Renee. See you soon.”





Instant Apps

"I need help resetting my wireless router"

This wizard will help you get your Cisco 345 connected to the internet.

Step 1
Take a picture of the barcode on the back of the router.

Take a picture of the barcode

Select Image

I can't scan the barcode

"I would like to reorder some spices"

Spiceology Reorder

Quantity	Item	Description
10	Spicy Honey Habenero	HOT!
9	Raspberry Chipotle	
4	Black Magic Cajun Rub	

\$228.85 + Free Shipping

Payment Method

Use credit card on file (ending 4242)
 Use new payment method

Confirm Reorder

"I want to buy a booster pack for Fortnite"

This is an embedded, secure payment processing page

Make a payment

Name: [Input Field]

Card Number: [Input Field]

MM/YY: [Input Field] CVV: [Input Field]

Pay \$42.00

"Send me more information on the house for sale at 166 Boundary Lane"

1 / 6

166 Boundary Ln NW
8 bedrooms, 9 baths, 11,240 sq ft.

Rich's Rating
★★★★★ ☺

Phil's Rating
★★★★★ ☺

Your Feedback



Instant Apps

Deliver forms, checklists, wizards, invoices, order forms, payments, signatures within conversational flows to facilitate the real-time exchange of perfectly structured, validated data.

The screenshot shows the Chatbox Instant App Builder interface. At the top, there's a navigation bar with 'chatbox' logo, 'Home', 'Instant Apps', and 'Edit Instant App'. The main area is titled 'Order Form Example'. On the left, there's a sidebar with 'App Settings' and 'Layout' sections. Under 'Layout', there are panes labeled 'PANE_1' and 'PANE_2' containing various components like 'html_1', 'image_1', 'image_2', 'button_1', etc. The central workspace has tabs for 'Configure' (which is selected), 'Validation', 'Preview', 'Test', and 'Schema'. The 'Configure' tab contains sections for 'Pane Settings' (with 'Pane ID: PANE_1'), 'Add Element' (with options for 'Image', 'Single-Line Input', 'Button', 'Label / Text', and 'Chart'), 'Text Inputs' (with options for 'Single-Line Input', 'Multi-Line Input', 'Email', 'Number', 'Phone', 'Website Address', and 'Rich Text'), and 'Choice Inputs' (with options for 'Checkbox', 'Radio Buttons', 'Pick List', and 'Select Menu'). To the right, there's a preview of the mobile app interface, which displays a product catalog for 'Spiceology Reorder' with items like 'Spicy Honey Habanero', 'Raspberry Chipotle', and 'Black Magic Cajun Rub', along with a total of '\$19.95 + Free Shipping' and a payment method section.

Chatbox Instant App Builder

Instant Apps

Any Channel

Instant Apps are delivered in-line into any messaging channel – in the context of the conversation.

Mobile Optimized

Instant Apps work with 99% of smart phones and mobile devices on the market.

No Download, No Install

They require no download, no install reducing friction and speeding customer adoption.

Quick Development

Instant Apps are built with our intuitive, drag and drop builder – simple enough for any person in the organization to build without engineering resources required.

Secure

Protect private, personal data from messaging channels behind the security of an Instant App.



Events/Action Builder for Dynamic Behavior

Events

App Events ?

App Sent	Customer Connected	Customer Disconnected	App Locked	App Unlocked
----------	--------------------	-----------------------	------------	--------------

PANE_1 Events ?

singleLineInput_1 Changed	checkbox_1 Changed
---------------------------	--------------------

Instant App Events

JavaScript Snippet	Make Elements Visible	Make Elements Invisible	Enable Elements	Disable Elements
Activate and Show Pane	Set Element Value	Set Element Label	Reset Elements	Play Sound
Set App Status	Post Audit Trail	Lock App	Unlock App	Focus Element

Action Selection

Actions for Value Changed for singleLineInput_1

Back

Action: Set Element Label

singleLineInput_1

New Label: My New Label

+ Add Action

Action Builder



JavaScript Execution

JS Action: JavaScript Snippet

All Changes Saved [Documentation](#)

```
function valueChanged (app, chatbox, customer, element, oldValue, newValue) {
    1 if (newValue == true) {
    2     app.setElementValue("singleLineInput_1", "Phil");
    3     app.activatePane("pane2");
    4 } else {
    5     app.setElementValue("singleLineInput_1", "Tom");
    6     app.activatePane("pane3");
    7     app.setImage("image_1", "http://chatbox.com/images/putin.png");
    8 }
    9
}

}
```

JavaScript execution for complex validation, computation, and to drive native app-like dynamic behavior.



Instant Apps: Dynamically Generated by AI

In the future, **HYPER-PERSONALIZED CUSTOMER EXPERIENCES WILL BE DYNAMICALLY GENERATED ON DEMAND BY AI**. These experiences will be delivered to the customer in the channel or app of their choice (messaging channels, website, native mobile app, email, SaaS app). Captured data will be synced with SaaS and databases, with results fed to machine learning algorithms so that generated experiences improve over time.





Integrations

Easily connect your CRMs, Databases, AI technologies, APIs, third-party software, and backend systems.

ADD INTEGRATION

X CANCEL

Select Integration Type

Webhook Google Dialogflow Amazon Lex Slack Zapier

Salesforce Google Calendar

Integrations

CRMs

Create, update contacts, cases, opportunities, and custom objects in your Salesforce, Oracle, or other CRM with minimum effort.

Third-Party SAAS Apps

Connect third-party SAAS applications like Intercom, Zendesk, Twilio, Google Sheets, Google Calendar, Slack, and more.

Bot and AI Technologies

Bring your own bot: Amazon Lex, Google DialogFlow

Custom Webhooks

Expose webhooks in Chatbox used to trigger actions within Chatbox.

Custom Integration

Flexible architecture means that Chatbox can quickly build custom integration endpoints for your business needs.



Agent Tools

The screenshot shows the Chatbox Agent Tool interface. On the left, there's a sidebar with 'Chats' and 'Inbox' tabs, a search bar, and a list of recent conversations. One conversation with 'Phil' is selected, showing a message from 'SAASTRBOT' about a customer waiting. Below that is a message from '+12505881345' on Saturday. Another message from '+16154231323' on Thursday is shown, along with a link to current bitcoin prices.

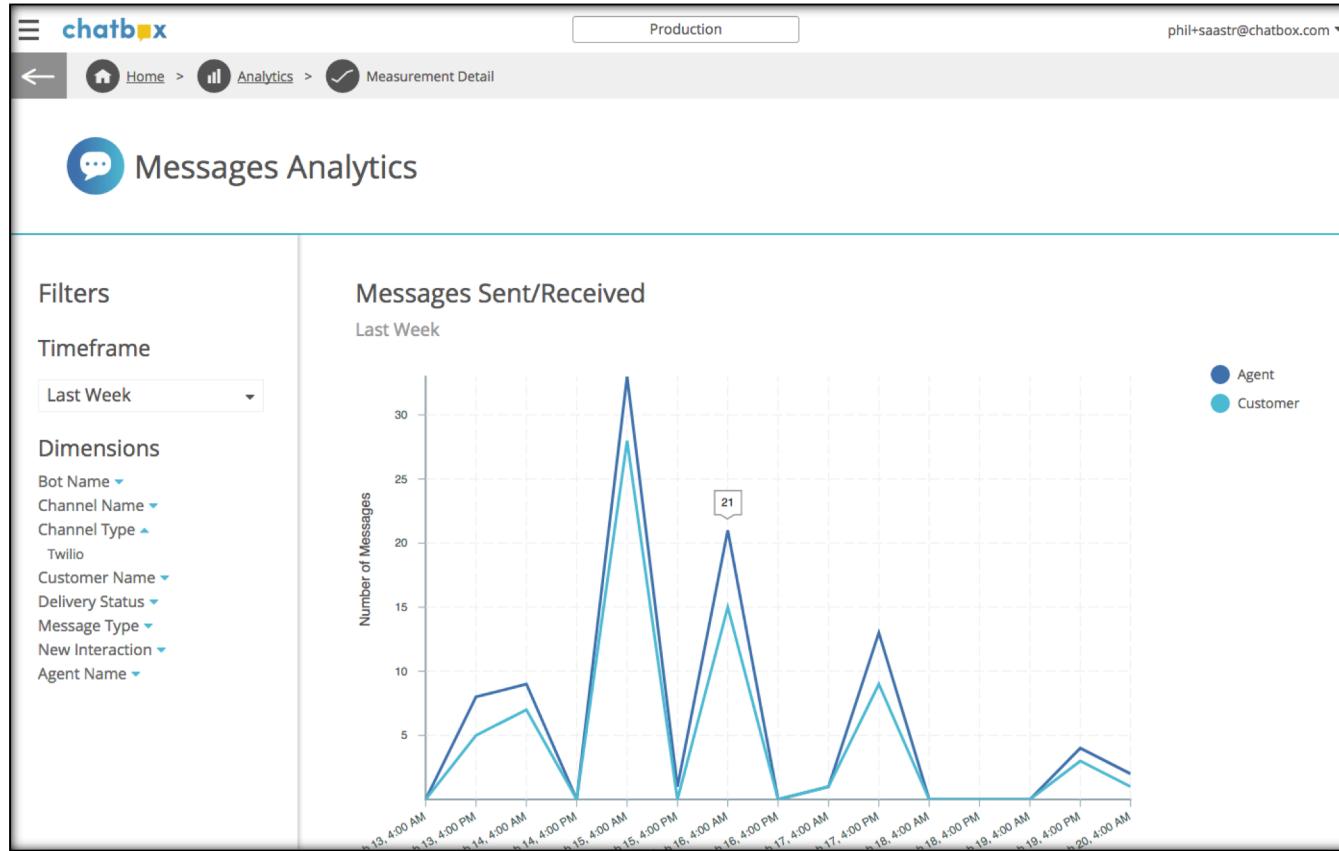
The main chat window for 'Phil' shows a message from 'Field service' at 7:15 pm. The response from the agent starts with "Hello Phil, thanks for your inquiry. I'm here now and can take over...".

An inline structured data card is displayed, titled "Field Service App Opened". It contains a heading "Count the number of bottles of product" and three buttons labeled "32oz Blue" (10), "16oz Green" (50), and "48 oz Brown" (100). At the bottom of the card, there's a link to "Sign your work order and confirm to receive".

At the top right of the screen, there are navigation icons for production mode, user profile, and exit. A status bar at the bottom shows the phone number "+1 (206) 203-7550" and a notification count of "102".

In-line
Structured Data
in Context

Chatbox Agent Tool





6 Key Technologies

The screenshot shows the homepage of the Chatbox Messaging Platform. At the top, there is a navigation bar with a menu icon, the "chatbox" logo, a "Production" button, and an email address "phil+saastr@chatbox.com". Below the navigation, there are six square icons representing different technologies:

- Channels: Represented by a gear icon.
- Automations: Represented by a clipboard icon.
- Instant Apps: Represented by a smartphone icon.
- Integrations: Represented by a computer monitor icon.
- Agent Tools: Represented by a bar chart icon.
- Analytics: Represented by a bar chart icon.

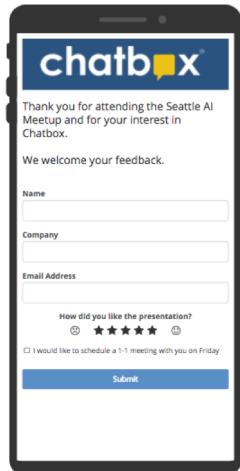
Below these icons, there is a cartoon illustration of three yellow, blocky characters. One large central character is standing with arms crossed, looking angry. Two smaller characters are crouching behind it, also appearing angry. The background of the page is white.

The Chatbox Messaging Platform Home Page



Customer Says
'Feedback'
on SMS
1-206-966-6123

Train NLP
to Determine Intent



Fulfill with Instant App
to collect structured data



Goal

Demo					
A	B	C	D	E	F
1	Name	Company	Email	Feedback	1-1
2					
3					
4					
5					
6					
?					

Sync to Google Spreadsheet in real-time

Reply:
Thanks for your feedback!
(And return customer to messaging flow.)

Use Bulk Action
Send message to everyone that wants a 1-1 meeting.



Text “Feedback”

1-206-966-6123



2815 Eastlake Ave E. Suite #135 Seattle, WA 98102

Phil Gordon
CEO and Founder
310-365-2802
phil@chatbox.com
Twitter: @philnolimits