INTELLIGENT CHATBOTS
SUMMIT 2020

16-17 June 2020 ● ONLINE EVENT

ENABLING SMARTER CONVERSATIONS FOR SUPERIOR CUSTOMER VALUE AND ENTERPRISE PRODUCTIVITY

Gaurav Suman
General Manager,
Daimler South East Asia

Andy Leong
Chatbot Lead,
FWD Insurance

Vivien Chua
Chief Technology Officer
Shenton Insurance Brokers

Babul Balakrishnan
AVP Customer Experience Operations,
Starhub

Amith Rajan
Head, Sales Enablement & Digital Transformation,
Standard Chartered

Abhilash Murthy
Founder,
Bus Uncle

KEY THEMES

Developing Sustainable and Commercially Viable Chatbot Projects

Capturing Business Value and Opportunities through Chatbots

Creating Truly Intelligent Chatbots with Cognitive Capabilities

Optimising Chatbots to Deliver a Superior Customer Experience

Integrating and Positioning Chatbots as a Strong Pillar of your Digital Marketing Strategy

Enhancing Internal Enterprise Communications, Productivity and Efficiency

Sponsor: CONTENT GURU

Media Partners: Chatbots Journal | AI TIME JOURNAL

Researched and Developed by: IQPC International Quality & Productivity Centre

JOIN TODAY! ›› T: +65 67229388 • E: enquiry@iqpc.com.sg • W: www.cxnetwork.com/events-chatbots/

SPONSORSHIP OPPORTUNITIES

In their goal to become more customer-centric, productivity-focused, anticipatory and seamless, Asia's Customer Experience, Marketing, Digital Transformation, and Sales Leaders are aggressively investing in Chatbots to:

- Optimise customer experience
- Expand marketing outreach
- Build a 24/7 presence
- Gain customer insights to improve customer interactions
- Improve enterprise and work productivity and efficiency

In order for them to master that, they are actively seeking consultants/ technology experts in:

- Chatbots Technology
- Natural Language Processing
- AI & Machine Learning
- CRM Integration Solutions
- Language Localisation

HOW YOU CAN GET INVOLVED:

We offer a comprehensive range of platforms, media, networking opportunities and marketing channels to deliver your objectives. In consultation with our expert team, you can mix a variety of activities that meet your specific business development needs:

THOUGHT LEADERSHIP	LEAD CULTIVATION	BRAND AWARENESS
Whitepaper email marketing CX Network newsletter placement	Targeted delegate acquisition campaign Prospect listing	Online presence on event website Listings and logos on all event materials

CONTACT US NOW

With deliberately limited sponsorship opportunities, this event ensures an optimal buyer-to-seller ratio, which guarantees dedicated engagement time with delegates.

CONTACT OUR SPONSORSHIP TEAM NOW!

Sponsorship opportunities range from exhibition stands to speaking opportunities, sponsored lunches, cocktail receptions, and a host of informal social networking events. Contact us now at +65 6722 9388 or email sponsorship@iqpc.com.sg to discuss how we can tailor our sponsorship packages to suit your business objectives.

JOIN TODAY! T: +65 67229388 • E: enquiry@iqpc.com.sg • W: www.cxnetwork.com/events-chatbots/

16-17 June 2020

	CONFERENCE DAY ONE: TUESDAY 16 JUNE 2020
11:00	**Chairman's Opening Remarks**
11:10	**Keynote: Chatbots as an Integral Business Tool in Service Delivery and Communications** Besides customer-facing processes which chatbots are typically used for, they can also be utilised across a wide variety of applications in the corporate business environment. Daimler has achieved great success globally in tapping on the intelligence of chatbots to fulfil internal service operations, supply chain delivery and incident management requests. Hear how Mercie, its organisational chatbot developed by the Singapore team, has helped the company achieve 7-digit global cost savings in just 1.5 years - this is a session you must not miss out on! • Defining your chatbot operating model and technological architecture • Chatbots as part of your automation tools for improved business efficiency • Improving bot intelligence and productivity vastly with cognitive capabilities • Integrating chatbots into your suite of intelligent enterprise applications capable of enhancing the end-user experience Gaurav Suman, General Manager, **Daimler South East Asia**
11:35	**Case Study: Developing a Sustainable Chatbot Project** Achieving high-quality customer experience and front-line assistance is the end goal for a chatbot. However, content plays an important role in delivering its success. Therefore, it is of no surprise that Andy Leong at FWD Insurance spent 15 months working on FAQs for 12 different products in his line-up. Simplicity is key, and this session will take us through the pain points and lessons learned on what could have been done differently. • Achieve stakeholder expectations through managed ambition • Identify scope: prioritisation and areas of focus • Streamline processes and transform technological infrastructure to support agile initiatives Andy Leong, Chatbot Lead, **FWD Insurance**
12:00	**SPEED NETWORKING**
12:15	**BREAK**
13:30	**Building a Customised Chatbot for Your Organisation** • Understand what is needed to show relevant use cases for stakeholder buy-in • Consider enterprise-wide communication needs across various business functions to drive collaboration • The 3 D's: avoid adoption hurdles through design, development and digital Amith Rajan, Head, Sales Enablement & Digital Transformation, **Standard Chartered Bank**
13:55	**The Impact of Employee Engagement on Sustainable Implementation** Employee engagement alone can drive profitability up to 20%. Yet studies show that only 59% of Singaporeans are engaged employees, while 46% are likely to leave their jobs within a year, compared to 25% in Hong Kong. In this session, Babul will take us through how Starhub is changing the strategy around internal customers in order to drive sustainable growth:

Scheduling and timing of sessions may be subject to change.

	• An insight to something you've done regarding employee engagement • How it has impacted your business • Turning chatbots in – exploring beyond customer-facing processes for your organisation Babul Balakrishnan, AVP Customer Experience Operations, **Starhub**
14:20	**Timibot – A chatbot to drive Alibaba's retail business** Timibot is a chatbot used in retail trade processing to provide a more efficient service to consumers and to increase order transaction rate for merchants; optimised for 100 product categories. Beyond Taobao platform, Alibaba is also exploring other service channels and features including WeChat and merchants' own mobile platform applications to enable seamless omni-channel interactions. In this session Leo Wang will cover: • How Alibaba has powered chatbots with AI to enhance customer interface • Humanising AI to deliver operational excellence for greater business return • The future of chatbot: predictive personalized purchasing trends Leo Wang, Chief Architect, Timibot, **Alibaba**

INTERACTIVE DISCUSSION GROUPS **(oPREMIUM PASS)** *Structured to maximise interaction and in-depth focus on a topical subject matter* *Attendees will have the opportunity to participate in one roundtable session of their choice, which has close relevance to their area of expertise and / or scope of responsibility*	

14:45	*Roundtable A* **NLP Optimisation to Improve Chatbot Performance** The nature of the human language, with its passing of information, exceptions to the rules, and colloquial speech is what makes NLP difficult. However, with the increase in computational power, and improvements in the access to data the global NLP market will grow at a compound annual growth rate of 11.7% by 2026; valuing at \$28.6billion. This session will be a discussion around: • How to utilise data from your call centres to identify speech patterns and mode of questions • Lessons learned from a messenger bot vs a voice bot • Decrease resolution time by 20-25 seconds for easy tasks; 1 minute for complex tasks Ashish Kulkarni, Director, Cross Channel Engagement and AI, **Standard Chartered Bank**	*Roundtable B* **Scaling and Monetising Customer Communications with Bots** Many have attempted to build a true AI bot. However, the most practical scenario is a hybrid approach; the chatbot is the first to respond to the query, and would only fall back on the human agent if it isn't able to respond to the query effectively. This best of both worlds approach allows for business to deliver human-style communication at scale, and one where Dialog Axiata has worked to adopt. Join Waruni in discussing how to: • Educate the customer and transform communication from physical to digital • Augment customer interactions through bot enhanced messaging products • How to manage majority of interactions through automated intelligence Waruni Algama, General Manager, **Dialog Axiata PLC**
15:30	**End of Conference Day 1**	

Scheduling and timing of sessions may be subject to change.

	CONFERENCE DAY TWO: WEDNESDAY 17 JUNE 2020
10:30	**Chairman's Opening Remarks**
10:35	**Case Study: Using AI to turn David into Goliath** Artificial intelligence being integrated in the insurance industry, and will spur breakthrough innovation of the insurance model. Digital brokers can deploy AI and machine learning strategically to expand market share, up-sell and cross-sell products and gain more efficiency. The future is bright as customers will be able to have more flexibility and choice, and toughening rivalry will push all players to raise the bar in service. Come hear how one of the most innovative insurtech companies, Shenton Brokers, is able to leapfrog into the front ranks of insurance distribution. • Address customer enquiries efficiently and effectively through internal customer service application • Explore how to integrate chatbots and existing AI initiatives to deliver operational excellence • How to use data to strategically expand market share opportunities Vivien Chua, Chief Technology Officer, **Shenton Insurance Brokers**
11:05	**Enabling Smarter Customer Interactions and a Seamless Customer Experience** • Leveraging machine learning technologies where bots listen in and learn the interactions of a human employee • Infusing bots with a wider range of capabilities to serve the changing needs of customers and the market • Empowering customer touchpoints and platforms with optimum enquiry handling and escalation mechanisms Ulyses Ty, Head of Applications Services, Asia Service Centre, **Sun Life Financial**
11:35	**Inside-Out: Leverage Internal Successes For External Strategies** In today's fast-paced, and time-starved environment, it is becoming ever more pressing, as well as challenging, to meet the increasing customer demands and expectations of service. What stands businesses apart is the ability to continuously improve their service experience by addressing customer needs in record time. At Prudential, they have adopted internal chatbots to assist Financial Consultants in accessing relevant information to deliver resolutions in a seamless and efficient manner. Today, majority of Financial Consultants have adopted this chatbot, increasing productivity, and decreasing time spent. Join Alberto as he takes us through his lessons learned and paves the way for a customer-facing chatbot. - Establishing the importance of an interconnected framework for value-added efficiency - How to achieve greater economies of scale through sustained adoption - Evolve a well-thought out scaling strategy to deliver time and cost savings Alberto Resco Perez, DVP, Head of Distributor Platforms & Head of AI, **Prudential Assurance**
12:05	**Becoming Singapore's First AI Influencer**

Scheduling and timing of sessions may be subject to change.

	In Singapore, the uncle culture, a sign of respect and endearment towards an older person with a distinctive local attitude, is a real part of its intangible cultural heritage. Cue **Bus Uncle**, a messenger bot fluent in Singlish catering to those weary bus travellers during all hours of the day. With zero effort in marketing, the user base grew from 300 in a couple days, to 1000 in a week, and 40,000 in 3 months, all by addressing their questions to bus arrival timings, directions, route suggestions, or even just a need for small talk. Join Abhilash as he shares his story on creating Bus Uncle: • Message delivery: identifying the difference between your hypothesis vs how people want to message • Building revenue opportunity through OOH advertising campaigns Abhilash Murthy, Founder, **Bus Uncle**
12:35	**SPEED NETWORKING**
12:50	**BREAK**
WORKSHOP **(PREMIUM PASS)** *Structured to maximise interaction and in-depth focus on a topical subject matter.*	
13:45 **–** **15:00**	**Chatbot Project Fundamentals** • Identifying your main stakeholders, project scope, timelines and targets • Building your business case for chatbots and putting together your budget plans • Understanding your business needs and exactly what the various chatbot providers can offer • Communicating expectations clearly, obtaining stakeholder buy-in and project funding • Project implementation, performance monitoring and tracking, post-implementation fine-tuning Waruni Algama, General Manager, **Dialog Axiata PLC**
	End of Conference

Scheduling and timing of sessions may be subject to change.

16-17 June 2020

This event is constituted of FREE SESSIONS AND PREMIUM SESSIONS, and the free sessions is only available for end users.

See details below:

For End Users:		
Free Package (Main Conference - Live Streaming)	• 16 June 2020, Tuesday, 11:00 am to 14:20 pm • 17 June 2020, Wednesday, 10:30 am to 12:35 pm	**FREE TO ATTEND**
Premium Package	• 16 June 2020, Tuesday, 14:45 pm to 15:30 pm (Interactive Discussion Group) • 17 June 2020, Wednesday, 13:45 pm to 15:00 pm (Workshop) • Access to presentations and video recordings after the event	SGD$ 600
Vendor - For Solutions Provider:		
Standard Package	• 16 June 2020, Tuesday, 11:00 am to 15:30 pm (Including Interactive Discussion Group) • 17 June 2020, Wednesday, 10:30 am to 12:35 pm • Access to presentations and video recordings after the event	SGD$ 999
Standard Package + Premium Workshop	• 16 June 2020, Tuesday, 11:00 am to 15:30 pm (Including Interactive Discussion Group) • 17 June 2020, Wednesday, 10:30 to 15:00 pm (Including Workshop) • Access to presentations and video recordings after the event	SGD$ 1,299

Please note:

- Free & Premium Packages are only available for End Users. **IQPC reserves the right to determine who qualifies as an End User or a Vendor upon registration for the event**. For Solution Providers, registration is available under the Standard Package.
- Event log-in information will be provided to all registrants <u>2 weeks prior to the event</u> via a email.

*Scheduling and timing of sessions may be subject to change.