

# CONVERSE. ENGAGE. DELIGHT

## Engage your users better with chatbots!!!

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### The Big Idea

Be an all-in-one platform for driving engagement via chatbots. Cover the complete customer lifecycle with tools to enhance engagement and drive up business metrics.

### List of Amazing Features



#### Multi-Platform support

Major messaging platforms supported - Messenger, Slack, Skype, Kik, Telegram, Line, Viber



#### Always on 365x24x7

Robust cloud-based architecture



#### Easy 10 min setup

GUI interface with plug and play components



#### Web Widget Integration

Chat bot web widget integration on your websites



#### Response personalization

User profile information used to personalize chatbot behavior



#### Detailed Engagement Analytics

Track most frequently asked questions, actions, cohort analysis



#### Easy chat bot training

Train your bots as per your customer queries and needs

- Are you facing issues in leveraging mobile platforms for customer engagement and service?
- Do you struggle in defining the value of your mobile investments?
- Is your mobile app uninstall rate alarming you month over month?
- Are you interested in leveraging the seemingly endless reach of messaging apps like Facebook Messenger and WhatsApp?

If yes, **Engati** is your answer.

Corporate mobile applications are passé. These clunky, space consuming apps have seen a steady fall in customer engagement. Most customers actively use 2-3 apps only out of the 20+ installed on their phones and uninstall frequently at the first need to free space for multimedia storage. This increases uninstall rate and increase costs and efforts to maintain a consistent install base.



**1 BILLION+**  
Facebook Messenger users globally

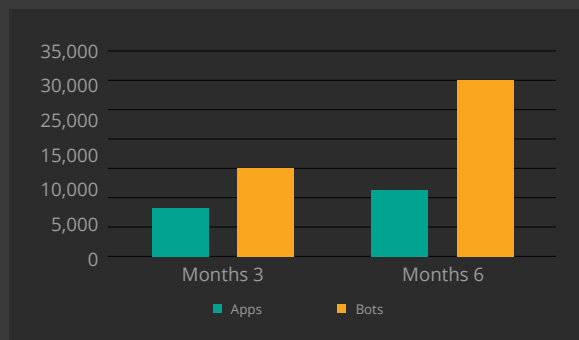


**30,000**  
Number of Messenger bots within five months of launch

*Messenger and Facebook have best in class retention with weekly retention greater than 90%*

An option here is to spend heavily to push mobile channels by discounting or making relevancy more acute. A better option is to leverage the reach of ubiquitous messaging apps like WhatsApp & Facebook messenger to integrate your brand in the channel exponentially multiplying the reach & engagement with bots and a new age bot platform like Engati.

It requires no apps installation, no special configuration thereby avoiding all pitfalls of mobile apps. With no need for any additional storage space and setup requiring just 10 minutes of your time, you expand your reach exponentially to acquire, engage and provide services to a large universe of users.



## Big Idea

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Imagine your customers picking up their smartphones to be notified about special promotions and sales via their Facebook messenger accounts. Click on an option to log into your platform to schedule a service. Given a choice of times and a calendar entry created on the customer's calendar. The car gets dropped in and each stage from estimation to approval to service to pickup to post service feedback is all handled via Facebook messenger.

Now imagine there is no human involved in this whole interaction - just a piece of software called a bot that intelligently interacts, answers questions, schedules, provides status and seeks and records feedback. And it is available 24 x 7 - to also provide estimates of service if someone is caught in an accident at 3am.

Would that set your dealership apart in service? How about saving 92% of your costs while expanding and depending service levels without spending a single cent on salaries, training, days off and seasonality. It is already available and happening with Engati - specifically designed for the experience of auto dealerships. Come experience the future of customer service and support with Engati.

## Top Features

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Features currently present on the website & app & the one's that auto dealership offers have been modeled by our bot.

### Pre-Sales

- Car details/brochure. Images. Configurations. Price Tables
- Book Test Ride
- Financing related tools. EMI Calculators
- Offer blasts / inventory clearance sales

### Post-Sales

- Service booking
- Accident Assistance. Damage repair quotes
- Hotline call numbers
- Find and book for nearest driving schools
- Rewards and service discount messages
- Locate nearest service centers
- Service bookings
- Service and insurance reminders

## Integration Needs

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- API access for booking test rides and service related features.
- Catalogue information. Pricing information (Updated)
- CRM API access to dump inbound queries via car brochure browsing, EMI calculators etc.

## Current State

- 18 locations.
- Facebook Page - 20,000 followers
- Mobile app - 10000 downloads



Operational Staff

200

Calls / Day

~3000

Service Scheduler

~250 / day

## Top Keywords

1. swift dzire tour 11.54%
2. maruti driving school 5.89%
3. maruti swift dzire tour 4.27%
4. maruti suzuki dzire 3.91%

## Benefits

- Reduce operational and service expense
- Get a new age platform to wow your customers
- Increase engagement with customers and touchpoints
- Eliminate mobile App-fatigue
- Multiply reach, breadth and depth of engagement
- Analytics engagement and customer interaction traceability
- Instantaneous response without the need for human response delays
- Train your own bots
- Chat bot web widget integration on your websites
- Measure and Improve your CSAT score