技高一籌：Chatbot越「港」越窩心
New Tech Power: I Am a HongKonger Chatbot

Set Sail Software
Chatbot.com.hk

SET SAIL
software

amazon

Company Background

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“We develop AI-enabled Virtual Assistants that attract, engage and transact with customers.”
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A Cantonese Example

ABOUT US

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- Founded in **March 2015**
- Focus on **Cantonese and Mandarin Natural Language Processing Technology** and Enterprise Contact Center Solutions
- **Deployed >30 Virtual Assistants** in Hong Kong

- Recognition:

Technology Start-up Support Scheme for University (TSSSU 2017/18)

Funding from the Technology Start-up Support Scheme for Universities (TSSSU), under the Innovation and Technology Fund (ITF)

數碼港 Cyberport

Cyberport Incubation Programme 2017

AppWorks

AppWorks Accelerator Programme 2018

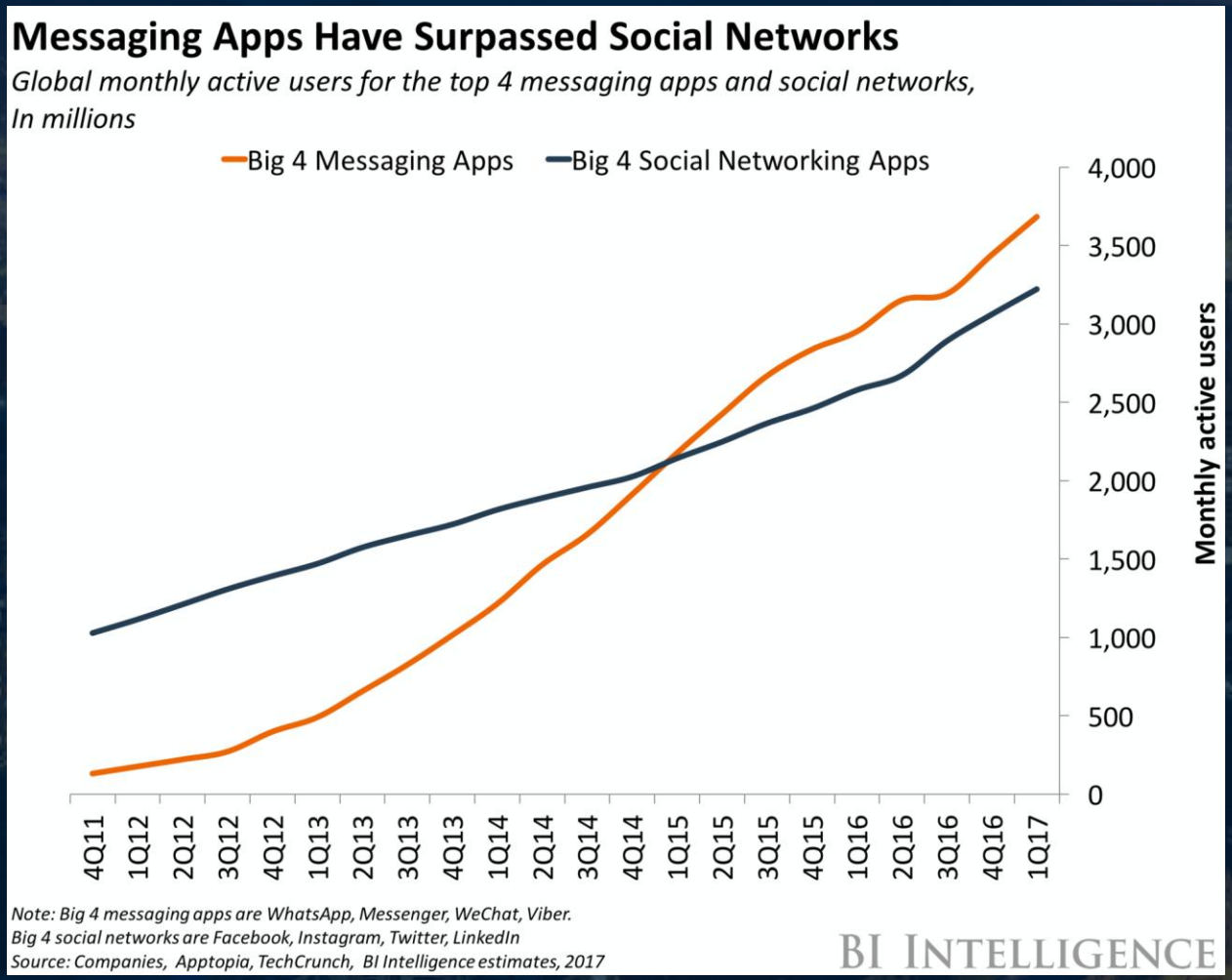
香港科技大學 THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

佛山市香港科技大学LED-FPD工程技术研究开发中心 HKUST LED-FPD Technology R&D Center at Foshan

香港科技大學霍英東研究院
佛山市香港科技大学LED-FPD工程技术研究开发中心
2018 年度南海科大获批专项项目

Conversational Commerce

Messaging has become the medium to attract, engage and transact with customers.



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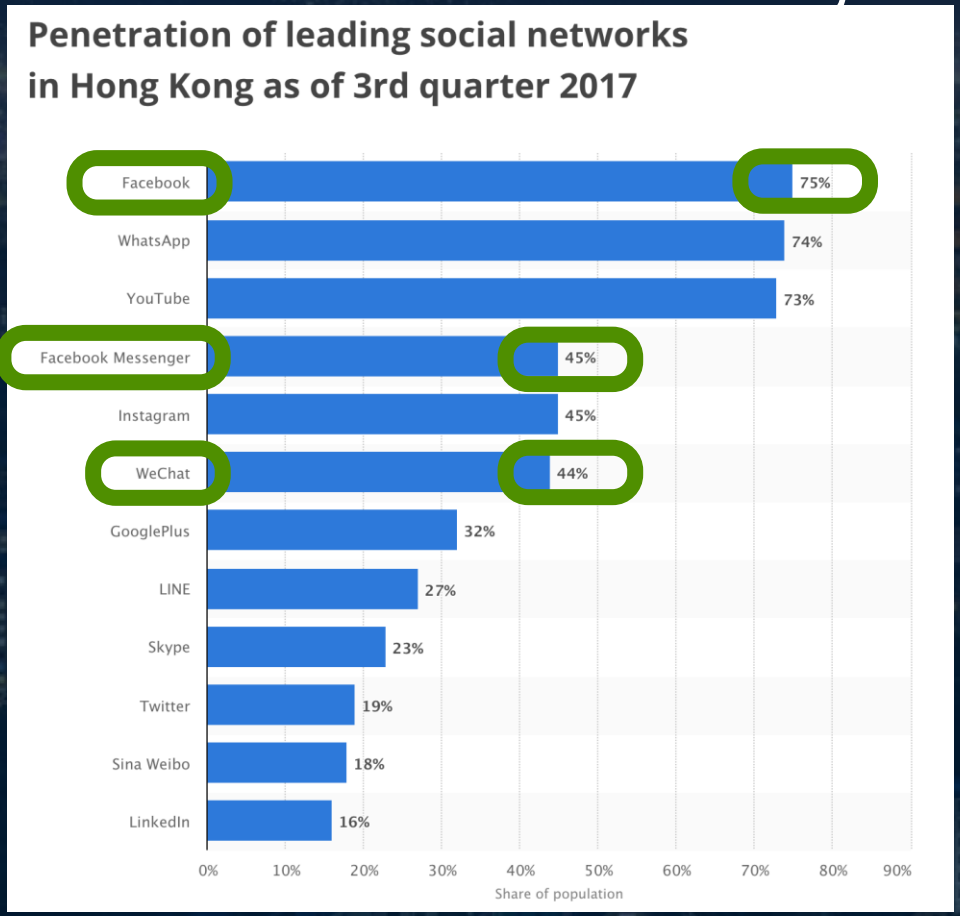
Messaging App can reach a wide audience in HK:

~5.47MM use WhatsApp;

~3.3MM use FB Messenger or WeChat



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csl.
18:19
100%
Home
IKEA 宜家家居
IKEA 宜家家居
27M people like this, including Jess Wong and 58 friends
Furniture shop
18:19
Get Started
Hej Essty, I'm the IKEA Virtual Assistant, please first choose a language.
你好，我是宜家家居小幫手，請你選擇語言。
中文
English
Send a message...

More A.I. functions

1. Product Search
2. Image Search
3. General enquiries supported by NLP
4. Live Chat Integration

To Attract Customers, we can..

Auto-reply Facebook comments

and engage with Facebook page users with inbox message

Coupon Redemption

For future re-engagement

Service booking

For customers to drive traffic to retail stores

Campaign

With registration and points accumulation via Chatbot

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Auto-reply Facebook comments

and engage with Facebook page users with inbox message

MaBelle
It's Diamond. It's Different.

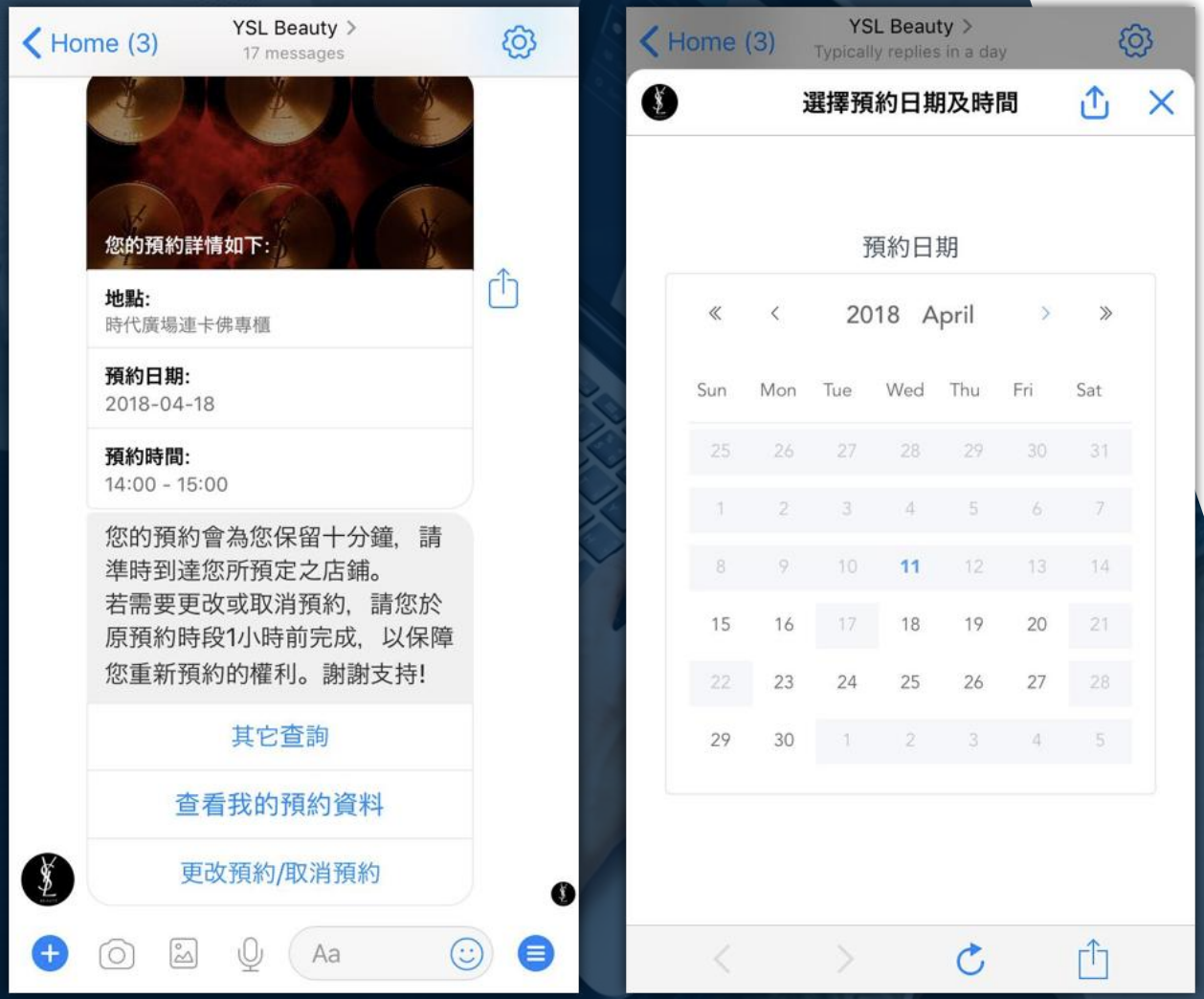
周大福
CHOW TAI FOOK

MADIA
Art you can wear

SET SAIL software

Service booking

For customers to drive traffic to retail stores



YSL BEAUTÉ

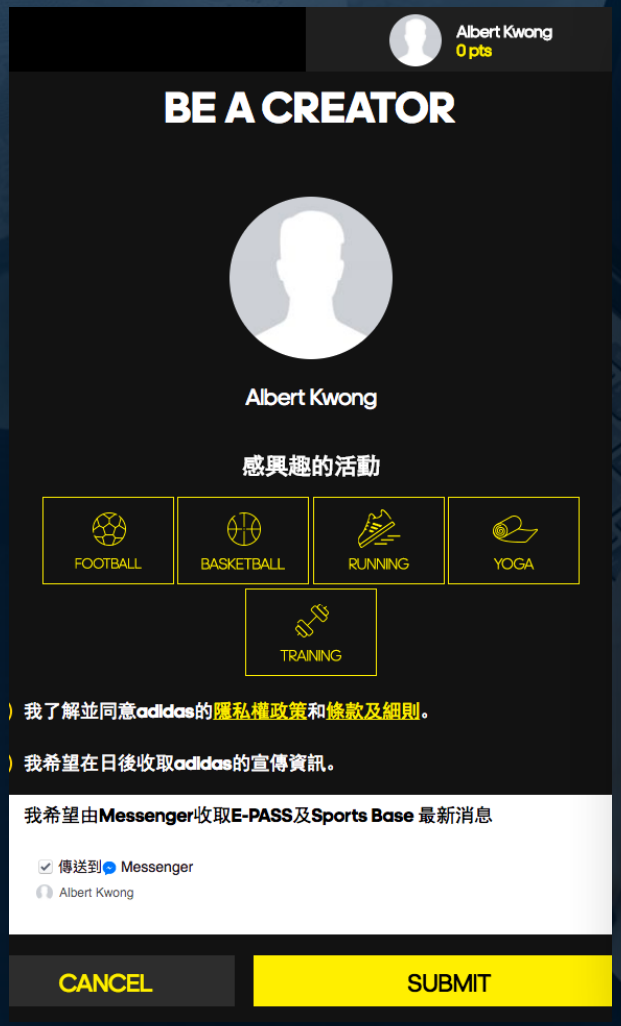
FWD 富衛

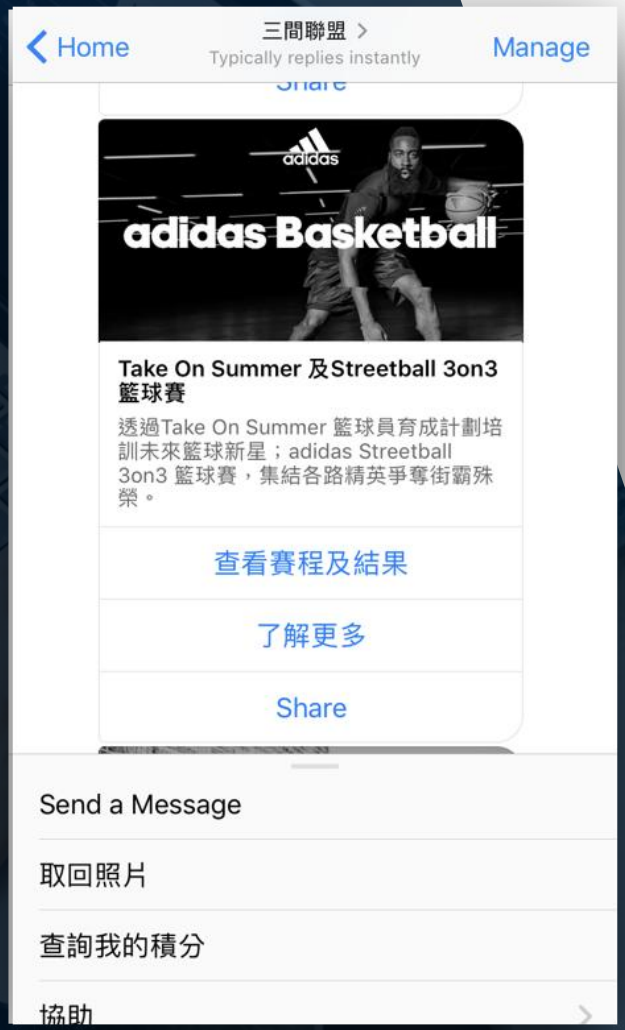
Kiehl's SINCE 1851

SET SAIL software

Campaign

With registration and points accumulation via Chatbot





adidas

L'ORÉAL

HARBOUR CITY 海港城

BEA東亞銀行

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To Engage Customers, we can..

Re-marketing

With

- Enable subscription for membership checking
- Send newsletter by Messenger/WeChat
- Push notifications to target groups
- Broadcast message to loyalty members

More A.I. functions

- Complete sales with Chatbot
- Product Search,
- Image Search,
- General enquiries supported by NLP
- Live Chat Integration

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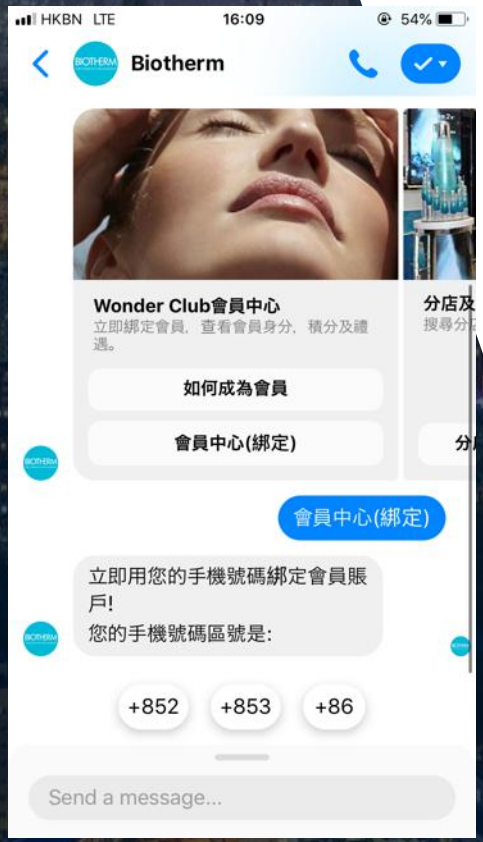
Re-marketing

With

- Enable subscription for membership checking
- Push notifications to target groups



L'ORÉAL

YVES SAINT LAURENT

LANCÔME PARIS

shu uemura

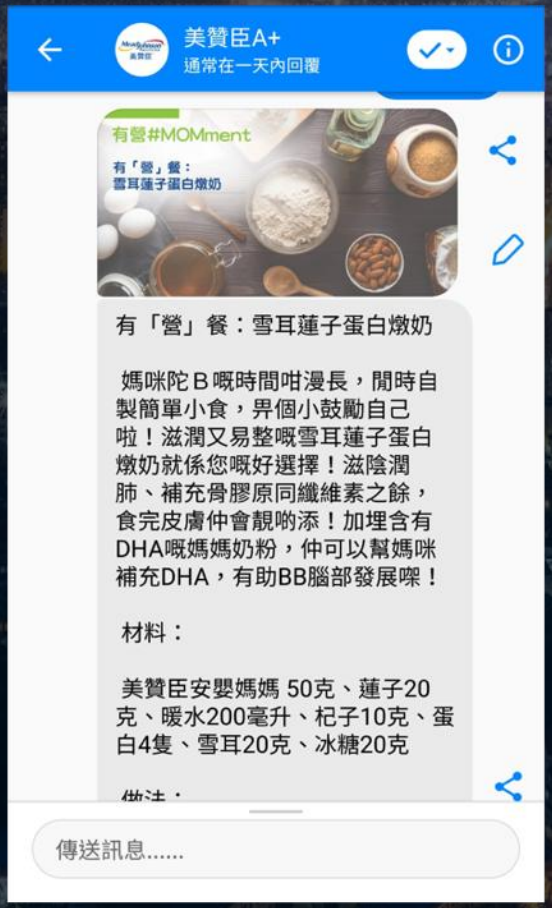
BIOTHERM

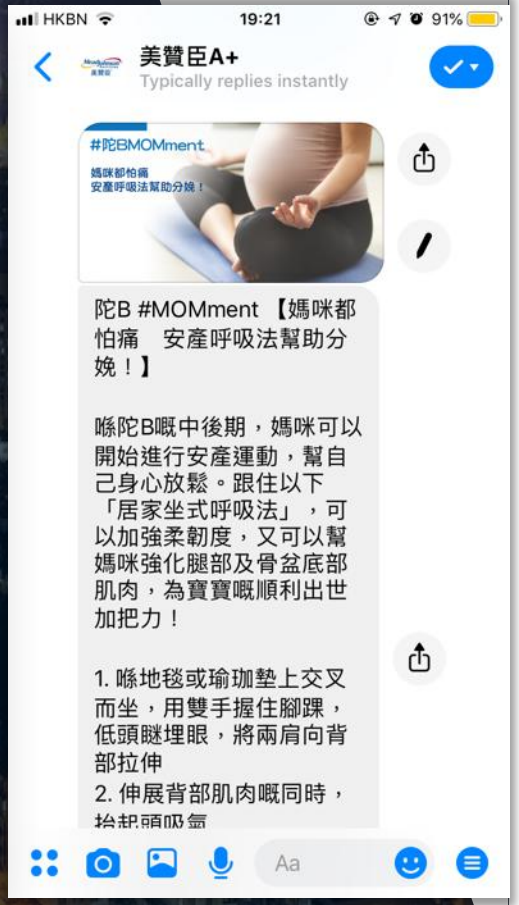
Kiehl's SINCE 1851

Re-marketing

With

- Enable subscription for membership checking
- Push notifications to target groups
- Broadcast message to loyalty members





Transaction &
After-sales Customer Services

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Starr Companies Hong Kong

Automated messaging
Insurance Company

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Get Started

STARR

INSURANCE COMPANIES

General Enquiries

Supported by Set Sail NLP Engine

搜尋 登入 A English

CLP 中電

新世代·新動力

住宅客戶 工商客戶 社區與環境 客戶服務 推廣優惠 關於中電

首頁 > 客戶服務 > 申請供電及終止供電 > 申請供電及轉名

申請供電及轉名

推廣條款及細則

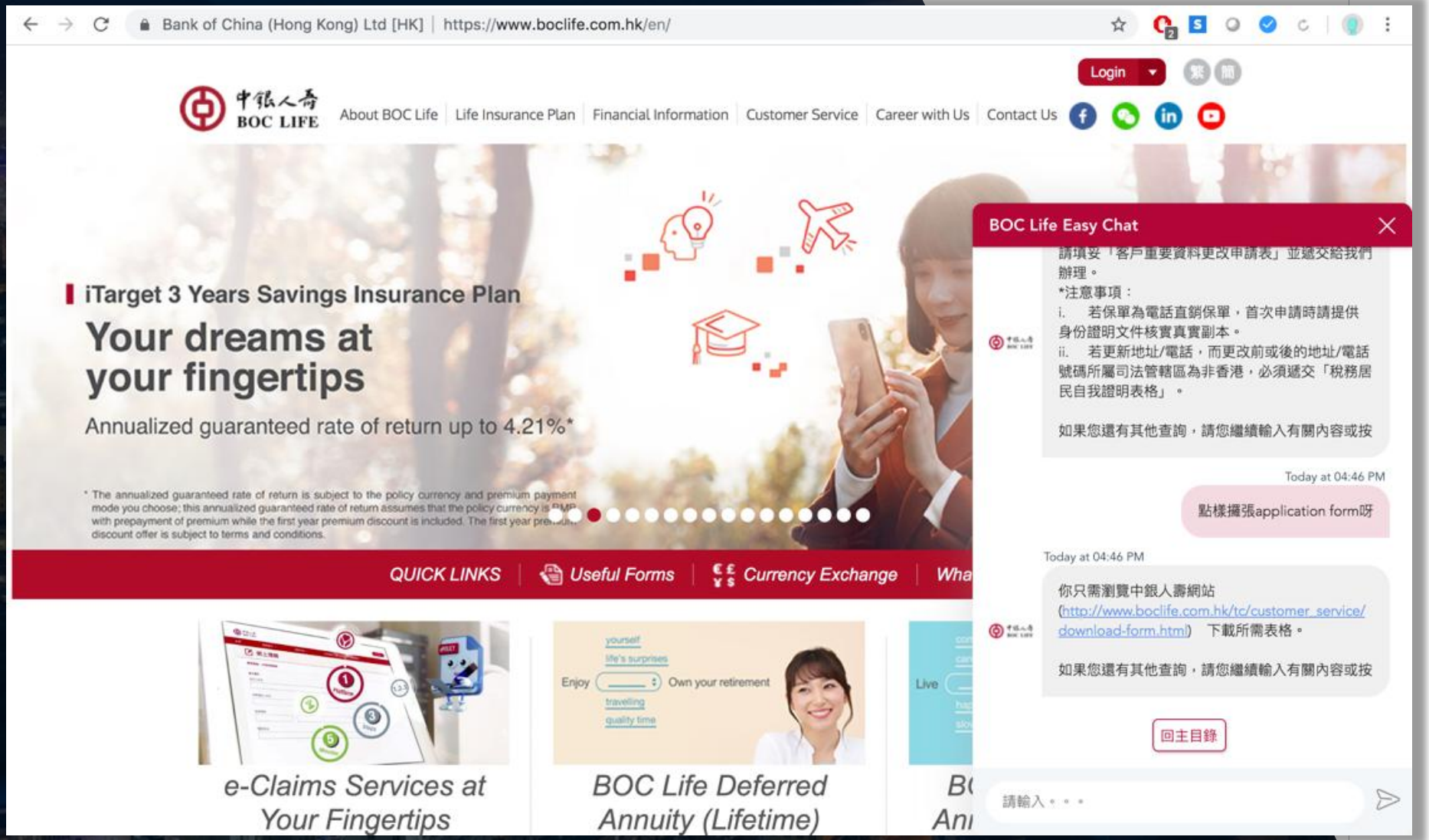
客服小助手

意見反饋

General Enquiries

Supported by Set Sail NLP Engine on multiple platforms

中銀人壽 BOC LIFE



General Enquiries

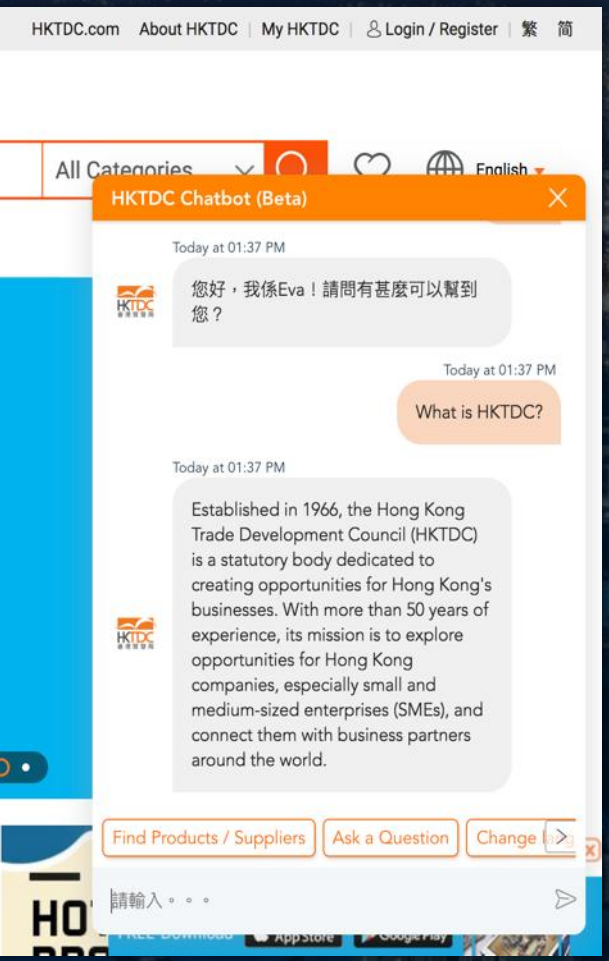
Supported by Set Sail NLP Engine

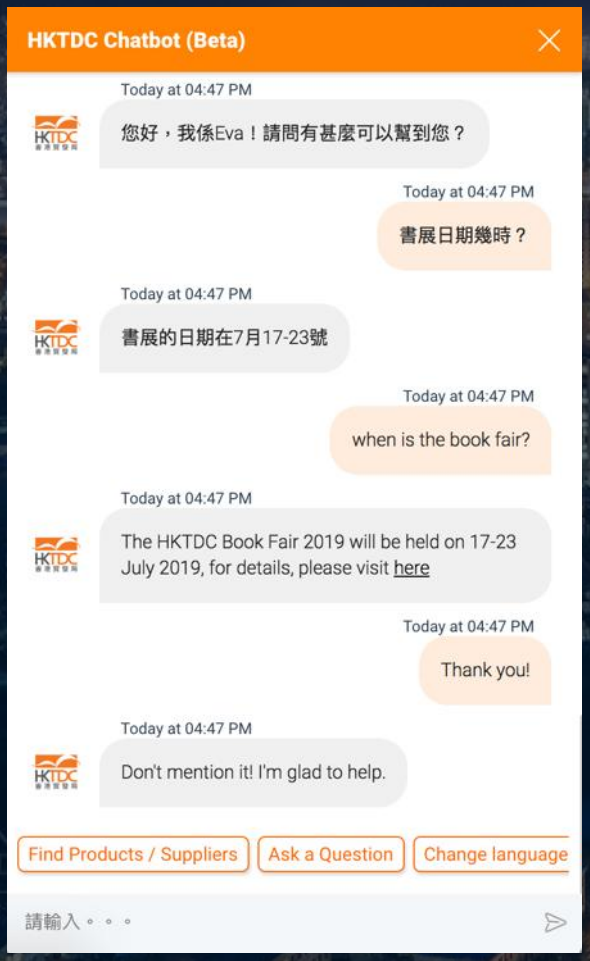
中銀國際 BOC INTERNATIONAL

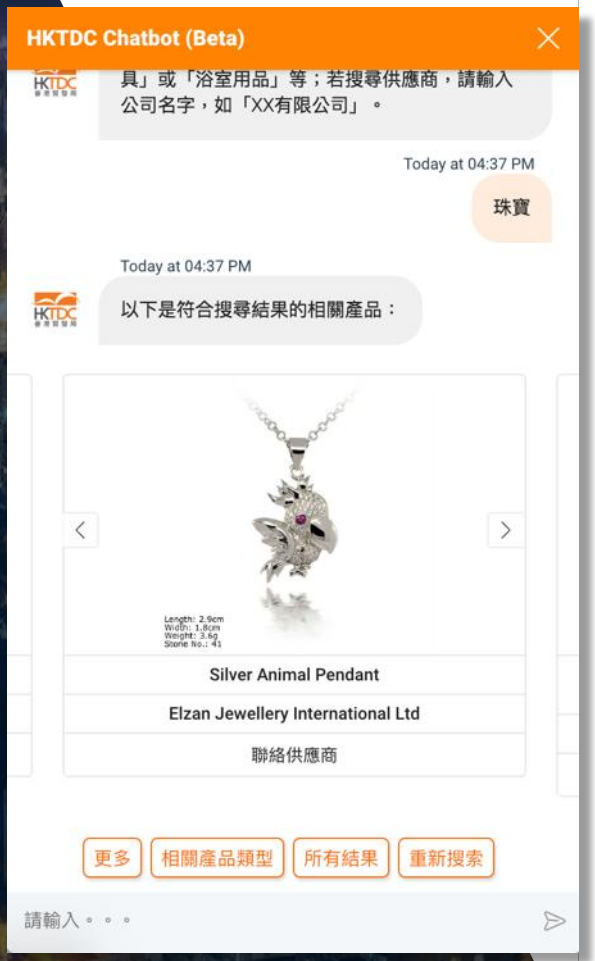
PRUDENTIAL 英國保誠

General Enquiries

Supported by Set Sail NLP Engine,
Company and Supplier Search







General Enquiries

Supported by Set Sail NLP Engine,
Company and Supplier Search

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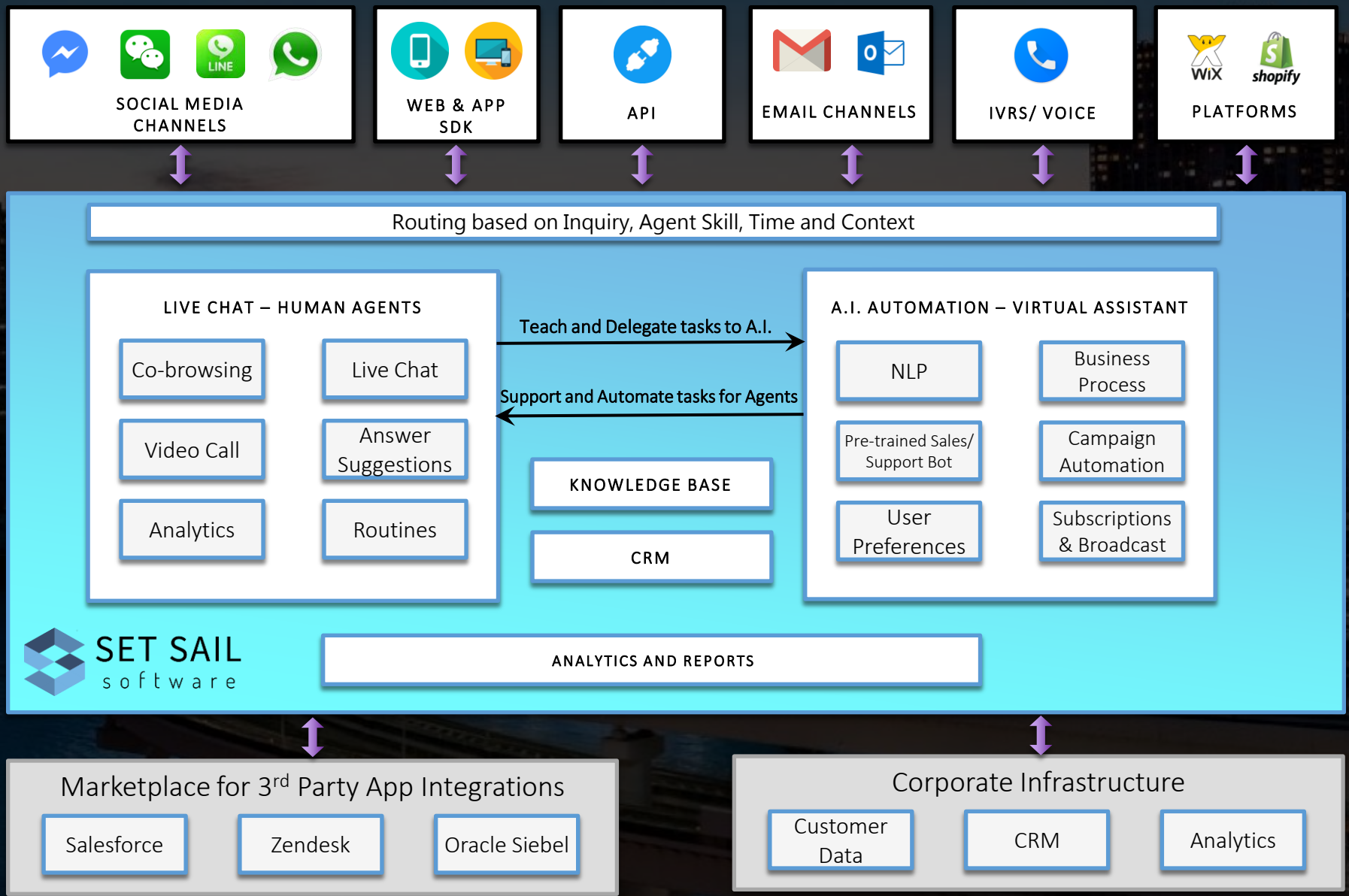
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

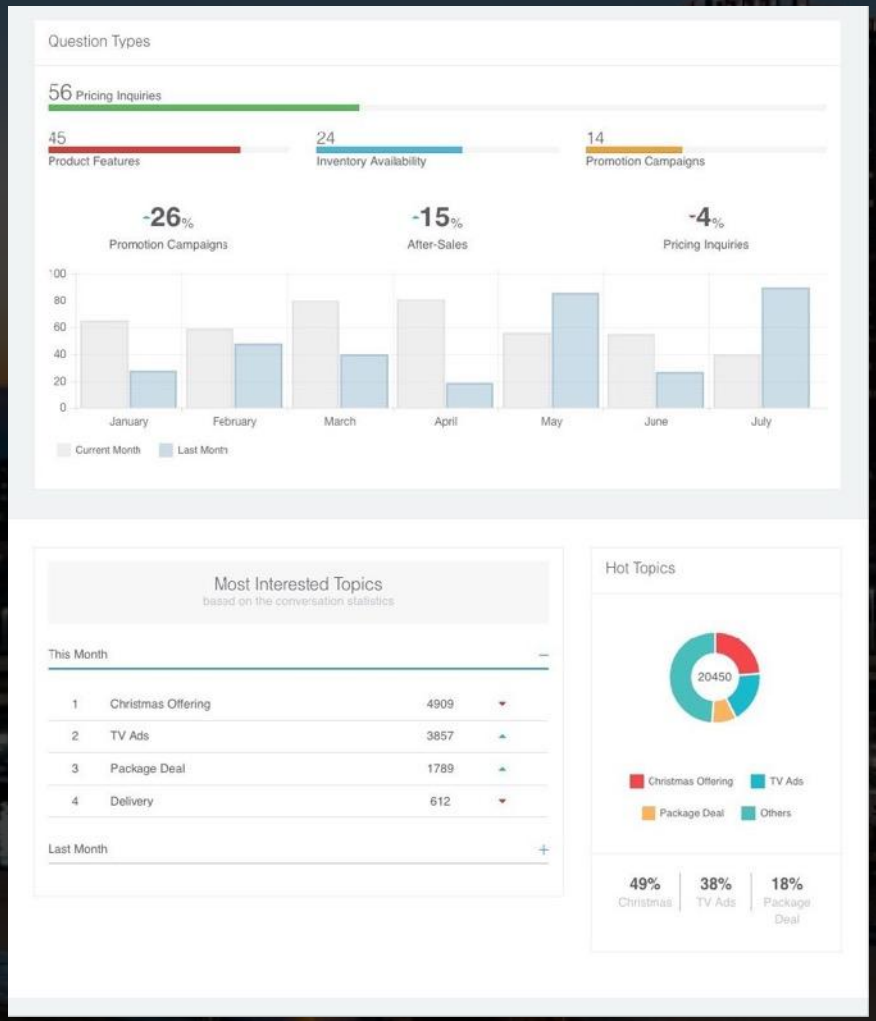
Our Product

SET SAIL
software

A.I. enabled Contact Center Solution



Chatbot Control Portal Module
1. Analytics



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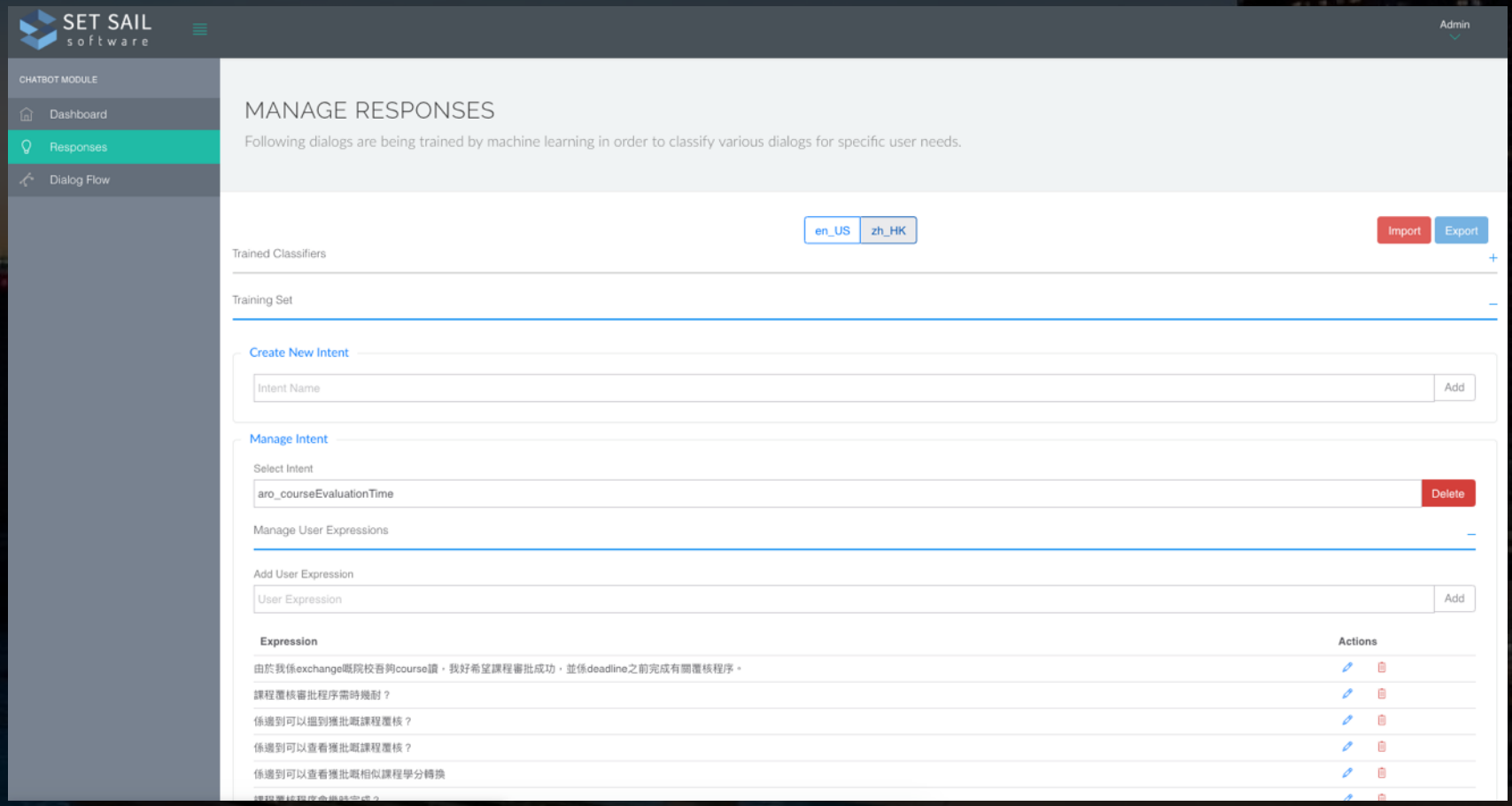
Chatbot Control Portal Module
2. NLP Module



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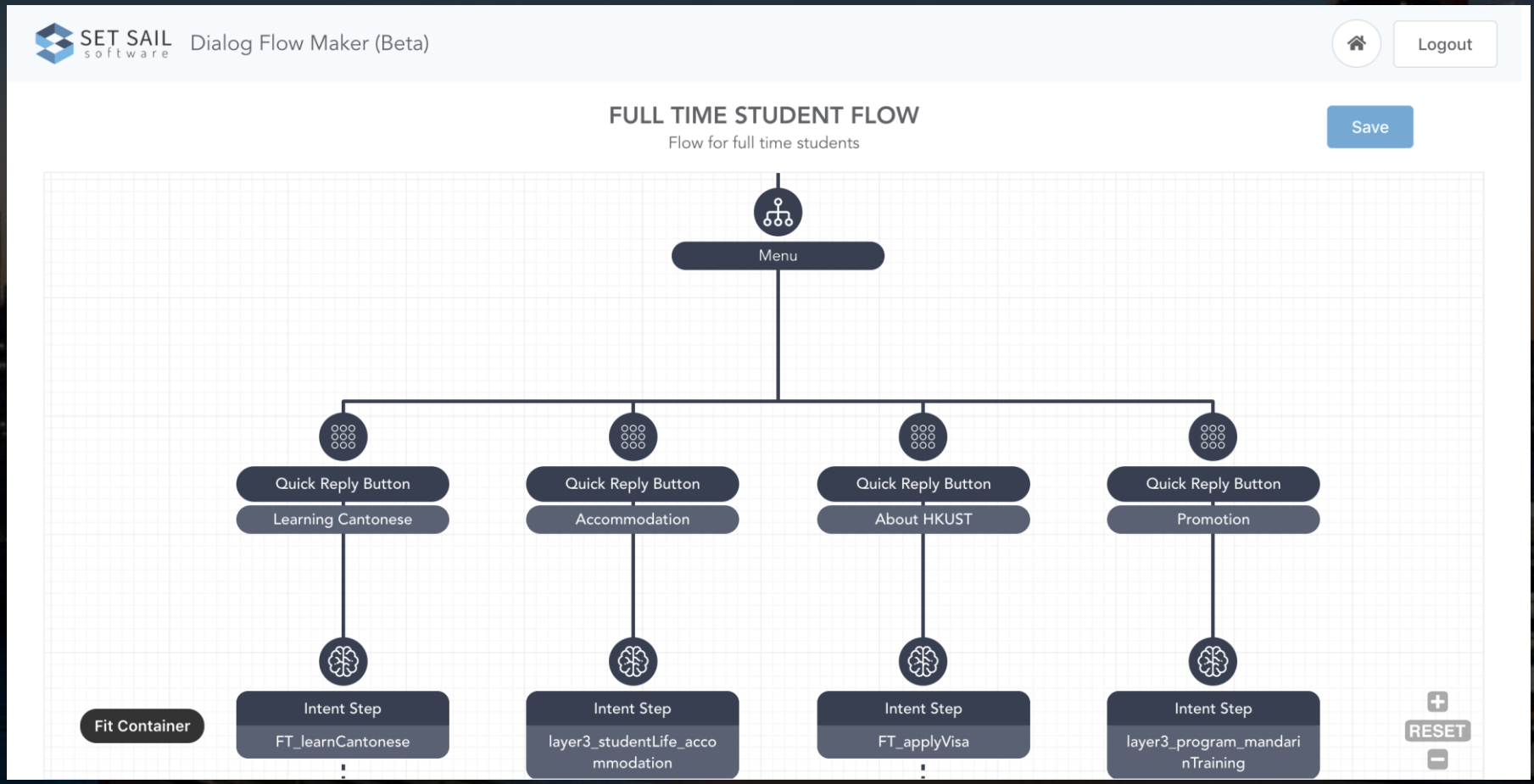
Chatbot Control Portal Module
3. Dialog Flow Builder



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Use Cases

Service Booking

Recommendations

Customer Service

Product Directory

Marketing Campaigns

Forms/ Surveys/ Questionnaires

Way Finding

Games

Business Process

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Set Sail with us.

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