NEW AGE CONVERSATIONAL EXPERIENCE TO ENHANCE CUSTOMER ENGAGEMENT,
MARKET OUTREACH & OPERATIONAL EFFICIENCY

WHY ATTEND?

1. Your A-Z guide on chatbot implementation in Asia: From assessing ROI to ensuring successful chatbot development and execution in your organisation
2. Learn and benchmark with industry leaders who have been there, done that!
3. Discover how you can advance your chatbot with AI, sentiment analysis and through continuous improvement initiatives such as scenarios building
4. Learn how you can monetise chatbot in the areas of branding, marketing, sales, customer engagement and operational efficiency

4 FEATURED WORKSHOPS

A. Chatbot Bootcamp 101: From Development to Execution
B. Integrating Chatbots into Your Omni-Channel Strategy
C. Training Your Chatbot
D. Building and Implementing Voice-Enabled Bots
Dear Colleagues,

Digital channels have now emerged as the preferred choice for many of Asia’s consumers when it comes to interacting and engaging with brands. In this new age of customer engagement, chatbots will be the game-changer in transforming customer experience, service excellence, marketing and sales.

Returning from our successful launch last June, the 2nd Annual Intelligent Chatbots Summit will focus on separating hype from reality with a zoom in on driving continuous improvements to optimise chatbots ROI.


Attend this chatbot-focused forum to get inspired and network with like-minded peers. I look forward to meeting you at this exciting event this June!

Yours Sincerely,

Nadia Kim
Program Director
Intelligent Chatbots Summit 2019

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**CHATBOT CASE STUDIES YOU DON’T WANT TO MISS!**

**Revolutionising Customer Experience and Achieving Cost Savings with Problem-Solving Bots**

Go-MMT launched and implemented the very first chatbot in the travel industry in December 2017 with the objectives of reducing repetitive tasks, improving overall work performance and decreasing operational costs. The result was fantastic! In just 8 months, there was a 52% decrease in call volumes accompanied by a 20% increase in NPS.

Don’t miss this joint presentation as Go-MMT shares how you can enhance a chatbot’s functionality and capability by re-architecting processes, reducing silos and humanising conversational interfaces.

*Shweta Modi*
Director, Process Excellence & NPS
Go-MMT Group

*Seshadri Vyas*
Product Head, Customer Experience
Go-MMT Group

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**Enhancing Workforce Productivity and Operational Efficiency with Chatbots**

NatSteel Holdings’ Inventory Control Department (ICD) stores and distributes close to 80,000 tonnes of various steel products monthly. The storage warehouses spread across a 50-acre factory area and are a central piece for operational efficiency across both local and global supply chains.

Faced with restricted manpower and the desire to improve real-time visibility, Bisma developed and implemented a chatbot equipped with a robust web solution. Get inspired on how he built an interactive chatbot to maximise visibility and acquire analytical business insights at a low cost.

*Yohanes Paulus Bisma*
Systems Automation & Digitisation Solution Engineer
- Supply Chain & Logistics
NatSteel
MEET OUR 2019 ESTEEMED SPEAKER FACULTY

Deb Tan
Head of Engineering, Digital IT
Digi Telecommunications

Teo Chin Kiat
Vice President, Program Management
Lazada Group

Robin Seow
Head of Global Marketing - Group Enterprise
Singtel

Cedric Dias
Head, Digital Marketing, Product Marketing & Silver Segment
OCBC Bank

Ravi Madavaram
Head of Artificial Intelligence
Axiata

Luzanne Chong
Head of Customer Experience
FWD Singapore

Sandra De Zoysa
Group Chief Customer Officer
Dialog Axiata PLC

Juliana Chua
Head, Digital Transformation
NTUC Income

Yohanes Paulus Bisma
Systems Automation and Digitisation Solution Engineer - Supply Chain & Logistics
NatSteel

Seshadri Vyas
Product Head, Customer Experience
Go-MMT Group

Balamurugan Muniraju
Vice President, Contact Centre Operations
Astro

Andy Leong
Chatbot AI Trainer
FWD Singapore

Shweta Modi
Director - Process Excellence & NPS
Go-MMT Group

Martin Taylor
Co-Founder & Global Chief Marketing Officer
Content Guru

Kailash Ramalingam
Regional Head, Contact Centre & Strategic Initiatives
DBS Bank

Felix Kurniawan
Chatbot Product Lead - Dispute Settlement & Operation
Tokopedia

Sylwia Kulezsa
Senior Executive Director, Digital Engagement & Cross-Channel Sales
Standard Chartered Bank

Ji Zhang (Jim)
Staff Algorithm Engineer
Alibaba

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PRE & POST-CONFERENCE WORKSHOPS

PRE-CONFERENCE WORKSHOPS • TUESDAY, 18 JUNE 2019

A 9AM - 12PM
Chatbot Bootcamp 101: From Development to Execution

- Defining scope of project and mapping out implementation timelines and targets
- Establishing key features and functionalities in chatbot design
- Weighing the pros and cons of outsourcing versus developing in-house
- Fast-tracking pilot to commercialisation: Tracking progress and evaluating outcomes for improvements

About Your Workshop Leader:
Sandra De Zoysa
Group Chief Customer Officer
Dialog Axiata PLC

B 1PM - 4PM
Integrating Chatbots into Your Omni-Channel Strategy

- The pursuit of delivering customer-centric experiences: How does chatbot fit into your organisation’s omni-channel ecosystem?
- Determining the best suited platforms and deployment channels for chatbots
- Leveraging analytics and real-time data to personalise customer engagement and generate quality interactions
- Enhancing omni-channel performance with chatbots: Moving beyond operational customer service to customer satisfaction and delight

C 9AM - 12PM
How to Train Your Chatbot

- Shaping your content and tone and infusing personality within your chatbot
- Designing conversation flows and creating great customer engagement that leads to optimal user experience
- Getting a series of ‘chatbot checklists’ to achieve business objectives and goals post deployment and utilisation

About Your Workshop Leader:
Felix Kurniawan
Chatbot Product Lead
- Dispute Settlement & Operation
Tokopedia

D 1PM - 4PM
Building and Implementing Voice-Enabled Bots

- Evaluating how a voice-enabled bot can promote frictionless customer engagement
- Ensuring technology and platform readiness to operate voice-enabled bots
- Voice-only bots versus messenger bots: Cross-examining similarities and differences in selecting the right user interface
- Enabling integrated customer experience through two-way conversational exchange

About Your Workshop Leader:
Ravi Madavaram
Head of Artificial Intelligence
Axiata

POST-CONFERENCE WORKSHOPS • FRIDAY, 21 JUNE 2019

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CONFERENCE DAY ONE
WEDNESDAY, 19 JUNE 2019

08:00  Registration & Coffee & Tea

08:45  Chairman’s Welcome Remarks

BUSINESS SYNERGIES & VALUE CREATION

09:00  Beyond the Hype: Realising Scalable and Profitable Chatbots Across the Enterprise
- What are the market opportunities for chatbots amidst technology disruptors in the age of customer?
- How can chatbots elevate next generation digital experiences?
- Ensuring enterprise readiness and operating synergies for chatbot integration

09:30  Integrating Chatbots into the Wider Organisational Customer Experience Strategy
- Transforming organisations and new age customer engagement with chatbot channels
- Developing customer experience strategies around chatbots for a competitive advantage
- Delivering a single-view chatbot experience to personalise, engage and delight customers

10:00  Speed Networking & Morning Refreshment Break

CHATBOT ROI & PERFORMANCE

10:45  Pitfalls and Lessons Learnt from Chatbot Implementation
- Keeping abreast of changing customer engagement preferences and the technology advancements in chatbots
- Strengthening digital capabilities to harness the full potential of bots
- What are the essential factors to keep in mind for successful chatbot implementation?

11:30  Evaluating Chatbot Platforms and Benchmarking Performance Metrics against other Channels
- Setting chatbot KPIs to measure channel effectiveness
- Driving chatbot improvements and customer uptake in digital self-service
- What are the best tools for measuring bot analytics and performance?

Panelists:
Felix Kurniawan  
Chatbot Product Lead - Dispute Settlement & Operations  
Tokopedia

Sylwia Kulezsa  
Senior Executive Director, Digital Engagement & Cross-Channel Sales  
Standard Chartered Bank

12:15  Augmenting Voice and Digital Channels with AI-Powered Chatbots to Create, Elevate and Capture Customer Value
- Improving customer engagement with AI-driven insights
- Powering chatbots to anticipate and respond to customer needs
- Achieving customer experience excellence through personalised and value-added interactions

Martin Taylor  
Co-Founder & Global Chief Marketing Officer  
Content Guru

ROUNDTABLE A
Tapping into Knowledge-Based Management for Smarter Bots

ROUNDTABLE B
Enhancing Service Automation with Chatbots

ROUNDTABLE C
Assessing Key Skill Sets for Today’s Bot Trainers
Luzanne Chong  
Head of Customer Experience  
FWD Singapore

Andy Leong  
Chatbot AI Trainer  
FWD Singapore

ROUNDTABLE D
Trends and Challenges in Developing Multilingual Chatbots
Ji Zhang (Jim)  
Staff Algorithm Engineer  
Alibaba

ROUNDTABLE E
Designing a Conversational Chatbot Experience

ROUNDTABLE F
The Importance of NLP for Chatbot Intelligence
Afternoon Refreshment Break

CONTINUOUS IMPROVEMENT INITIATIVES

16:00  Applying Real-Time Sentiment Analysis to Understand Customer Intent, Content and Context
- Towards data science in bots: What are the fundamental building blocks of text and sentiment analysis?
- Sketching dialogue scenarios to better understand user intentions and reactions
- Making sense of natural language processing nuances to improve conversational experiences

16:30  Building Chatbot Scenarios to Anticipate and Improve User Interaction and Engagement
- Monitoring feedback and analysing chatbot sessions for accurate insights
- Chatbot user experience: How to craft valuable conversations
- Creating a chatbot decision tree to improve customer journey mapping

Teo Chin Kiat
Vice President, Program Management
Lazada Group

16:30  Introducing Voice Bots to Promote User Accessibility and Interactions
- Developing digital capabilities to build a voice bot
- How can AI-powered conversational analytics enhance customer interactions?
- Facilitating intelligent voice interactions between users and services to generate actionable insights

Ravi Madavaram
Head of Artificial Intelligence
Axiata

17:00  Chairman's Closing Remarks & End of Day One
CONFERENCE DAY TWO
THURSDAY, 20 JUNE 2019

08:00 | Registration & Coffee & Tea
09:00 | Chairman’s Welcome Remarks

BUILDING INTELLIGENT ENTERPRISE BOTS
09:15 | Breathing Life to your Chatbot: Branding, Personality and Tone
- Injecting corporate and brand identity into chatbot development
- Designing chatbot persona with the right tone, context and language
- Devising effective campaigns to spur customer experience and positive brand outcomes

09:45 | Leveraging Artificial Intelligence and Predictive Analytics to Personalise Chatbot Experiences
- Taking chatbots beyond functional to personalised customer engagement
- Investing in AI and predictive analytics to bridge customer experience gaps and deliver enhanced business ROI
- Insights into innovative and interesting use cases of AI-powered chatbots to drive customer experience excellence

10:15 | Speed Networking & Morning Refreshment Break

CHATBOT ADOPTION & UTILISATION
11:00 | Planning Channel Migration to Promote Chatbot Uptake
- Migrating customers from telephone and email to digital usage
- What should an organisation consider and act upon in making chatbots the key communication channel?

12:15 | Afternoon Refreshment Break

CHATBOT USER EXPERIENCE & DESIGN
14:00 | Digital Innovation: Creating Immersive and Winning Chatbot Experiences with Gamification
- How are chatbots pivotal to creating immersive engagement and complete experiences for customers?
- Incorporating game design principles into a chatbot’s conversational framework
- Gamifying conversations and chatbot funnels to build brand loyalty

14:30 | Alibaba’s 7 Steps to Build a Cross-Lingual Chatbot
- Integrating business domains to improve language algorighm
- Leveraging multilingual data platform to understand local communication context better
- Training and improving lingual data through bilingual language system

15:00 | Afternoon Refreshment Break

MONETISING CHATBOTS
15:30 | Revolutionising Customer Experience and Achieving Cost Savings with Problem-Solving Bots
- Scaling chatbots for maximum business impact and an improved bottom line
- Fine tuning chatbots for effective enquiry handling and complaint resolution
- Attaining operational excellence with chatbots in process automation and service efficiency

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16:00 Moving Towards Transactional Bots to Monetise Sales and Marketing Opportunities
- How are chatbots modernising sales and marketing and the entire customer journey?
- Enabling user authentication and access to purchase history to better streamline customer transactions
- Integrating chatbots with CRM for accurate insights on sales opportunities

Deb Tan
Head of Engineering, Digital IT
Digi Telecommunications

16:30 Enhancing Workforce Productivity and Operational Efficiency with Chatbots
- Identifying and prioritising key workforce aspects for chatbot applications

17:00
- Shifting the focus of workforce to service delivery and customer experience
- Boosting performance and productivity in the workplace through chatbots

Yohanes Paulus Bisma
Systems Automation & Digitisation Solution Engineer - Supply Chain & Logistics
NatSteel

Chairman’s Closing Remarks & End of Summit
In a bid to become more customer-centric, anticipatory and seamless - Customer experience, digital innovation, marketing and sales leaders are increasingly investing in chatbots to optimise customer experience, expand marketing outreach, build a 24/7 presence, acquire analytical insights for enhanced customer interactions and improve workforce productivity and operational efficiency. As such, they are actively seeking proven technology and consulting expertise, such as:

Chatbot development and design
CRM and omni-channel integration
Natural language processing (NLP)
Consulting
Artificial intelligence and machine learning

If you have a credible solution offering or service in this field, contact us now to get involved in this exciting event launch! Our sponsorship opportunities include:

DEMONSTRATE THOUGHT LEADERSHIP
Share client success case studies and get your value proposition across to customer experience, sales and marketing industry practitioners.

Available Opportunities:
- Speaking sessions
- Panel moderators
- Roundtable hosts

NETWORKING & LEAD GENERATION
Acquire business intelligence and generate new qualified leads through targeted interaction with your top prospects.

Available Opportunities:
- Private lunch
- Client introductions and business matching

EXHIBIT YOUR SOLUTIONS
Book an exhibition space to showcase your solution offerings and have a focal point to engage all attendees and select prospects.

- Only 8 exhibition stands available!

ESTABLISH INDUSTRY GOODWILL
Position your company brand at front of mind and forge important industry relationships through active client engagement.

Available Opportunities:
- Refreshment break sponsor
- Coffee cart sponsor
- Cocktail reception sponsor

To find out more about available and customised sponsorship options, contact Sharon Yang at +65 6722 9410 or email sponsorship@iqpc.com.sg to discuss how we can better achieve your business objectives.