



HOW TO GET CONSULTANT/ INFORMATION?

DI ANE CHATBOT

1. CONSULTATION

- Sharing information and giving consultation.
- Driving user from online to offline (from chatbot to pharmacy)

2. REMINDER

- Reminding user to use the pills.
- Pushing notifications about events, online activations...



Traffic of Chatbot

FACEBOOK

Posts

Livestream

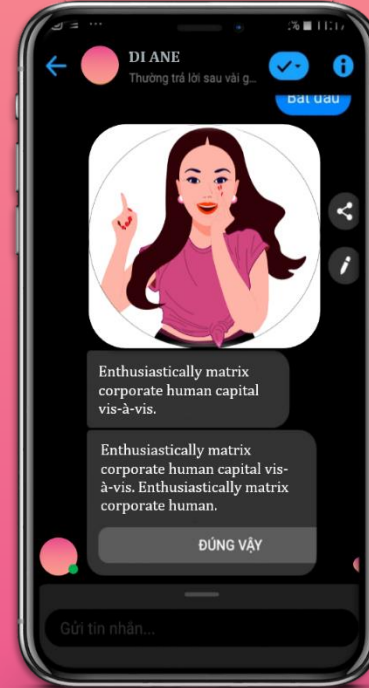
Di Ane Challenges

OTHERS

Organic

Public Relations

Talk show/ Workshop



Most of users know that
Di Ane consultants about hormonal acne

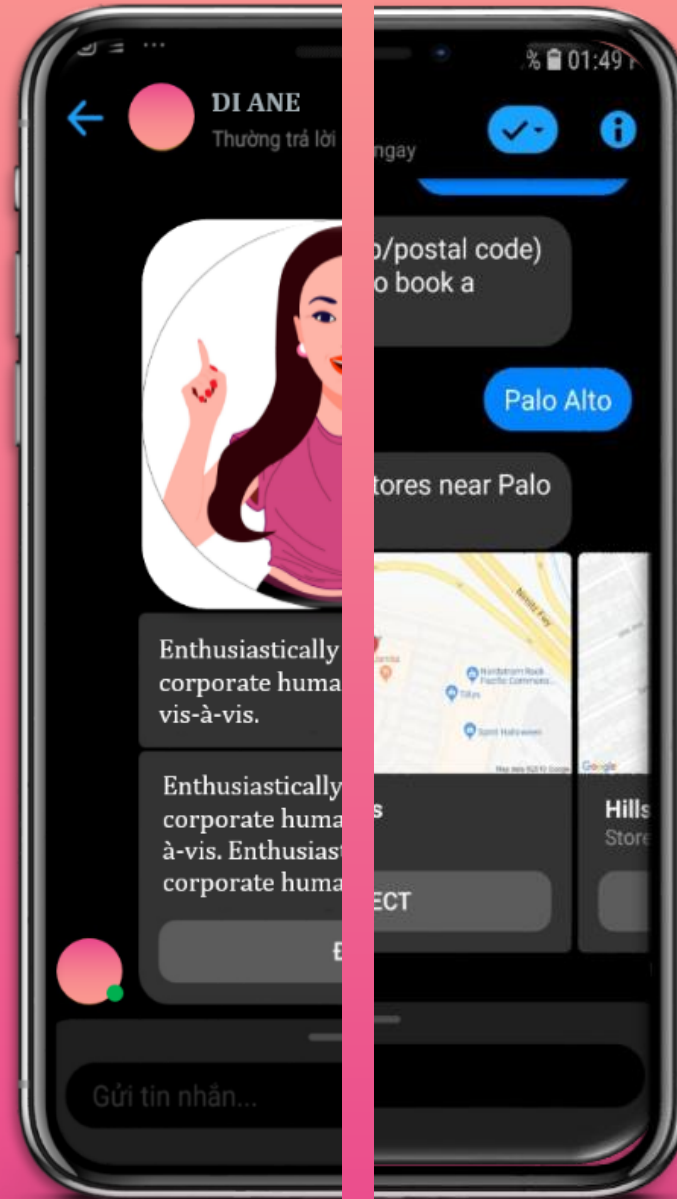
Find out ideas

Introduction

Introduce about Di Ane and move onto user.

Here is a **small survey** (We can use those information to play for FB post):

1. User's age
2. How long they have hormonal acne
3. Which acne treatments you did before
4. What your problem is most headache when you have hormonal acne
5. Di Ane understand your problem → You are ready to face acne?



Consultation

There are 2 ways to get consultation:

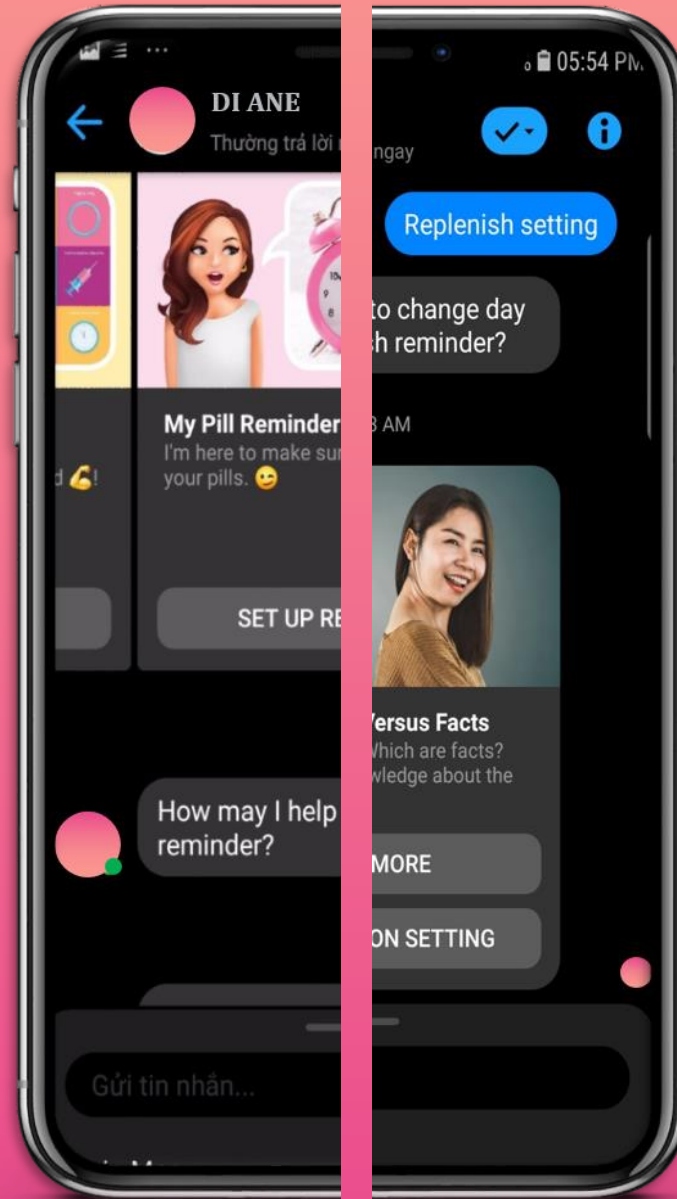
1. **Online:** After introduction → Explain about the hormonal acnes/ the reason we have hormonal acnes → give solutions → Learn more about the product (its functions/ FAQ) → drive to pharmacy.
2. **Offline:** Optimize about driving user to get consultant directly → show the list of pharmacy near by user.

CHATBOT IDEAS

Pill Reminder

Can help user to:

1. **Summarize:** your pill status, to make sure they know exactly pill taken.
2. **Set up:** update pill number/ refill packet or stop reminder.
3. **Share:** missed pill FAQ



CHATBOT IDEAS

Push Noti

1. **Events:** talk shows, workshops, seminars
2. **News/ Tips/ FAQs:** hormonal acne, product, list pharmacy
3. **Online activations:** following up master plan.

Demo Fanpage

