



Sanuker

Featured Chatbot Success Stories
September 2021





First of all, thank you very much for downloading our ebook:

Featured Chatbot Success Stories September 2021.

In this ebook we intend to show you some of our best success stories so that you can see the full potential that a chatbot can have for your business and get inspired by the example of these amazing companies that have started their transformation to conversational business.

We have compiled six stories that include sectors such as e-commerce, banking or automotive.

We hope you like them and that they help you to take the leap and apply a chatbot to your own project to achieve similar results!

PlayStation HK



The company successfully collected gamers' preferences with the help of a chatbot that had incentives for users to complete it.

Company Name: PlayStation HK
Industry: Gaming

Function: Survey
Platform: Fb Messenger



The Challenge

Understanding User Preferences for Upcoming Games

PlayStation released a survey chatbot to collect gamers preferences for the coming year's new game releases. Gamers were challenged to answer all the questions asked by the Chatbot.



The Solution

Survey with Chances to Win Prizes

In return, they got to participate in a lucky draw that would potentially win them a brand new PS4 Pro or the hottest games.

The rules were simple. If they shared with one unique friend, the chatbot would grant them one more chance to win the lucky draw. As a result, the chatbot gained a lot of organic reaches because gamers were spreading it to their social circles.

In addition, they released an easter egg chatbot to give out Dragon Quest Builder 2 DLC code for gamers who were interested in Dragon Quest.



The Results

28% More people started a conversation via Messenger.

45% Organic gamers reach.

80% Completion rate of the survey.

ChicMe



The company has increased automation by getting most customers to buy directly via chat and decreasing phone calls.

Company Name: ChiqMe
Industry: E-Commerce

Function: Messenger chatbot
Platform: Fb Messenger



The Challenge

Better support, more sales

ChicMe wanted to introduce new solutions and entry points to its existing Messenger experience so that it could expand support to assist shoppers throughout the customer journey and boost sales.



The Solution

Encouraging Messenger conversations during the shopping journey

ChicMe worked with Sanuker, an automated conversation specialist, to add Messenger Chat Plugin to its website and build an automated experience for Messenger that answered frequently asked questions.

For customers with complex queries, Sanuker built in a handover protocol that seamlessly transfers them to a live agent for further assistance. Once launched, ChicMe shoppers could access Messenger via the retail site and receive pre-purchase customer care.

The retail site also activated Guest User Mode so that people who were not logged in to a Facebook or Messenger account could still begin a frictionless conversation in Messenger.



The Results

36% More people started a conversation via Messenger.

20% Lift in conversion rate (across all Messenger entry points).

30% Reduction in volume of international phone calls.

Mattel



As a world leading toy manufacturer, Mattel instills the same set of company values to their employees across the world.

Company Name: Mattel
Industry: Toys

Function: Game
Platform: Web



The Challenge

Communicating Company Values

The aim is to develop a healthy and cheerful working environment while maintaining the high output of quality products from different teams.

Mattel's Educational Gaming Chatbot is deployed to the rest of the world starting from Hong Kong office, providing a fun and interactive way to communicate those values to all Mattel staffs.



The Solution

Interactive Chatbot Game

The chatbot will guide staff to search for clues in the office as well as challenging them with brain teasers.

Once they have completed, each of them will receive a gift coupon as a token of appreciation.



The Results



Chatbot proves to be an effective communication tool to educate learners.



A global launch in all its main offices across APAC region and Europe.

Lexus HK



The company has increased automation by getting most customers to buy directly via chat and decreasing phone calls.

Company Name: Lexus Hong Kong **Function:** Promotion, Game, Live chat
Industry: Automobile **Platform:** Fb Messenger



The Challenge

Promoting Lexus' Branding Strategy

To act jointly with the brand's marketing strategy and promote the hero message "Be Your True Self" cohesively, we have created a chatbot campaign to invite drivers to explore the NX color combination that represents their true identity.



The Solution

Chatbot Campaign to Match Answers to Personality Traits

Drivers will go through a set of interesting questions to find out their "true self".

Chatbot will suggest a NX color match based on the answers they have selected and explain in details their personality result.



The Results

50% Doubled the caption of leads than with the current method.

80% Collected significant amount of data on NX color preference and driving behavior.

88% Rate of completion of the quiz.



Success story featured by WhatsApp

Akulaku



The team of the company reached their goal of growth and success by improving their rate of registrations thanks to the chatbot and WhatsApp Business API.

Company Name: Akulaku

Function: Notifications

Industry: E-Commerce, banking

Platform: WhatsApp



The Challenge

Boosting the Success Rate of Account Registrations

One of the biggest hindrances was the security issues that made customers reluctant to register via SMS, in addition to the SMS network having a rather unstable service.

Moreover, the growth hacking team at Akulaku has been looking for a solution to boost the success rate of account registration.



The Solution

WhatsApp Business API implementation

Given the great popularity of WhatsApp in Indonesia, the Akulaku platform became a viable option for sending account activation notifications. In this way, they solved the security and connectivity issues.

We worked with them to create a solution based on WhatsApp and WhatsApp Business API integration.

In addition to SMS, the team considers WhatsApp Business API for its:

- Reliable and instant delivery of one-time password
- Ability to capture the message status: read vs. unread
- Strong retention among WhatsApp users



The Results

3x Higher opt-in rate for WhatsApp.

98% Delivery rate for WhatsApp messages.

99% Read rate for WhatsApp messages.

Ngong Ping 360



We have all been there, arriving at a tourist spot feeling excited until we see the long queue that kills the thrill. To better execute crowd control measures, we co-created with Ngong Ping 360 to develop the “NP360 EQ-Pass System” to optimize travelers' experience.

Company Name: Ngong ping 360

Function: E-queuing

Industry: Tourism, public transport

Platform: Facebook, web, kiosk



The Challenge

Avoid Long Queues for the Cable Car

The project goal is to avoid long queues outside Ngong Ping 360 and to help tourists better utilize their travelling time.



The Solution

Get a Ticket Without Physically Lining Up

Tourists need to first select the package they want to purchase and the number of people traveling along, upon confirmation to accept terms and conditions, an assigned EQ-pass ticket with a QR code will be generated. Tourists just need to show their EQ-pass tickets to the staff to validate their tickets.

The EQ-Pass system is available on three platforms: Facebook Messenger, WeChat, and physical vending machines. Tourists can either get EQ-pass online on Facebook Messenger or WeChat chatbot, or get EQ-pass offline at on-site vending machines. Tourists who get an online EQ-pass and also confirm to receive reminders will receive a push notification when it's almost their turn.

The EQ-pass system supports both Tung Chung station and Ngong Ping station, the former one for riding the cable car up to the mountain while the latter one for going back down to the city.



The Results



Parallel use of online chatbots with offline kiosks and still be able to consolidate and manage data in just one single database

60% The amount waiting time tourists saved up thanks to the chatbot.



Thank you!

Discover more Chatbot Success
Stories at sanuker.com



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