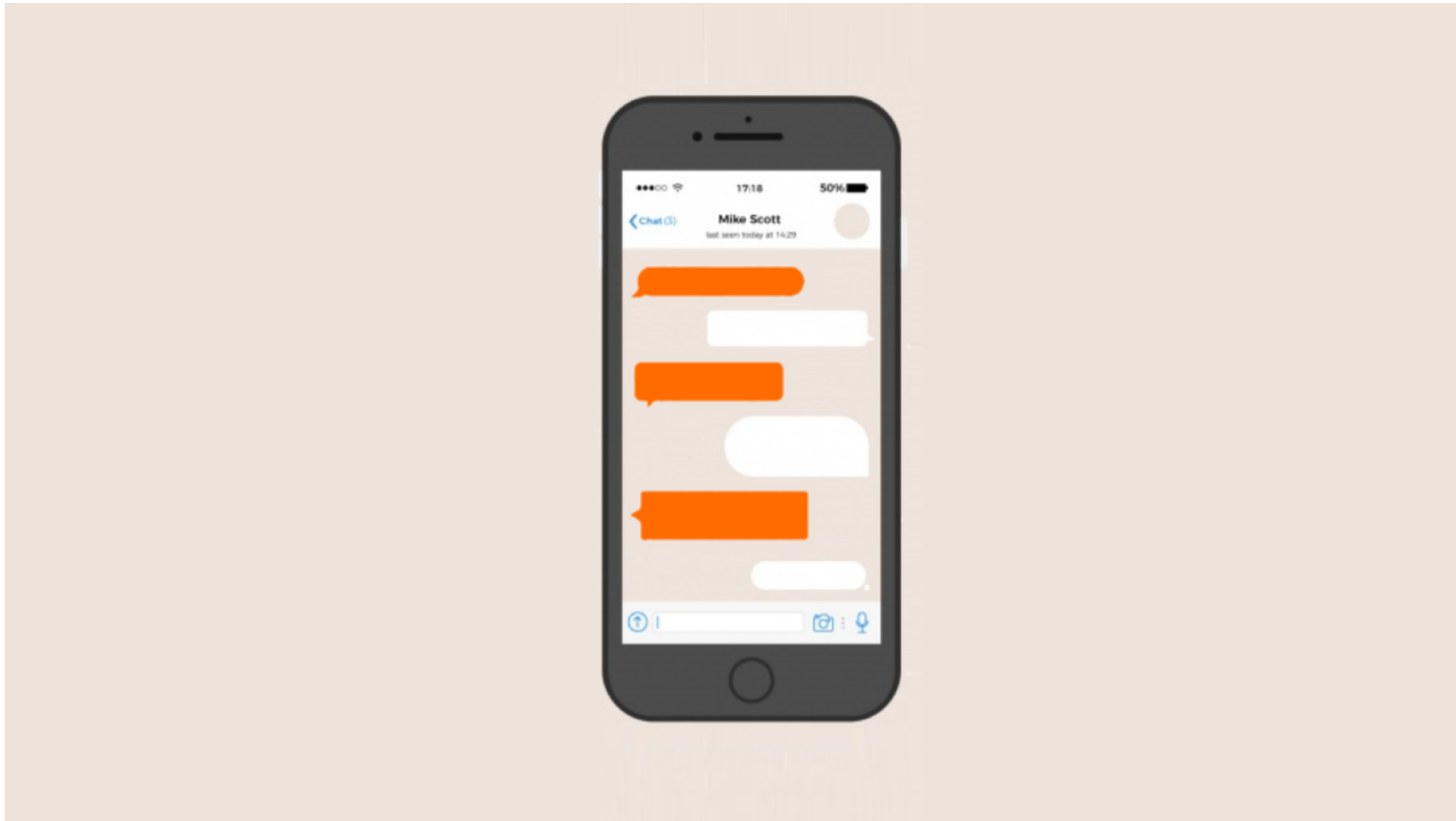


# SmartChat

Madrid • 4 Septiembre 2020



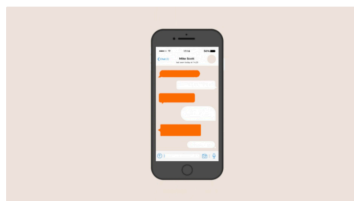
# Idea



# Investigación

## HUMAN INTERACTION

### Smart chat



WISOL GARCIA SENSING/working

Follow

WISOL is a digital platform, the idea for our customers is to be able to carry out all the operations themselves, but when they are not able by themselves or by our platform, they call us by phone.

When a customer calls us is because it is his last resort, it is annoying for him and something expensive for us. In general, the customer calls in a more or less angry state, and also expects to be attended immediately and that his problem is solved on the spot.

WISOL current chat has the same experience of a call but written. Smart Chat should be for the customer like WhatsApp, an asynchronous chat, in which the customer can ask questions and not necessarily receives the answer immediately, in which our customers can have several different conversations, and across the chat history. This would allow us to answer questions between calls, or during off-peak hours, and our customer is not waiting on the other side.

In addition, customer questions will be filtered to know how urgently they must be answered. It is not the same being able to make a record as a question about a receipt. After some use, an AI could learn to answer all the questions according to other previous answers to other customers.

When our platform detects that our customer cannot do an operation, or detects that he is lost in the platform, it will ask him if we can help. When activated, is that chat will try to fix the problem without the need of an agent, but will always offer the possibility of forwarding it with an agent. In the event that an agent is required, he must have all the customer's information available so that it is not necessary for the customer to explain what was happening to him.

#### IMPACT OF YOUR IDEA

- Is your idea improving existing or existing products or disrupting it?
- Which segment would your idea bring to the current market?

#### IMPACT AND REACH OF THE INITIATED CHANNELS

- Which is the potential size and evolution of your targeted market type or extension supported by hardware?
- How much is the target market?
- What is the reach of your idea (single market, across countries, across cities, multiple markets)?

#### IMPACT ON CUSTOMERS

##### All customers in all the countries

##### NEW BUSINESS CASE REPLICATION

##### Multiple

#### CONSEQUENCES OF YOUR IDEA TO NEW INNOVATION PROFILES

Does your idea support one or several key innovation profiles listed below?

- Support existing or a platform business model?
- Create new opportunities or create new needs without a business model?
- Help existing model?
- Create new business model and production process, or promote existing product?
- Create new business model and customer engagement?

#### IMPACT ON THE GOALS

##### It supports all of the goals

#### QUALIFIERS OF YOUR IDEA WITH WISOL SUPPORT

Does WISOL have experience in your idea to be included in this area?

#### IMPACT ON THE GOALS

##### It supports all of the goals

#### Qualifiers

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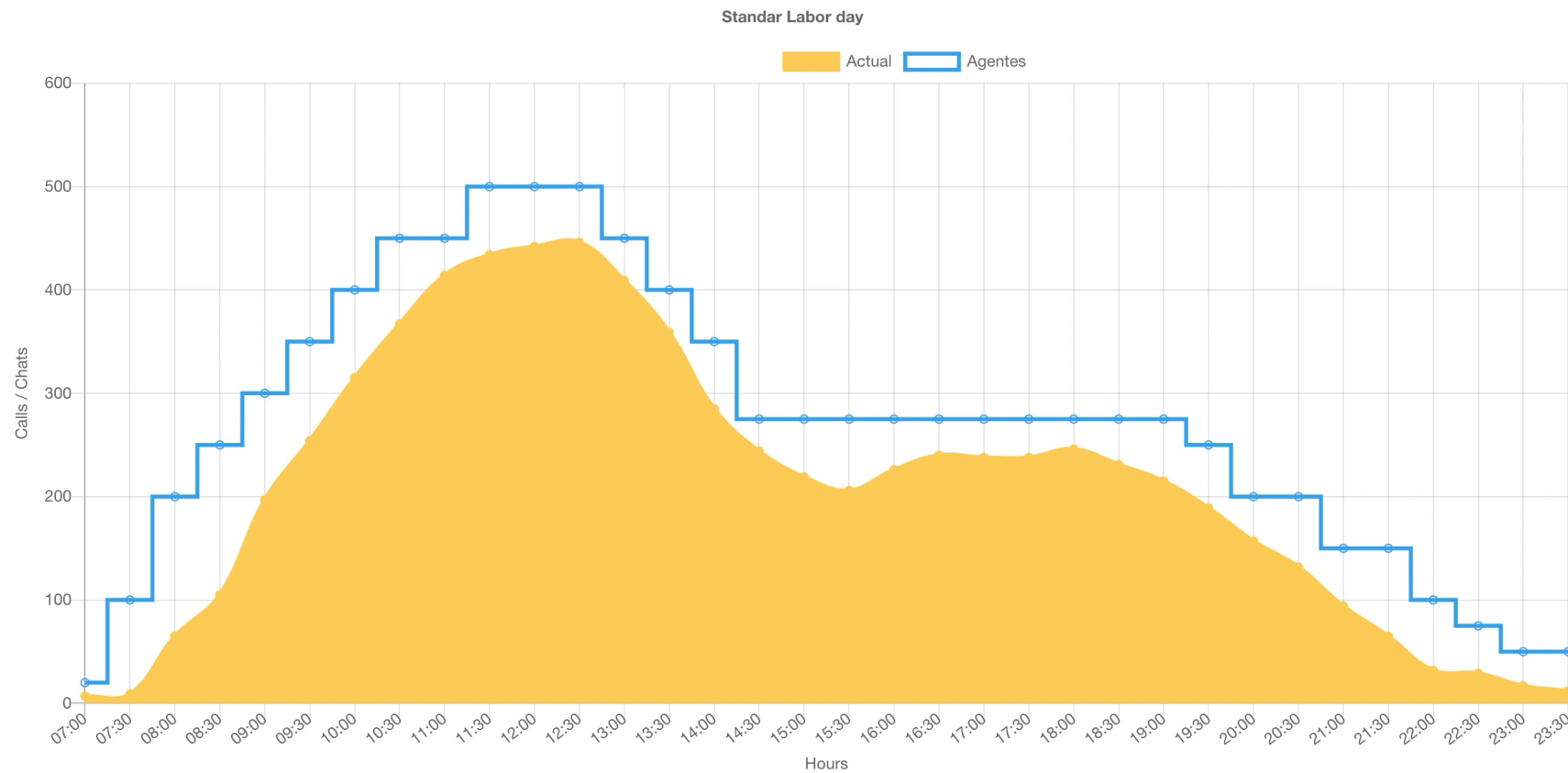
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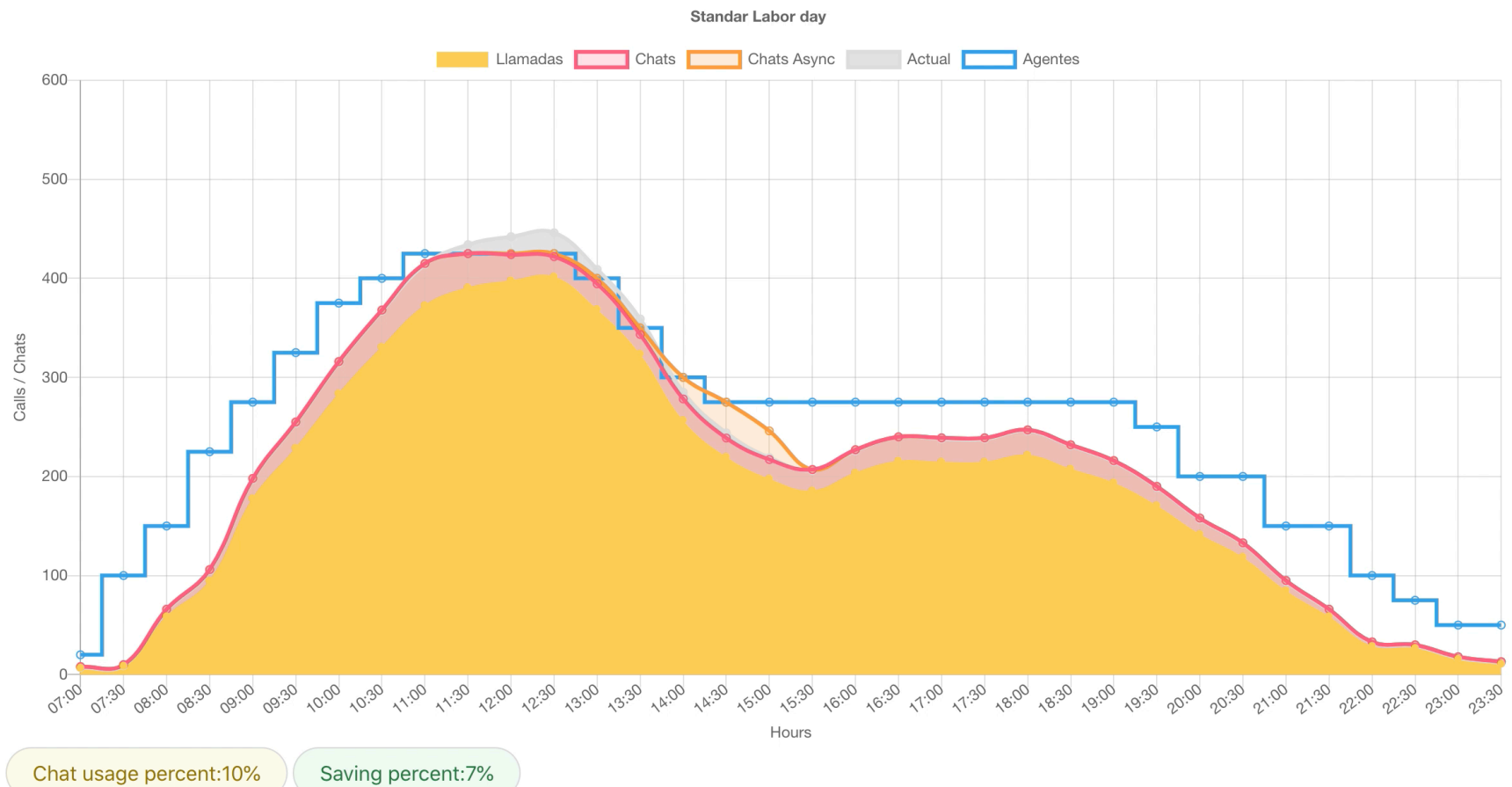
## Evolución

- ¿ Lo quiere el cliente?
- ¿ Ahorrará?
- ¿ Cuanto cuesta?
- ¿ Tenemos algo parecido?
- ¿ Tienen algo parecido?
- ¿ Ventajas para el cliente?
- ¿ Ventajas para el agentes/ing?

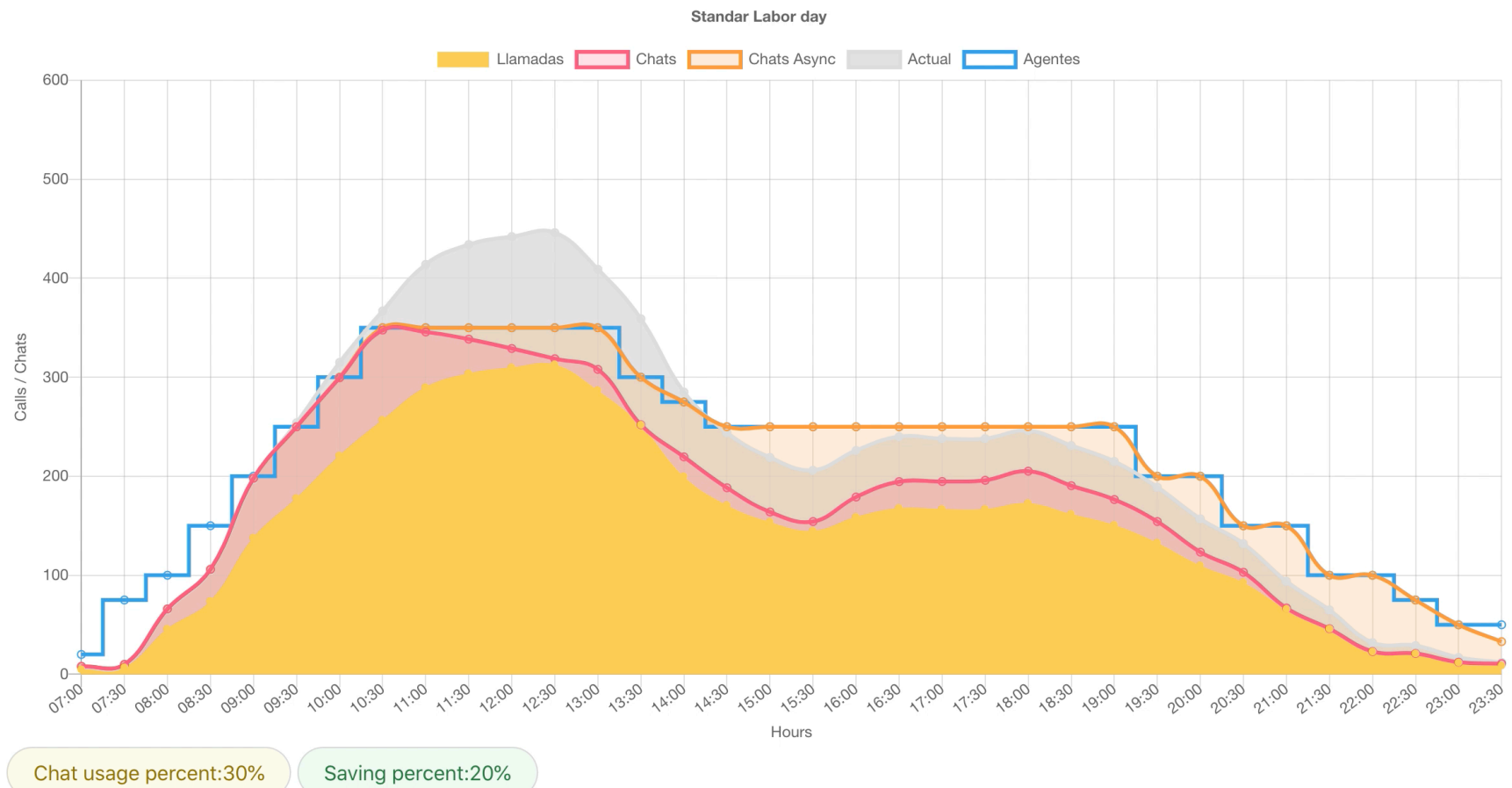
## ¿ Ahorrará?



## ¿ Ahorrará?



## ¿ Ahorrará?



Gracias