

# Customer Messaging at scale



#AI #ChatBots #Handover #AugmentedAdvisors  
#Omnichannel #BetterCustomerExperience

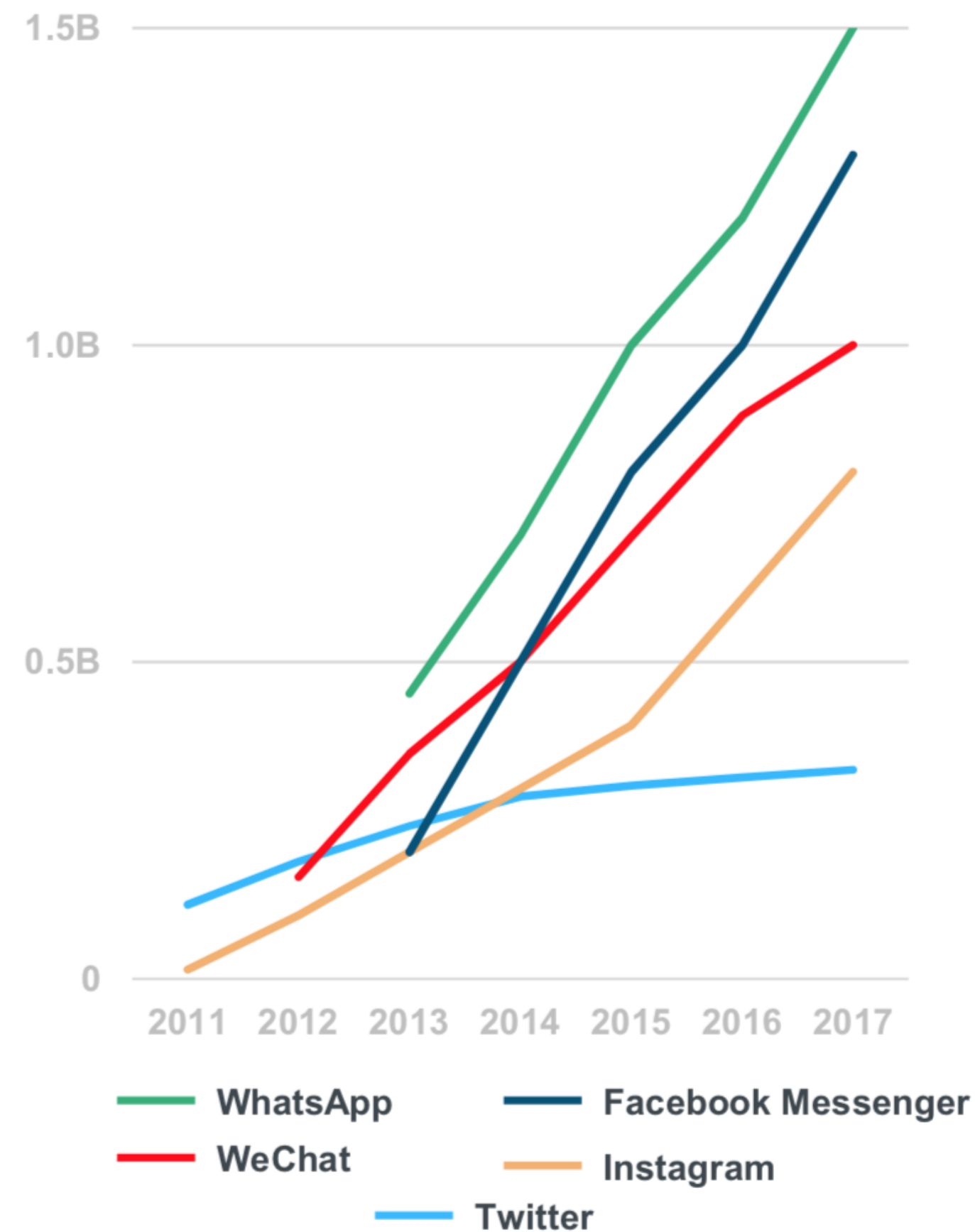




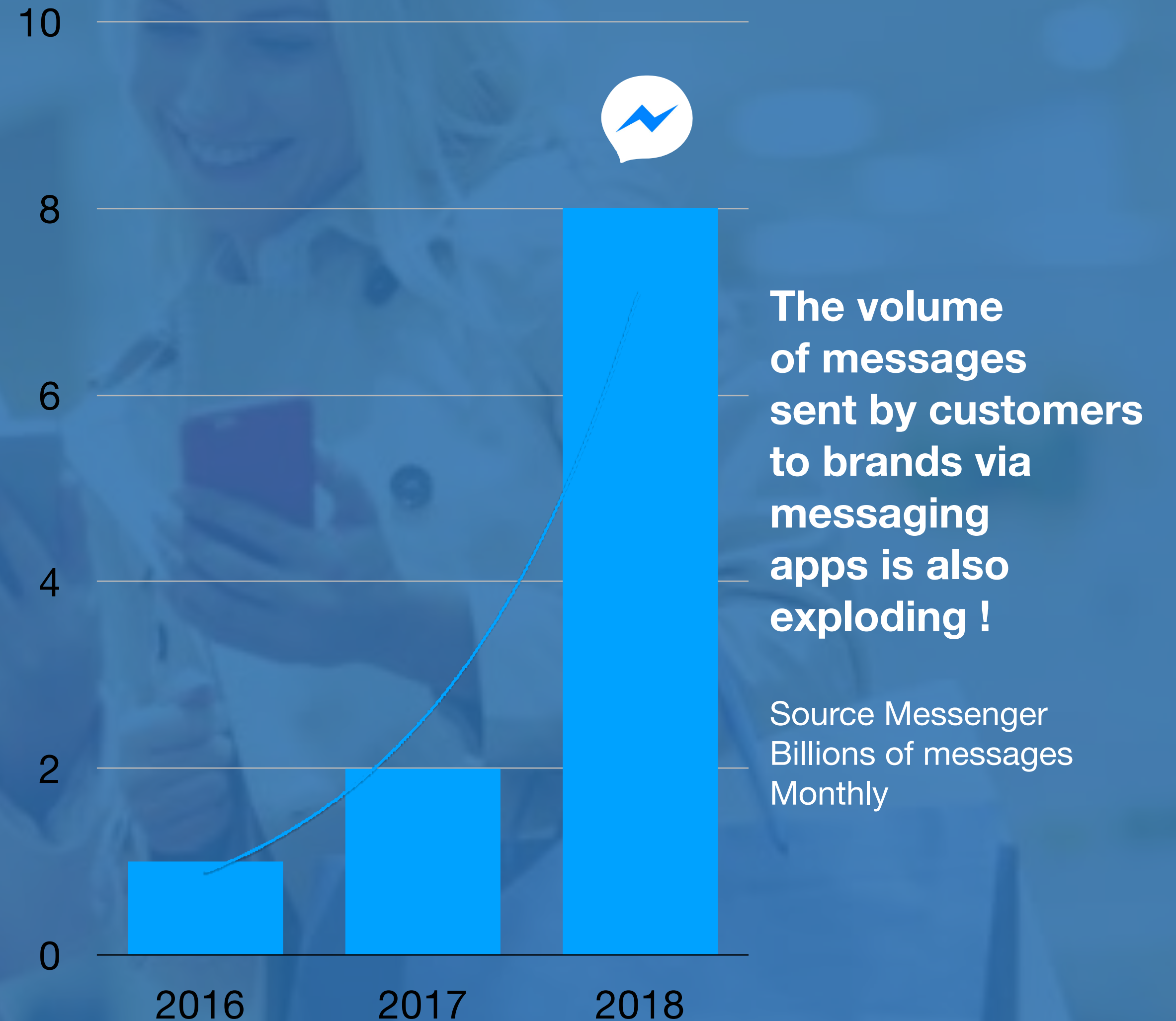
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# Messaging, the new customers' **reflex**

**Messenger MAUs**  
(Monthly Active Users)



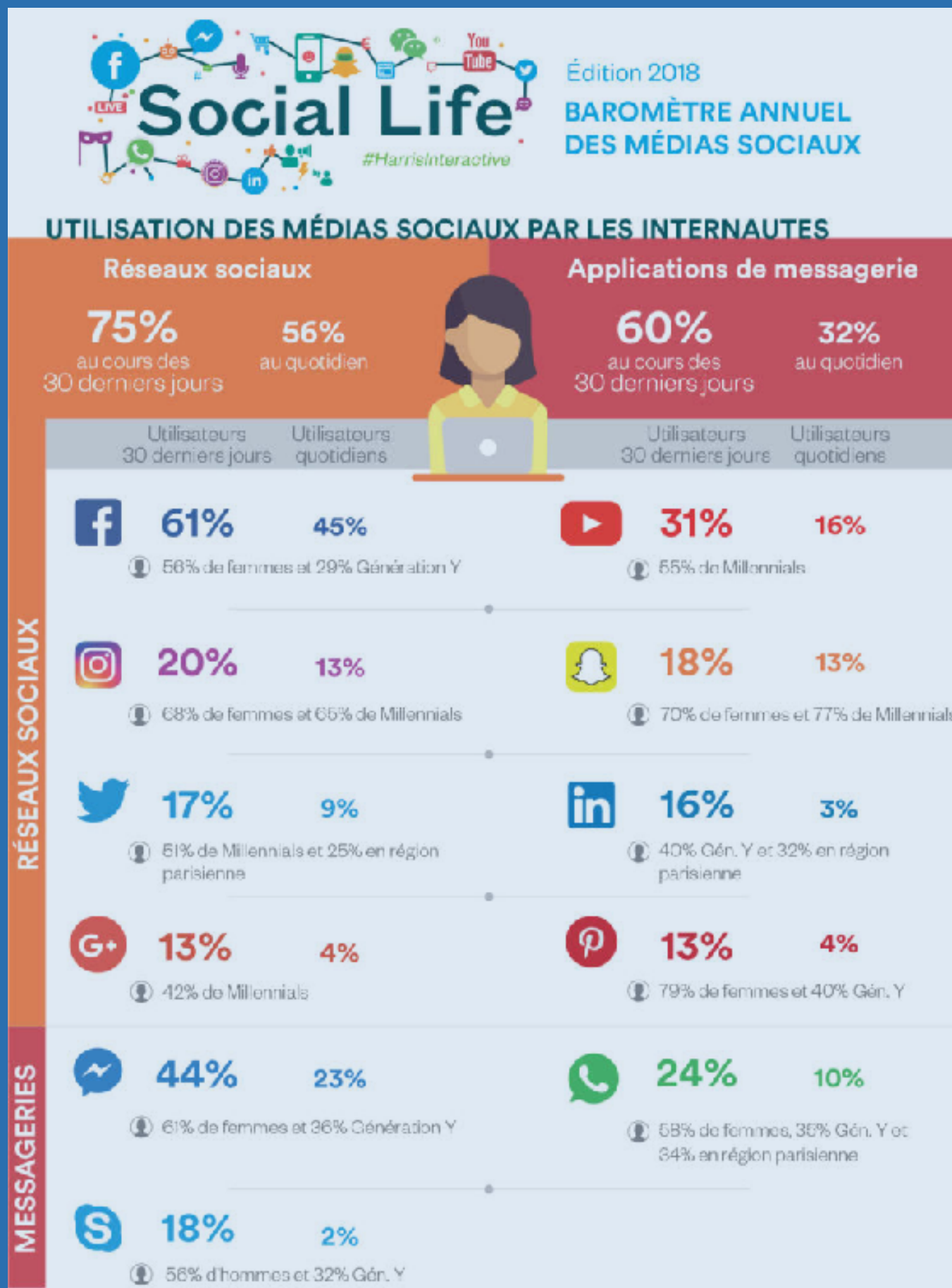
Amazing growth in the past 4 years...





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# Le social messaging Focus France



🚀 En 2018, Messenger a passé le cap des **30 millions** de comptes...

🚀 **60%** des internautes utilisent déjà régulièrement le social messaging

🚀 **34%** des internautes ont déjà directement contacté une marque via ce canal



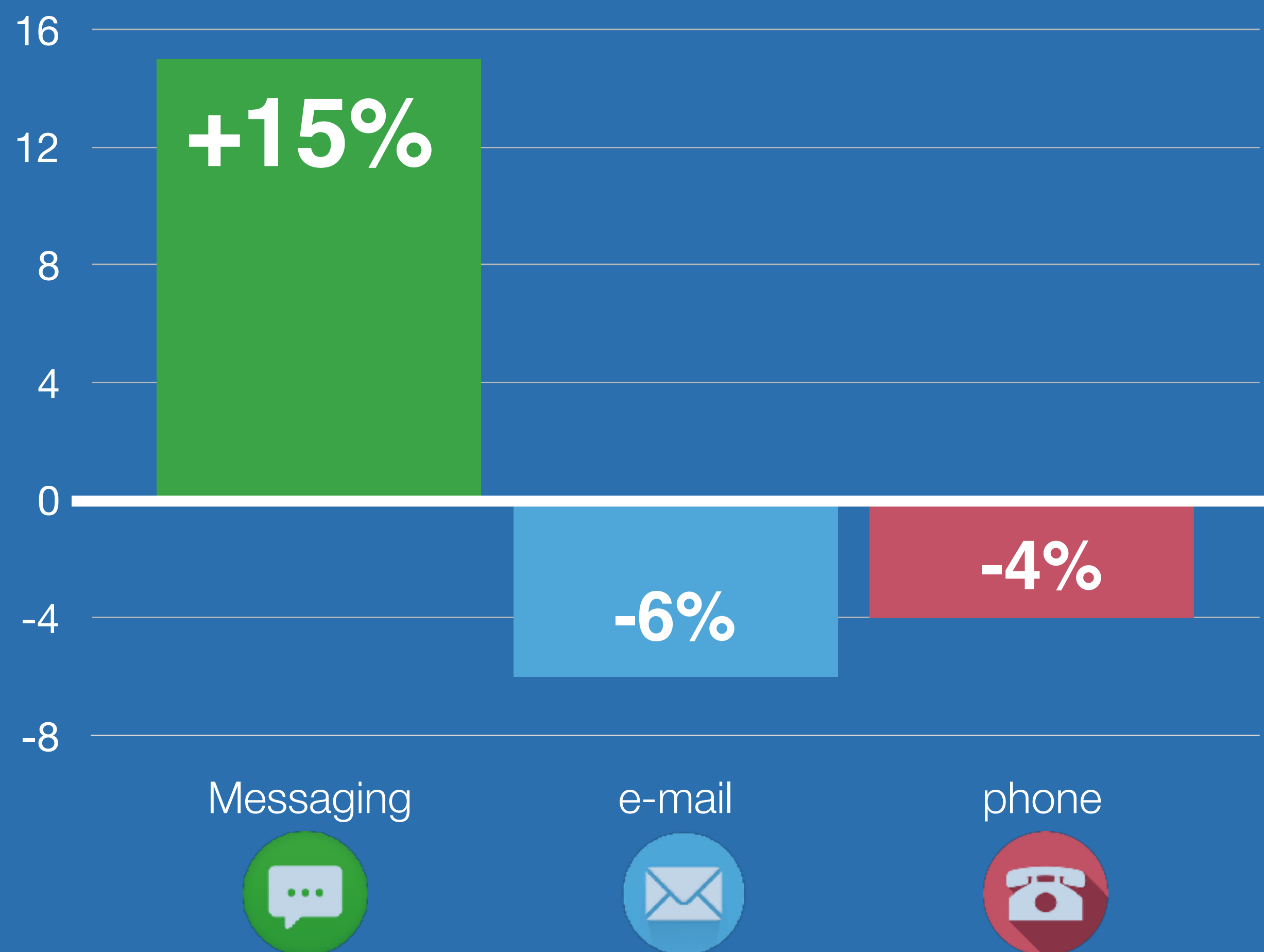




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# Le messaging en France

## Nouvelle 1ère ligne conversationnelle



source : Fevad 2018





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# Pourquoi ils adorent le conversationnel

Jamais d'attente !



J'ai toujours une réponse



Je pose ma question  
n'importe quand, n'importe où



C'est simple à utiliser et à retrouver



C'est hyper rapide !



C'est comme ça que  
je communique avec mes amis



#Simplicité #Flexibilité #Persistence #Efficacité #Convivialité







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# To bot or not to bot

## Ce n'est plus la question

 **74%**

Des individus ont déjà utilisé au moins un de ces assistants virtuels

**64%**

Mails automatiques



**55%**

Publicités ciblées



**41%**

Générateur de propositions



**39%**

Chatbots



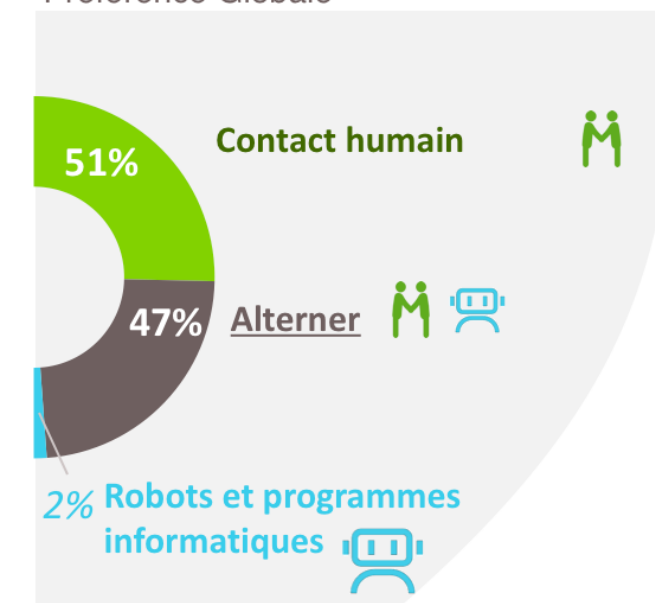
**34%**

Callbots



Dialoguer avec un conseiller humain ou un chatbot est le plus approprié pour...

Préférence Globale



- 1 Relationnel
- 2 Personnalisation
- 3 Confiance



**73%**

**59%**

**57%**



**41%**

**34%**

**29%**

Rapidité 1

Economie 2

Facilité 3

Les consommateurs veulent un mix et le meilleur de l'automation et du service humain







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# Mais où est mon IA ?

# Turing test

Welcome to

```
EEEEEE LL      IIII ZZZZZZZ AAAAA
EE      LL      II      ZZ  AA  AA
EEEEEE LL      II      ZZZ  AAAAAA
EE      LL      II      ZZ  AA  AA
EEEEEE LLLLLL IIII ZZZZZZZ AA  AA
```

Eliza is a mock Rogerian psychotherapist.  
The original program was described by Joseph Weizenbaum in 1966.  
This implementation by Norbert Landsteiner 2005.

```
ELIZA: Is something troubling you ?
YOU:   Men are all alike.
ELIZA: What is the connection, do you suppose ?
YOU:   They're always bugging us about something or other.
ELIZA: Can you think of a specific example ?
YOU:   Well, my boyfriend made me come here.
ELIZA: Is it important to you that your boyfriend made you come here ?
YOU:   He says I'm depressed much of the time.
ELIZA: I am sorry to hear that you are depressed.
YOU:   It's true. I am unhappy.
ELIZA: Can you explain what made you unhappy ?
YOU:   █
```







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THE MEDIUM  
IS THE  
MESSAGE

THE MEDIUM  
IS THE  
MESSAGE

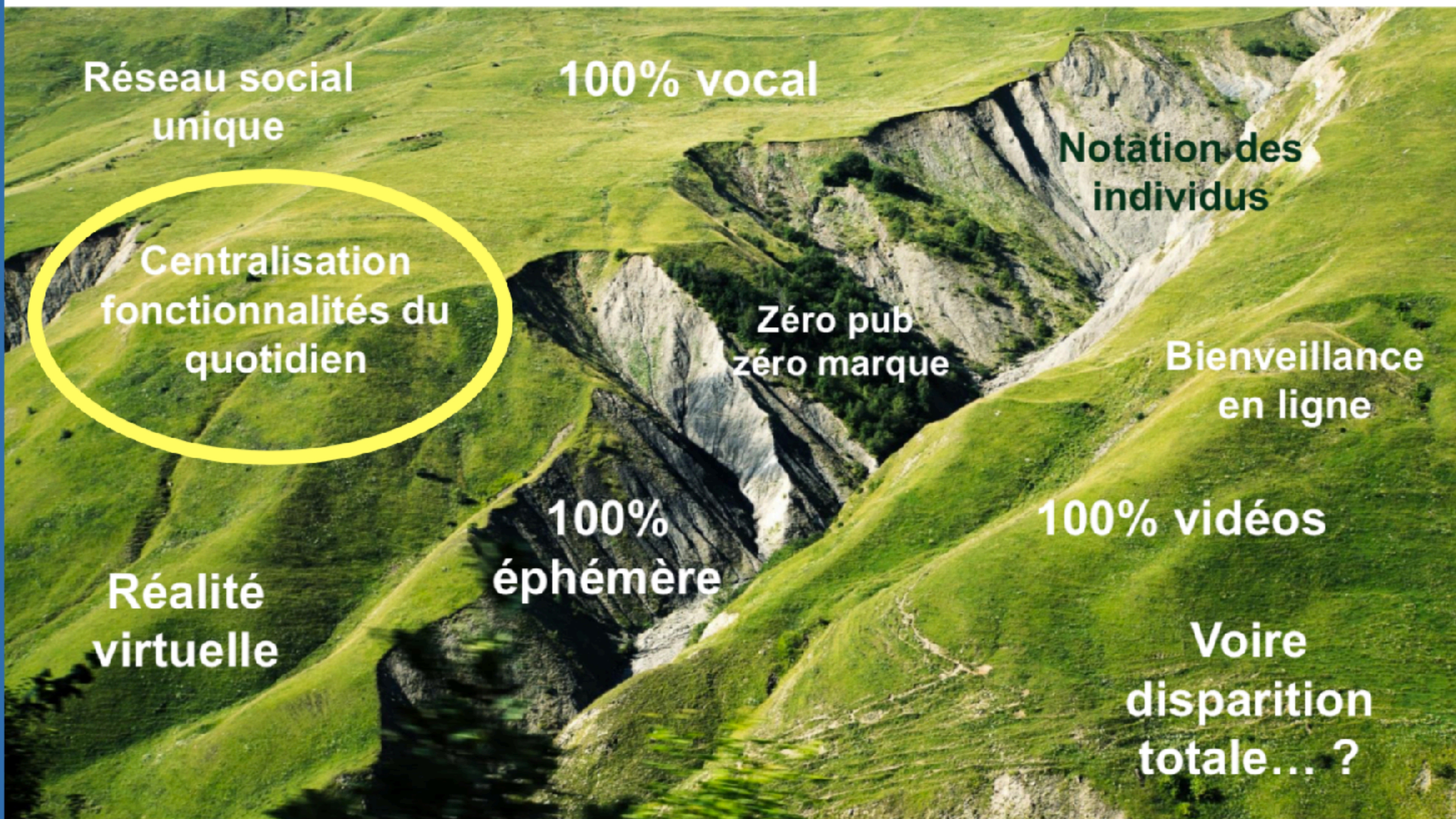
THE MEDIUM  
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MESSAGE

THE MEDIUM  
IS THE  
MESSAGE

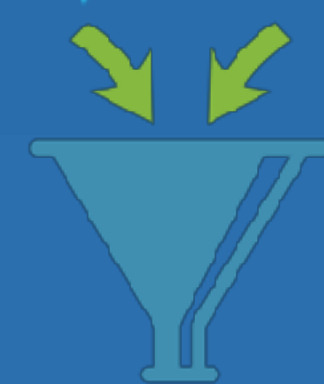
# The mobile **is the client**







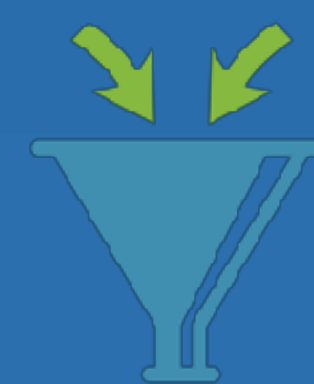




Social Media  
Marketing



Customer  
Service



Sales  
Department

## THE CHALLENGE

Unprocessed messages

Delay to 1st answer > 2h

Unexploited opportunities





## The 24/7 B2C Messaging Hub

  
Social Media  
Marketing

  
Customer  
Service

  
Sales  
Department

### WITH ALCMÉON

0% Message leftover

Instant / quick 1st answer

Ready for Messaging V2





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Monitoring



Dialog Master



CC Data



Analytics



Innovation,  
Conversational UX  
& developments



Social Media & Messaging  
Governance



Social Media  
Marketing



Customer  
Service



Sales  
Department







# 5 Verticals, 20 Leading Brands, 100 Accounts

TRAVEL  
LEISURE



56%

incoming volume



RETAIL  
E-COMMERCE

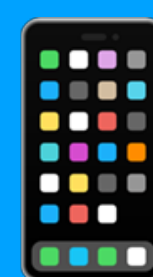


24%

incoming volume



TELECOM  
TECH SERVICES



17%

incoming volume



LUXURY  
BRANDS



2%

incoming volume

LVMH

BANK  
INSURANCE



1%

incoming volume



5 Champions, 25 Languages, 9 Countries





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# At the Heart of Messaging & Innovation Ecosystems

## PARTNER & CUSTOMER SOLUTION PROVIDER



Marketing Partner



Messenger PSP



Business Chat CSP



Twitter DM



WhatsApp for Business



RCS Android EAP

## TECH & INNOVATION PARTNERSHIPS



# STATION F

La maison des Startups LVMH





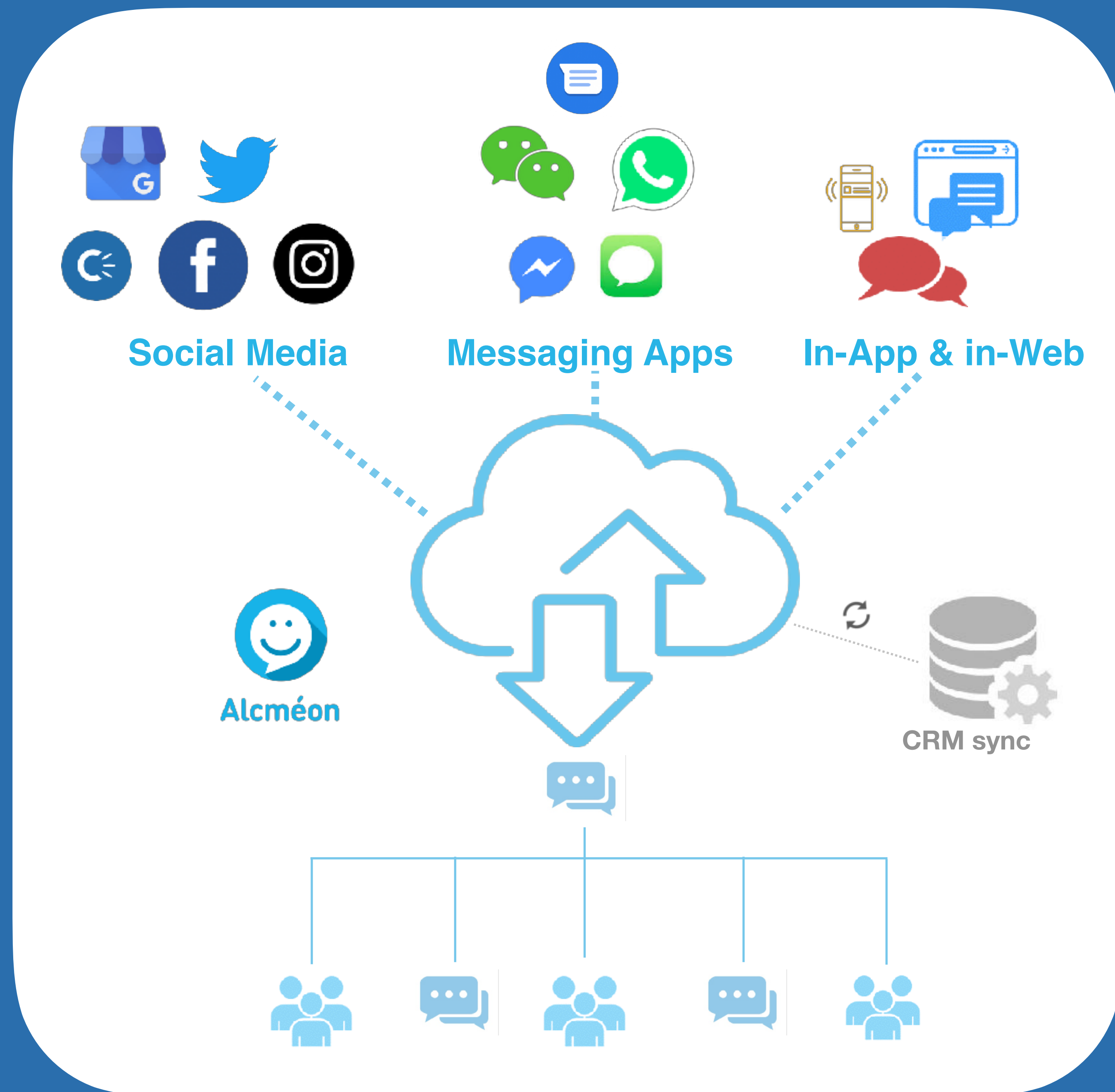
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# In a nutshell

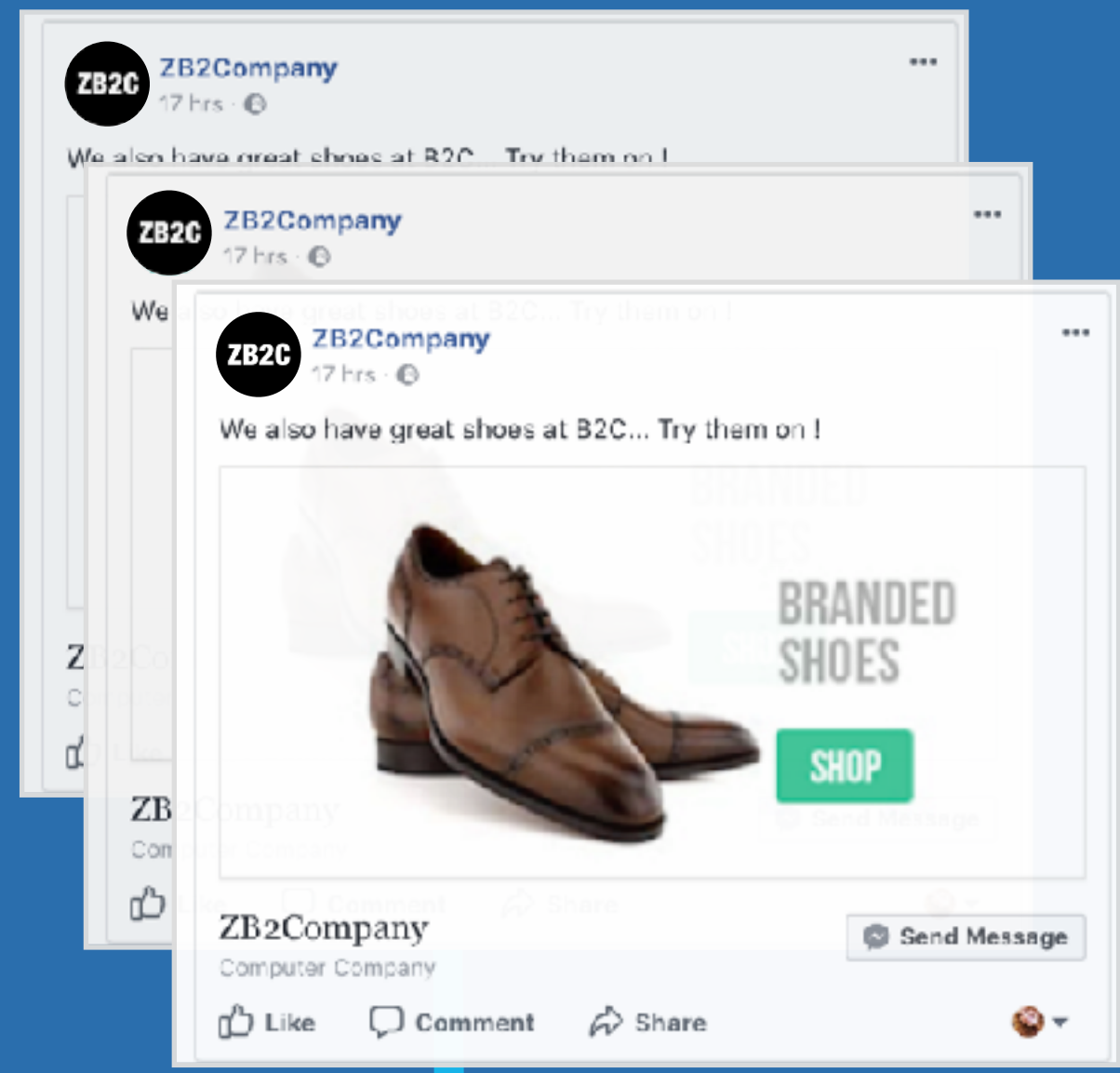
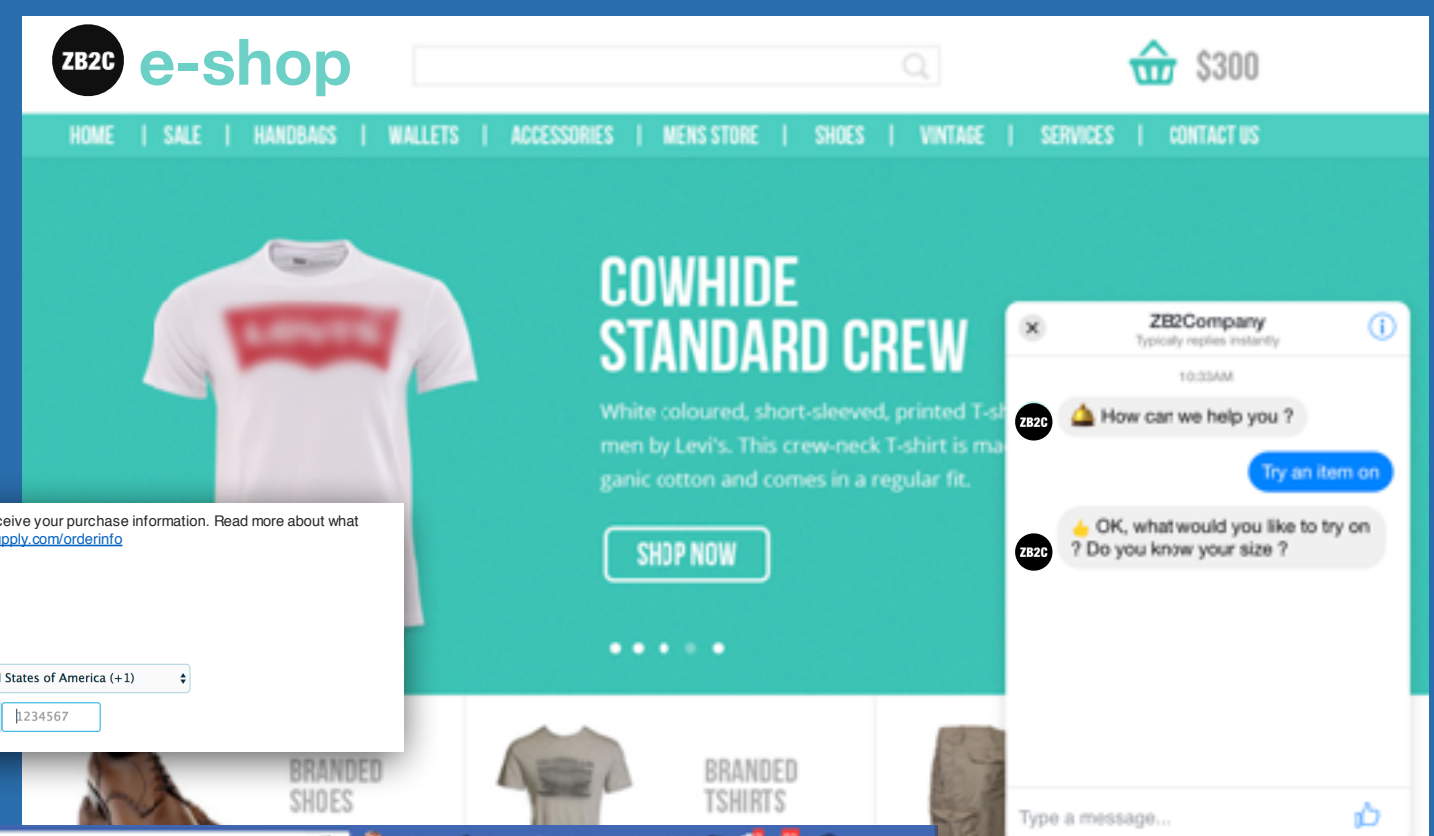
Alcméon is a unified SaaS Platform which centralizes all your customers messaging streams in one point.

Tweets, comments on your Facebook wall or on an Instagram post, direct messages on Messenger, WeChat, WhatsApp, iMessage, RCS... conversations started in your app or via a web widget...

Our messaging hub captures everything and gives you the tools to offer a premium service , 24/7, at scale with its powerful hybrid technology combining seamlessly AI, chatbots and human intervention.







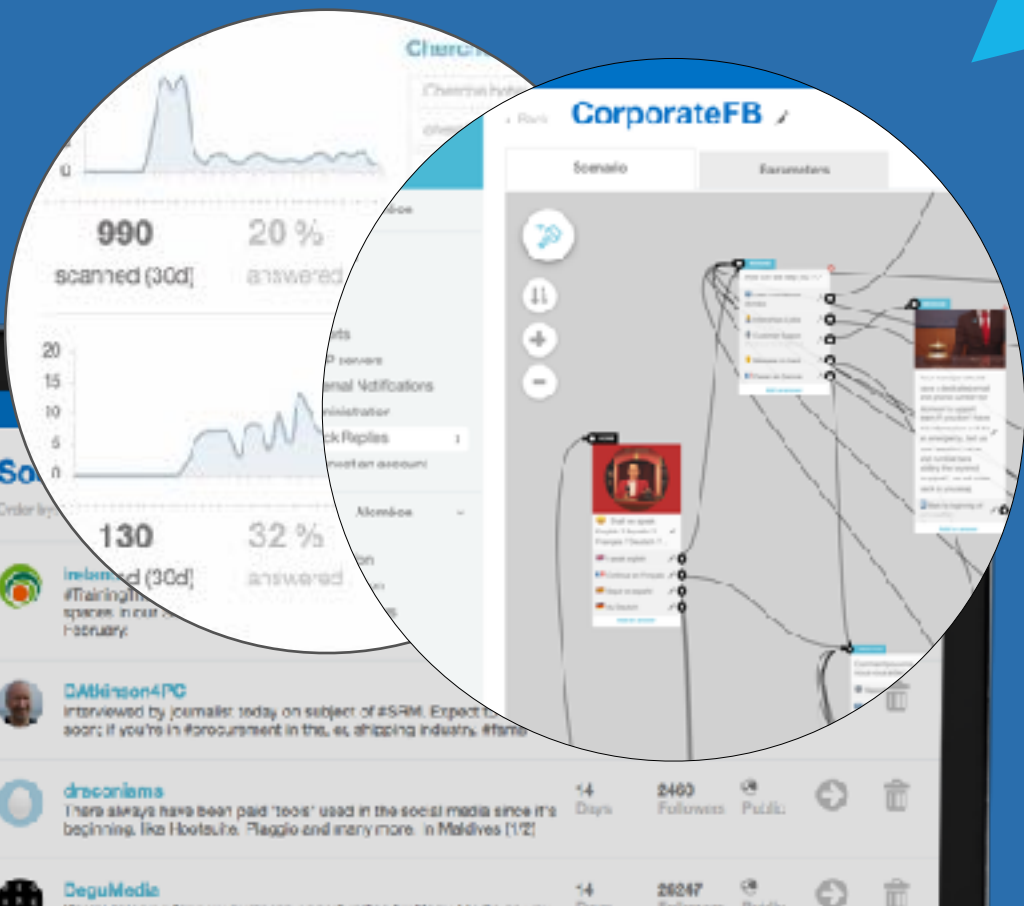
Please let us know where you'd like to receive your purchase information. Read more about what we'll send you at <https://globalpancakesupply.com/orderinfo>

☐ Send to Messenger

☐ Send to WhatsApp

Telephone country: United States of America (+1)

Telephone number: +1 1234567



**B2C MESSAGING HUB**  
24/7 automatic filtering & triaging, AI, Chatbots, Augmented advisors / inbound+outbound messaging





## COWHIDE STANDARD CREW

White coloured, short-sleeved, printed T-shirt for men by Levi's. This crew-neck T-shirt is made of organic cotton and comes in a regular fit.

[SHOP NOW](#)

BRANDED  
SHOES

[SHOP](#)

BRANDED  
TSHIRTS

[SHOP](#)[SHOP](#)

Hi! How can we help you?



Charles-Emmanuel Dox... [Not you?](#)

B2Company

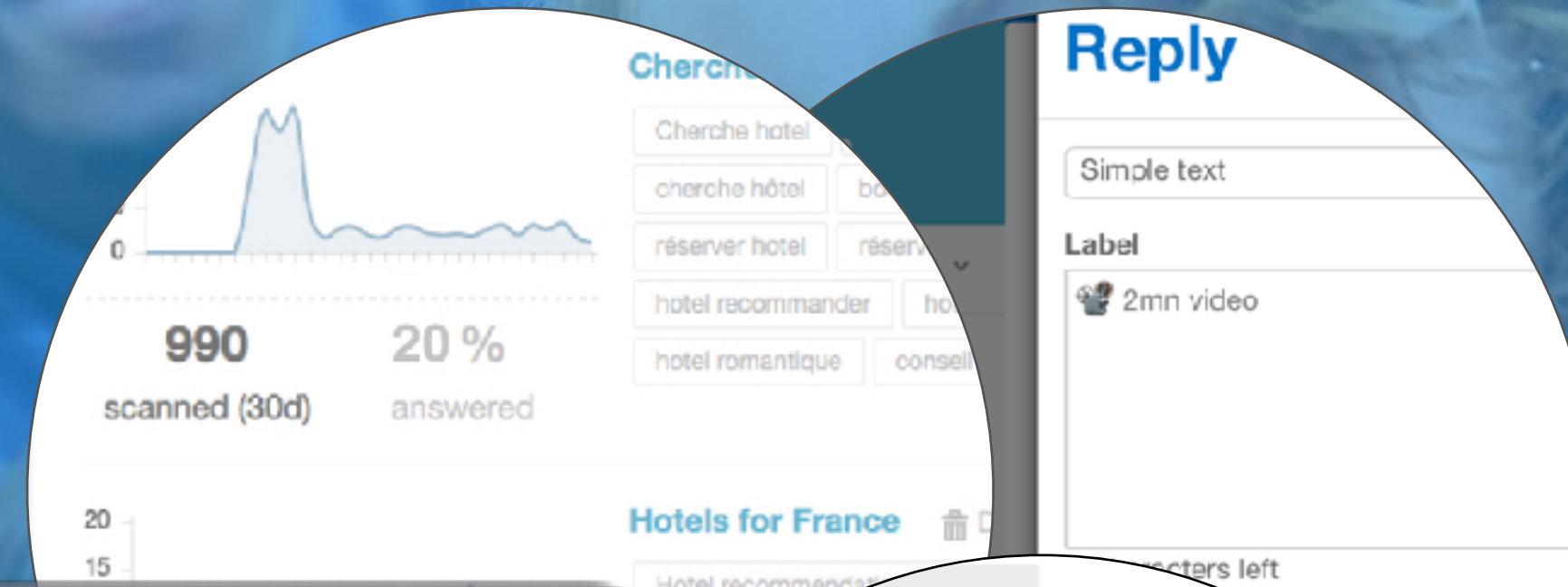
[Chat Now](#)

👉 online 1mn video



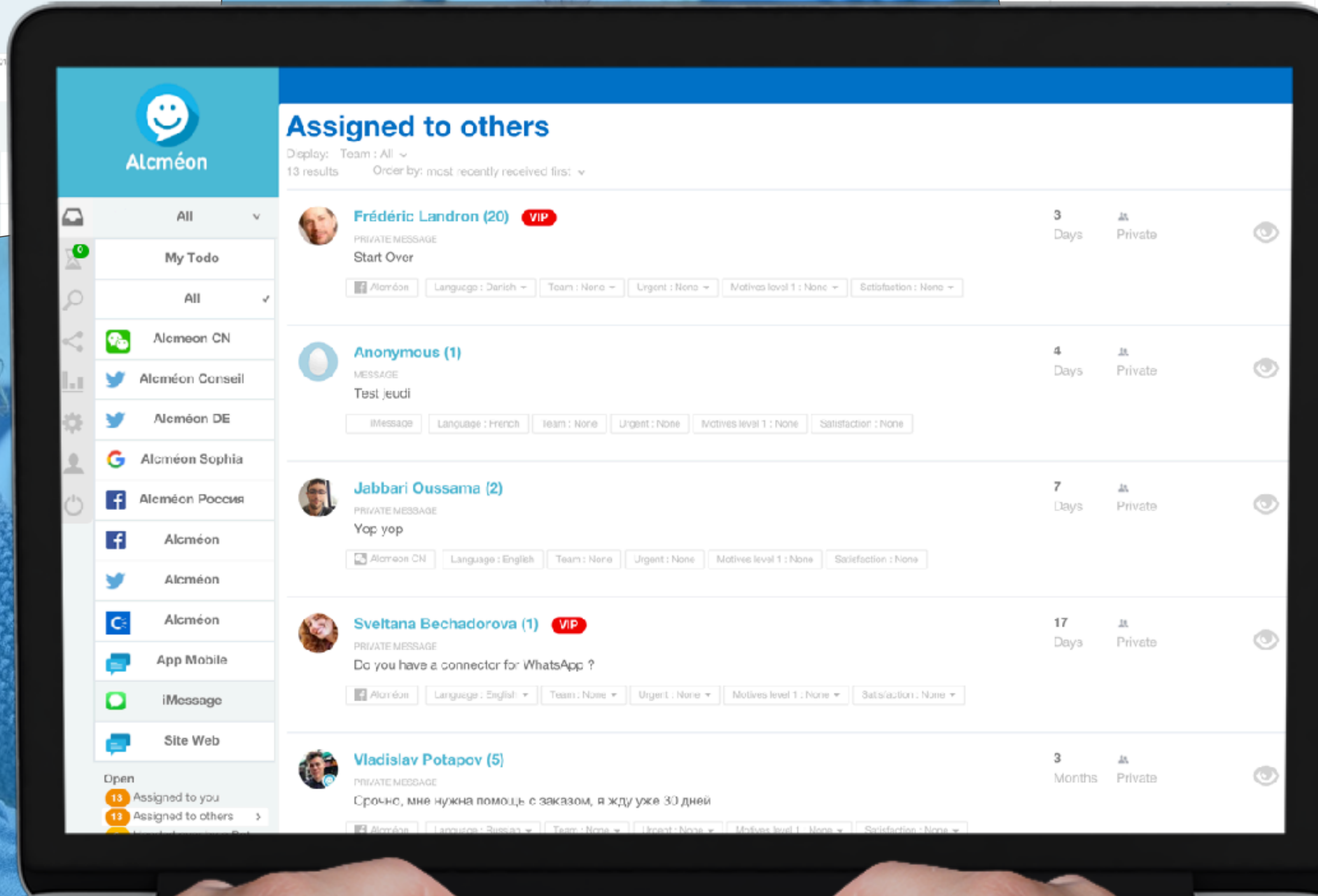
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# AUTOMATION CENTER VISUAL WORKFLOW & CHATBOT BUILDER



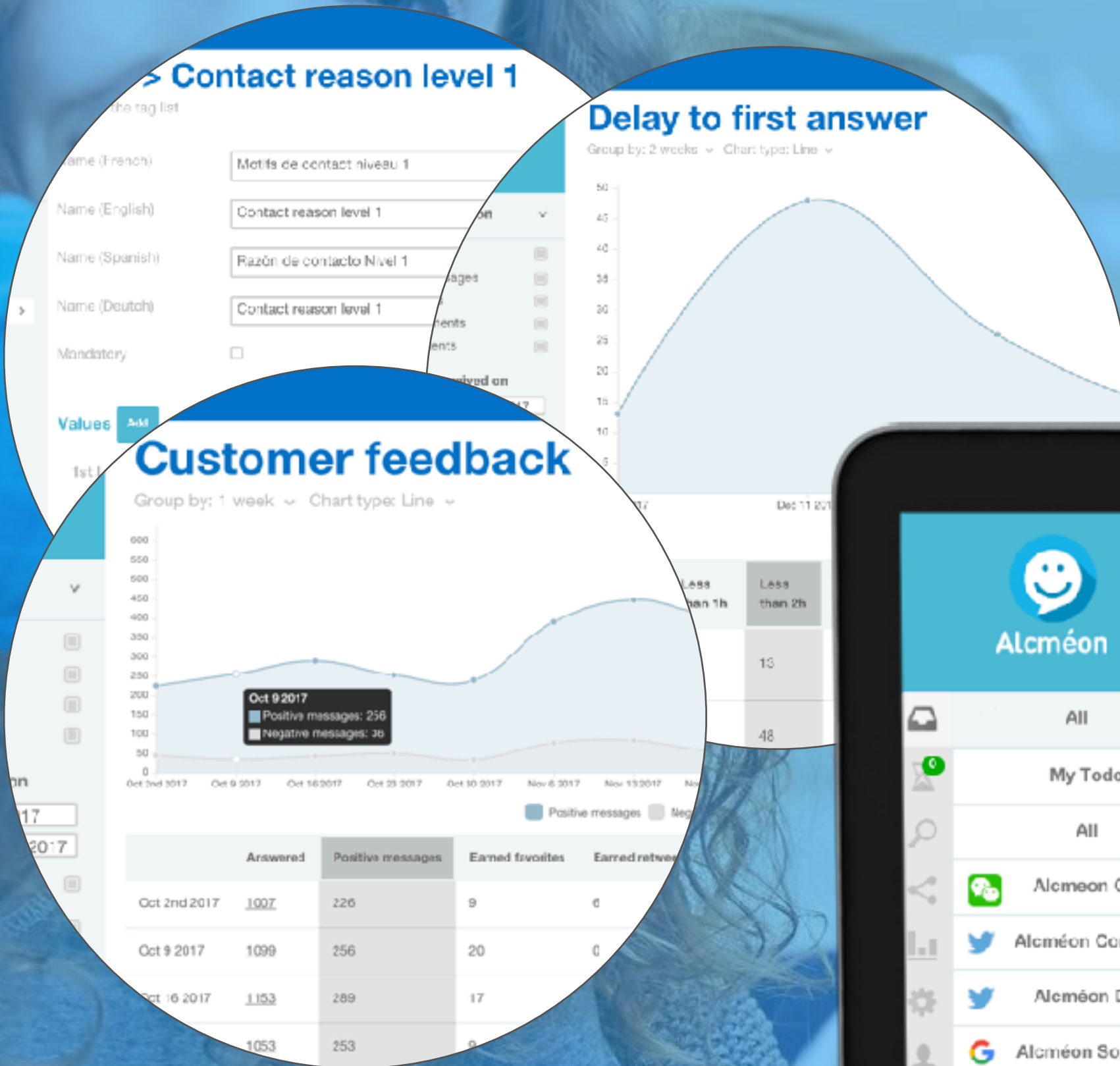
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## AUGMENTED ADVISOR CONSOLE



3

## PERFORMANCE & CONVERSATIONS ANALYTICS







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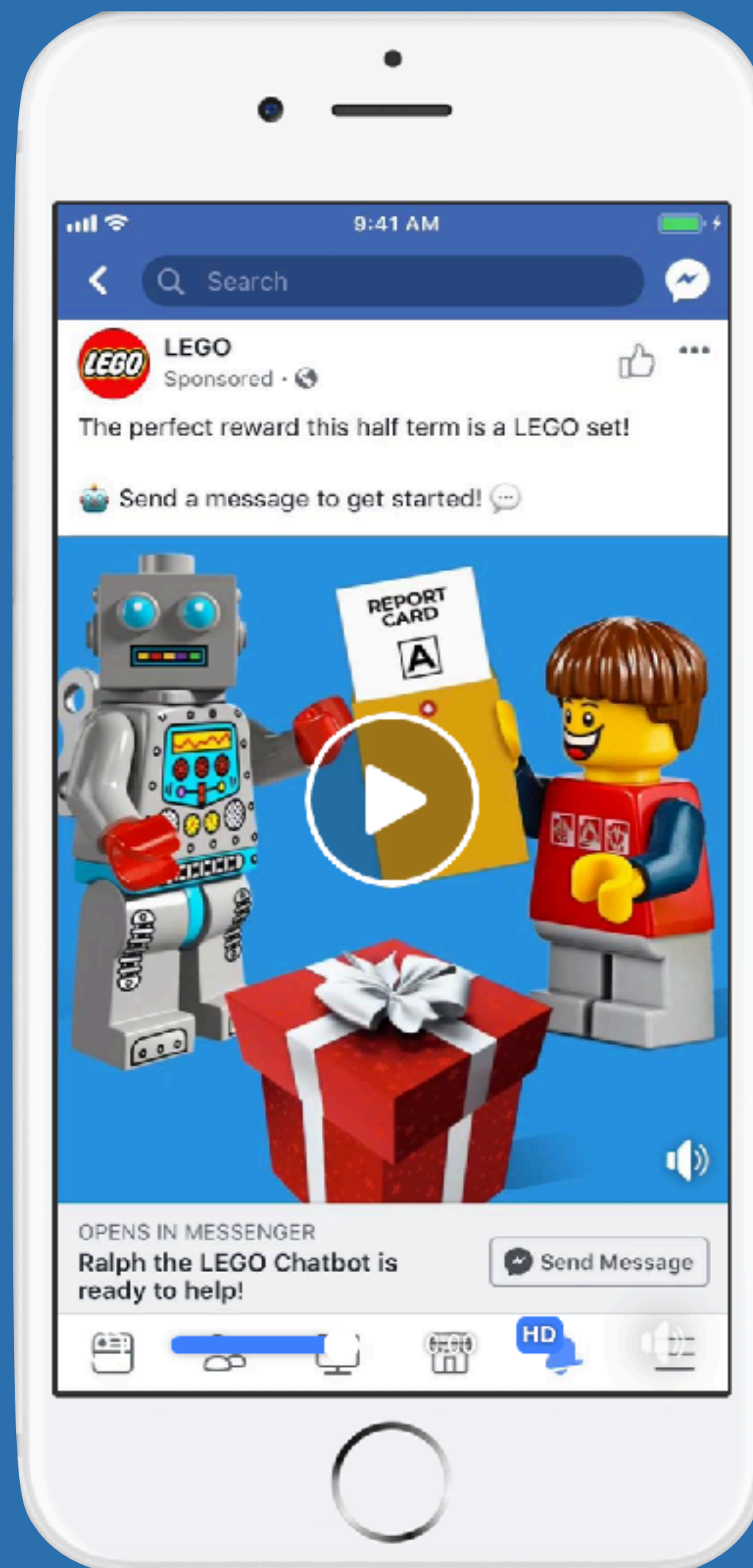
# The Next Level : C2M & Outbound Messaging

Messaging as a new landing tool for campaigns, and a new powerful outbound channel

- ✓ Service Notifications
- ✓ Clienteling & Content
- ✓ Consent Management
- ✓ Customer Feedback etc.



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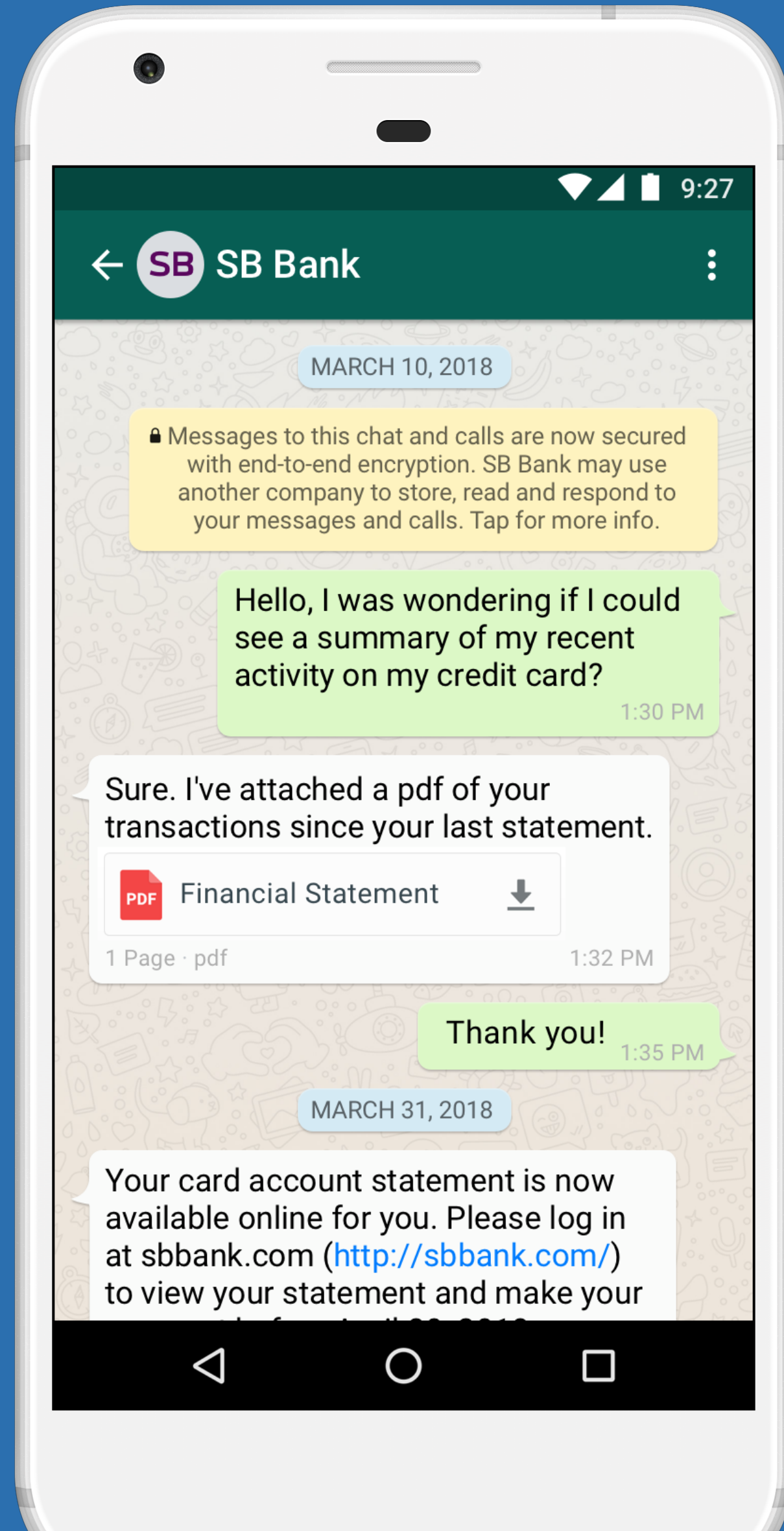






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# WhatsApp for B2C : overview



WhatsApp has just started opening its API to a very limited number of brands and third party applications

- ✓ N°1 messaging app
- ✓ Encrypted
- ✓ High level of trust / open rates
- ✓ 24h window to answer
- ✓ Paid notifications



- Purchase confirmations
- Food order receipts
- Delivery notifications
- Delivery tracking



- Bank transactions
- Two-factor authentication
- Appointment reminders

Please let us know where you'd like to receive your purchase information. we'll send you at <https://globalpancakesupply.com/orderinfo>

☐ Send to Messenger

Judy Abad

☐ Send to WhatsApp

Telephone country United States of America (+1)

Telephone number +1 1234567

WhatsApp notification can be sent via a checkbox. A powerful way to start a conversation & open it as a new service channel



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# Apple Business Chat : Overview

The Apple ABC has started vetting trusted partners like Alcméon to allow B2C brands & retailers interact with their customers via “iMessage” on their iphones or mac, ipad, watches...

- ✓ Premium image / service
- ✓ Privacy proof
- ✓ Built-in authentication
- ✓ Apple Pay & service features
- ✓ Not an outbound channel

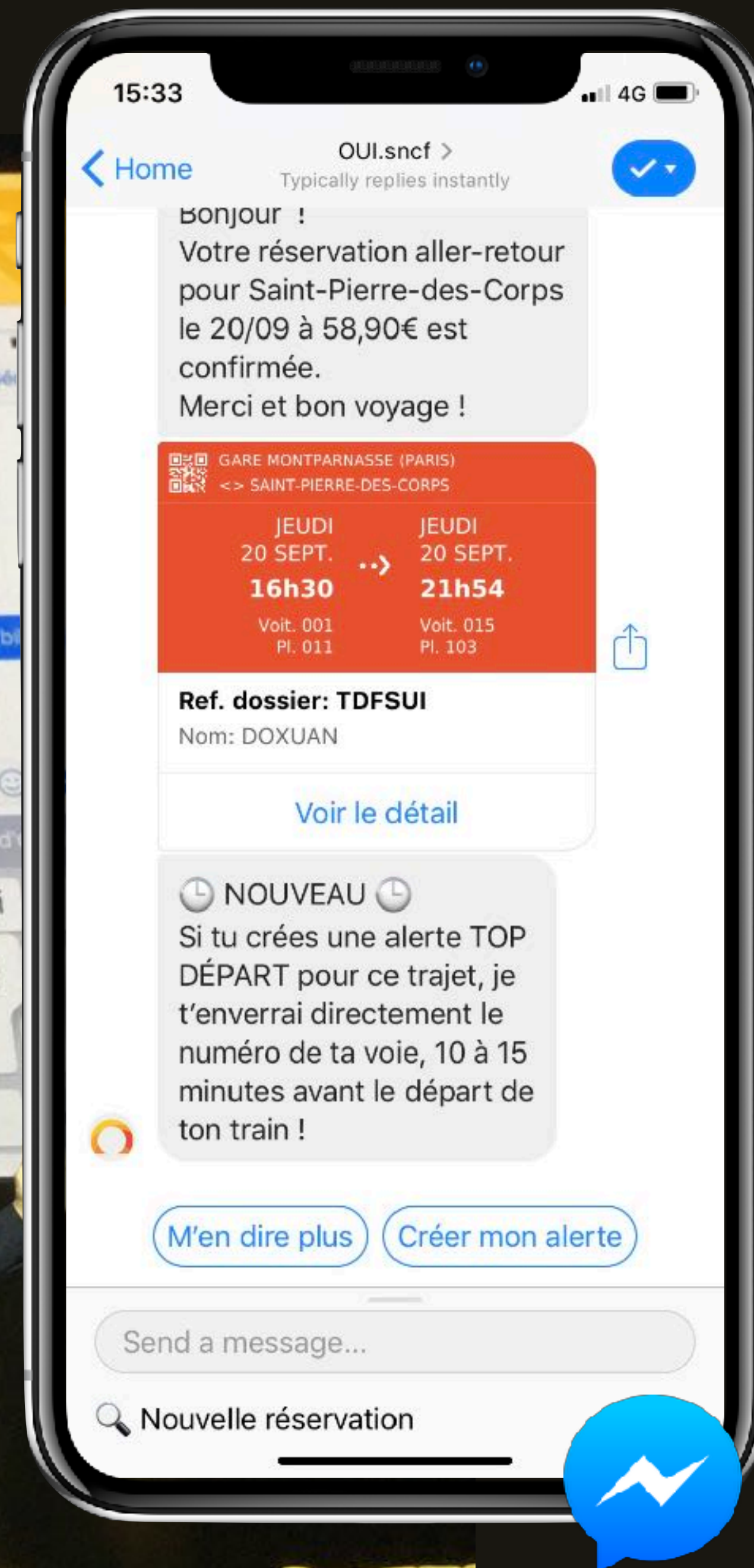
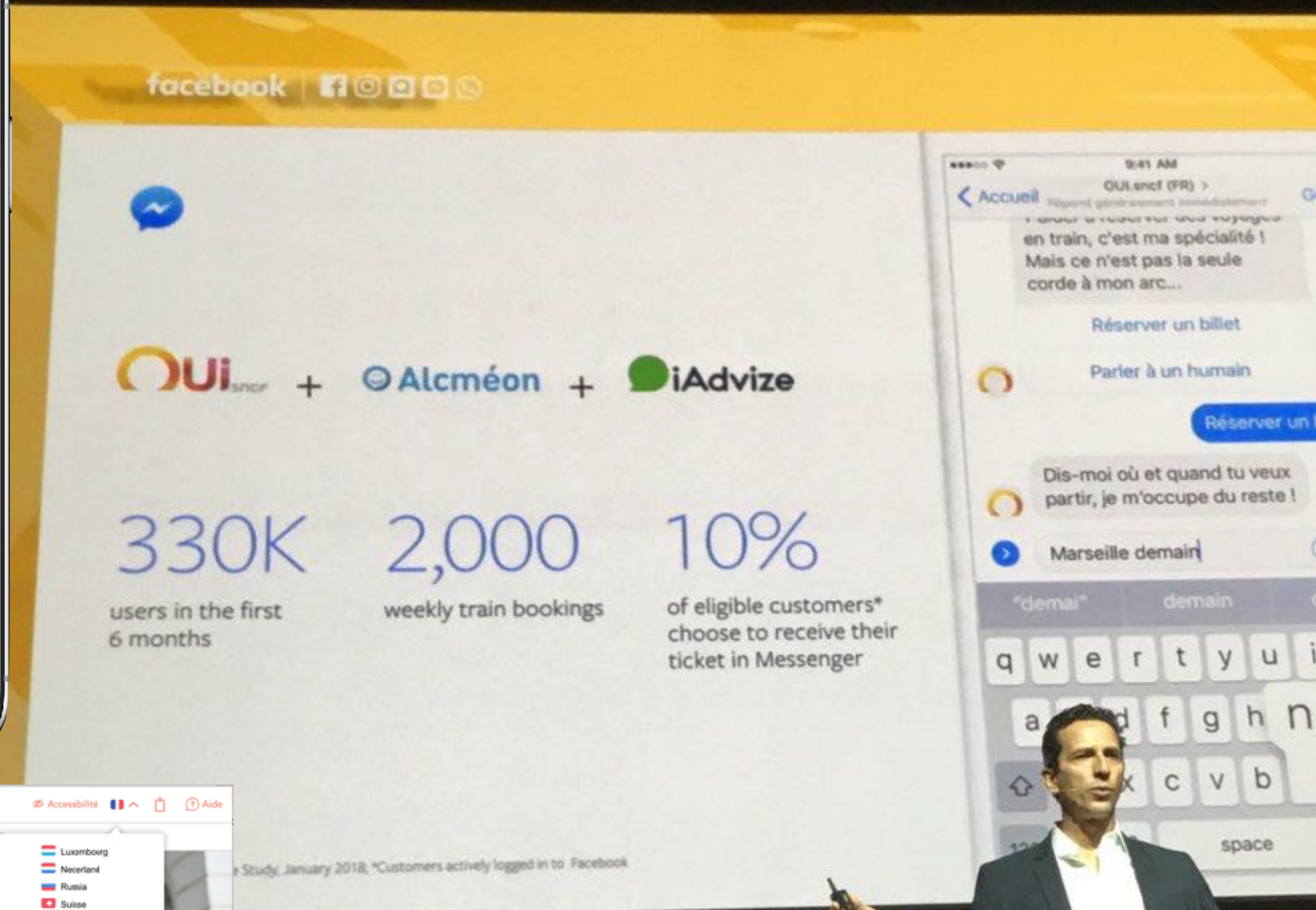
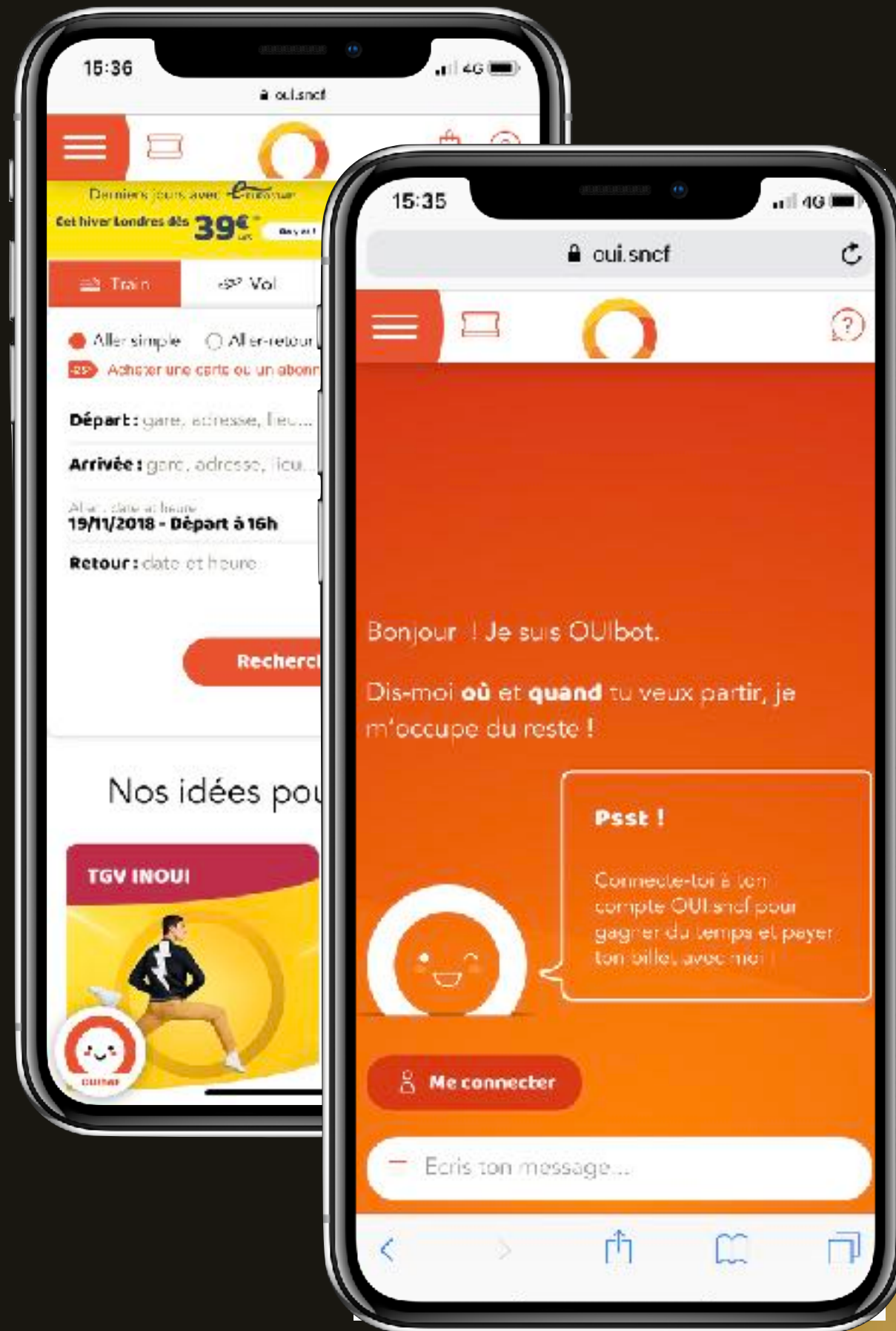


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# OUI.SNCF CASE



The pioneer of conversational commerce in France & Continental Europe

New York 2018 - Facebook Group Global Partner Summit





# CARREFOUR CASE



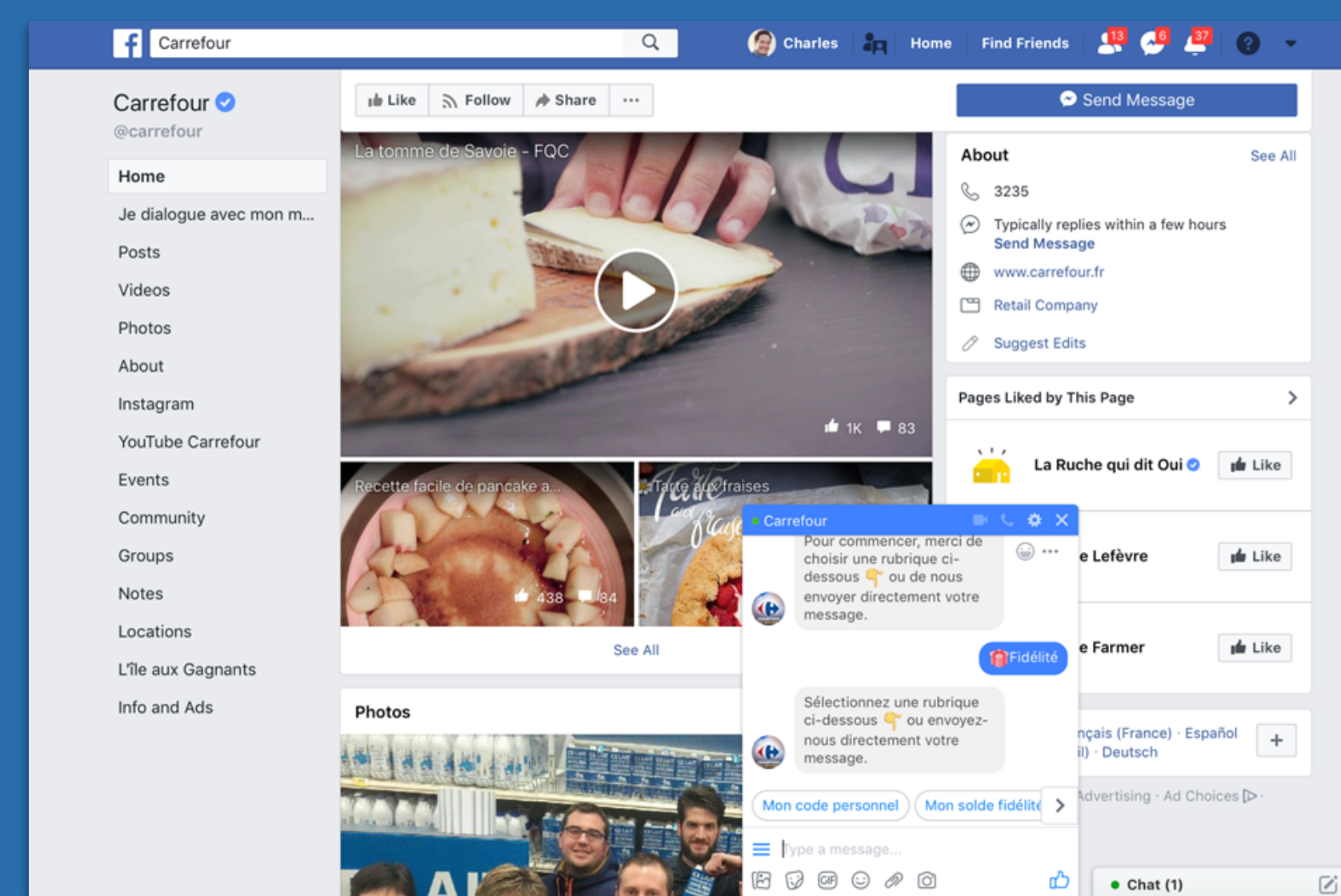
## The Challenge

Carrefour, the biggest retailer in France and Europe has to innovate and adapt its model to the new “phygital customer”. This customer is always connected, a heavy user of social networks and messaging apps. When he has a question he wants a quick and efficient answer, even if his request is posted at 11pm as a comment of a Carrefour Facebook post ...

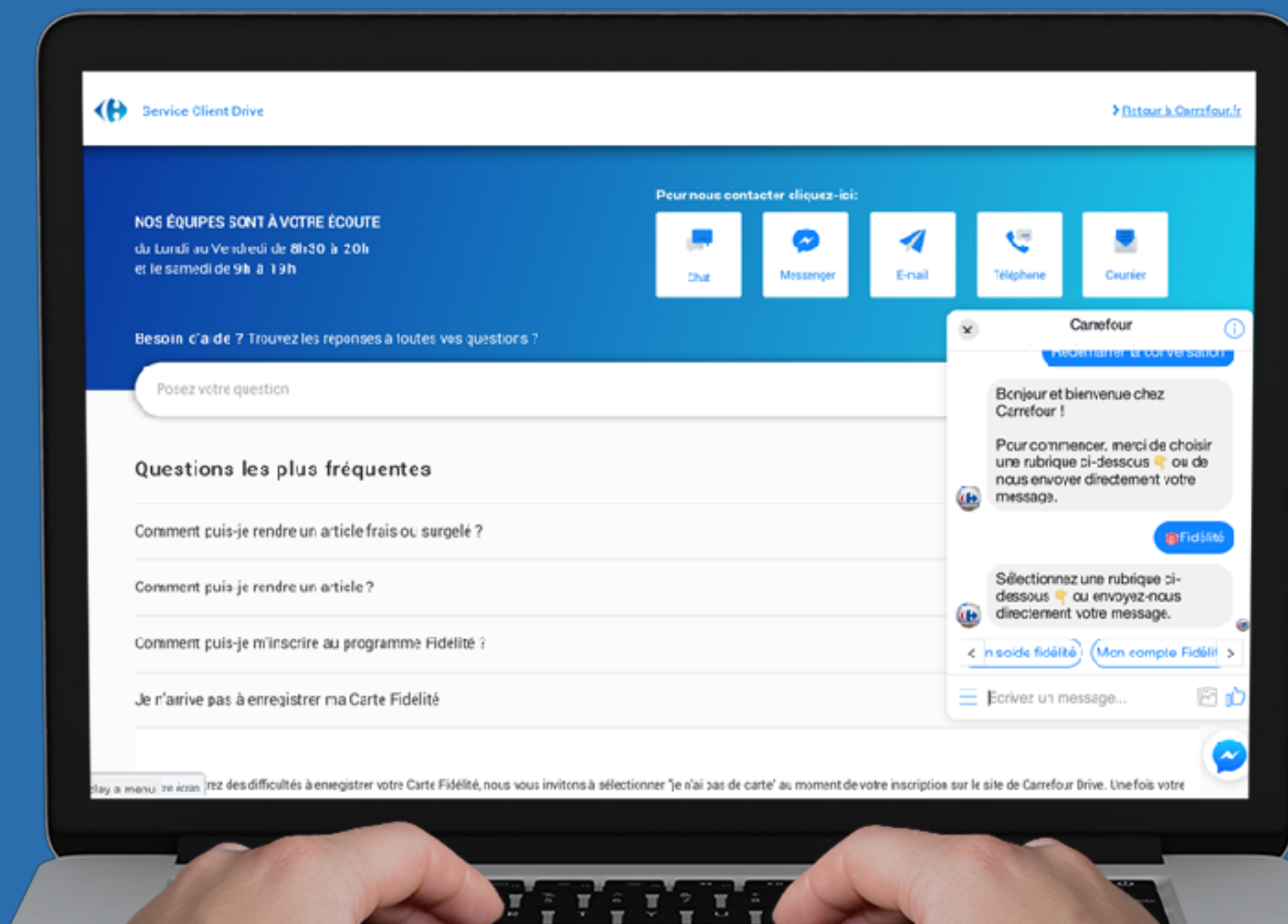
As a result, on one hand the community managers were overwhelmed by the number of requests on Facebook, Messenger or Twitter ; on the other, a growing gap between customers expectations in terms of service and what the traditional phone+email Carrefour customer service can offer.

## The solution

Connect Carrefour Facebook, Messenger and Twitter accounts to Alcméon, the hybrid AI+human customer messaging platform. Train the community management team and the contact centers’ advisors. Co-design the first Carrefour Messenger and Twitter welcome bots. Start promoting the new service channel on Carrefour’s website, and last but not least, embed Alcméon answering console in Carrefour’s CRM portal on Oracle Service Cloud.



Customers can now start a conversation with Carrefour anywhere, anytime and on the device of their choice...



Customers can now contact Carrefour 24/7 directly on Messenger





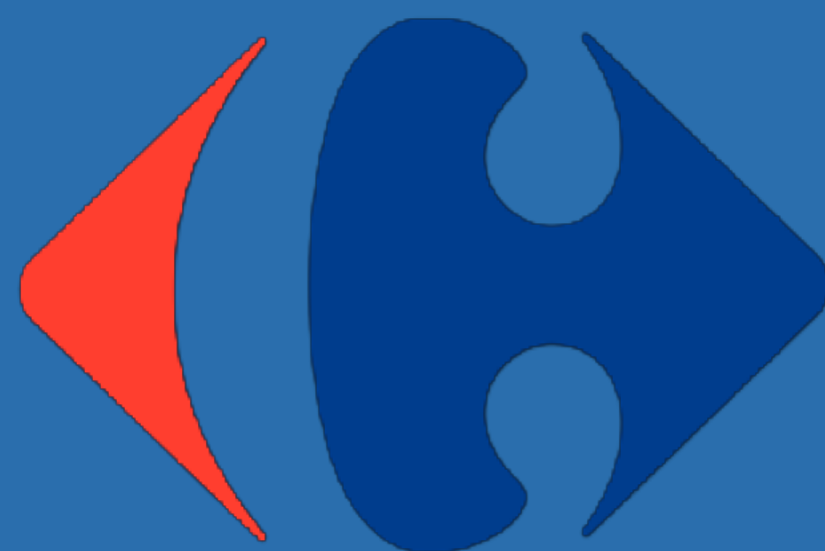
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# CARREFOUR CASE



## 24/7

Extension of service hours  
via messaging thanks to the  
Messenger & Twitter welcome bots

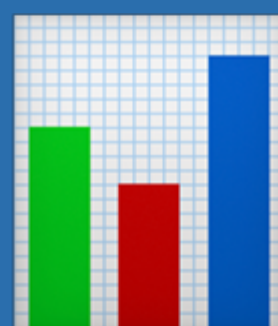


## Carrefour



## 90%

Of answers in less than 1h  
A quick and impressive improvement  
in less than 6 months and without  
additional workforce



## 100%

All the messages and conversations  
are now processed in real time  
and synchronized with Carrefour's CRM

“On Facebook, we were at 70% of answers in less than 1 hour. Thanks to Alcméon we are now at 90%. We gained in speed, but also in quality. The motives of interaction are getting more subtle and we are able to build a better relationship with our customers.”



**Simon Leost**

Head of Social Media  
Carrefour Group

Verbatim extracted from the magazine LSA  
“Startups that are changing commerce”  
September 2018





# Customer Messaging at scale



#AI #ChatBots #Handover #AugmentedAdvisors  
#Omnichannel #BetterCustomerExperience