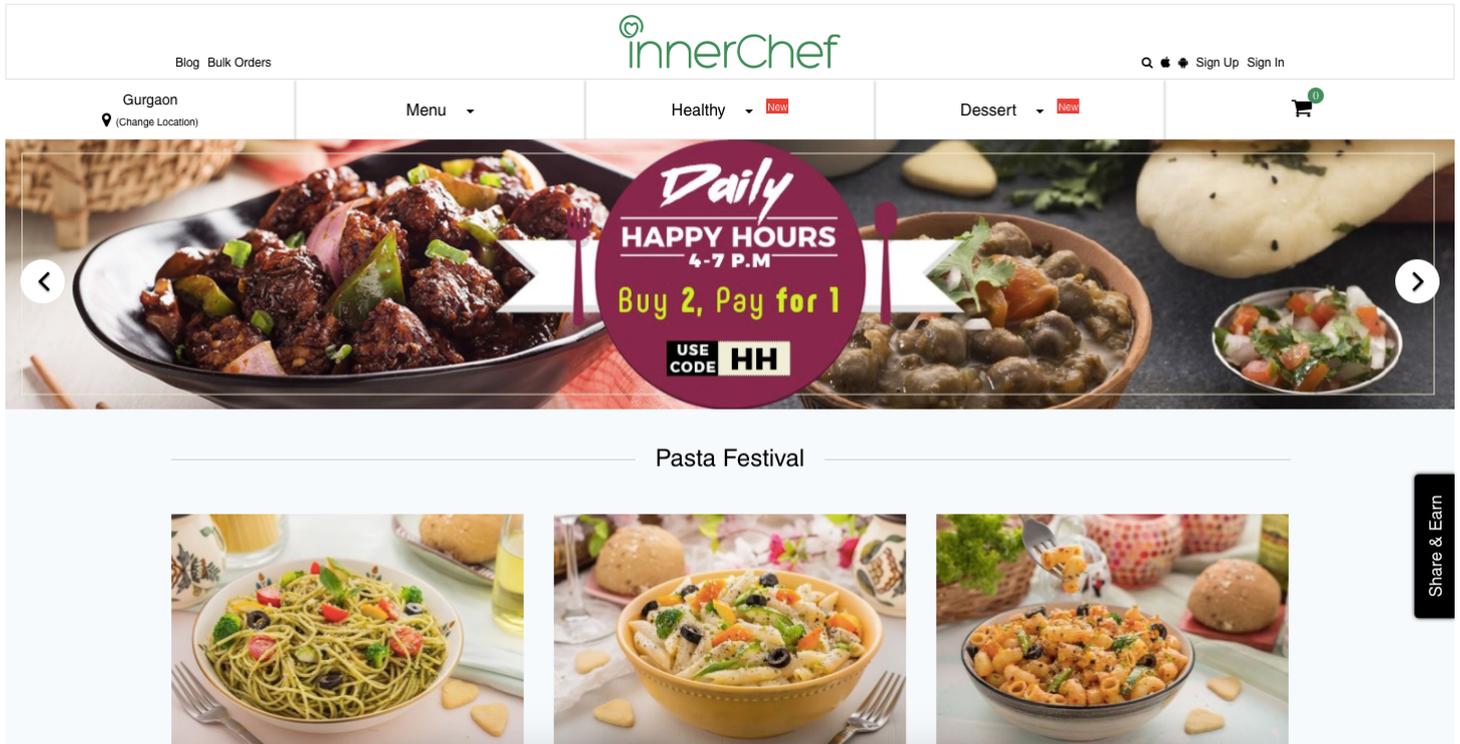


INNER CHEF ONLINE KITCHEN & RESTAURANT

B 18/4, Paschim Marg,
DLF Phase - I, Gurugram,
Haryana 122001



ABOUT

InnerChef is one of the fastest growing food experience companies in the country.

"Not only are we obsessed with our customers, but we are also passionate about our food and our technology."

InnerChef is bringing good food to the hands of many and creating culinary experiences worth remembering.

THE CHATBOT

Innerchef, being a totally online business, bet on ChatBots to drive the next 'wave' of growth for the business, to increase existing customer engagement & retention, by making ordering food online more personal, easier, predictive & intuitive.

So a '**Koala Bear**' chatbot based on messenger was developed & launched. The Koala Bear takes customer orders on Facebook Messenger, provides suggestions by taking in to account popularity of different foods as well as personal order history of the user. It also provides a payment option within the chat itself.



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BRAND SPEAKS:

"Today, Artificial Intelligence (AI), Big Data and messaging are the hot areas attracting investment. After mobile, the next wave will be messaging. Chatbots that will use machine learning to talk to customers on messaging interfaces such as Facebook Messenger will replace apps and websites," says InnerChef Founder & former President- Reliance Entertainment, Rajesh Sawhney(49 Yrs)

NUMBERS

- 1 in 3 buyers used the chat system before making a purchase.
- Estimated 40% of revenue comes from chatbots.
- Orders made through Koala Chatbot resulted in an average of 30% more revenue than orders made through other means(App & Website).
- Targeted messages had an open rate of 30% and a 23% clickthrough rate.
- Up-selling through Re-targeting on Messenger (within the chatbot) resulted in 27% extra revenue.

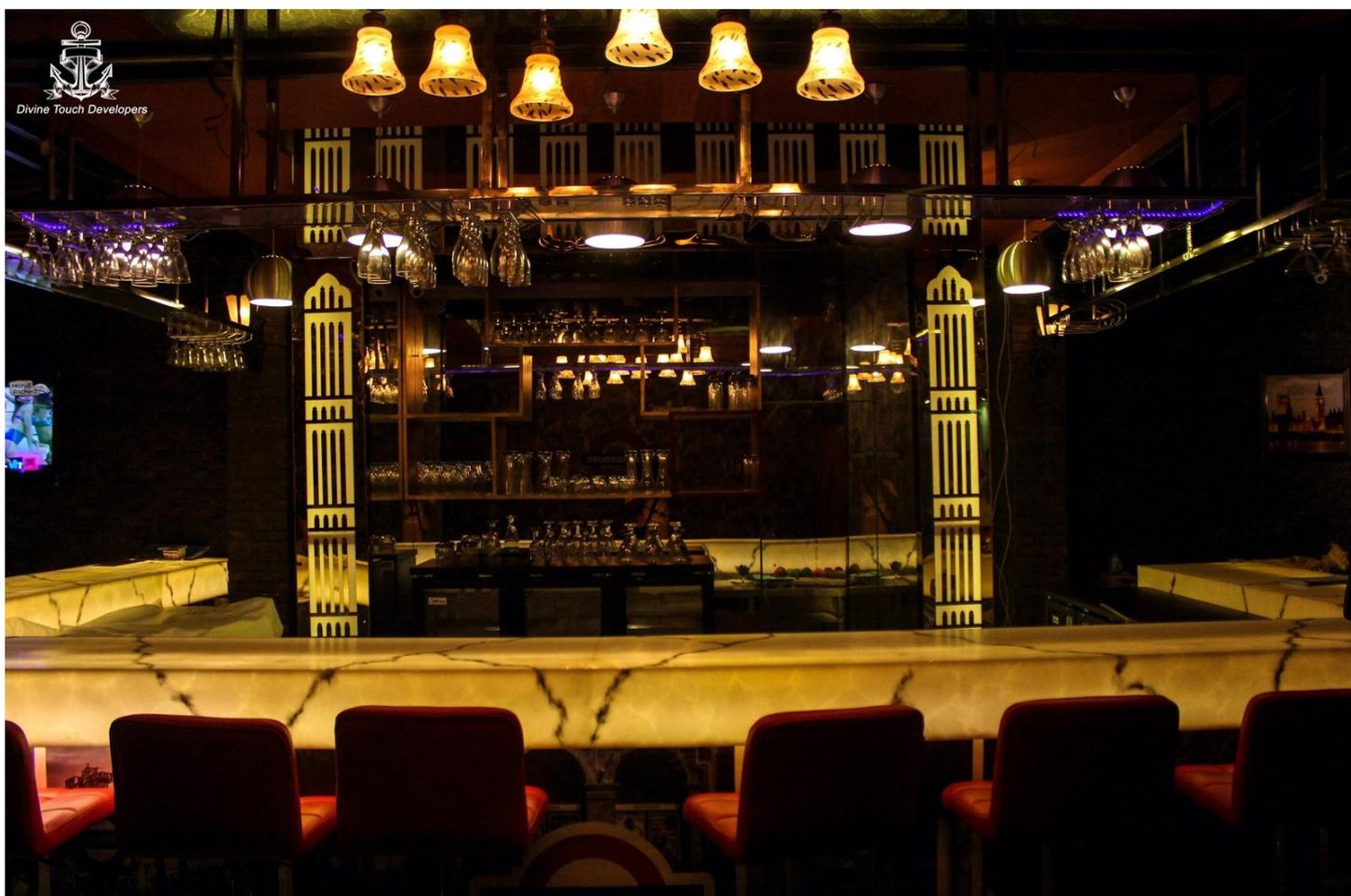
CONCLUSION

Koala Chatbot helped InnerChef to increase its sales significantly, by driving more engagement with the buyer. It helped in creating a massive database of customers and resulted in a higher conversion rate for repeat orders, driven by past order history data and personalisation. Also, the Order value increased sizeably. InnerChef developed a new additional medium for its sales at a decent price, which now contributes considerably to its revenues.



LEVELS HKV RESTO-PUB

3rd Floor 30-A
Hauz Khas Village ·
Delhi, India 110016



ABOUT

Levels is one of the most popular Restaurant-Pub available in Delhi. Located in Hauz Khas, it's occupancy rates are among the highest compared to it's competitors.

THE CHATBOT

Using Litifer to develop a 'Table Booking' Chatbot, they provided the option for visitors to book a table through their Facebook Page itself, without having to call, text or email the restaurant.

Also by embedding the chatbot in their Facebook Ads, SMS & Whatsapp forwards, Levels HKV provided a direct pin-point Call-To-Action for interested people who clicked their Ads.



LEVELS HKV RESTO-PUB

3rd Floor 30-A
Hauz Khas Village ·
Delhi, India 110016

BRAND SPEAKS:

“People usually have an inhibition in placing a call. The Chatbot removes that step. Visitors can book a table by simply stating when and where(Indoor/Terrace) they’d like to sit. The Chatbot helps them by providing simple clickable options and providing guidance through the rest of the booking process”, says Levels HKV proprietor Shubham Singh.

NUMBERS

- The Chatbot increased the visitors coming through Fb Ads by 400%.
- The CTR on Ads increased by 120%. All this is helping Levels get a better return out of their Ad Spend.
- There is a 50% growth in the Levels' Chatbot usage month over month.

CONCLUSION

Clearly, the self-serve model is working for Levels. What’s interesting about the Chatbot is, you know you’re talking to a robot. It doesn’t feel like AI that they’re trying to pass off as a real person. It’s almost like it’s an additional more advanced feature of their Page. The Bot makes it clear beforehand what visitors can expect from it, and directs visitors to a live chat for other queries, so that visitors don't end up in a loop of "Sorry I don't understand" answers.

Maybe it’s just us, but that could be the difference between a helpful tool and a frustrating conversation.



HDFC BANK BANKING & FINANCE

Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013



We understand your world

ABOUT

HDFC (Housing Development Financial Corporation) Bank Limited is a leading Indian banking and financial services company headquartered in Mumbai, Maharashtra. It has 84,325 employees and has a presence in Bahrain, Hong Kong and Dubai. HDFC Bank is India's largest private sector lender by assets. It is the largest bank in India by market capitalisation as of February 2016. It was ranked 69th in 2016 BrandZ Top 100 Most Valuable Global Brands

THE CHATBOT

HDFC bank had sensed the need to explore other platforms as banking channels. So, "**HDFC Bank OnChat**" was launched on Facebook Messenger. HDFC bank already offered digital mediums such as Net banking and Mobile banking as options to its customers.

Through **OnChat**, the bank wanted to open yet another channel for its existing customers as well as new prospects.

Moreover, the organisation wanted to leverage the power of technology (Artificial Intelligence, Machine Learning) to acquire new users, monetise its existing customer base, increase engagement and provide a unique value add to the users.



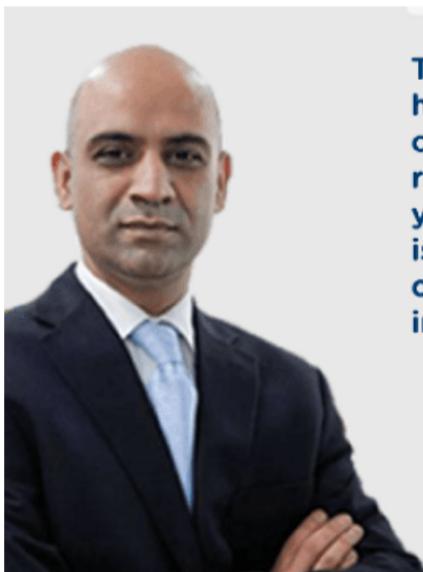
HDFC BANK BANKING & FINANCE

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One has to simply search for **@hdfcbankonchat** on Messenger and start chatting to avail a number of services. Cab booking, mobile recharge, postpaid bill payment, utility bill payments and more can be taken care of right from the Messenger chat window by sending texts and interacting with the bot. This enables the users to quickly avail a service without having to exit the app they're already using.

Not only HDFC Bank's customers, but anyone using Messenger can avail HDFC Bank OnChat's services.

BRAND SPEAKS



This will open conversational commerce and also help us in personalising a digital experience which otherwise is fairly impersonal. We did our research where we realised that not even the younger generation but even the older population is more comfortable with chatting instead of calling. Therefore, we thought chatbots would be important.

Nitin Chugh
Head of Digital Banking at HDFC

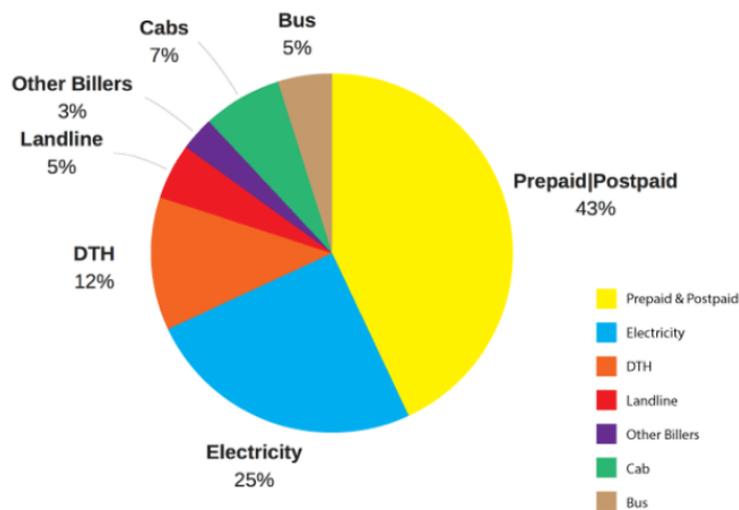
"With over 71% of our transaction taking place on digital platforms, we no longer call this as an alternate banking channel. Internet and mobile are now our core channels." - Nitin Chugh



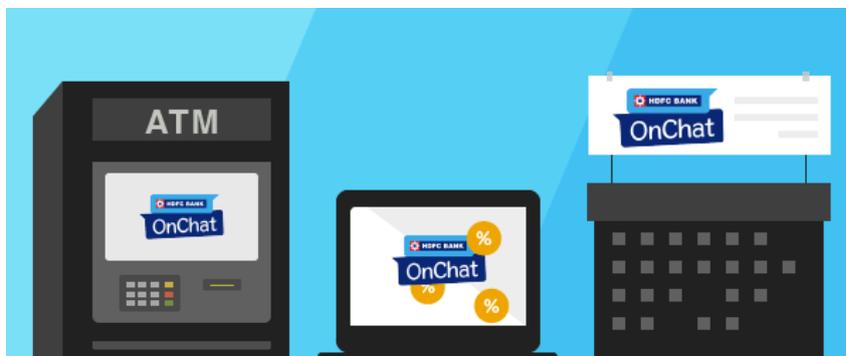
NUMBERS

HDFC bank being present on yet another platform and offering services even to those who were not already its customers, the bank could acquire users and monetise. The current percentage of non-HDFC bank customers using the bot stands at around 25%.

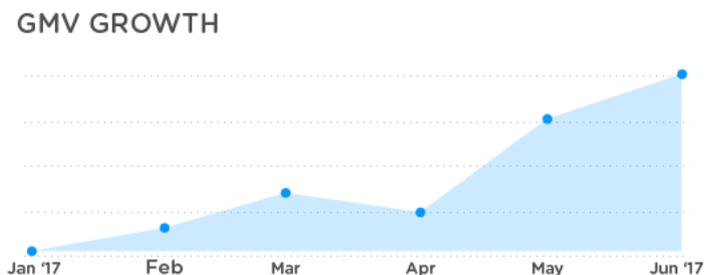
- More services were introduced – more offerings, more transactions



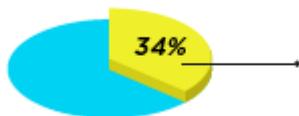
- HDFC bank has been pretty active in promoting *OnChat* through different channels



- Leading to a 400% increase in average order amount, contributing to a non-linear growth in GMV



- Not only did the brand acquire new customers, but also retained them



of users came back to chat with the bot & place more orders!

CONCLUSION

Mobile and internet users in India are projected to grow to 450 Million by 2020. Surveys show that over a billion people use messaging apps, spending a considerable amount of time on these apps daily.

Since the chat interface provides a natural way of communication to get things done, it is way easier to learn and use even for the not-so-tech-savvy generation. Apart from making the experience better for millennials, **OnChat** gives the customers older in age the ability to get things done easily without any tech-help.

HDFC Bank capitalised on this by investing in the development of a Chatbot medium for itself and is now reaping massive benefits from it.

