## 2017



Customer -Test results

**ADs FOR BOTS AND SKILLS** 

*Alexa*, how is the weather?



# There's no better way to help a customer than to be there for them in the moments that matter

LUCINDA BARLOW, GOOGLE

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Customer behavior has changed...



"If you are in asia, just skype me…"

"Who needs taxis? Take a uber!"

"Let's check Airbnb, i need a holiday..."

#### BLOCKCHAIN

"I need a innovative investment.."

"I want to know something about..."

"Add me on WeChat!"

NETFLIX

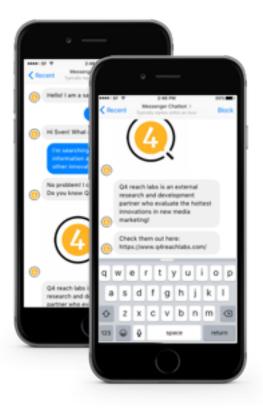
"I think i'll stay at home tonight and watch a movie…"

# amazon

"I'm going to buy today..."

"Siri, what is the weather today?"

Innovative traffic sources are the key to reach your future customer!



CONVERSATIONAL INTERFACES





VOICE SEARCH



### Conversational Interfaces

#### Let's Chat!

Automated chat messaging through the use of Conversational Interfaces (eg. Chatbots) lets you effectively reach your customers on the channels they are already on.



### facebook



Search

Voice

#### Let's Talk!

Identifying the intent of the the questions that your customers ask will enable you to provide the right answer and grow your visibility.



amago

#### WHAT IS IT FOR?

This test provides a low-risk environment for identifying valuable data, that helps you better understand the growing potentials of innovative traffic sources and how to take advantage of them.



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#### The Test

#### **Chatbot Traffic**

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**Flight conditions** 

Timeframe

Investment

Metrics



# Whats next?



# NEXT SPRINT



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# FUTURE INNOVATIONS