

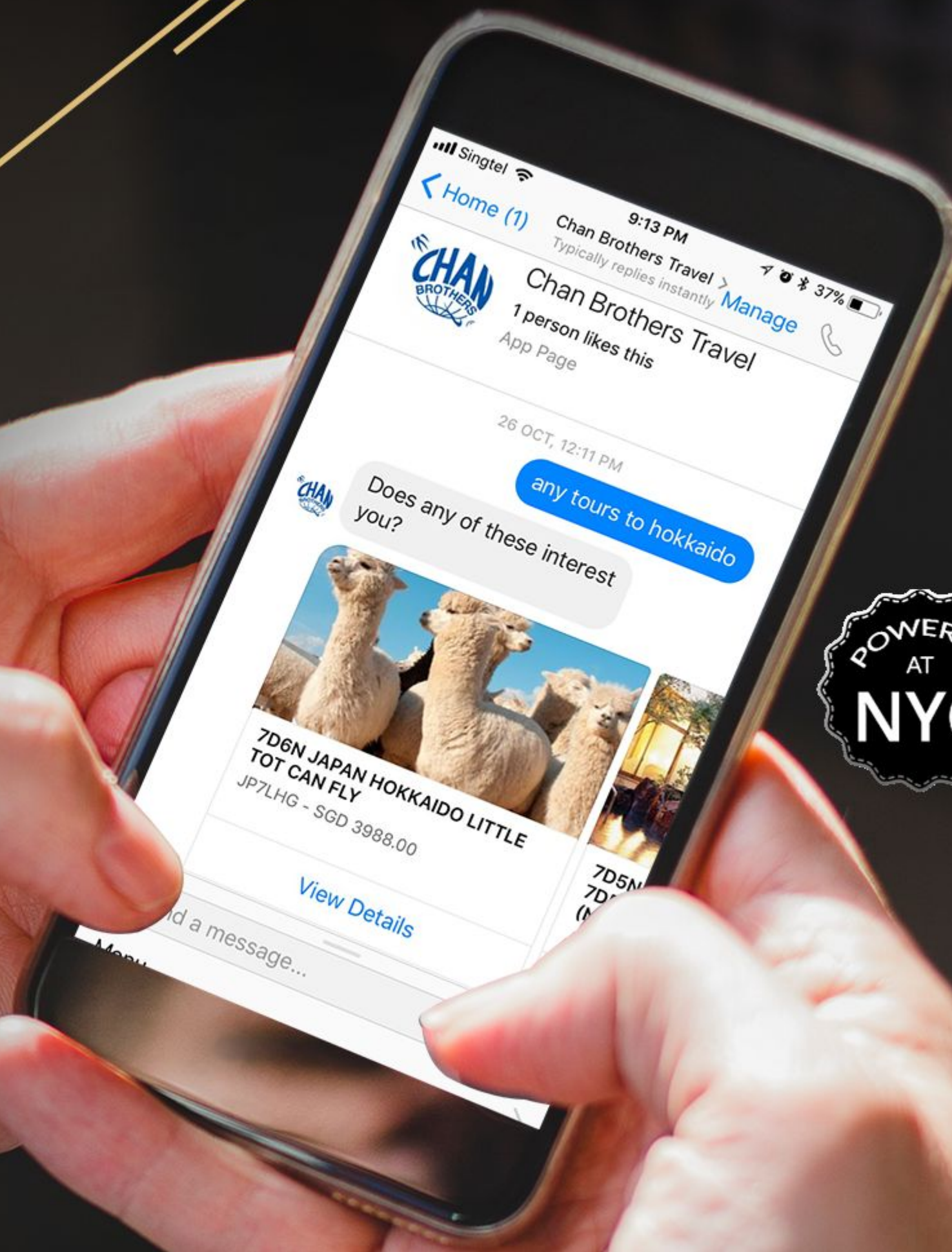


# ZOE

ENTERPRISE LEAD  
ENGAGEMENT

# LET AI DO THE TALKING

Zoe Chat





# LIVE CHAT ON WEBSITES IS NOT WORKING

# LIVE CHAT...



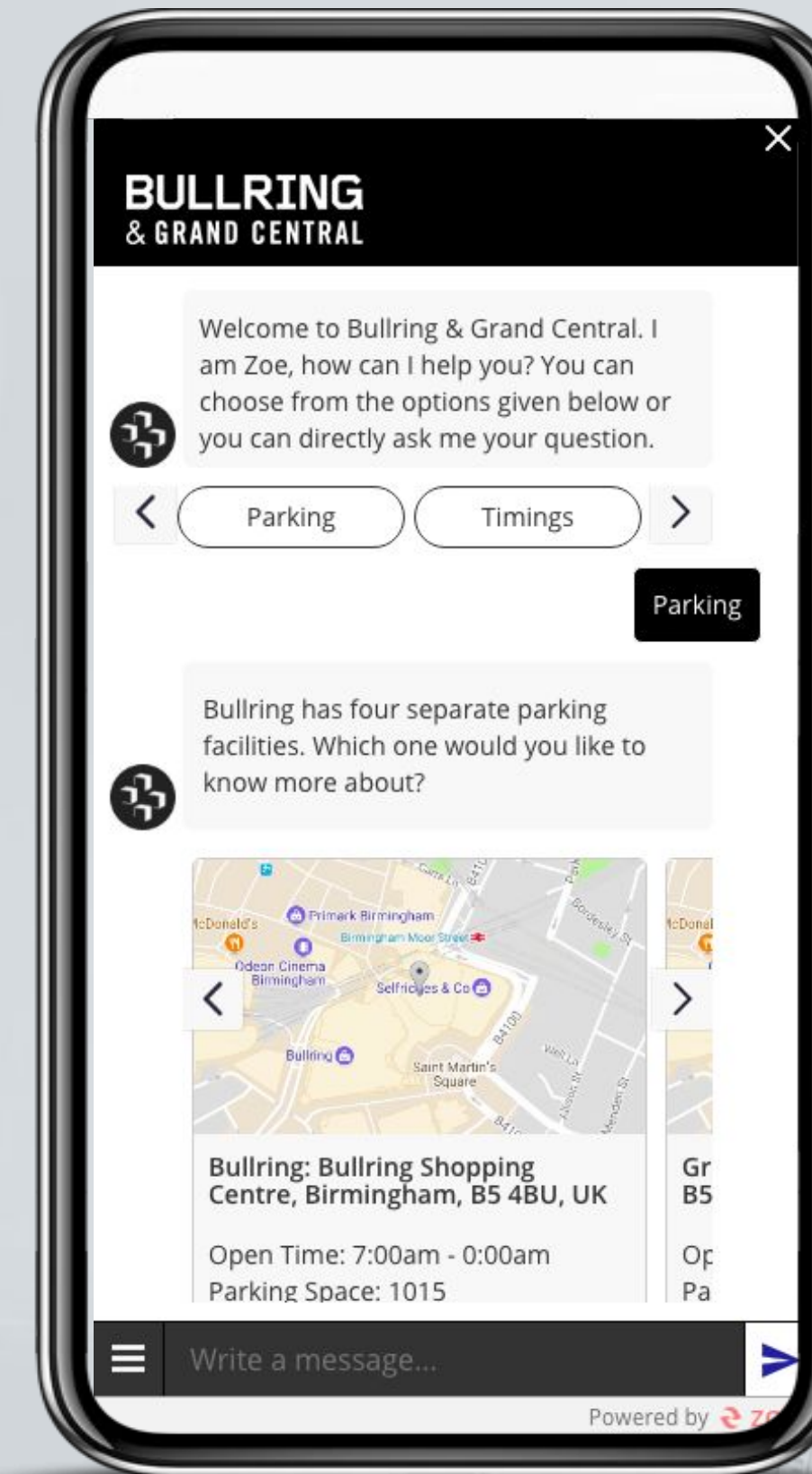
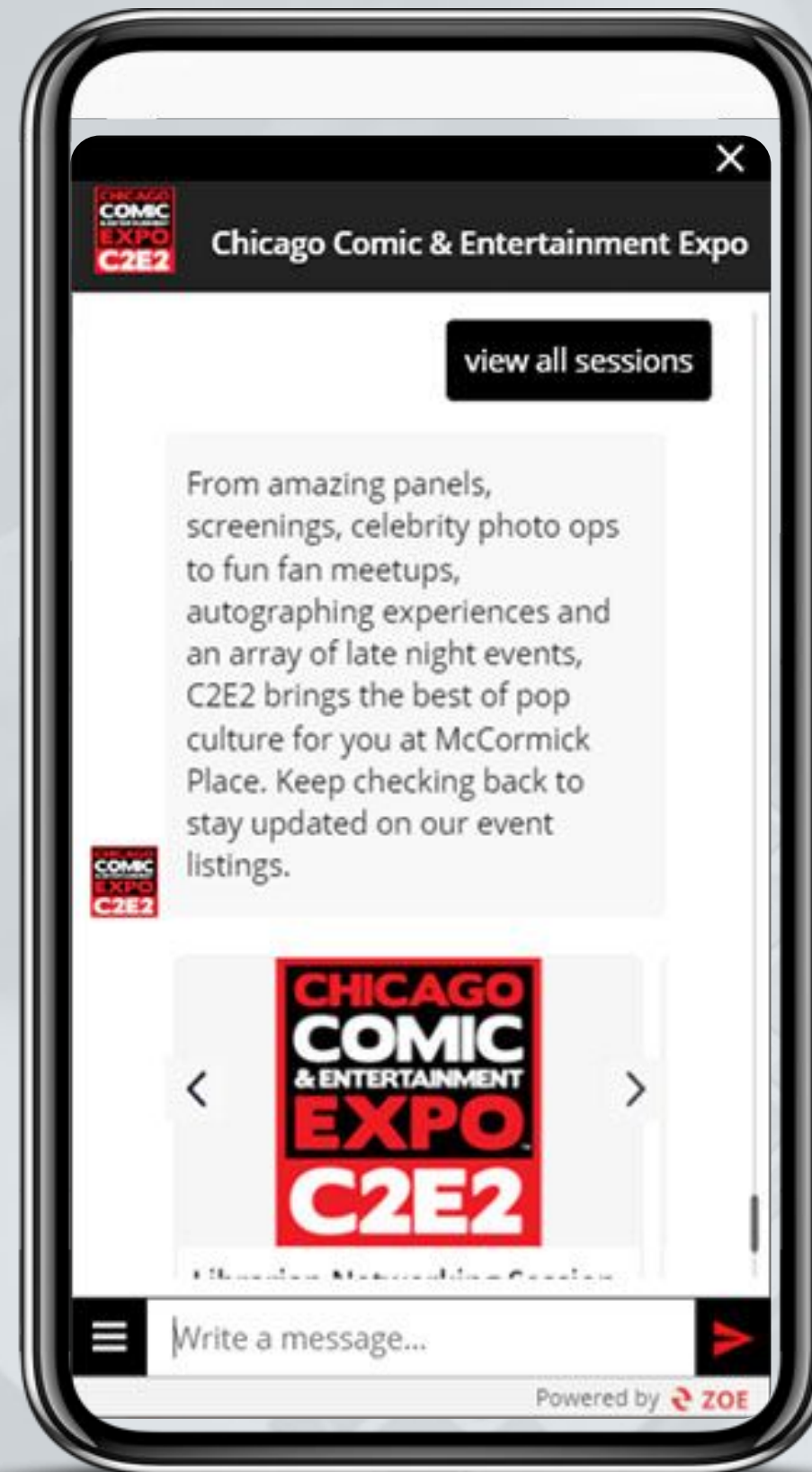
- ...is NOT scalable
- ...is NOT 24\*7\*365
- ...Is NOT consistent
- ...is resource - hungry
- ...makes your customers wait
- ...is inefficient (80% queries are repetitive)

SO LET

**A.I.**

DO THE TALKING







# INTRODUCING ZOE CHAT



The Leading Enterprise Lead Engagement & Conversion Robot

## SELECT CUSTOMERS



**BULLRING  
& GRAND CENTRAL**



**Hammerson**

**VISA**

1800 contacts®

# BUSINESS CASES



## Lead Engagement (Sales)

- Talks to leads like a human sales rep
- Sets up meetings with sales team
- Collects prospect data
- Integrates with CRM
- Follows up with Zoe Mail



## Customer Service

- Answers common questions
- Provides instant response
- Can be trained with company FAQs
- 24/7/365 customer service



## Employee Query Management (HR)

- Responds to employee inquiries
- Provides a personalized experience
- Scalable and flexible
- Keeps employee data completely secure



# LEAD ENGAGEMENT WORKFLOW





# KEY FEATURES



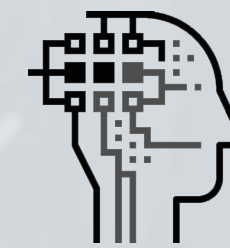
Small  
Talk



Web Callback /  
Schedule Meetings



Voice  
X-Ray



AI  
Training



Natural Language  
Processing



Live Agent



Bot Analytics



Security



Integrations



Multi-Channel

# SMALL TALK



- Makes relevant small talk, with witty responses to generic comments
- Gives conversation a human touch.
- Small talk training database is updated constantly.

Where do u live



I live in a galaxy far far aw....ok,  
in the servers.



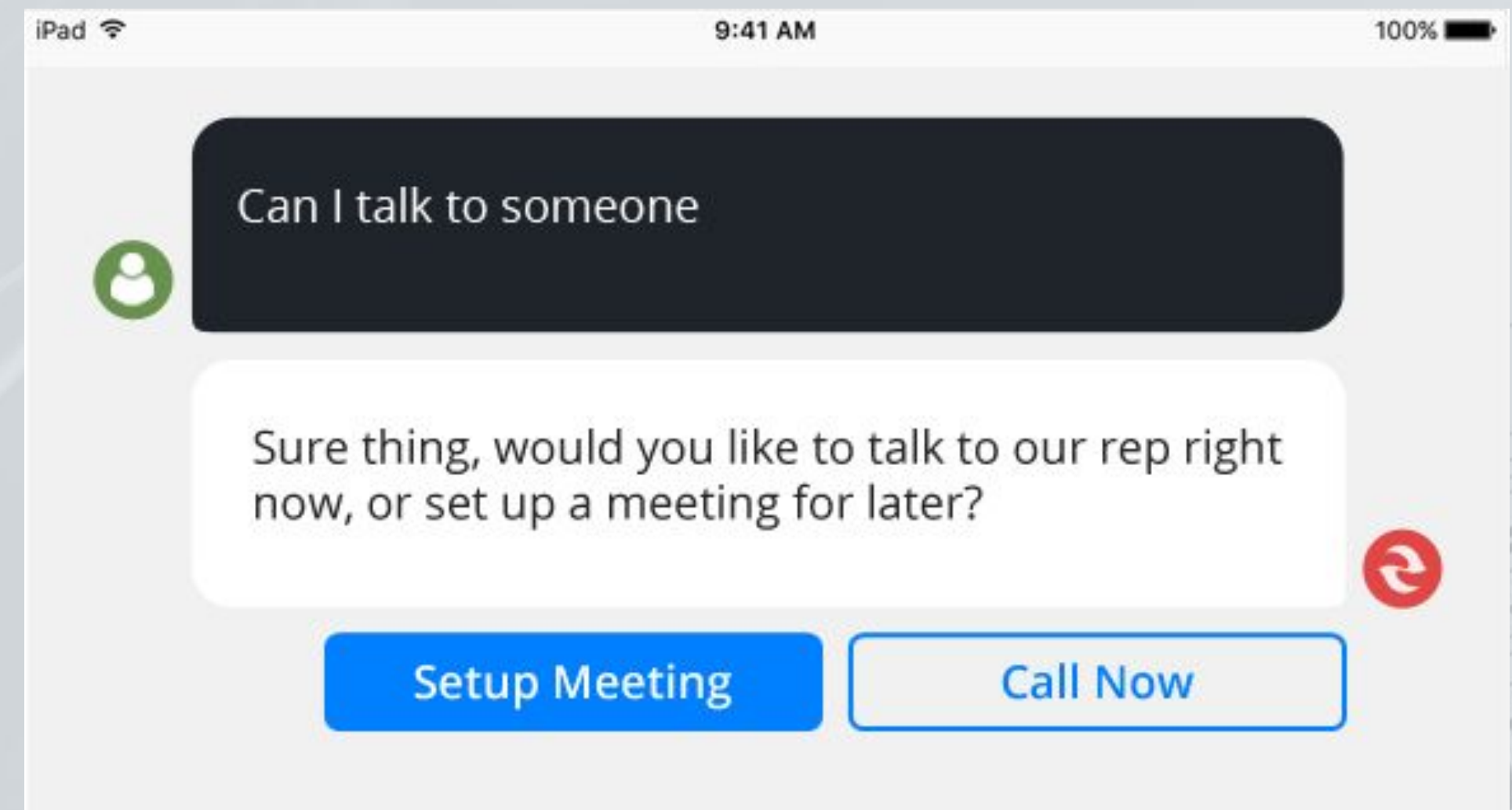


# WEB CALLBACK / SCHEDULE MEETING



**Cut to the CHASE:**

ZOE makes an instant phone call or schedules a meeting

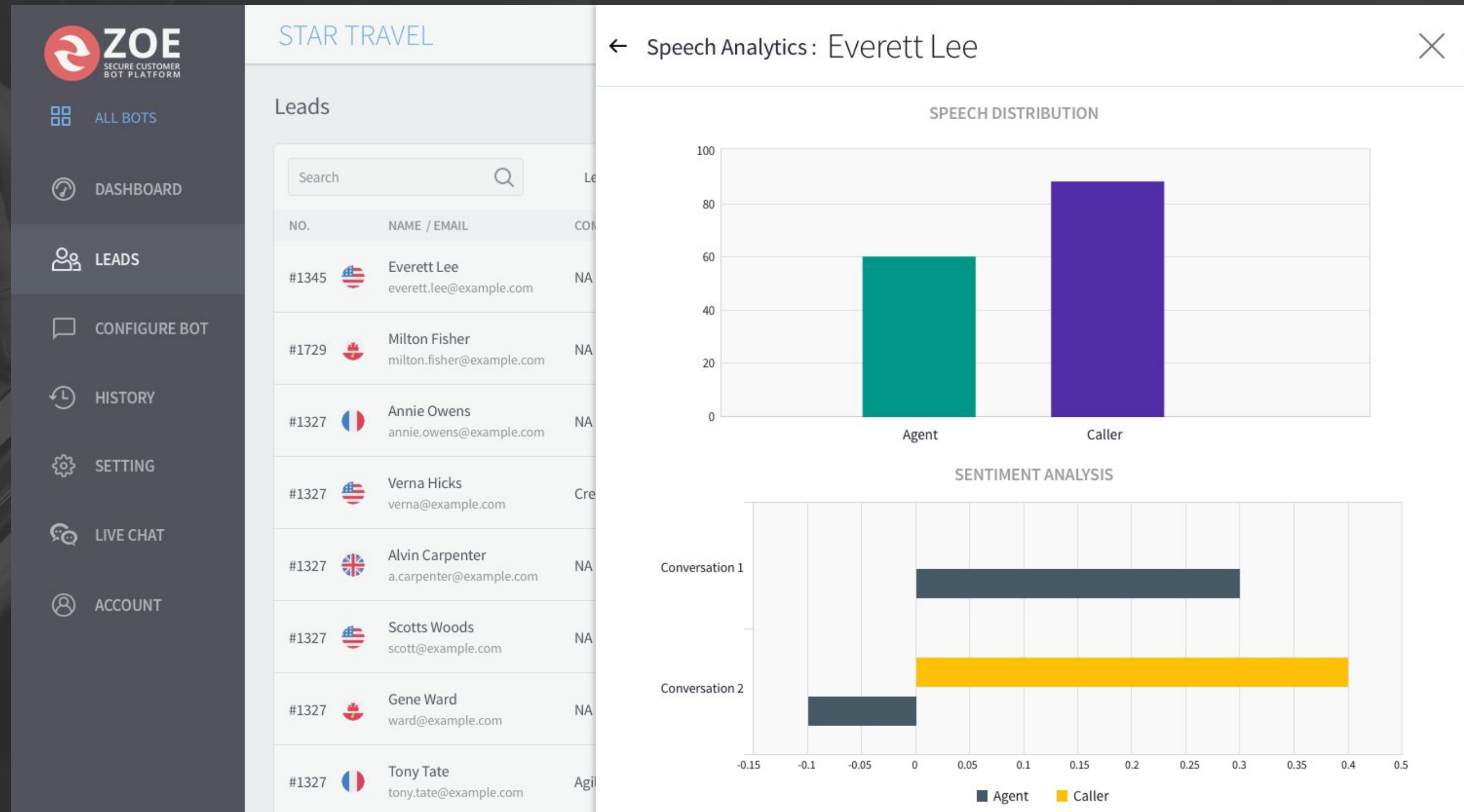


# VOICE X-RAY: ANALYZE PHONE CALL



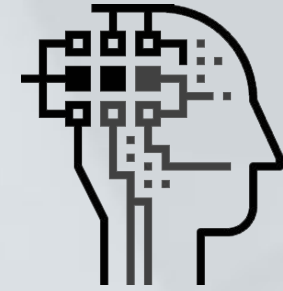
Connects and analyzes voice calls for

- Lead sentiment
- Keywords
- Call time ratio





# AI TRAINING



- Zoe learns - both pre and post launch
- The AI Training console helps make ZOE smarter and contextually relevant to your business

Training User Expression

IGNOREAPPROVE

EXPRESSION

im just wondering i will be eating tonight at grand central  
where can i park don't like walking as it's cold lol ?

INTENT

NONE

Fun-for-Kids

Fun-Eating-RestaurantName

Search-By-StoreName

Fun-Eating

EventsInBullring

ParkingFacilities

ParkingAvailability

CustomerService

ChildSafety

ChangingRooms

e any		0.0
do you have		0.0
ave my car		0.0
ar park & Joe and the juice	26-Feb-2018 22:37:39	0.0
a suitcase drop of at new stre	26-Feb-2018 21:08:29	0.0
better mo salah or eden hazard	26-Feb-2018 20:41:45	0.0
at the o2 institute for a gig	26-Feb-2018 16:00:18	0.0

# LIVE AGENT



Humans can jump into the conversations based on signals like **confidence score** to add more personalized feedback

The screenshot displays the ZOE Live Agent interface. On the left, a sidebar contains icons for various functions. The main area is divided into two sections: 'Current Users' and a chat window.

**Current Users:**

- Web User 1** (WEB): Hi can you help me with ...
- Mabel Haynes** (Facebook): Hi can you help me with ...
- Web User 2** (WEB): Hi can you help me with ...

[Show earlier message](#)

**Chat Window:**

**You are chatting with : Web User 1**  
Chat started on 30th November 2017 at 10:30 AM

**Extremely frustrated**

XYZ: I'm sorry you feel that way. I'm always learning and trying to improve.

XYZ: Do you want me to connect you to XYZ staff?

**Yes please.**

XYZ: Ok. Please let me know what you want to send to the XYZ staff. I'll send your next message to them.

**I'm not getting the right responses**

XYZ: I have sent the above message to XYZ staff and they will get back to you ASAP

XYZ: Is there anything else I may help you with?

**No**



# BOT ANALYTICS



- Bot conversations
- Most used keywords
- Sentiment analysis



# SECURITY



**“Dance like no one’s watching. Encrypt like everyone is.”**

Zoe provides data encryption at rest, in transit, and on device, ensuring Enterprise Grade Security






# NATURAL LANGUAGE PROCESSING



- Rich intent and entity management
- Easy to use user interface

 ZOE  
SMART CUSTOMER  
BOT PLATFORM

Intent

Entity

Training

Live Chat

Chicago Comic and Entertainment Expo

Preview

Logout

Intents

Simply, Intent is a user's intention. When a user makes an interaction with a chatbot, his/her intention of using the chatbot/asking the question is called an intent. E.g.:  
'Weather Up'

IMPORT INTENT

ADD INTENT

Entities

Entity is the attribute that depicts a specific context to the intent of the user. Detecting the entity within an expression helps the bot to identify the intent of the expression.  
For example, I want a hotel with free WiFi. Here, 'facility' is the entity.

IMPORT ENTITY

ADD ENTITY

Search Entity

Search Values/Synonyms

Select Group

ADD GROUP

Name	Date	Group
<input type="checkbox"/> Guests-Not-Coming	20-Apr-2018 12:00:00	
<input type="checkbox"/> Session_Name	09-Apr-2018 01:44:05	
<input type="checkbox"/> Family-HQ	09-Apr-2018 01:28:32	
<input type="checkbox"/> FloorMap	09-Apr-2018 01:28:07	
<input type="checkbox"/> Category	09-Apr-2018 00:22:22	
<input type="checkbox"/> Speaker_Name	09-Apr-2018 00:06:13	

# MULTI-CHANNEL



**Website**



**Facebook  
Messenger**



**Slack**



**Skype**



# INTEGRATIONS



Smoothly integrates with  
Salesforce and other Enterprise  
Systems

The Marketeto logo is displayed within a white circle. It features the word "Marketeto" in a bold, black, sans-serif font, with a small blue icon consisting of three slanted bars above the "e".The HubSpot logo is displayed within a white circle. It features the word "HubSpot" in a bold, black, sans-serif font, with an orange icon of a person with arms raised above the "o".The SAP logo is displayed within a white circle. It features the word "SAP" in a bold, white, sans-serif font, set against a blue rectangular background with a diagonal split.The Oracle logo is displayed within a white circle. It features the word "ORACLE" in a bold, red, sans-serif font.

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# ZOE

ENTERPRISE LEAD  
ENGAGEMENT

A member of Web Spiders Group

