



SnatchBot



How Chatbots Can Deliver Your Automation Goals

Table of contents

Introduction

What is a Chatbot	1
From Client-Server to Web to Mobile to AI revolution (from 1985 to 2025)	2
Apps vs. Bots	3
ChatBot Statistics	4

Digitizing the Customer Journey

The Disconnected Customer	5
A roadmap to steer the digital customer experience strategy	6
Creating a Digital Customer Experience	7

SnatchBot

Why SnatchBot: Goal and Vision	8
Platform Features	9
Knowledge Discovery & Extraction	10
Agent Transfer	10
SnatchBot Advanced Analytics Dashboard	11
Bot Store	12
Proprietary, Cutting-Edge NLP Technology	13-14
NLP Overview	15
Text-to-Speech	16
SnatchBot Speech-To-Text in-house Technology	17
Robotic Process Automation (RPA)	18
SnatchBot Plug-ins and Add-ons Library	19
Security & Compliance	20
SnatchBot Platform Data	21
Competitor Analysis	22

ChatBot Use Cases Per Industry

ChatBot Use Cases For Every Industry	23
Financial & Banking: Practical Examples on how Bots can help	24
Benefits of Employing Bots in Healthcare	25
Practical Examples on how Bots can help in E-commerce	26

ROI Potential for a company using chatbots

The Return On Investment (ROI) Potential for a company using chatbots	27
The Return On Investment (ROI) Potential of Companies Bots	28

Conclusion

Conclusion	29
SnatchBot Pricing	30
Sources	31

The background features a large, irregular, cloud-like shape filled with a fine, light blue dotted pattern. In the center of this shape is a solid white circle. The word "Introduction" is written in a bold, blue, sans-serif font within the white circle.

Introduction

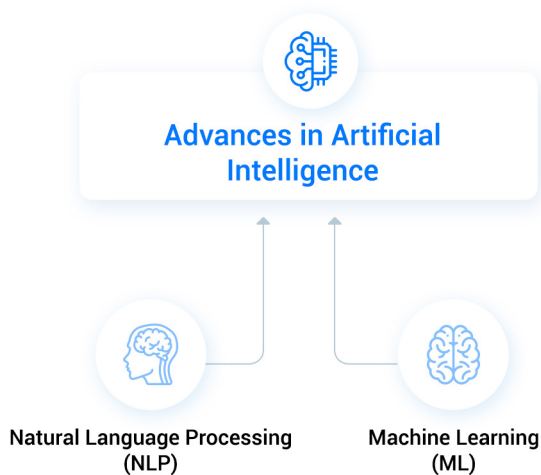
What is a Chatbot

A chatbot is a computer program you can talk to, through messaging apps, chat windows or increasingly by voice. The chatbot replies using the same applications, creating a back-and-forth conversation. A chatbot can carry out many functions without a customer needing to download new apps. Although chatbots are a current hot topic, they have been around for the past fifty years. Over the years, other chatbots have incorporated more sophisticated techniques to better understand user questions and provide more relevant and useful responses.

The recent interest in chatbot can largely be attributed to 2 key developments:

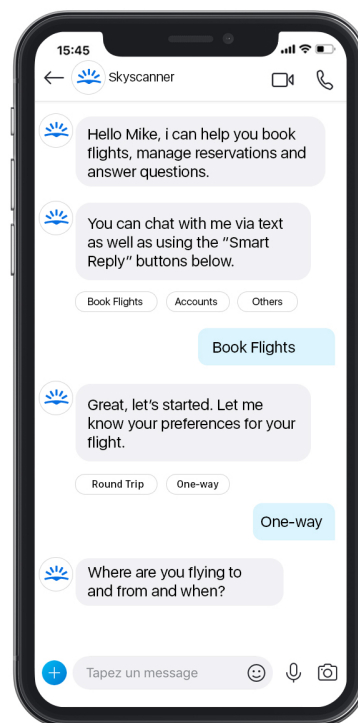
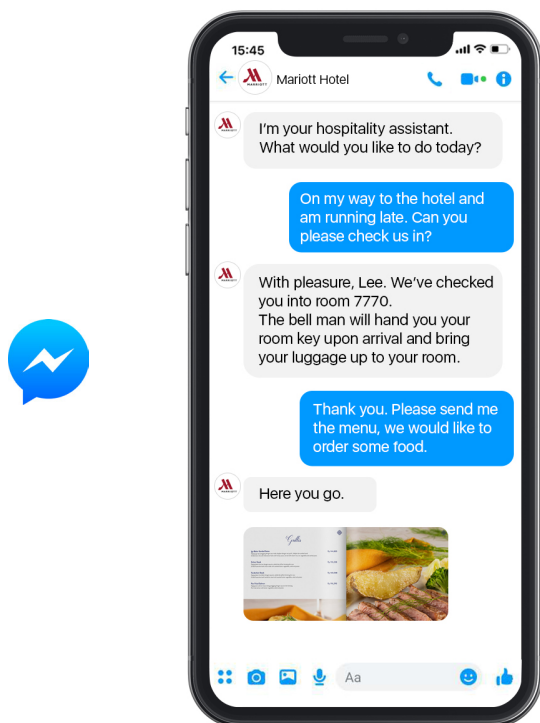
Messaging Services growth:

Messaging technology has spread rapidly over the past few years to become one of the most user smartphone services. To call these platforms (Facebook Messenger, WeChat, Line etc..) "messaging services" understate what they provide. They have evolved to include features such as payments, ordering and booking, which otherwise would require a separate app or website. So, rather than downloading a series of separate apps, users can buy goods, book restaurants and ask questions all through their favorite messaging app.



Advances in Artificial Intelligence (AI):

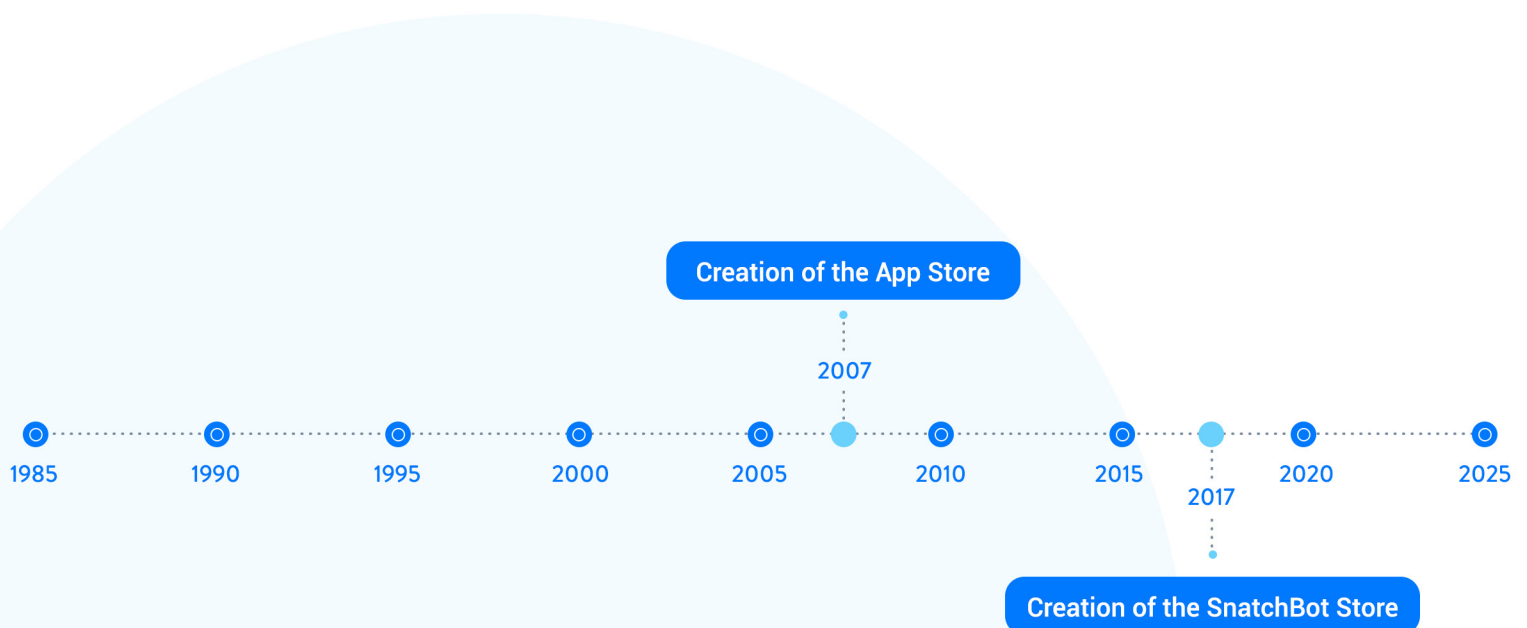
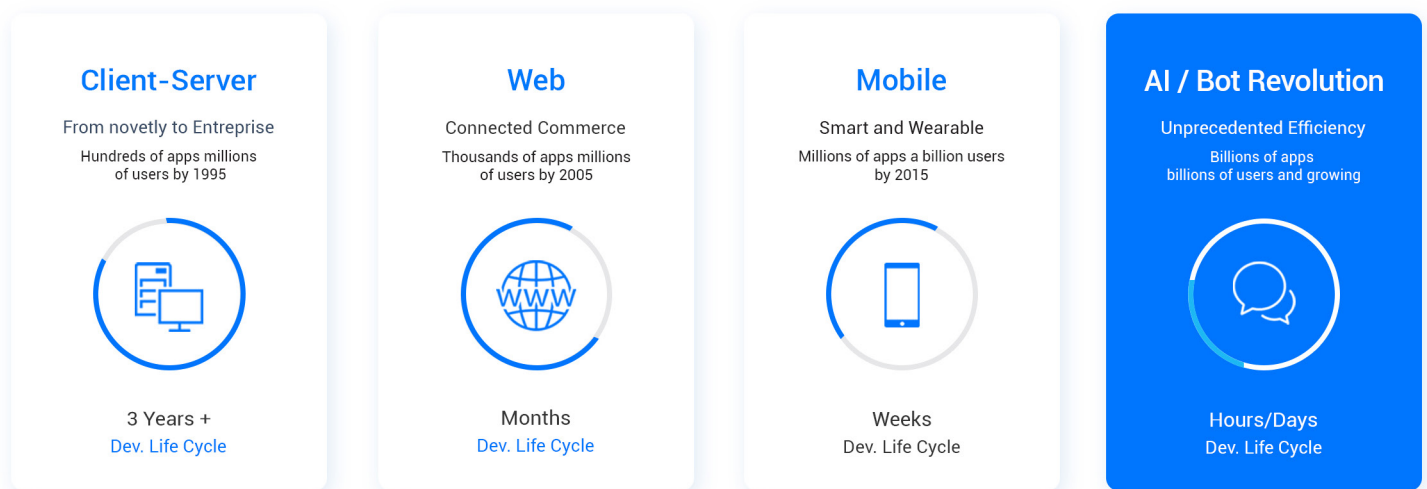
Artificial Intelligence has also made significant steps forward in the past few years. Techniques such as Machine Learning and Deep learning take advantage of vast amount of data and cheap processing power to dramatically improve the quality of understanding and decision making.



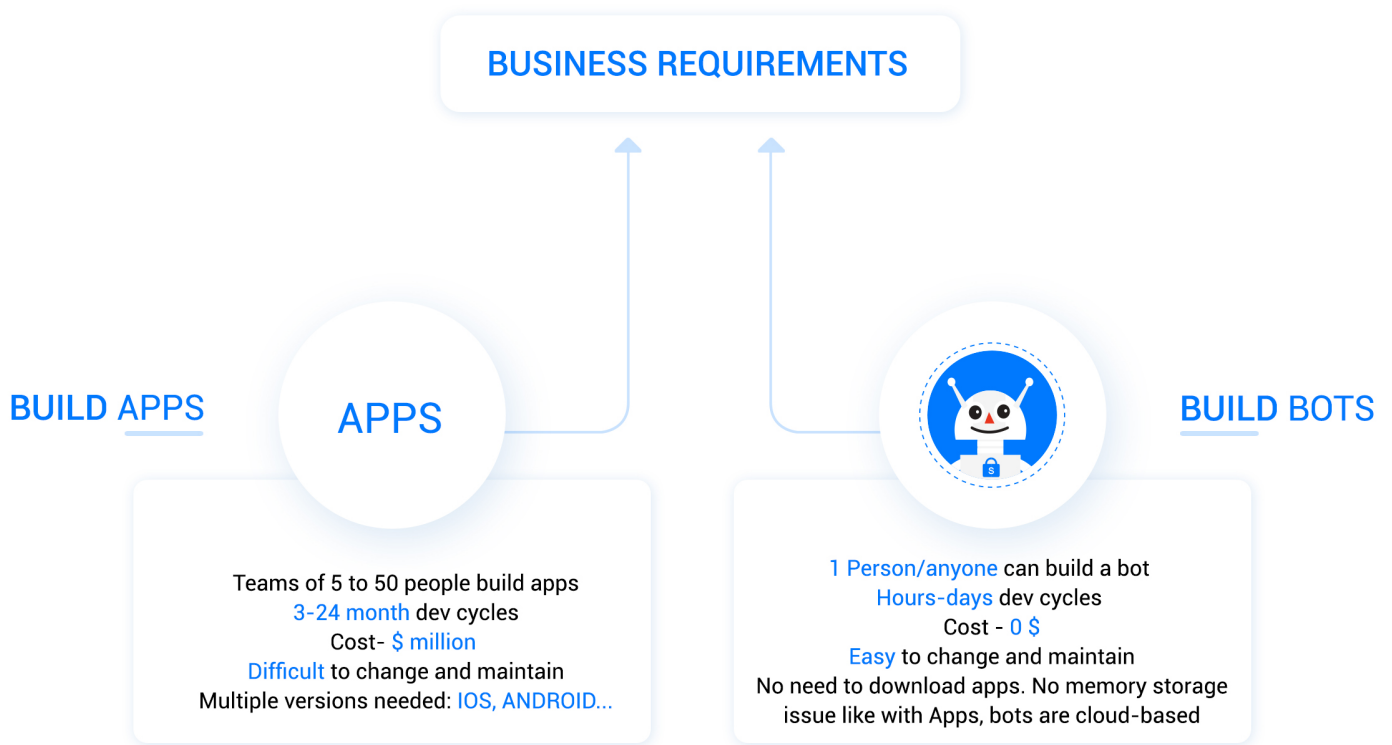
From Client-Server to Web to Mobile to AI revolution (from 1985 to 2025)

Two decades ago, enterprises relied upon monolithic client-server applications, written in a single language, running in an on-premises data center, accessed only through desktop computers inside the network firewall. By 2000, application developers started to build web-based applications.

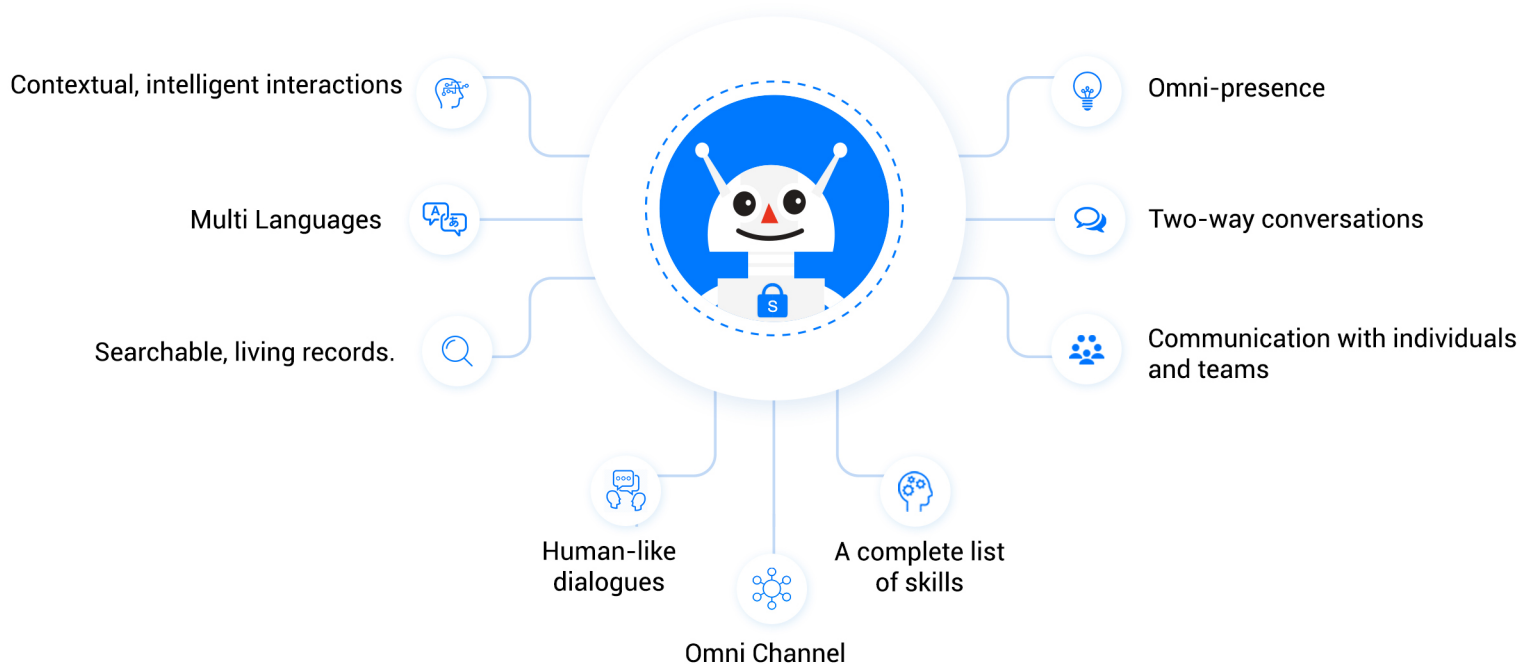
In the past five to ten years, we have seen significantly improved application time-to-market, an elimination of device and location dependency, simplified workflows and enhanced user experiences. Yet, an even brighter future lies ahead.



Apps vs. Bots



Bots streamline and **automate the low-level tasks** that consume your workforce's time. They **enhance productivity**, eliminate human error and enable **faster response to market changes or customer needs**.



ChatBot Statistics

Mobile Messaging Apps Statistics and Trends

5 Billion users on messaging apps.¹

6 of the Top 10 most used apps globally are messaging apps.¹

65% of mobile users are experiencing app fatigue.

75% of users would rather use a conversational interface instead of a phone call or loading another app.

Gartner predicts that brands offering personalization will outperform competitive brands by 35% by 2022.²

Chatbots are becoming Prominent

80% of people say a business should be available 24/7.³

78% are more likely to shop with a business they can message.

75% say engagement through messaging is ROI positive. 80% say it reduces costs.⁴

By 2022, banks could automate up to 90% of their interactions with chatbots.⁶

Chatbots could save \$174 Billion across Insurance, Financial Services, Sales, and Customer Service.⁵

Average time for a company to respond to a message is 10 Hours while bots answer instantly.⁶

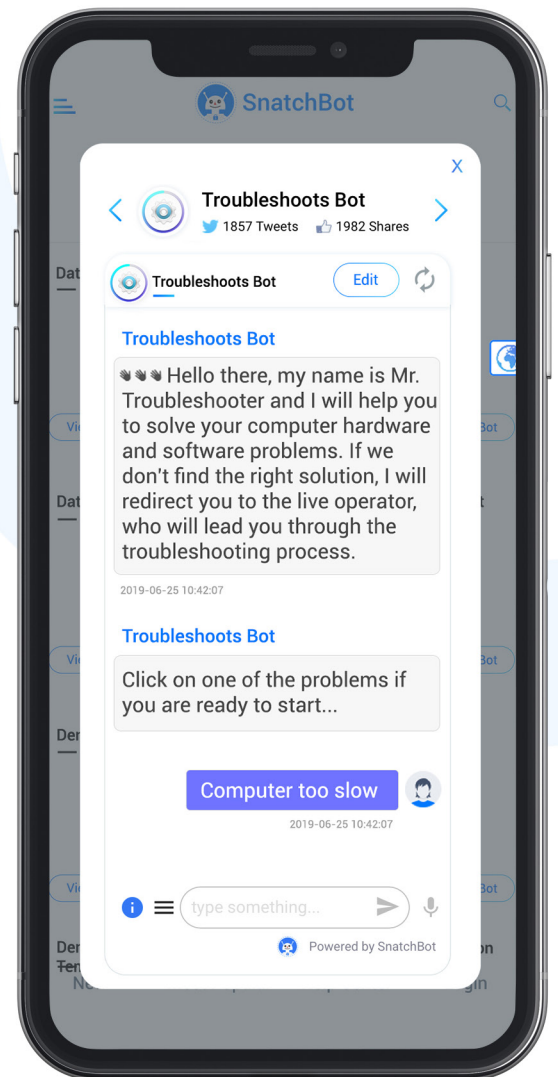
Businesses are following customers into messaging platforms

By 2021, over 80% of businesses are expected to have some sort of chatbot automation implemented.⁹

According to Gartner, by 2022, more than 20% of IT hires in customer services will most likely write scripts for bot interactions.

About 95% of businesses in 2019 stated that they were happy with the way that chatbots were helping their businesses.¹¹

The average one-month retention ratio for chatbot use stood at 60-80% in 2019, compared with 20-40% for apps.¹²



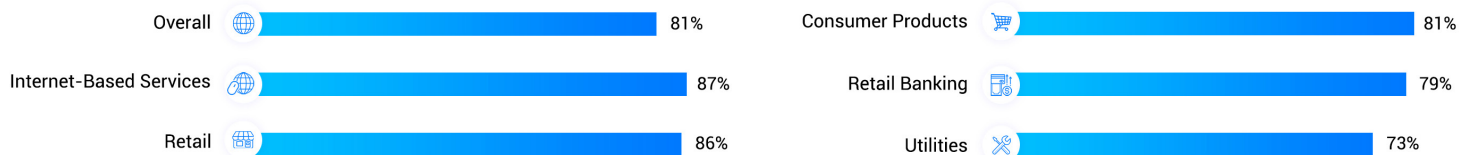


Digitizing the Customer Journey

The Disconnected Customer: How the digital customer experience can help you reconnect with customers

Consumers are ready to reward better experiences with increased spending. Cap Gemini finds that over 80% of consumers are willing to pay more for a better experience. As illustrated below, consumers are willing to spend more for a better experience across most sectors.

Percentage of consumers willing to spend more for a better experience - by sector



Source: Capgemini digital customer experience executive survey February-March 2019

Organizations are now convinced of the benefits that AI can bring. They are now asking themselves where and how they should invest. Organizations are now convinced of the benefits that AI can bring. They are now asking themselves where and how they should invest.

- What concrete benefits are organizations seeing from AI today?
- What use cases are bringing the most benefits?
- Where should organizations invest?
- What steps are essential to getting started with an AI strategy and roadmap?

Chatbots are already transforming how organizations do business, manage customer relationships and stimulate the ideas and creativity that fuel ground-breaking innovation. As illustrated below, chatbots can help organizations in many ways and enhance customer experience leading to:

- **Influencing Sales:** 75% of companies can increase sales using chatbots
- **Boosting Operations:** Almost 80% of companies using chatbot increase operational efficiency internally between workers and with customers.
- **Increase Customer Engagement:** Two-way conversation, Available 24/7, chatbots improve customer experience.
- **Generating insights:** Using Big Data Analytics to enhance understanding of customer behaviour, preferences and motivations.
- **Enhancement in Employee Productivity**

How AI is driving benefits across organizations



Source: Capgemini Digital transformation Institute, State of AI survey, N=993 companies that are implementing AI, June 2019

A roadmap to steer the digital customer experience strategy

Organizations are seeing benefits across operations, sales, and customer service



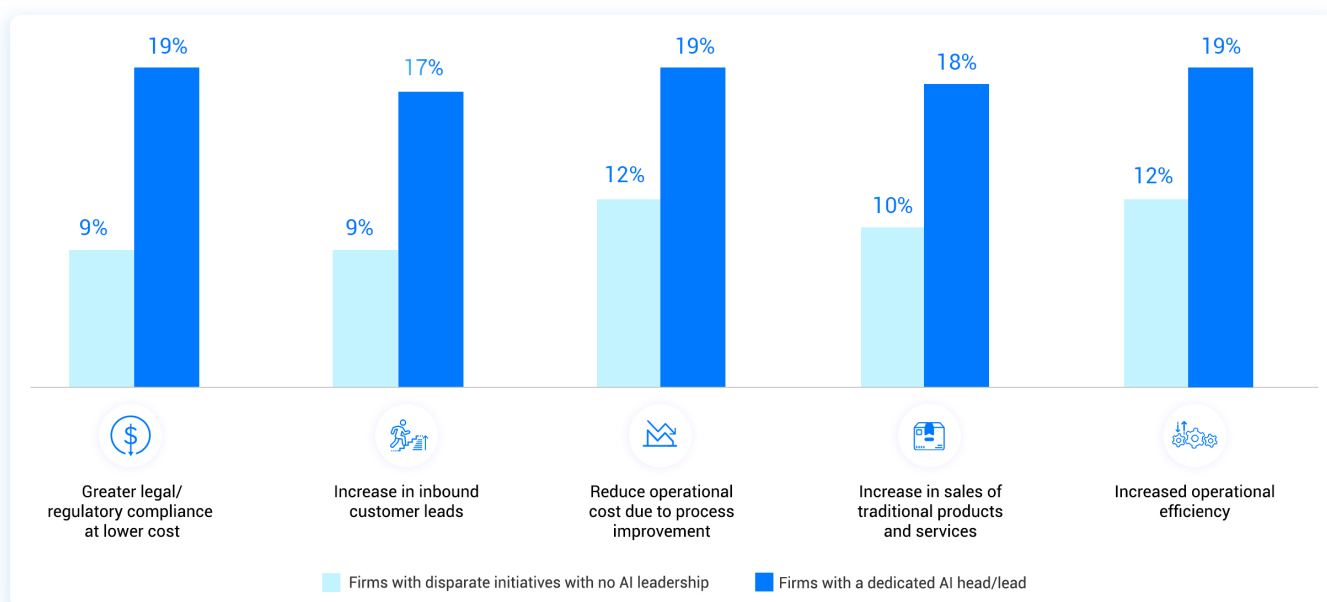
Start by identifying your AI leadership

As the below schema shows, organizations with a dedicated AI component outperform firms with no clear leadership (and all AI initiatives running disparately) in several benefit areas. For instance, firms with a dedicated AI lead observed a 17% increase in inbound customer leads using AI vis-a-vis just 9% increase for firms having no clear AI leader. Only about a third (37%) of organizations implementing AI have a dedicated AI head or lead in their firm.

For Michael Schrage, research fellow at the MIT Sloan School's Initiative on the Digital Economy, leadership is critical in AI: "What I have observed in companies that do AI well is they have a policy and process around data governance and treating data as an asset. They also have either key problems or business cases that lend themselves to known structures for AI and machine learning algorithms. They view AI as an enabler.

Basically, they are not just well-managed, they are well led." Part of the challenge for leaders is to set a compelling strategic vision while harnessing the creativity of employees.

Benefits (in percentage points) of implementing AI based on organization category



Source: Capgemini Digital transformation Institute, State of AI survey, N=993 companies that are implementing AI, June 2019

Creating a Digital Customer Experience

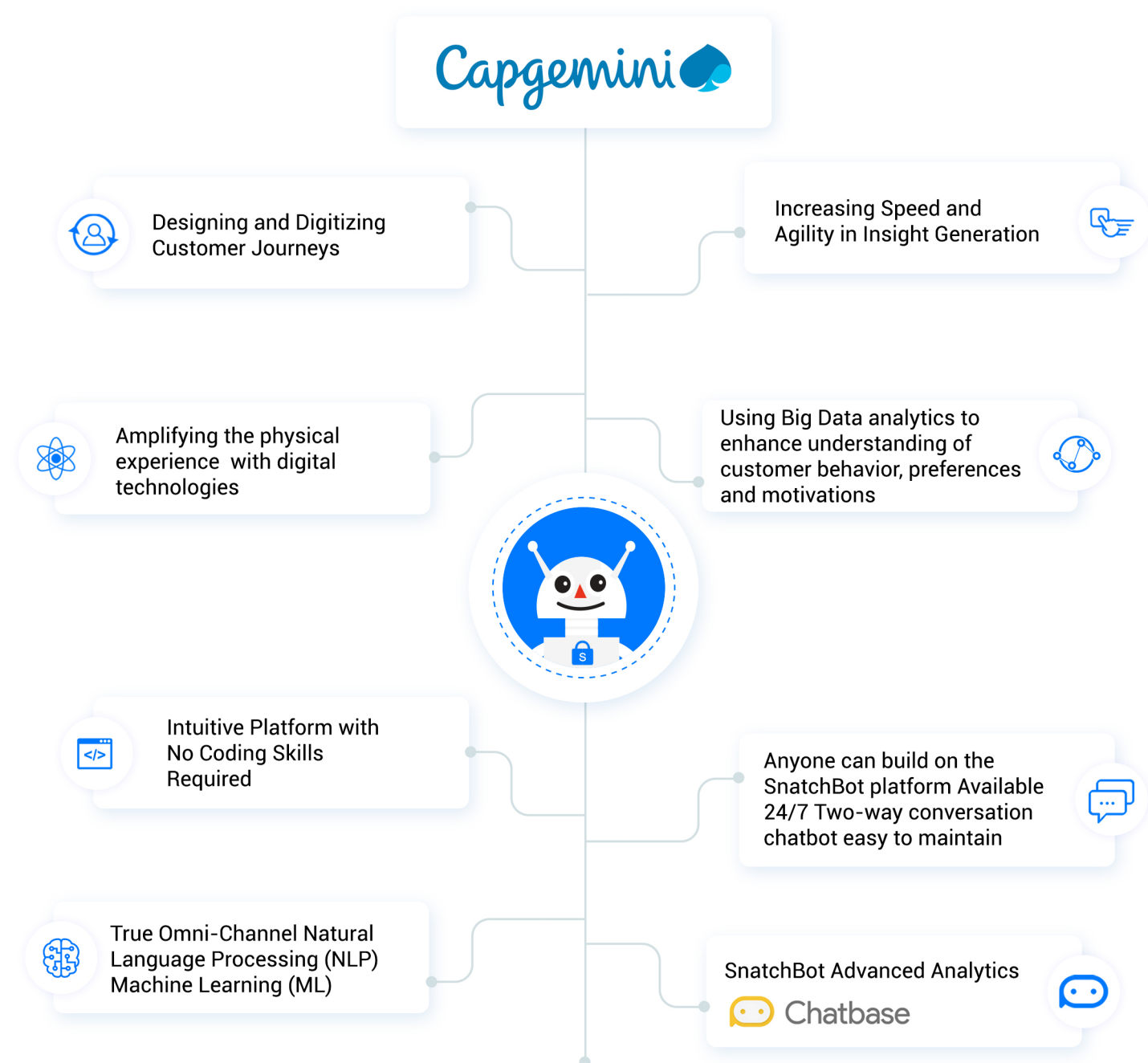
We believe that chatbots are the next level of customer/enterprise engagement technology. In order for that to come to fruition, any communication done through an automated process, like with a bot, requires seamless travel and end-to-end integration—that means that the client never has to disengage from the interaction, whether they're moving from one channel to another, performing a transaction, or moving from voice to text or vice versa.

Our goal is not only to make bot-building simple and accessible, but also to make this true for communication between users. SnatchBot's aim is to provide a tool that creates a dialogue and a relationship; one that leverages natural language to render a streamlined workflow and overall experience, from beginning to end.

According to Cap Gemini, there are four key pillars in developing a proper Digital Customer Experience, i-e:

1. Designing and Digitizing the Customer Journey
2. Increasing Speed and Agility in Insight Generation
3. Amplifying the physical experience with digital technologies
4. Using Big Data analytics to enhance the understanding of customer behaviour

SnatchBot's intuitive platform offers all the tools to help companies create a real and efficient Digital Customer Strategy:



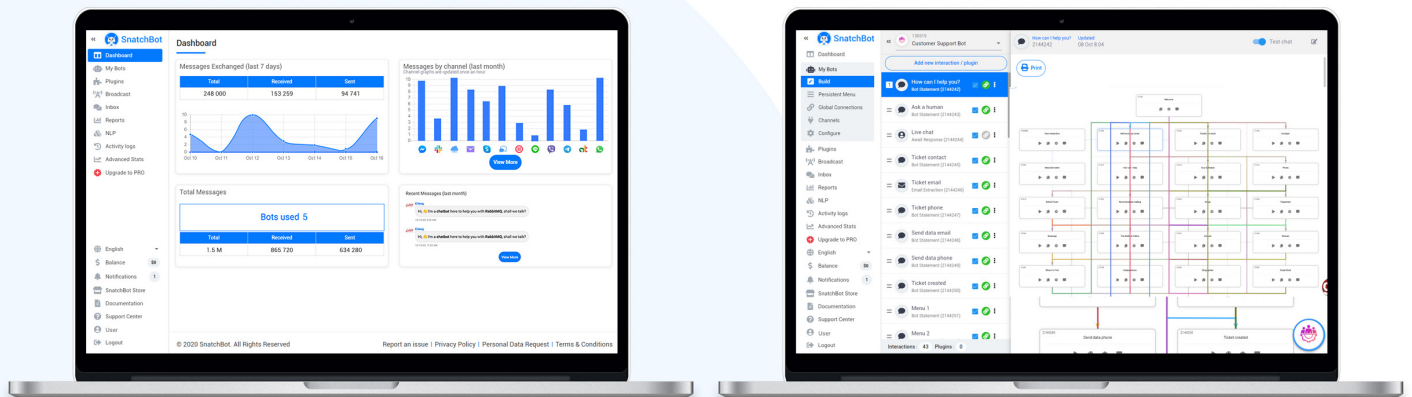
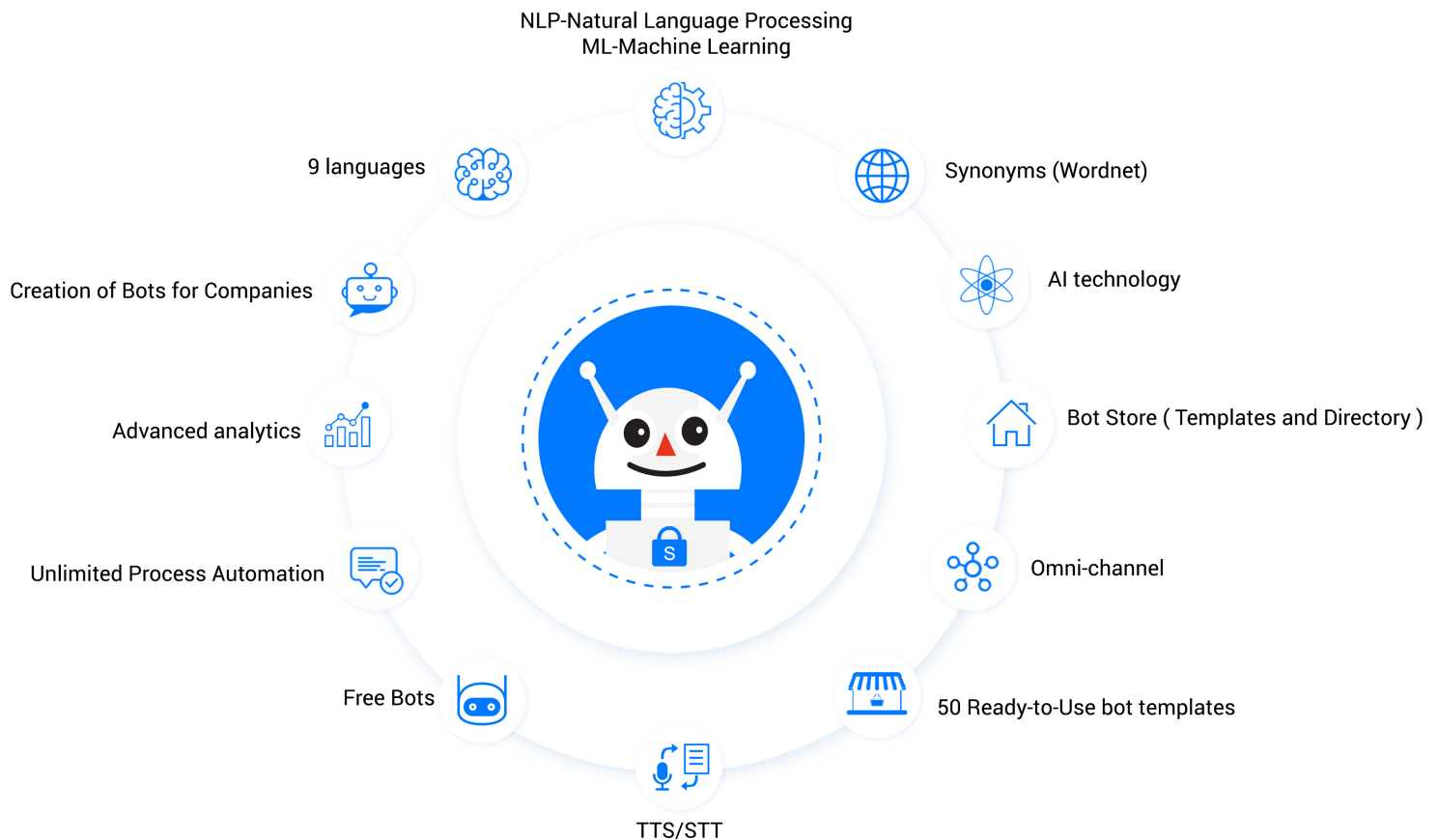
The logo features a central white circle containing the text "SnatchBot" in a bold, blue, sans-serif font. This circle is surrounded by a larger, irregular, cloud-like shape filled with a light blue halftone dot pattern. The dots are more densely packed in some areas, creating a sense of depth and texture.

SnatchBot

Why SnatchBot: Goal and Vision

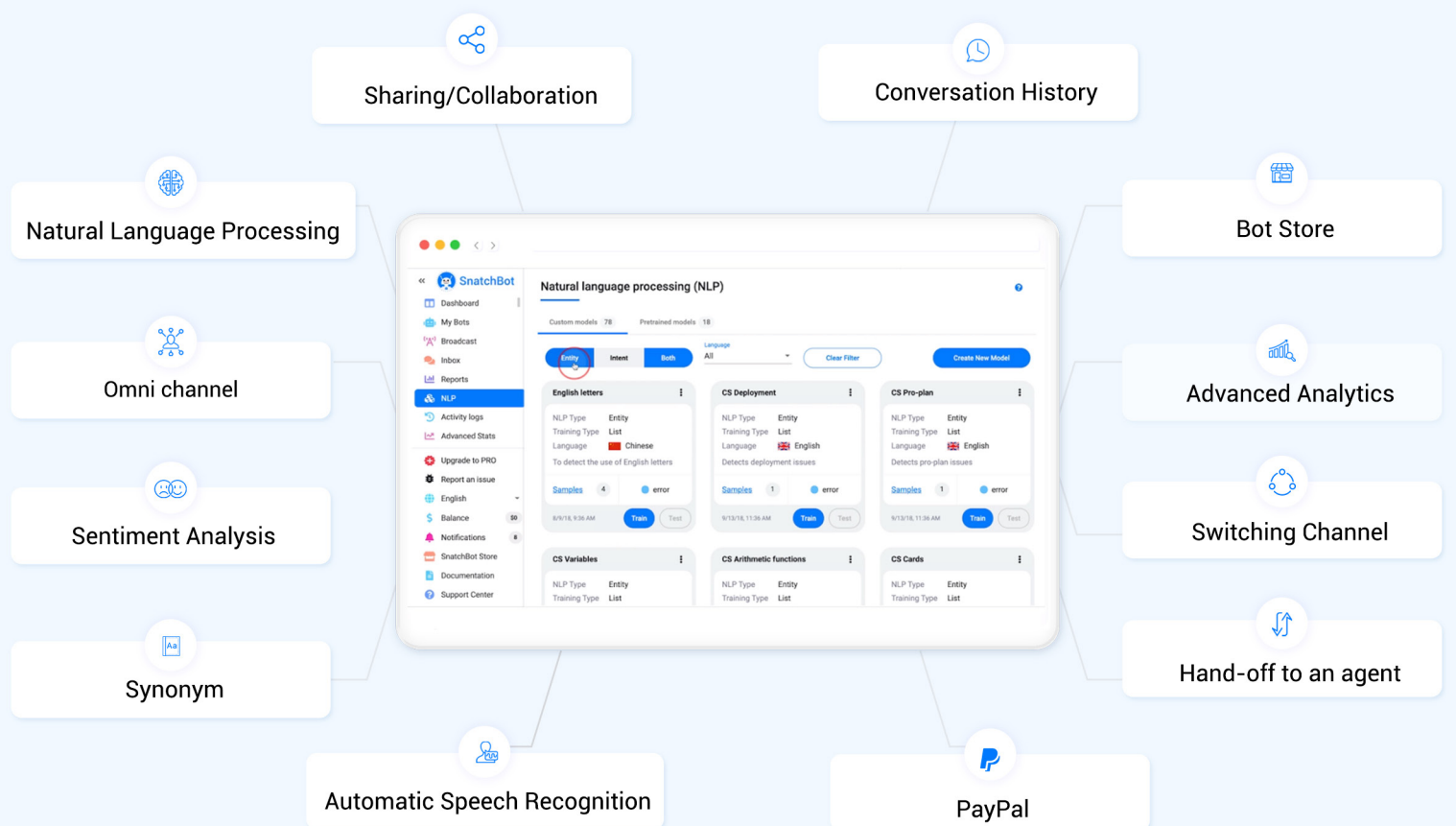
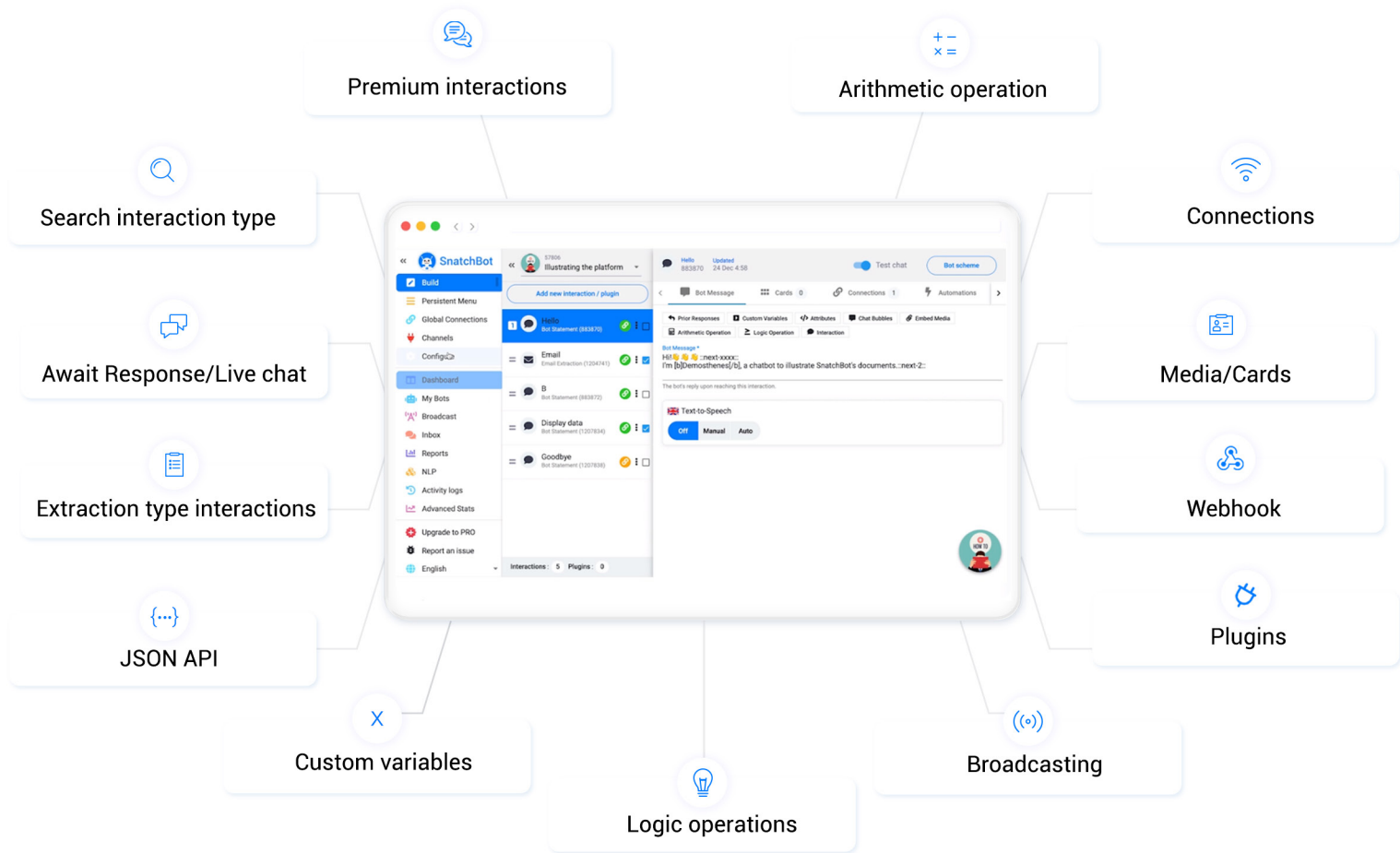
Here at SnatchBot, we're on a mission: to make chatbots accessible to more people and enterprises than ever before, and to do that simply, quickly, and cost-effectively. Our bot-building platform was conceived with the singular goal in mind of helping people around the world communicate and perform tasks in a simple, conversational manner through the channel of their choice.

Making bots on the SnatchBot platform is easy and even fun. We've done all the hard work at a deep level, so you are provided with simple, intuitive and yet powerful features. Making chatbots with us is painless and rewarding. A really positive experience is crucial for the user of your chatbot. We've made it very simple to embed User Interface controls like buttons, images and menus. So your users will be able to tap their way through the conversation, effortlessly accessing your content.



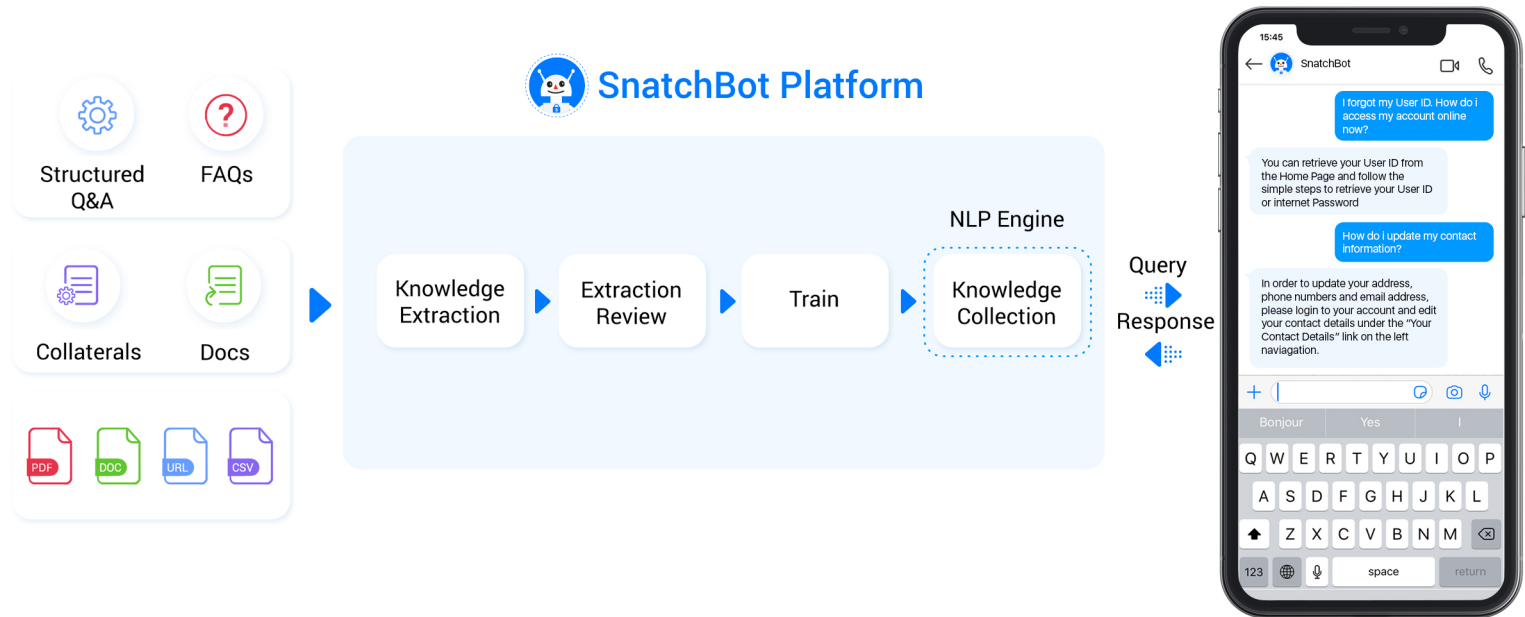
80 000 bots created since May 2017, 80 Million users reached
* Webuildforyou@snatchbot.me

Platform Features



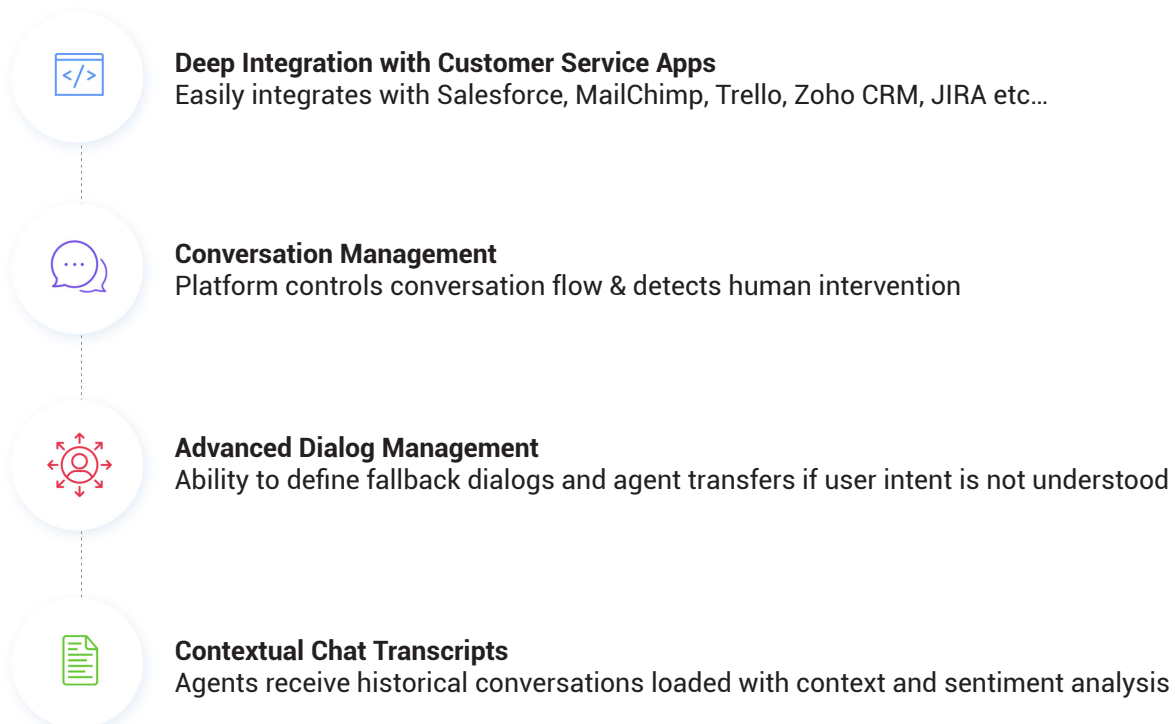
Knowledge Discovery & Extraction

Extract, Review, Train and Publish FAQs from URLs, Structured & Unstructured Documents in minutes with [Zero Coding](#)

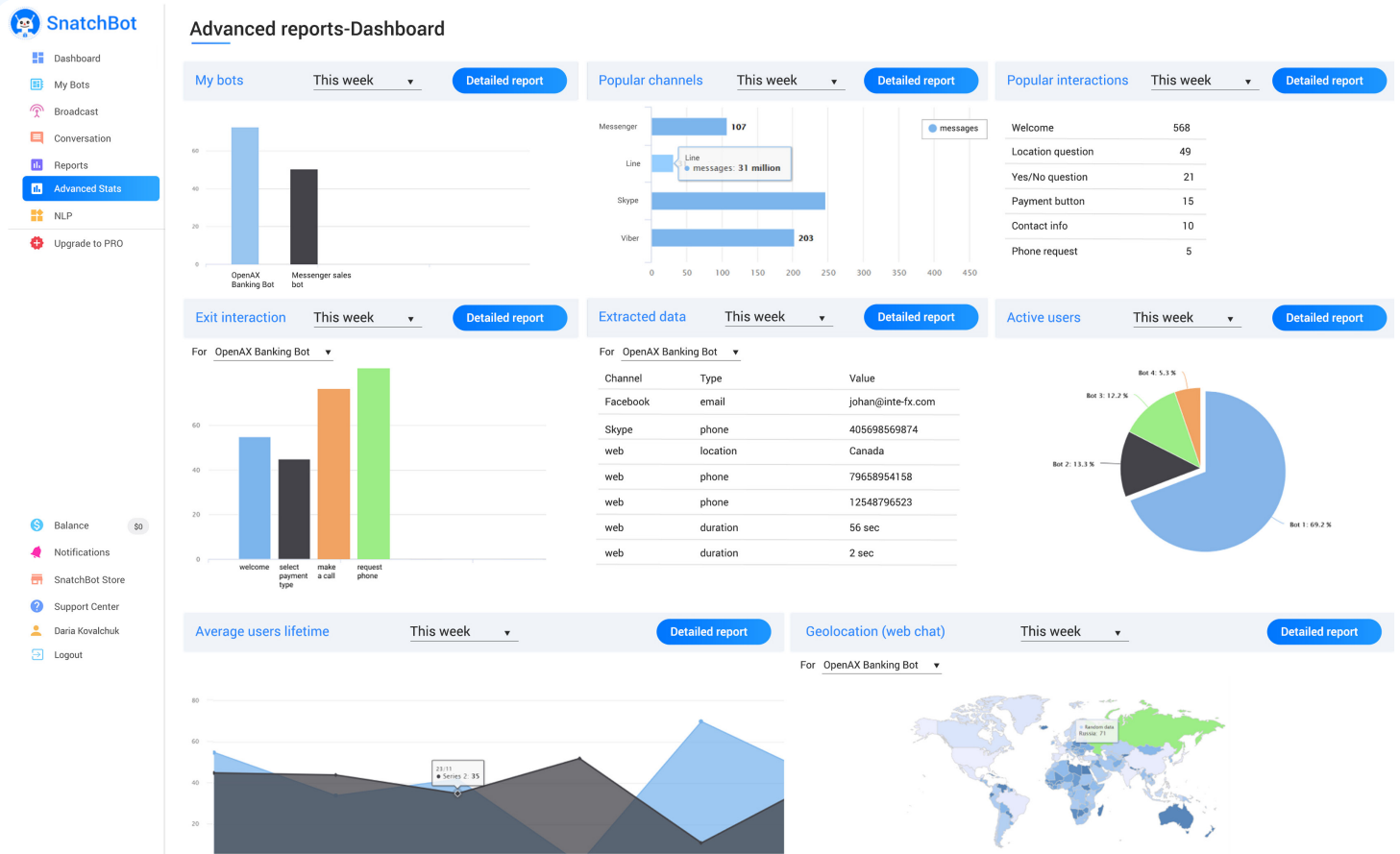


Agent Transfer

SnatchBot agent transfer capabilities automates first-line of customer support and can seamlessly hand off dialogs, based on conversation context to human agents in real time.



SnatchBot Advanced Analytics Dashboard



SnatchBot's Advanced Analytics give users with ProPlan subscriptions a range of additional metrics. From the Advanced Analytics dashboard it is possible to drill down into the ways in which the chatbots are working and understand engagement and user behaviour.

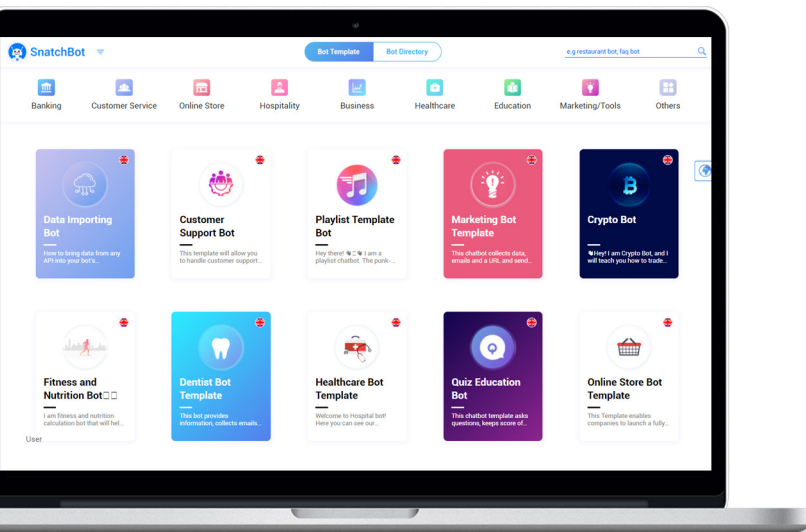
The seven metrics that can be accessed here are:

- Total messages
- Average lifetimes of users and chatbots
- The quantities and types of extracted data
- The popularity of certain interactions within the conversation
- The levels of activity of the chatbot
- The geolocation of users and the exit interaction

This last insight is especially valuable for determining whether the conversations are concluding successfully or if there is a point in the conversation that needs examination as users are leaving rather than continue.

Bot Store

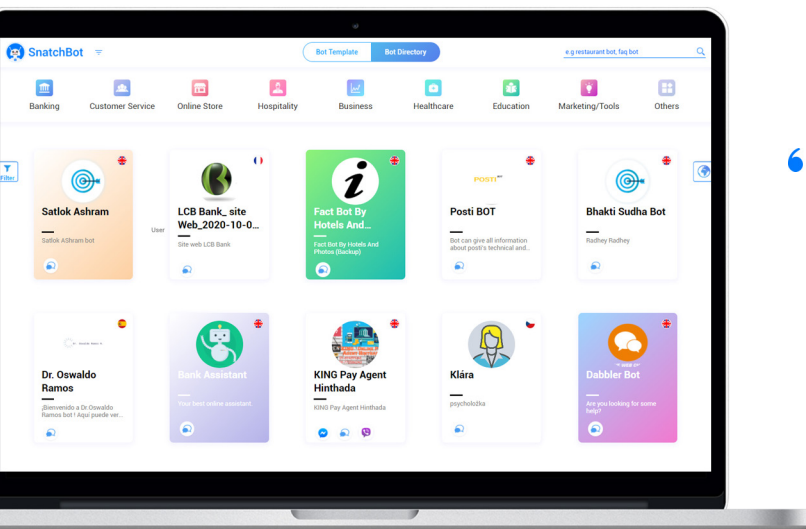
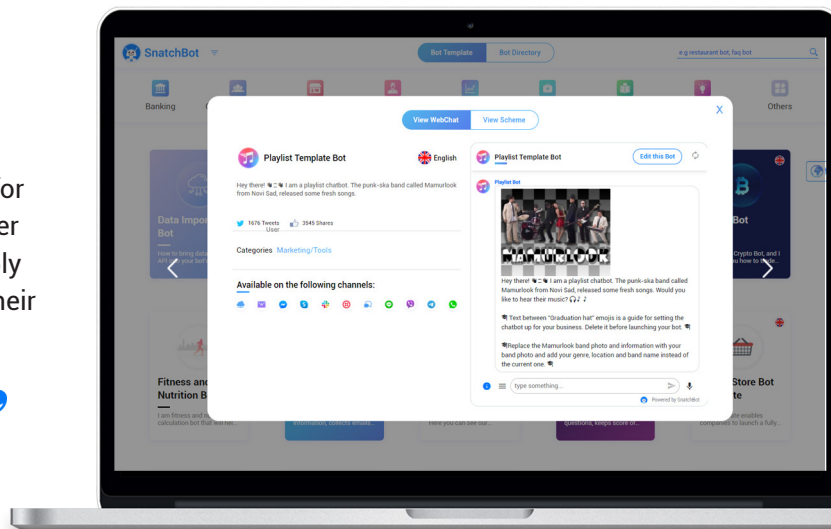
The SnatchBot Store is a [marketplace](#) and is comprised of two parts: [Bot Template](#) and a [Bot Directory](#)



“

In the Bot Template section, enterprises can access customizable, task-specific and pre-built bots designed for a variety of sectors including (but not limited to) customer service, banking, travel and E-commerce. Users can simply choose a template that fits their needs and begin using their bot immediately.

”



“

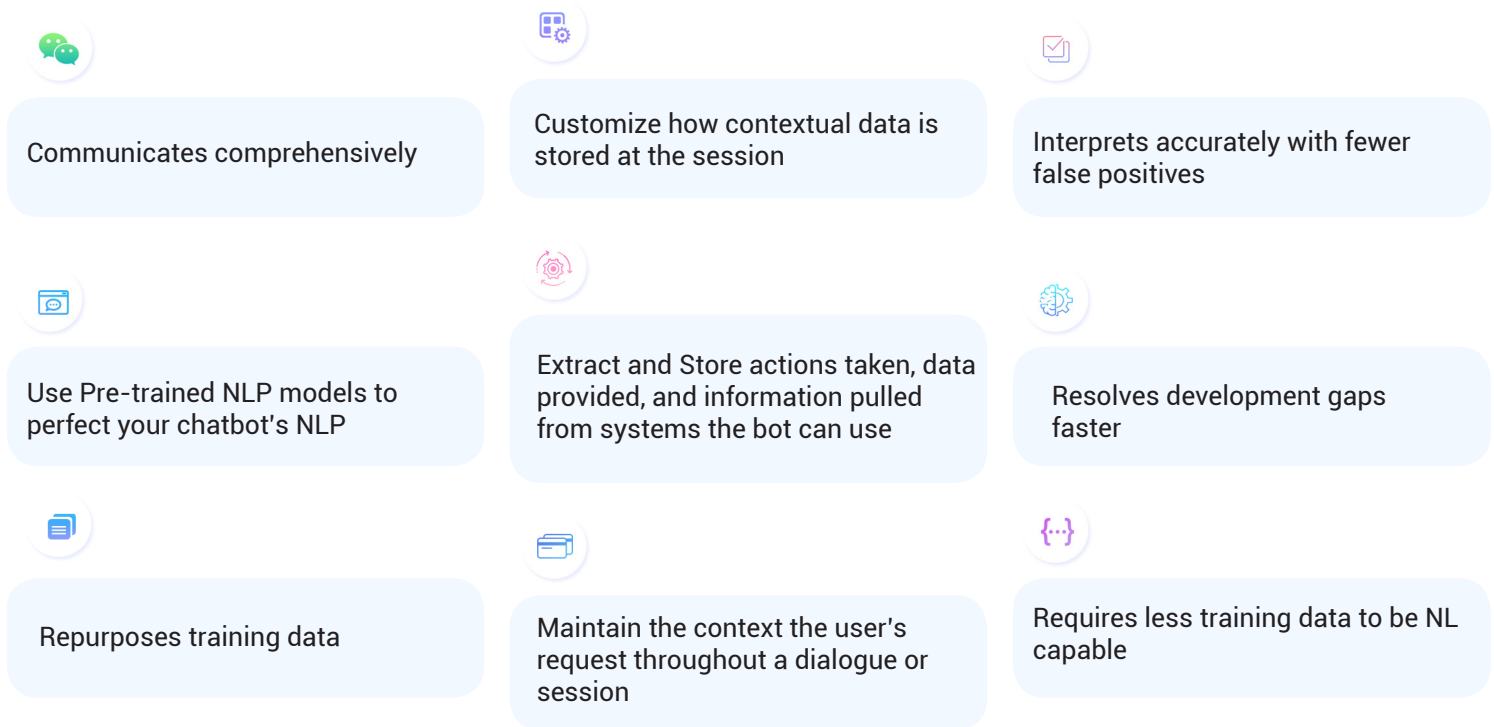
The Bot Directory includes [established bots](#) which can be added to your preferred channels with a single click. As of today, we have approximately [50 ready-to-use templates](#) covering [12 sectors](#).

”

Proprietary, Cutting-Edge NLP Technology

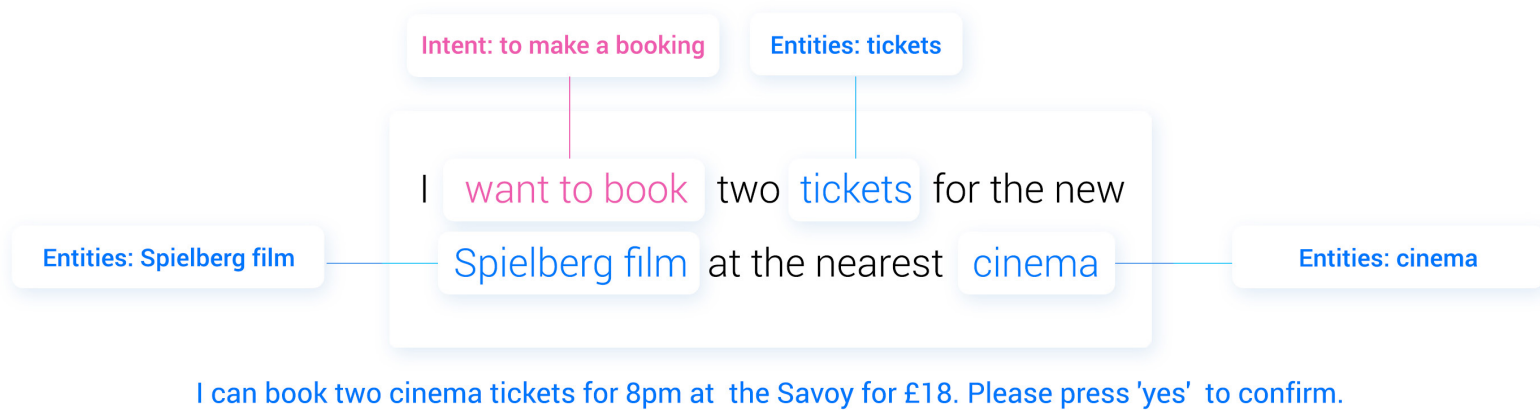
Enrich digital experiences by introducing chatbots that can hold smart, human-like conversations with your customers and employees. Use our proprietary, state-of-the-art, Natural Language Processing capabilities that enable chatbots to understand, remember and learn from the information gathered during each interaction and act accordingly.

Benefits of Our NLP Approach

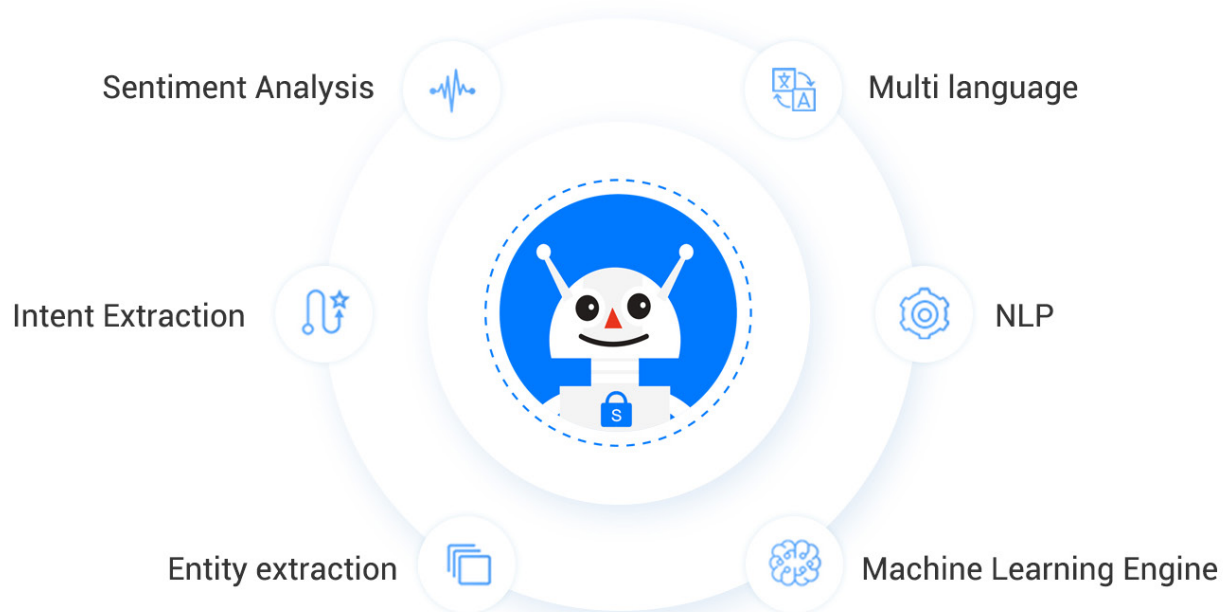


Proprietary, Cutting-Edge NLP Technology

In order for your chatbot to break down a sentence to get to the meaning of it, we have to consider the essential parts of the sentence. One useful way that the wider community of researchers into Artificial Intelligence do this is to distinguish between Entities and Intents.



An **Entity** in a sentence is an object in the real world that can be named. Our NLP models are excellent at identifying Entities and can do so with near human accuracy. Through our NLP engine, the bot identifies words from a user's utterance to ensure all available fields match the task at hand, or collects additional field data if needed. The goal of entity extraction is to fill any holes needed to complete a task, while ignoring unneeded details. It's a subtractive process where the chatbot gets just the necessary info: whether provided all at once by the user or through a guided conversation with the chatbot.



Intent in a sentence is the purpose or goal of the statement. In a sentence of the type, 'I would like to book two tickets for the new Spielberg film' it is easy to identify the Intent, namely "to make a booking". Many sentences, however, do not have a clear Intent. So it is more challenging for a chatbot to recognise Intent but again, our NLP models are very effective at it. The goal of intent recognition isn't just to match an utterance with a task, it's to match an utterance with its correctly intended task. We do this by matching verbs and nouns with as many obvious and non-obvious synonyms as possible.

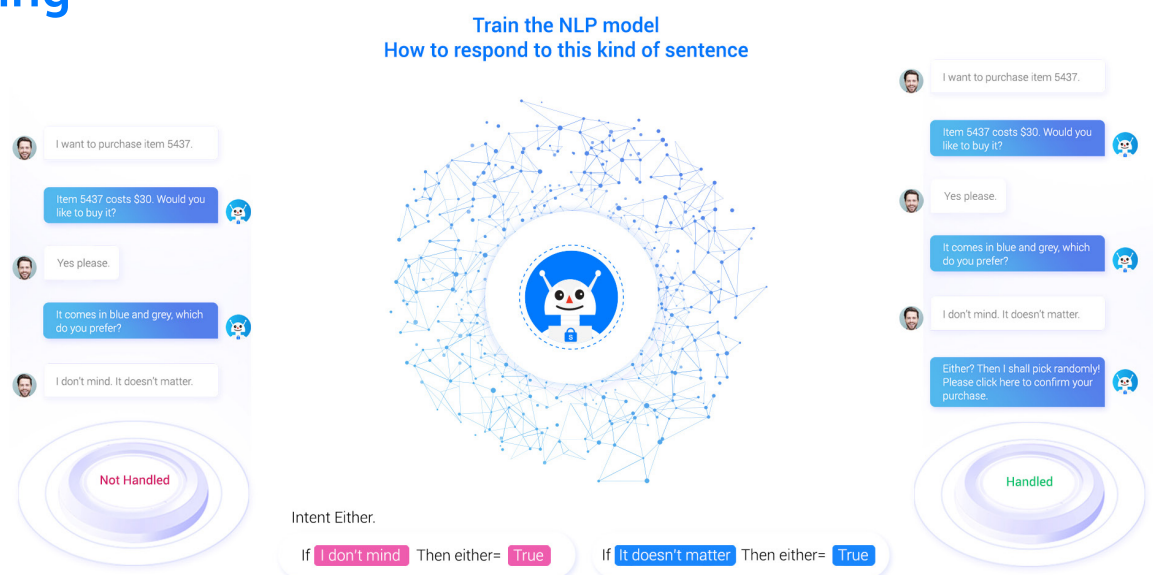
NLP Overview

To make NLP work for particular goals, users will need to define all the types of Entities and Intents that the user wants the bot to recognise. In other words, users will create several NLP models, one for every Entity or Intent you need your chatbot to be able to identify. Users can build as many NLP models on our platform as they need. So, for example, you might build an NLP Intent model so that the bot can listen out for whether the user wishes to make a purchase. And an Entity model which recognises locations and another that recognises ages. Your chatbots can then utilise all three to offer the user a purchase from a selection that takes into account the age and location of the customer.

On our platform, users don't need to build a new NLP model for each new bot that they create. All of the user's created chatbots will have the option of accessing all of the NLP models that a user has trained.

To develop an NLP model over time, so that it becomes more and more accurate at solving the task users want to address, users will want the chatbot to learn, especially from its mistakes. Machine Learning is a hot topic in the search for true Artificial Intelligence. Our models embody Machine Learning in the sense that on the basis of having provided example sentences and their outcomes, the model will make decisions about new sentences it encounters.

Training



Our platform also offers what is sometimes termed supervised Machine Learning. In the light of data from your conversations, you can spot where the chatbot needs more training and input the problematic sentences you have identified, along with the correct result that the bot should arrive at when examining the sentence. This supervised Machine Learning will result in a higher rate of success for the next round of unsupervised Machine Learning. This process of cycling between your supervision and independently carrying out the assessment of sentences will eventually result in a highly refined and successful model.

Pre-Trained NLP Models

The great news is that we provide pre-trained NLP models. These are state-of-the-art Entity-seeking models, which have been trained against massive datasets of sentences. So, for example, our NLP model Negative Entities is ideal for recognizing frustration in the user. You can deploy this model in minutes and your chatbot will be able to analyze the conversation and say sentences like, 'I see you are not enjoying this conversation, would you like to talk to a human agent instead?' And then the chatbot can call the agent by SMS or email if the user wishes.

Places

People

Dates

Negative/positive
Entities

Times

Miscellaneous Nouns

Percentages

Money

Text-to-Speech

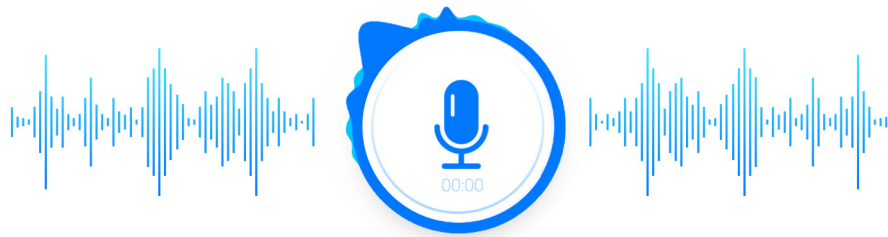
Bring your chatbot to a whole new level: give it a voice

Chatbots that can speak, thanks to our free text-to-speech technology

Your chatbot should always have a personality, a style of speech that reflects its purpose. Not only because this is more engaging for the user, but also because there is a significant marketing message in the vocabulary and manner of speech of your chatbot. Just think about the difference between the kind of tone you want to strike if your bot is working for a bank (reliable, wise and sombre) or a thrash metal band (lively, youthful and energetic).

Free Conversational Software

Well, on the SnatchBot platform a whole new level of engagement experience is possible with the world's first free talking chatbots. We have made text-to-speech available in over sixty languages and, in the English language, you can choose from ten voices: five male, five female. Each voice has a short sample for you to listen to as you create and edit your chatbot, so you can choose the most appropriate tone before you switch on text-to-speech.



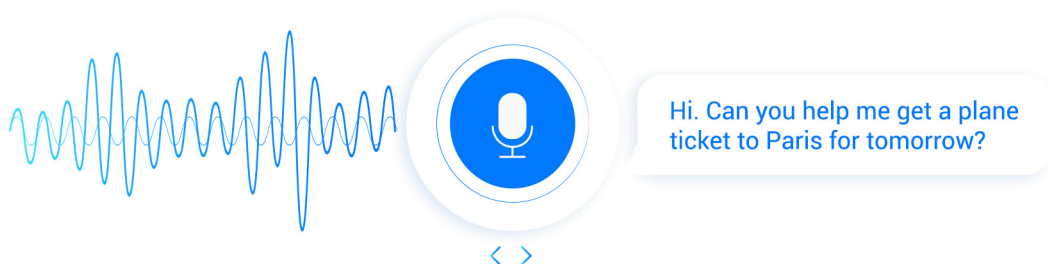
Make Your Online Chatbot More Accessible

By giving your users the option of listening to the chatbot, rather than reading, you are achieving two important goals. Firstly, making it easier for them to access the conversation and secondly, you are giving them a much more entertaining and engaging quality of experience.

This functionality is particularly valuable in terms of accessibility. Visually impaired users, for example, will welcome the option of listening to the chatbot's responses, rather than having to read them. And there are always going to be situations where users, whether VI or not, will prefer to listen to a chatbot's response than read it.

Free Conversational Software

Well, on the SnatchBot platform a whole new level of engagement experience is possible with the world's first free talking chatbots. We have made text-to-speech available in over sixty languages and, in the English language, you can choose from ten voices: five male, five female. Each voice has a short sample for you to listen to as you create and edit your chatbot, so you can choose the most appropriate tone before you switch on text-to-speech.



The best chatbot platform

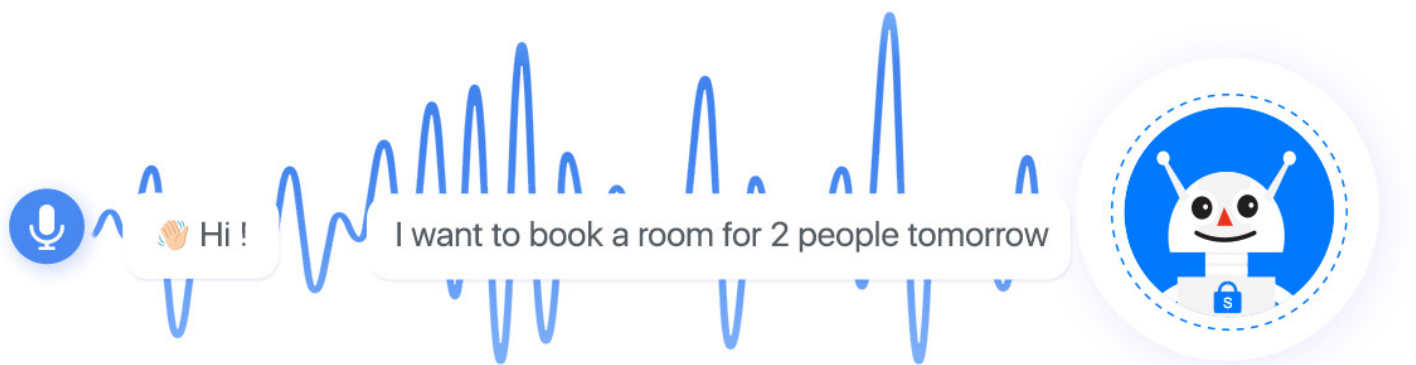
On our roadmap is the opposite functionality, speech-to-text, or speech recognition. Our goal is to provide you with the most amazing chatbot experience. And for now, this functionality, unique to SnatchBot is incredibly easy to deploy on dozens of channels, including Skype, Telegram, LINE, Messenger, Slack, Viber and more.

SnatchBot Speech-To-Text in-house Technology

Users on the SnatchBot platform can now accurately convert speech into text powered by SnatchBot's AI technologies recognizing more than 120 languages and variants.

Users can build natural and rich conversational experiences by giving users new ways to interact with their product by building engaging voice and text-based conversational interfaces. Companies can now connect with your users on their website, mobile app, Facebook Messenger, WhatsApp and other popular platforms and devices.

SnatchBot incorporates its proprietary machine learning expertise such as Speech-to-Text, Text-to-Speech and Automatic Speech Recognition. Apply the most advanced deep-learning neural network algorithms to audio for speech recognition with unparalleled accuracy.



Our technology's accuracy improves over time as we improve the internal speech recognition technology. With Speech-to-Text Technology companies can:

- Transcribe your content with accurate captions
- Deliver better user experience in products through voice commands
- Gain insights from customer interactions to improve your service

Features

Automatic speech recognition

Automatic speech recognition (ASR) powered by deep learning neural networking to power your applications like voice search or speech transcription.

Real-time streaming or pre-recorded audio support

Audio input can be streamed from an application's microphone or sent from a pre-recorded audio file.

Noise robustness

Handles noisy audio from many environments without requiring additional noise cancellation.

Multichannel recognition

With its omni-channel-approach, the SnatchBot platform offers you its Speech-to-Text Technology across more than 15 messaging applications, from WhatsApp to Telegram and Facebook Messenger to name a few.

Robotic Process Automation (RPA)

RPA is a tool or method of automating manual, time-consuming, and complex, rule-based workflows using bots. RPA bots utilise the user interface to capture data and manipulate applications just like humans do.

SnatchBot now offers automation tools such as Google, desktop or Web automation tools.

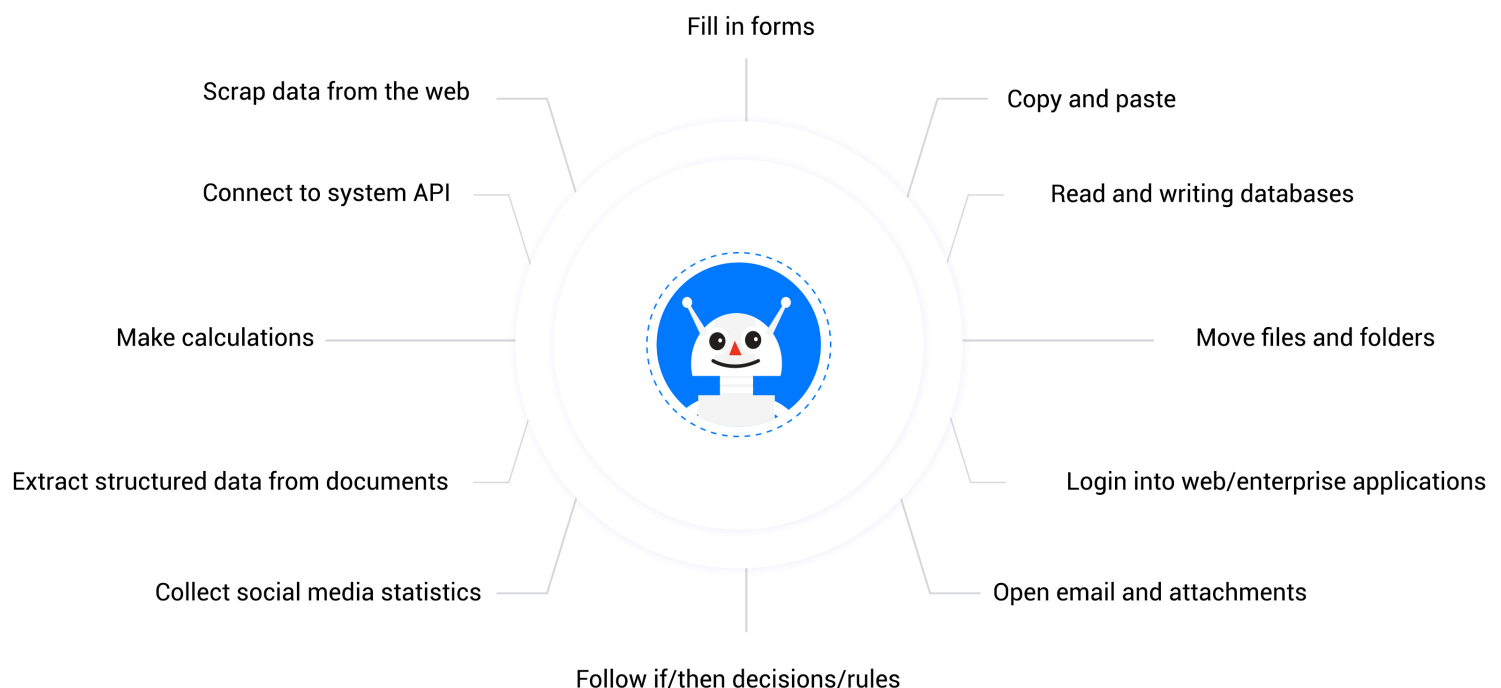
SnatchBot provides RPA bots that can be used for business processes (back-end related) that can perform various tasks and transactions in databases, enterprise systems, and websites more efficiently than humans and other automation solutions by reducing cycle times.

They are often used to either replace the people who interact with these applications or replace the responsibility to interact with them.

SnatchBot can also provide robots that are traditionally used for back-end administrative IT work, can perform various tasks and transactions in databases, enterprise systems, and websites more efficiently than humans and other automation solutions by reducing cycle times.










Like chatbots, RPA can be a powerful tool for digital transformation by providing the following benefits:

- Reduce labor & operational costs
- Increase processing speed
- Improve customer experiences: Extend service hours
- Reduce human errors: Rapid, non-invasive integration & deployment
- Provide comprehensive operational visibility
- Increase security & compliance



SnatchBot Plug-ins and Add-ons Library

SnatchBot offers a library of plug-ins and add-ons to extend and expand the functionalities we currently offer on our platform.

PLUG-IN NAMES	DESCRIPTION
 Weather Bot	Get current and future weather information about any city in the world.
 calendly	Own personal scheduling assistant bot.
 YAHOO! FINANCE	Get near real time alert for price and stock updates.
Bloomberg	Business and markets news, data, analysis, and videos.
 GIPHY	This bot lets you search for GIFs.
 ebay	This bot alerts for the items you add in your preferred category.
 JIRA	Enables you to create, update, reassign, and comment on issues and much more.
zendesk	Cloud-based customer service software that offers ticketing, self-service options and customer support features. Customer Service Software & Support Ticket System.
 31 Google Calendar	A time-management web application to keep track of your events all at one place. With this integration, you can create new calendar event, get notified of new events and updates.
 Wunderlist	Enables you to create task lists, get reminders on specific items and keep track of tasks you've completed. You can share and comment on tasks as well.
 Office 365	Create Event, Alert tasks monitor for specific events and notify you when they occur, Calendar Events, Knowledge tasks provide responses for frequently asked questions, Office 365 Calendar and much more.
 Google Tasks	Enables you to create, update, and manage daily tasks. Alerts are also sent when a task is completed, updated, or deleted.
 box	Secure File Sharing, Storage, and Collaboration.
 Google Drive	Cloud Storage & File Backup for Photos, Docs & More.
 Dropbox	Secure File Sharing
Quora	A place to share knowledge and better understand the world. This bot alerts you to updates on the topics of your interest from Quora.
 salesforce	Software & Cloud Computing CRM Solutions.
 Microsoft Office 365 Contacts	Provides access to your contacts from any device for home and professional use.
	Enables you to tweet, retweet, send a direct message, and receive tweets from the people you follow.

PLUG-IN NAMES	DESCRIPTION
LinkedIn	LinkedIn is a business-oriented social networking service, mainly used for professional networking. This bot enables you to share a LinkedIn post with your connections and also to public.
 SAP S/4 HANA	SAP S4HANA - Quickly manage your sales and purchase orders, grant approvals or remove blocks on contracts.
 Trello	Collaboration tool that organizes your projects into boards.
 Google Sheets	Free cloud-based tool for creating spreadsheets.
 Woo COMMERCE	WordPress eCommerce plug-in that powers over 30% of all online stores.
 Google Contacts	Allows you to store and organize contact information about the people you communicate with.
 Zoho CRM	Enables you to create a lead,contact,potential,account and update them.You can generate reports and get notified whenever a new contact/lead is created or updated.
 INTERCOM	Enables you to communicate with customers, personally, at scale—on your website, inside web and mobile apps, and by email.
 Medium	Platform for people to share their ideas and stories with the right audiences. Get alerts about the latest editor's picks and blog updates from the users you follow on Medium.
 WebMD	Leading source for trustworthy and timely health and medical news. Enables you to get the latest health information.
 MailChimp	E-mail marketing platform that helps manage contacts, send bulk emails and track results.
 todoist	Powerful task manager for personal productivity.
Eventbrite	3rd party internet platform related to event organizers around the world to sell tickets and registrations for their events
 GitHub	From open source to business, you can host and review code, manage projects, and build software alongside millions of other developers.
 Basecamp	Project management and collaboration platform.
 Help Scout	Web-based help desk designed for a great customer experience.
 @mailgun Email Automation	Powerful APIs that enable you to send, receive and track email effortlessly.
 Google Search Console	Search Engine
 shopify	Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

Security & Compliance

SnatchBot follows the strictest guidelines for security and compliance, regardless of industry. From personally identifiable customer information to proprietary business data, SnatchBot allows companies to meet strict requirements passed down from local, state, and federal regulatory and governing bodies. All components are hosted across two Amazon Web Services availability zones. These services are constantly monitored to provide High Availability.



Encryption Method

Provides full encryption of bot messages on the server and during transit and uses HTTPS over Transit Layer Security (TLS) using AES 256 standard. All application data at rest in database, Search Indexes, and SAN storage is encrypted. The platform also provides full encryption of all bot messages during transit.



Encryption Key Management

Snatchbot uses two sets of keys: a master key and enterprise data keys. Each enterprise is assigned a data key, and enterprise-specific data keys are kept encrypted using the master key. The master key is provisioned and stored using an HSM-backed Key Management Service. Enterprise data keys are rotated periodically or on demand.

Enterprise administrators can manage data keys from the Admin Console. The administrator can also view the key meta information and rotate the key on demand if required. The newly generated data key will be used to encrypt the data from that point of time onwards.

Security Protocols & Compliance Reporting



Rigorous Penetration Testing

The servers are regularly scanned for vulnerability and monitored by intrusion detection and file integrity agents and combine exhaustive internal security practices with third-party penetration audits, run on a periodic basis, to ensure data integrity, security, and that industry-best practices are consistently followed.



Data Center

SnatchBot's services are hosted within an Amazon Web Service environment. This environment maintains multiple compliance certifications, including ISO2001, PCI, and SOC.



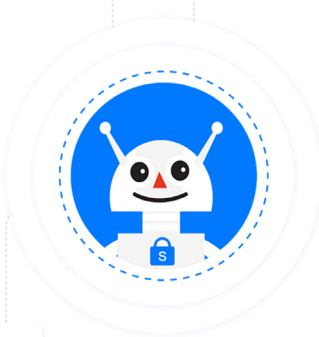
Service Organization Control Report (SOC)

SnatchBot is SOC2 Type 1 compliant.



Cloud

Server components across the architecture tiers have built-in redundancy, load balancing, auto-scaling and replications to withstand failures.



SnatchBot Platform Data

- Platform launched in May 2017: More than 80 000 bots created
- The average user spent 1.53 minutes interacting with the bot
- After one month of usage, we have an 80% success rate based on Thank You message received
- Total number of users reached till now – 80 Million (Note: This is not Active Users)
- A very low rate of customer requests compared to the number of bots created



SnatchBot Clients: WorldWide companies across many verticals have trusted the SnatchBot platform



Competitor Analysis

A true chatbot platform should be intuitive and accessible to anyone, and not developer oriented. Some competitors claim to offer a true solution when they actually gather different components from different vendors, aggregate them and then "hide" behind the word chatbot platform.

Characteristic Comparison	SnatchBot 	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E
Infrastructure	Cloud Deployment	On premise, Cloud Deployment	Cloud Deployment	On premise	On premise, Cloud Deployment	On premise
Omni-Channel	✓	✓	FB Messenger & Telegram only	✓	✓	✓
Pricing	Free Bots Free support Free interactions	Must contact sales	Free Enterprise (Not Free)	Free Enterprise (Not Free)	Free Enterprise (Not Free)	Free Enterprise (Not Free)
Languages Supported	Platform: 8 NLP: 130	1	50	2	Not Disclosed	Not Disclosed
Model / Sector	✓	✗	✗	✓	✓	✗
Bot Store	Yes Template: 50 Directory: 3000	Yes Directory only	✗	✗	✗	✗
Script	✓	✓	✓	✗	✗	✗
NLP/ML	✓	✓	✗	✓	✓	✓
Sentiment Analysis	✓	✓	✗	✗	✗	✓
Synonyms	✓	✓	✗	✓	✓	✓
Targeted Clients	Suitable for small to mid to big companies Anyone can build	Developers oriented	Not sector oriented	Developers oriented	Developers Oriented Only	Developers Oriented Only
Weaknesses	Relatively New	Complex User Interface Unfriendly GUI No Customer Support	No NLP Only Two Channels	No NLP No Omni Channel	Platform Complex to use Expensive Not a good fit for SME	Platform Complex to use Expensive Not a good fit for SME
GUI-Based Bot Builder	✓	✓	✓	✗	✓	✗

Not sure which Platform to search for? Which features of a platform are important?

	SnatchBot Platform	Conversation Services	Chatbot Frameworks
Complete Platform	●	◐	○
Low Development Costs	●	◐	○
Time to Market	●	◐	◐
Accuracy (NLP)	●	◐	◐
Enterprise Integration Middleware	●	○	○
Scalability	●	◐	◐
Security	●	◐	○

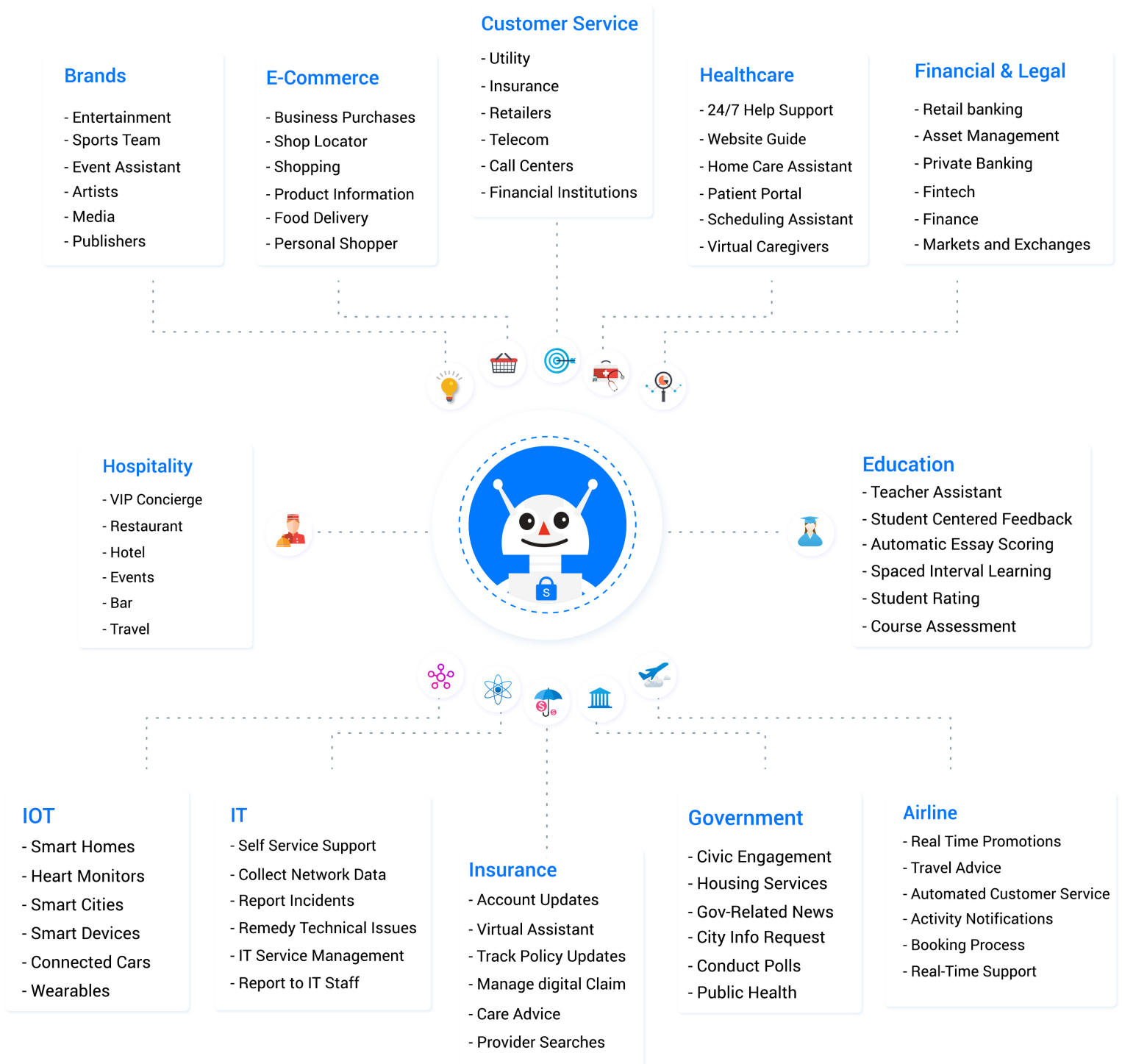


Chatbot Uses Cases Per Industry

ChatBot Use Cases For Every Industry

See how chatbots can impact every industry and how bots help:

- They chat with customers to complete tasks, personally guide purchases, and deliver real-time service
- They engage 24/7 in all the communication channels customers already use
- They require no code and SnatchBot platform offers its own NLP capabilities
- They learn over time, so the bot anticipates future needs, dynamically builds relationships, and uses data and insights to increase conversion and loyalty



Financial & Banking: Practical Examples on how Bots can help

Whether your focus is retail, commercial, or investment banking, or fintech, bots can provide a conversational and engaging experience for your customers and/or employees. Companies using chatbots attract new customers, drive more sales per customer, and cultivate loyalty in the digital age.



Retail banking

- User and Account registration
- Dual factor authentication
- Branch and ATM locator
- Spending analysis
- Apply for new services and request
- checkbook, call back
- Report lost or stolen card



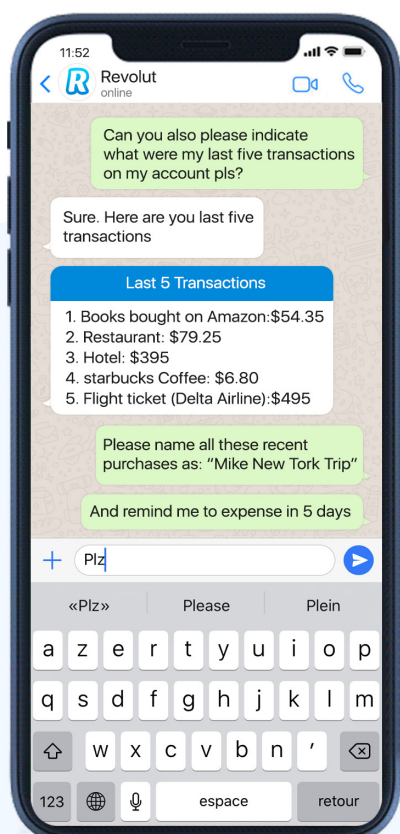
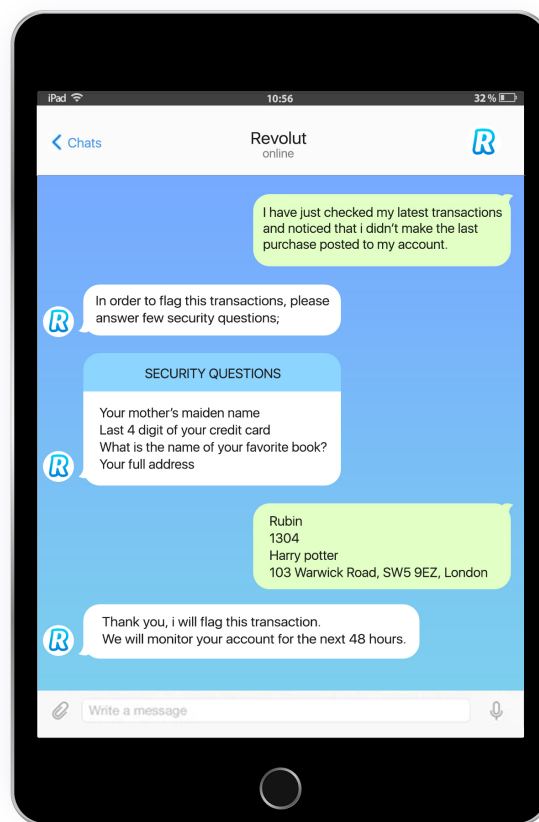
Wealth and Asset Management

- Intelligent Risk Assessment questions
- Portfolio rebalancing suggestion
- Portfolio performance analysis
- Mutual fund and equity transactions



Markets and Exchanges

- Currency rates data and rate alerts
- Real-time financial market data



Fintech: Payments and Transfers

- Client on boarding
- Transfer money to own account
- Transfer money to third party
- Bill payment
- Add/modify/delete payee
- P2P and Recurring payment
- Currency rates data and rate alerts
- Real-time financial market data



Lending and Financing

- Mortgage offering that fits your profile
- Monthly loan statement and more



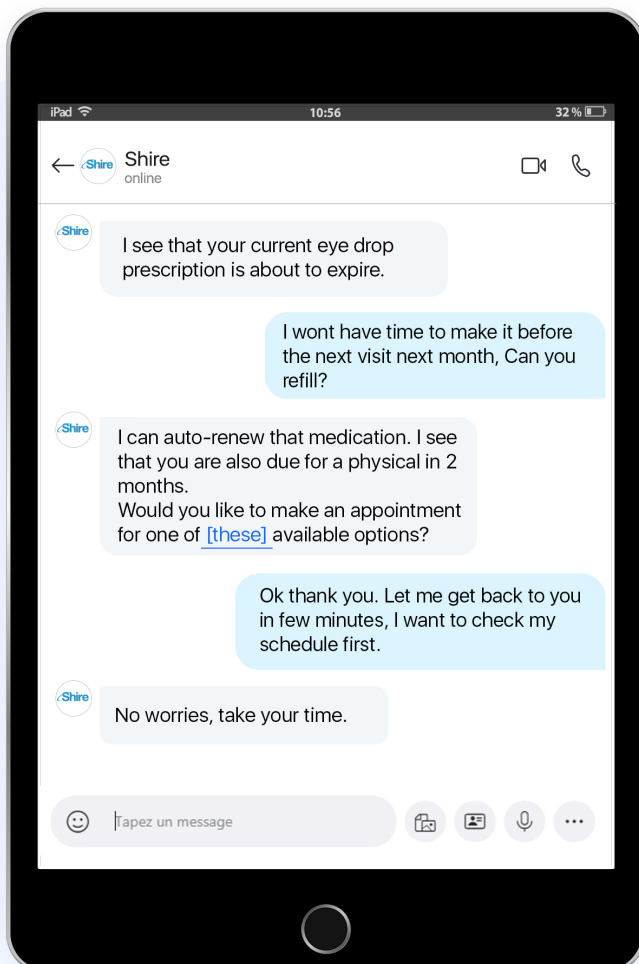
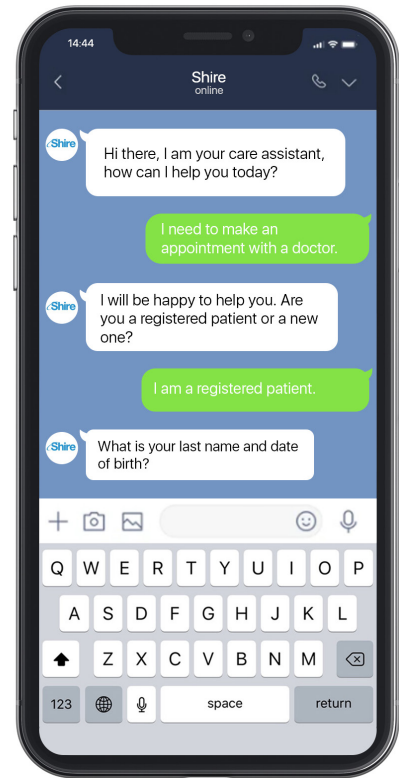
Blockchain Transactions

- Bitcoin
- Ethereum

Benefits of Employing Bots in Healthcare

Below are just some of the capabilities and functions that bots can perform or facilitate, specifically as they relate to the healthcare sector:

- Provide answers to frequently asked questions quickly and efficiently
- Schedule appointments and consultations
- Track patients' care to reduce readmissions
- Send alerts and notifications for prescription refills and care guidelines
- Streamline admission, discharge and transfer requests
- Alert care teams of urgent changes in patients and emergencies



- Send and receive referrals
- Update record systems with patients' medical history
- Signal hospital staff if patient needs assistance
- Allow the exchange of data from currently disparate health systems
- Automate data entry to significantly reduce error and avoid double entry

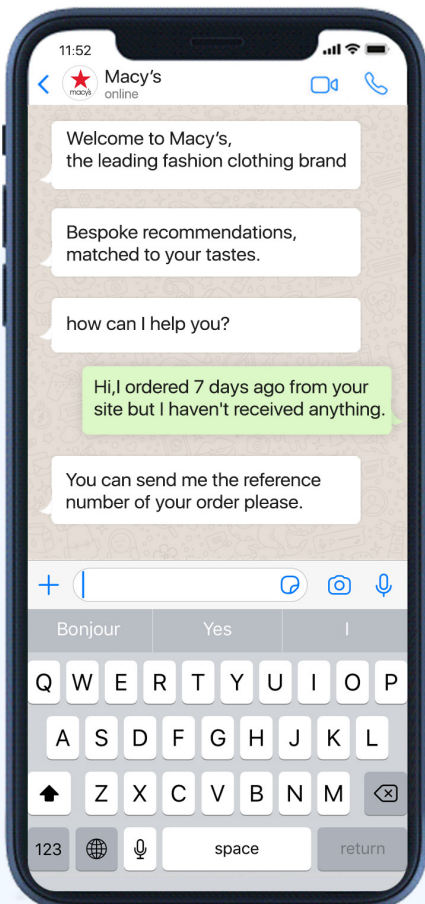
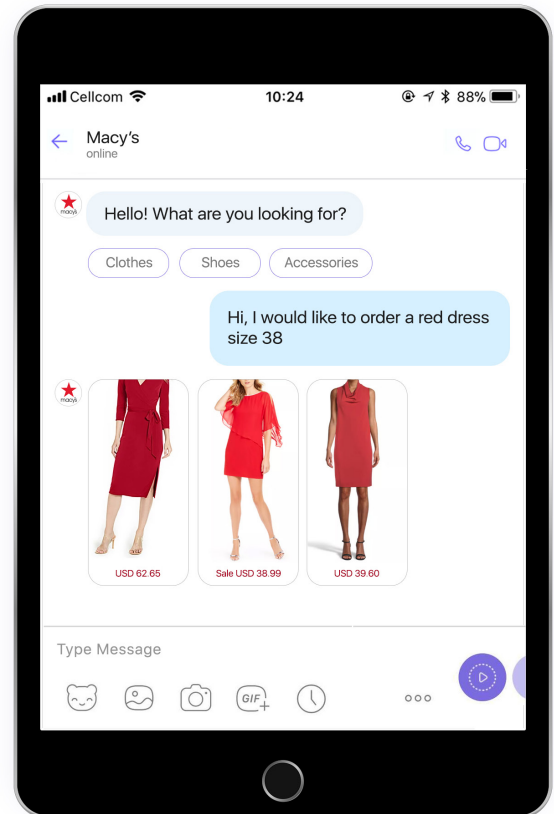


Practical Examples on how Bots can help in E-commerce



B2C (Business to Client)

- Client on boarding
- Greetings and help
- Search for products
- Refine search results by price, colour, and more
- Purchase products (checkout)
- Track order status and shipping
- View order history
- Personalized Offers
- Advertise special promotions
- Request human customer service agent
- Ask questions (FAQs)



B2E (Business to Employee)

- Lead and Contact Management
- Create new lead or contact
- Update contact details
- Assign lead to sales representative
- Convert lead to contact
- Assign contact to account
- Get notified when new lead is assigned to account
- Get notified when new account is assigned to an employee
- View contact details
- Create appointment with lead or contact
- Get notified of upcoming appointments
- View daily appointments and follow-up activities
- Send email to contact with support for templates
- Quote Management
- Account Renewals



ROI Potential for a company using chatbots

The Return On Investment (ROI) Potential for a company using chatbots

To understand the unique revenue growth and cost reduction potential with bots, its important to consider both the direct-to-consumer and workforce advantages.

Customers want to connect and engage with their favourite brands. Yet, brands providing great sales and service experiences are now in the minority, which leaves millions of customers worldwide yearning for something more. Conversely, for companies leading in customer engagement, there are tangible returns.

Increasing customer engagement often lead to higher profit margins, increased advocacy rates, and higher loyalty than companies missing opportunities to deliver quality services. The essence of customer engagement is personalization - humanized interactions that make customers feel like they're doing business with a real person instead of a company.

Direct advantages

1. Increase your Brand and Customer Experience with a new, engaging, conversational style to win customers over
2. Customer data, history, and patterns captured for future cross-sale (via Analytics)
3. Competitive positioning is ensured to help defend against social media channels and competitors vying for customers

Cost Reduction using chatbots:

While there is a general agreement that chatbots will enable businesses to reduce costs, there is no universally methodology to quantify this. Let's consider a bot which has served for call center purposes to the portfolio of tools of a 200-strong customer service team, using the SnatchBot Platform. Based on the information we have collected, our customer had:

Customer Service team size	200 employees
Annual average loaded cost per employee	\$50,000
Average one-off cost to hire new employee	\$5,000
Staff turnover rate	20%
Breakdown of all service and support enquiries:	
*Enquiries from existing customers that a bot can potentially solve	40%
*Other Enquiries from existing customers (must be dealt with by a team member)	40%
*Enquiries from competitors' customers (must be dealt with by a team member)	40%
How many people would switch to using a bot (1)	20%
Potential increase in enquiries from non-customers given enough people on the team (2)	25%

(1) Parameter given to us assuming some users aren't ready to use chatbot as yet. 20% is a reasonable conservative estimate, but in reality this is likely to be a higher number and will reach close to 100% in the near future.

(2) Assumption given by our customer. Important because enquiries from non-customers are a driver of new customer acquisition in many businesses.

Based on the above numbers, adding a chatbot through the SnatchBot platform to the customer service teams' solutions portfolio will result in annual labour and recruitment costs savings of \$330,000 (because 6 people would not need to be replaced) and 25% increase in new customer acquisition. If enquiries from non-customers are not expected to grow, then annual cost saving will amount to \$880,000 because 16 people would not need to be replaced.

The Return On Investment (ROI) Potential of Companies Bots

Examples of Direct-to-consumer ROI:

Case Profile with Bots

Large eCommerce Company

- \$500M annual sales from web and mobile
- Average transaction value: \$100

	improvement in conversion %	No. of additional transactions	Potential Revenue Increase
Year 1	1%	50K	\$5M
Year 2	2%	100K	\$10M
Year 3	4%	200K	\$20M
Year 4	7%	300K	\$35M
Year 5	10%	500K	\$50M



E-Commerce Company

As depicted on the left, a large E-commerce company with \$500 Million annual sales with an average transaction of \$100, can significantly increase its revenue using the SnatchBot platform.

By improving the customer experience through chatbots, this e-commerce company can increase its conversation rate year after year. A 1% increase in conversion rate will be translated into a \$5 Million potential revenue increase in just one year. The conversion rate will improve year on year and could potentially generate \$120 Million over 5 years.

Potential revenue increase of \$120 Million over 5 years



Airline Company

Using the SnatchBot platform, an Airline company with \$1 Billion annual sales with an average transaction of \$300, can significantly increase its revenue.

By improving the customer experience through chatbots, this Airline company can increase its conversation rate year after year. A 1% increase in conversion rate will be translated into a \$10 Million potential revenue increase in just one year. The conversion rate will improve year on year and could potentially generate \$240 Million over 5 years.

Potential revenue increase of \$240 Million over 5 years

Case Profile with Bots

Large Airline Company

- \$1Bn annual sales from web and mobile
- Average transaction value: 300

	improvement in conversion %	No. of additional transactions	Potential Revenue Increase
Year 1	1%	40K	\$10M
Year 2	2%	80K	\$20M
Year 3	4%	160K	\$40M
Year 4	7%	280K	\$70M
Year 5	10%	400K	\$100M

Example of Workforce ROI:

Case Profile with Bots

Mid-size Company Sales Team (100 reps)

Initiative: Sales Automation

- Number of Sales Opportunities closed per rep/year=20
- Average transaction value = \$75,000
- Average time wasted on CRM admin tasks per rep/week = 4 hours

Each person spends on average 4 hours per week on admin. Using a chatbot, the same employee could use those 4 hours to increase sales turnover.

Given the employee does 20 deals a year, with the average deal value being \$75k, this generates \$1.5m. With the chatbot allowing 10% more deals, each employee averages an extra \$150k: across the 100 sales staff, that's a gain of \$15 Million.

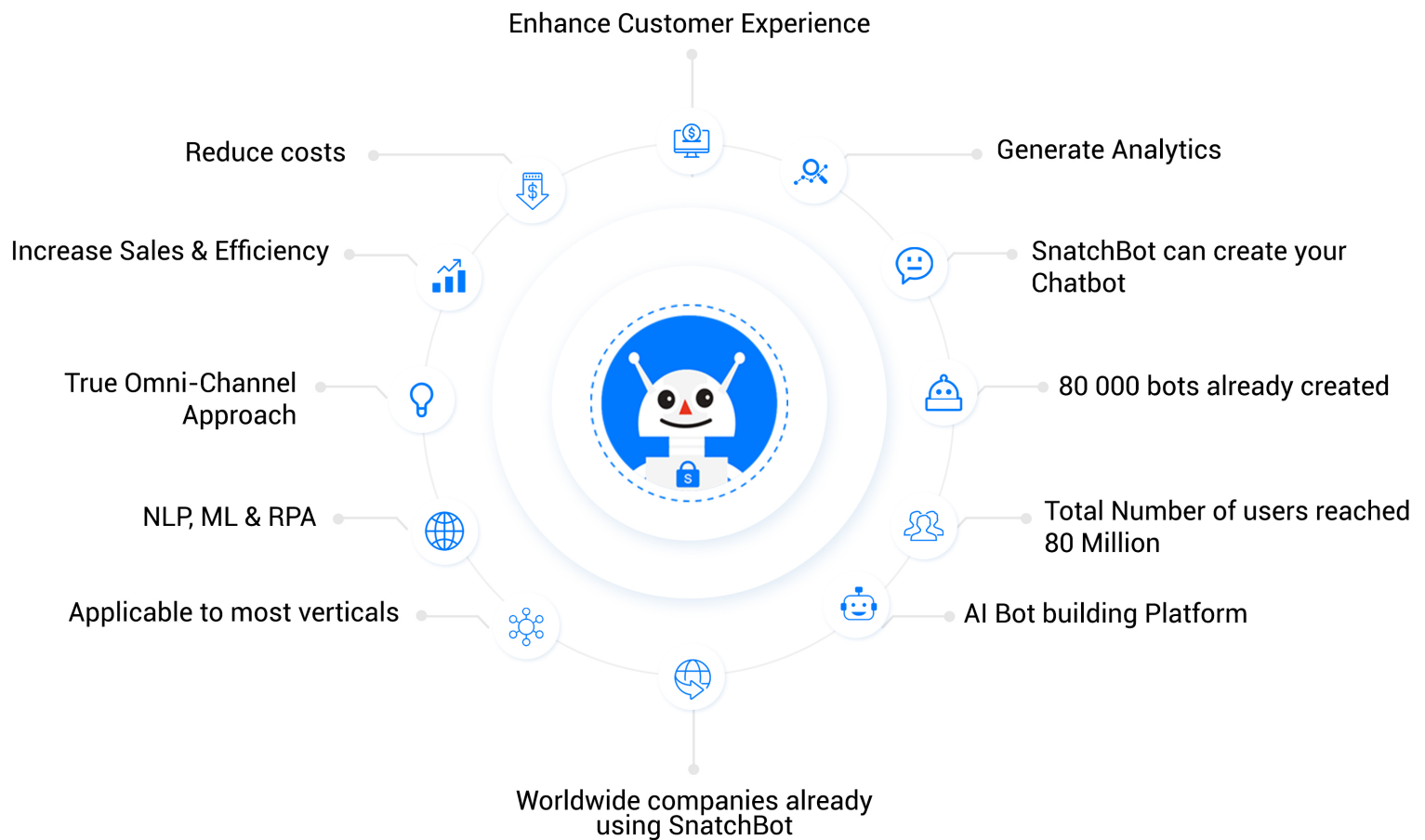
Total Net Productivity Lost Without Chatbot = \$15 Million.



Conclusion

Conclusion

SnatchBot enables companies to add AI technologies at no cost with no coding skills required to bring them to the forefront of a real digital customer strategy



SnatchBot Pricing



SnatchBot's Bot-Building Platform is Free

Access to all basic features

Up to 5 Bots

Up to 50,000 messages

SnatchBot branding

Access to community help center



Artificial Intelligence made easy with no coding skills required.
A Pro Plan is now available starting at \$30

Price	\$30 per month	\$79 per month	\$149 per month	\$199 per month	\$249 per month	\$449 per month	749 per month	\$999 per month	Enterprise
Limit of messages	10,000	25,000	50,000	75,000	100,000	250,000	500,000	1,000,000	Unlimited
Cost per message	\$0.0030	\$0.0030	\$0.0030	\$0.0027	\$0.0025	\$0.0018	\$0.0015	\$0.0010	
You save				-10%	-17%	-40%	-50%	-67%	Contact us for a special offer
Each extra message	\$0.00060	\$0.00060	\$0.00060	\$0.00054	\$0.00050	\$0.00036	\$0.00030	\$0.00020	
Advanced Features									
Customize Bot design	✓	✓	✓	✓	✓	✓	✓	✓	✓
Remove SnatchBot branding	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premium support	✓	✓	✓	✓	✓	✓	✓	✓	Personal manager
Advanced analytics	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premium plugins	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premium interaction features	✓	✓	✓	✓	✓	✓	✓	✓	✓
Translate API key	✓	✓	✓	✓	✓	✓	✓	✓	✓
Maps API key	✓	✓	✓	✓	✓	✓	✓	✓	✓
Integration									
WhatsApp	—	✓	✓	✓	✓	✓	✓	✓	✓
Cisco (coming soon)	—	—	—	—	—	—	—	✓	✓
Custom integrations	—	—	—	—	—	—	—	—	✓
New Reseller	—	—	—	—	—	—	—	—	✓

Sources

1. <https://techcrunch.com/2016/04/12/facebook-messenger-and-whatsapp-combined-see-3-times-more-messages-than-sms/>
2. LINE SEC Filing, June 2019
3. BI Intelligence, January 2019 and Statista, April 2019
4. Business Insider, 2019
5. "Data: A Massive, Hidden Shift Is Driving Companies To Use A.I. Bots Inside Facebook Messenger,"
6. BI Intelligence, January 2019 and Statista, April 2019
7. Marketsandmarkets, 2019
8. Foye, 2019
9. Marketsanmarkets, 2020
10. Opus Research, 2019
11. Business Insider, 2020
12. According to research by ROKO Labs shared with BI Intelligence

Office Locations



SnatchBot Israel

8 Abba Eban Blvd, Herzliya
Pituach, Israel



SnatchBot Ireland

Block B, The Crescent Building
Northwood Crescent, Santry
Dublin 9 D09C6X8



SnatchBot Russia

82 Observatornaya Str., Rostov-on-Don,
344000 Russia

www.snatchbot.me

Contact us: webuildforyou@snatchbot.me