

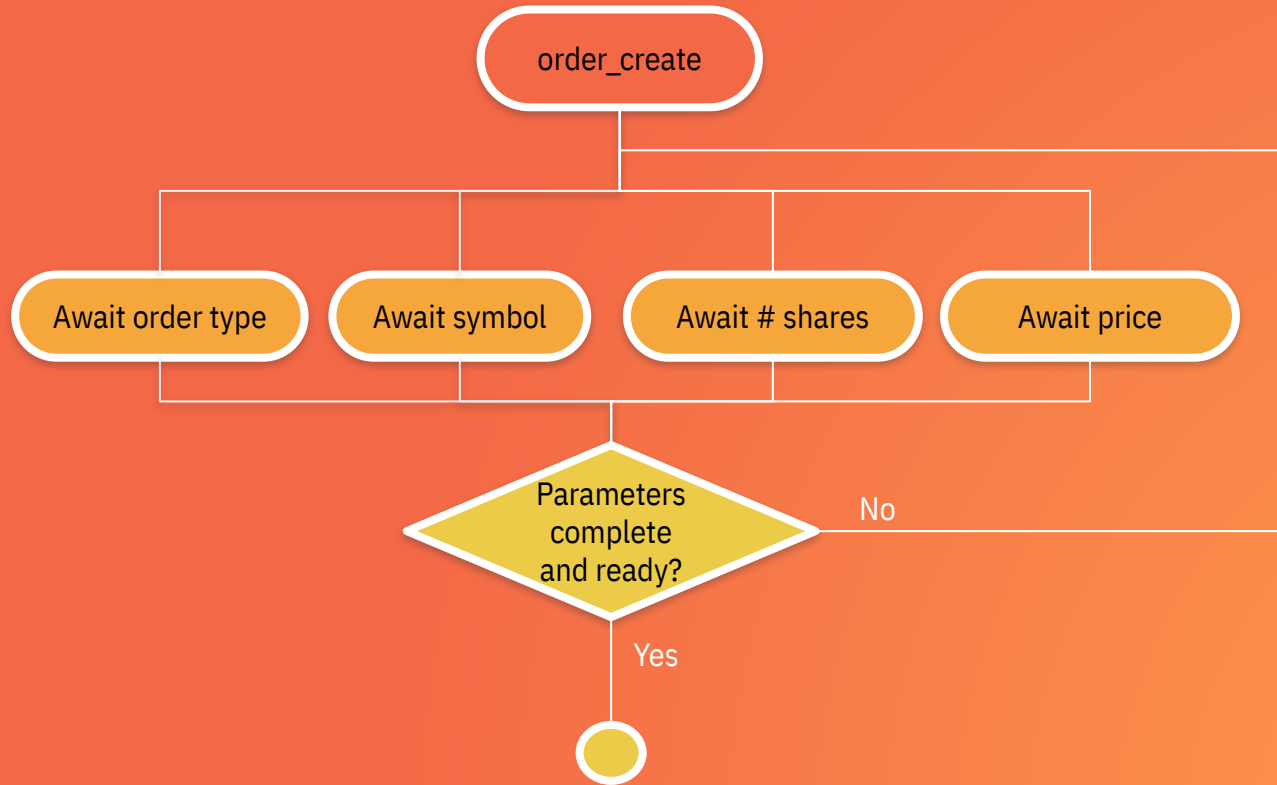
TRADING CHATBOT



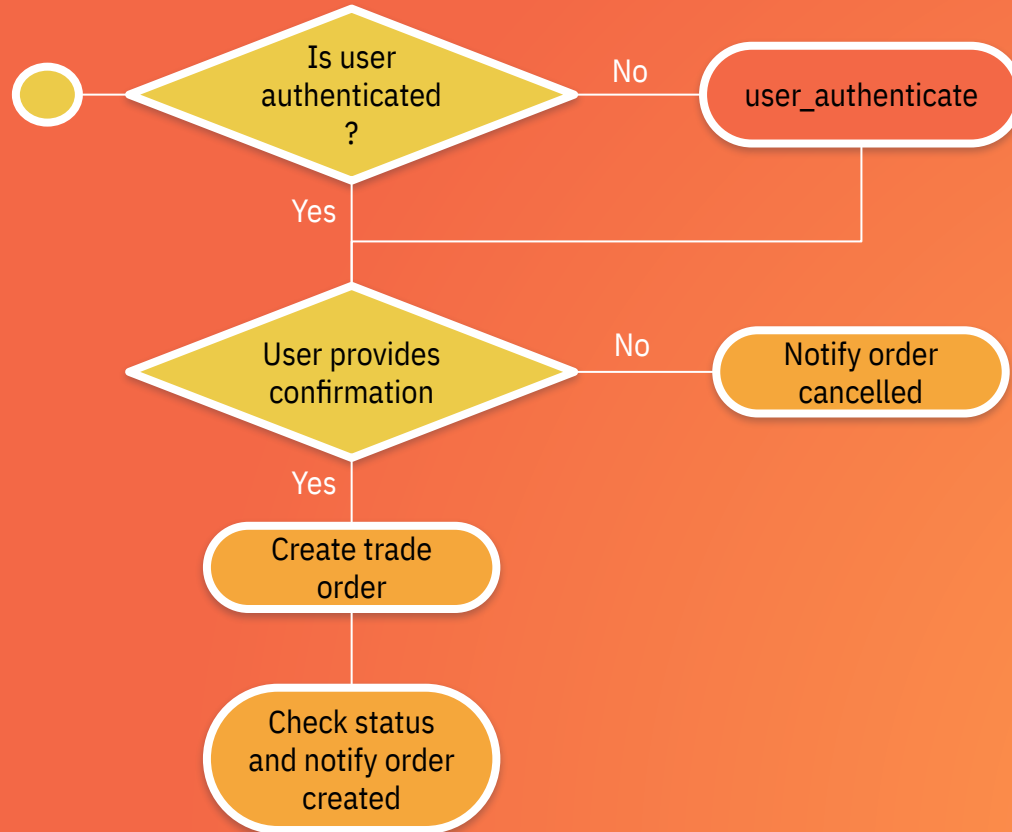
BUSINESS CASE

Why build a chatbot?	How will it interact?	How to build a conversation flow?	How to get people to use it?	How will it make money?
Customer support 24x7, Typical FAQs, Canned responses (NLP)	Optional for all clients, maybe compulsory in certain situations e.g. weekends	Review existing call logs with remisiers	Publish on website and FB	Increase sales i.e. more commission
Reduce cost of sales and service	Semi-formal tone	Review incoming email enquiries	Make it compulsory in certain situations	Lower cost of support
Qualify leads, convert to prospect	Professional demeanor	Review existing website	Reward incentive e.g. lower commission	Cross-sell other products e.g. UT, IPOs
Engage thru personalization, initiate and close sales	Multi-channel i.e. FB, website, Telegram, etc	Consult remisiers	Drive awareness thru marketing and promotions	Allow remisiers to focus on more advisory functions
High-tech branding				Allow remisiers to be more productive

PROCESS FLOW CHART



PROCESS FLOW CHART



MULTIPLE VS SINGLE INTENT

- Allow multiple parameters, without predetermined sequence or combination.
- Lower cost of maintenance. Only 1 intent required for all parameters and possible combinations of parameters (appropriate training phases necessary).
- DialogFlow can focus on NLP i.e. training phases, business and routing logic is entirely handled by webhook.



SYSTEM DESIGN - MVC

