



CASE STUDY **ELECTROLUX CHATBOT**

Chatbots that drive sales in key South East Asian Markets

Using IBM Watson, an artificial intelligence driven chatbot was developed by Niteco to serve Electrolux’s South East Asian markets.

To help drive sales in three South East Asian markets, Electrolux required a chatbot. Built using IBM Watson technology, Niteco worked on the front end design before training the chatbots for use in the Vietnam, Singapore and Thai markets.

— THE CHALLENGE

A first for Electrolux APAC, chatbots were launched in a bid to offer a more efficient customer support service to consumers in Vietnam, Thailand and Singapore. Niteco was tasked with restructuring the chatbots, refactoring the existing code, as well as providing a single instance for all development. Furthermore, Niteco were charged with designing the User Interface and training the bot.

— THE SOLUTION

Working closely with Electrolux’s marketing team, Niteco identified a series of actions to ensure a successful roll-out of the bot, first in Singapore, then Vietnam and Thailand. Developers focused on the architecture of the bots, while a team of chatbot trainers worked on inputting Frequently Asked Questions (FAQs) and creating conversation flows that would generate the desired user responses.

— THE TOOLS

IBM Bluemix cloud services and NodeJS applications
IBM Watson Assistant

— THE RESULT

Customers in all three markets took to the bots and challenged trainers with unforeseen queries, which were quickly and consistently added to the bots’ repertoires. The bots’ product recommendations were especially successful, garnering an 85% satisfaction rate for pre-purchase scenarios.

Electrolux’s Digital Program Manager Yuliana Sadeli stresses that Niteco’s team is “highly collaborative and pro-actively takes initiatives for the best outcome, is open for discussion and patient in attending to queries from non-tech savvy users. I consider them my extended team and trust them to work independently with minimum supervision needed.”

IBM Watson Discovery
IBM Cloudant Database