

HKT Messaging Hotline

Uplift communication efficiency with automation

Cybersecurity

5G

Cloud

IoT

Data Analytics

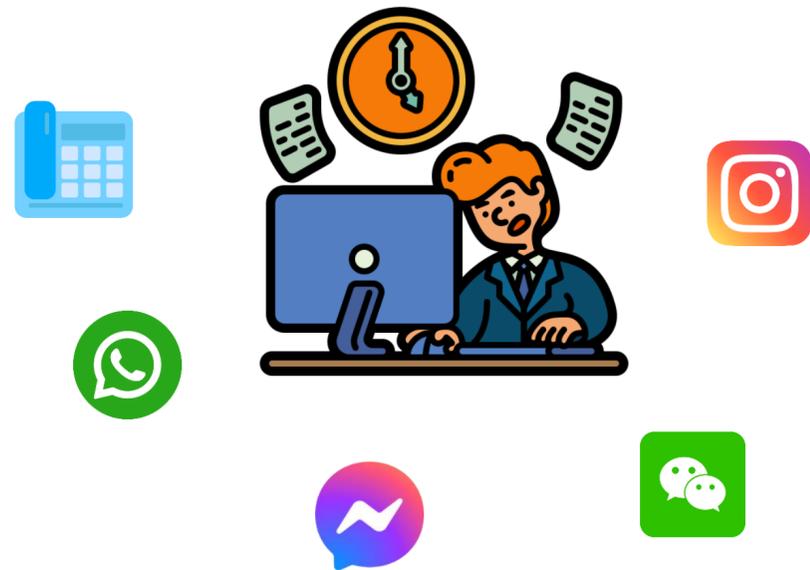
Robotics

AI



Leverage AI to automate workflows and improve the agent productivity

Manual campaign engagement



Manually complete:

- Campaign KPI
- Enquiry pickup
- Customer follow-up...

V.S.

Automated campaign engagement

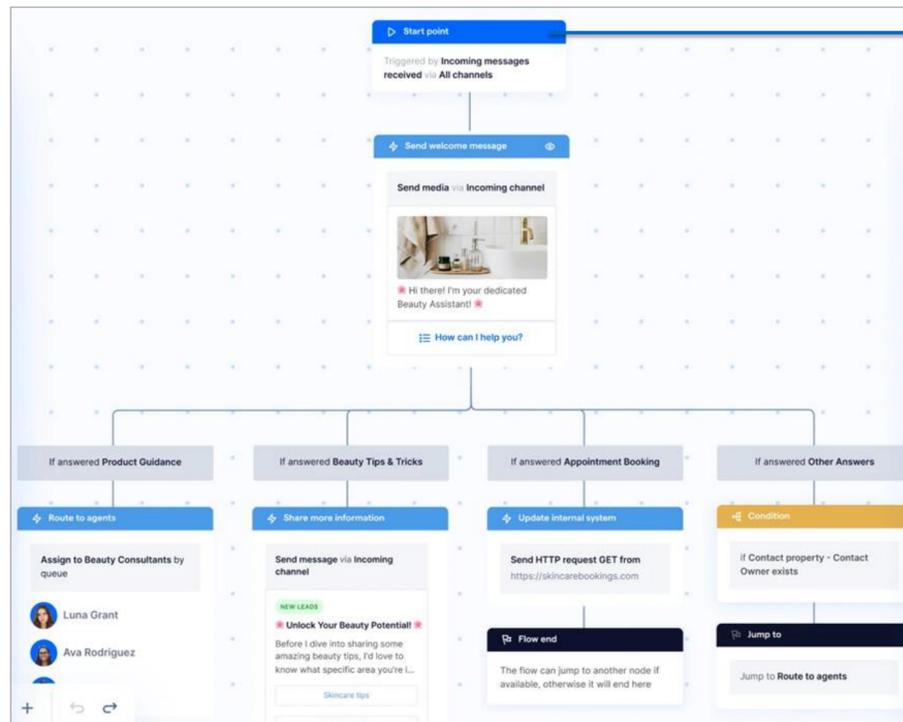


Automatically complete:

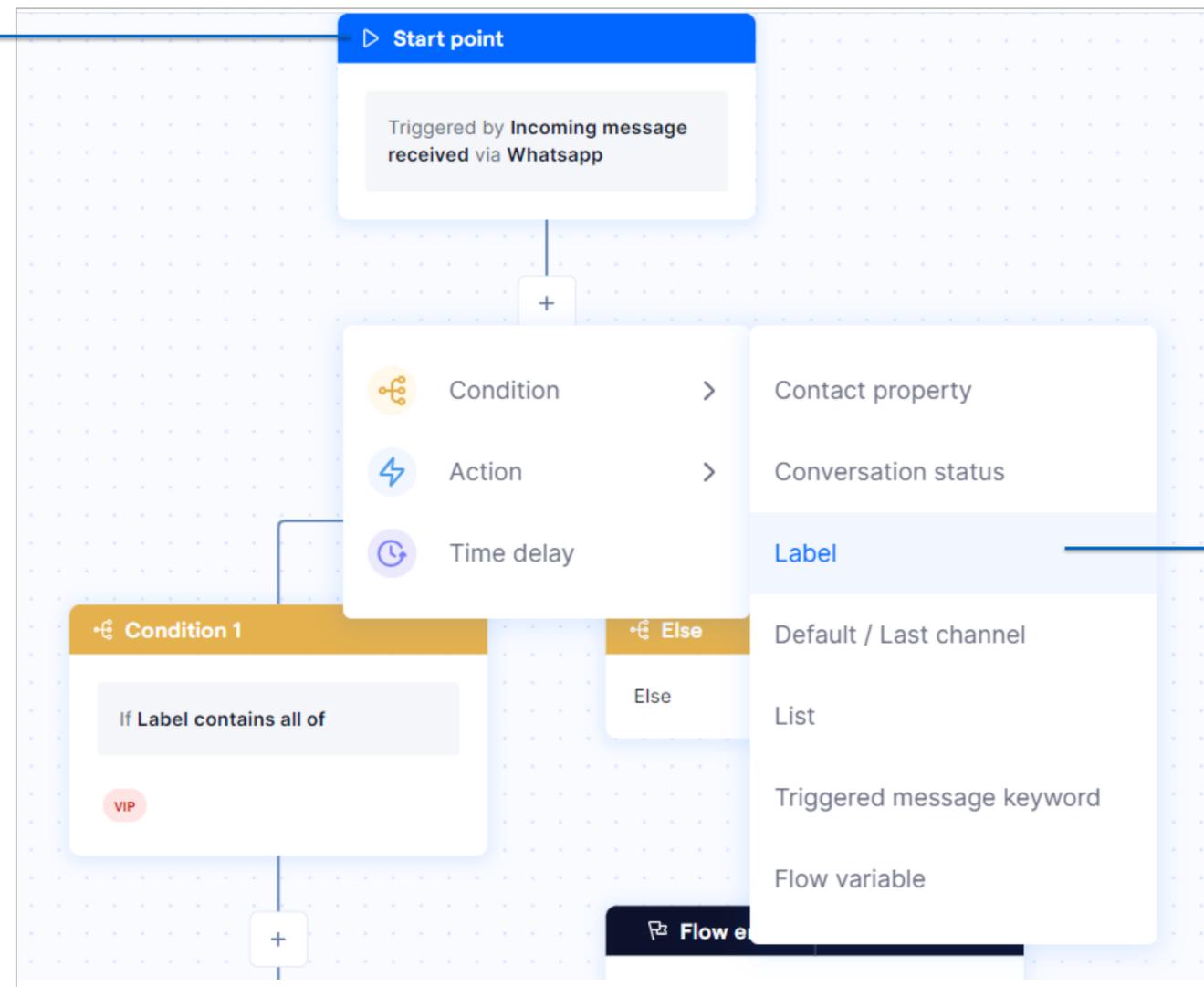
- Lead generation
- Sales conversion
- Customer engagement...

1. Define the customer journey and experiences based on attributes (labels)

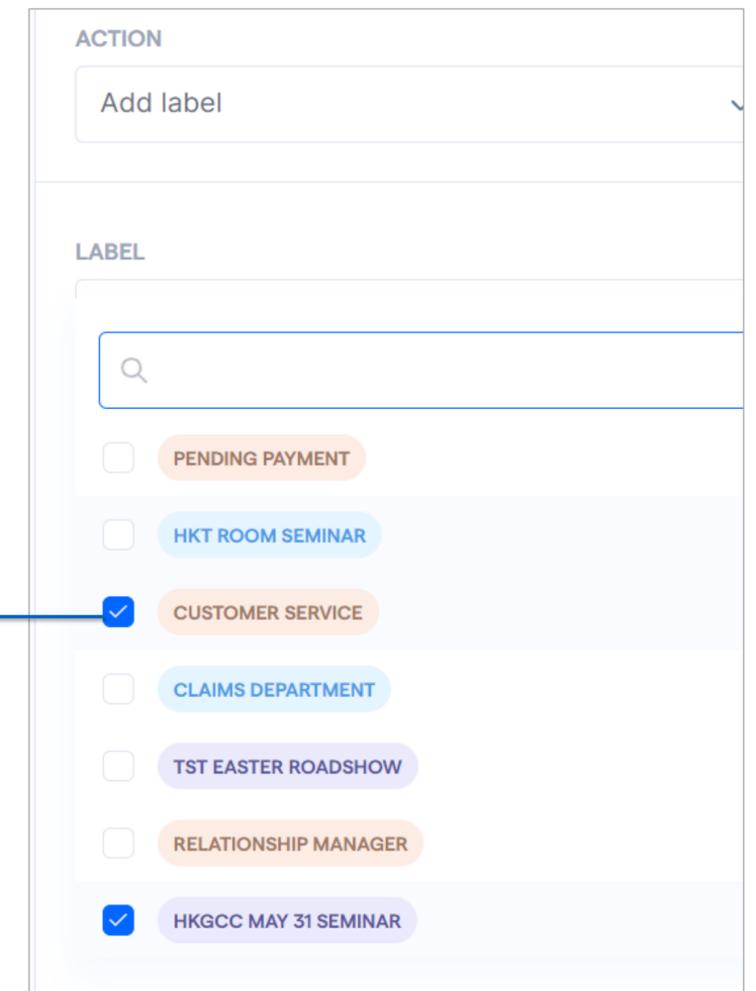
1. Self-configure chatbot



2. Design customer treatment & action



3. Further assign attribute



2. Select the best agent for higher customer conversion rate with AI tools

Automated salesforce assignment

The screenshot shows a chat conversation on the left with a customer asking for branch information. On the right, a 'ASSIGN CONVERSATION' panel is open, showing options like 'Unassign', 'Assign to me', 'Assign via team', and 'Assign to user'. The 'Assign to user' option is selected, displaying a list of team members: June Kim, Zara Lee, Tia Wong (highlighted), and Ava Sharma. A blue box highlights the 'Assign to user' option and the 'Tia Wong' member, with an arrow pointing to the chat message containing the branch address.

ASSIGN CONVERSATION

- Unassign
- Assign to me
- Assign via team >
- Assign to user >

ASSIGN TO USER

Search name or email

MEMBERS

- JK June Kim (june@example.com)
- ZL Zara Lee (zara@example.com)
- TW Tia Wong (tia@example.com)**
- AS Ava Sharma (ava@example.com)

AI-powered humanized response

The diagram shows a chat interface with customer messages and AI responses. A central panel labeled 'AI-powered response' shows an 'AI assistant' writing a reply: 'Hello! Welcome to our chat support! For your shipping inquiries ...'. Below this, three AI tools are shown: 'AI Knowledge Base', 'AI Writing Assistant', and 'AI Smart Reply'. The chat history includes questions about package status, stopping delivery, and shipping discounts, with AI responses and a final customer message: 'Fantastic! I'm glad I could help resolve your issue.'.

AI-powered response

AI assistant is writing...
Hello! Welcome to our chat support! For your shipping inquiries ...

AI Knowledge Base

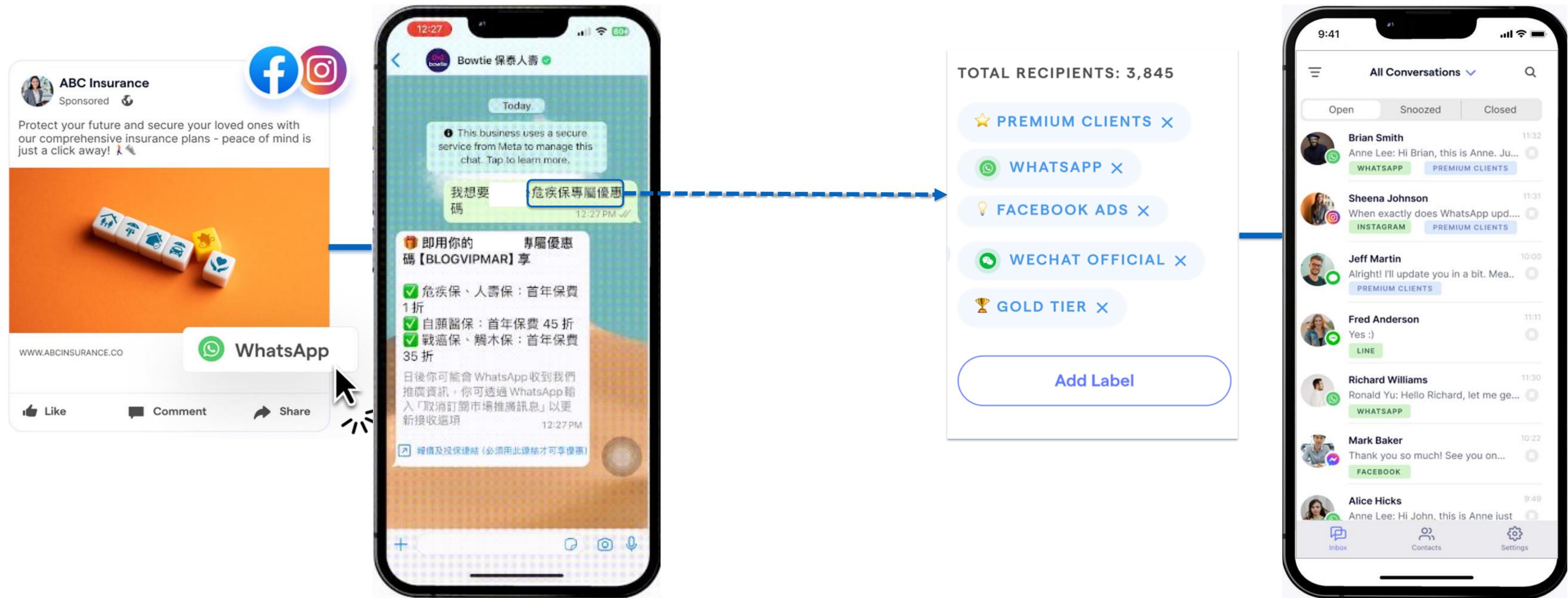
AI Writing Assistant

AI Smart Reply

3. Build structured customer profiles for more impactful re-marketing

Auto-categorization of interested customers

Targeted upselling based on categorization



Thank you!!

*Experience the chatbot and stay connected
with us on HKT WhatsApp channel!*

