

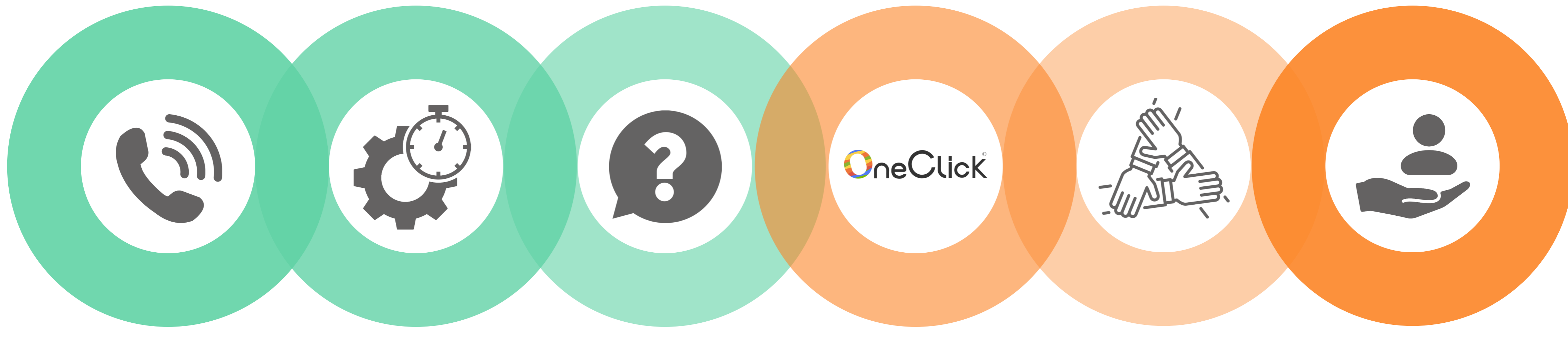


Helping OPPO to Digitally Transform Customer Engagement



The Challenges

The Solution



Erratic call volumes were impacting on the quality of customer care.

OPPO needed a more efficient way of dealing with customer requests.

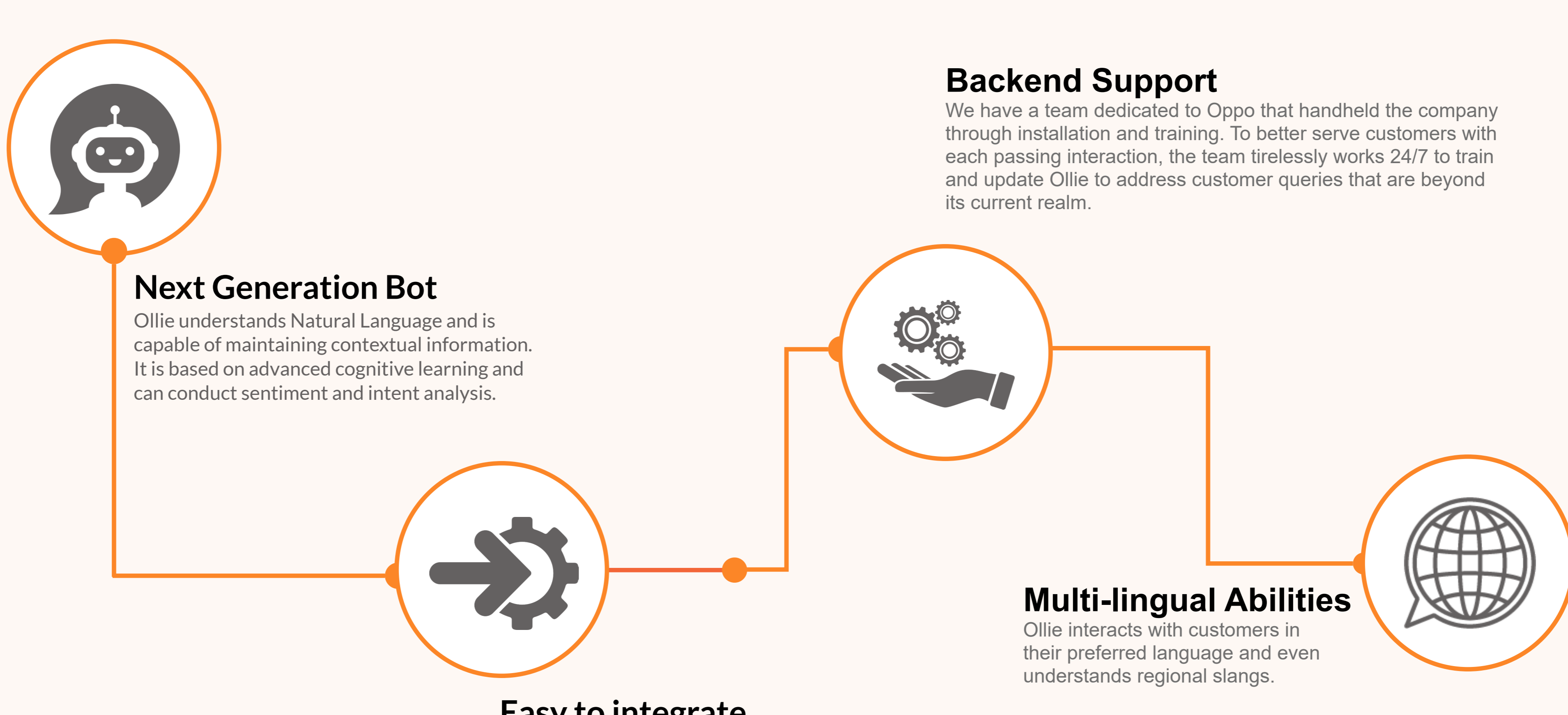
The BIG QUESTION was how to improve customer engagement and optimize costs and resources?

OPPO approached OneClick Technologies for help.

OneClick collaborated dynamically with OPPO, using its AI enabled chatbot OneBot. Together we arrived at a customised solution that the team called OLLIE.

OLLIE saved the day by reducing call volumes and resolution times, while improving customer satisfaction. This was all achieved at a fraction of the previously incurred costs.

Simplicity and the future of Chatbots

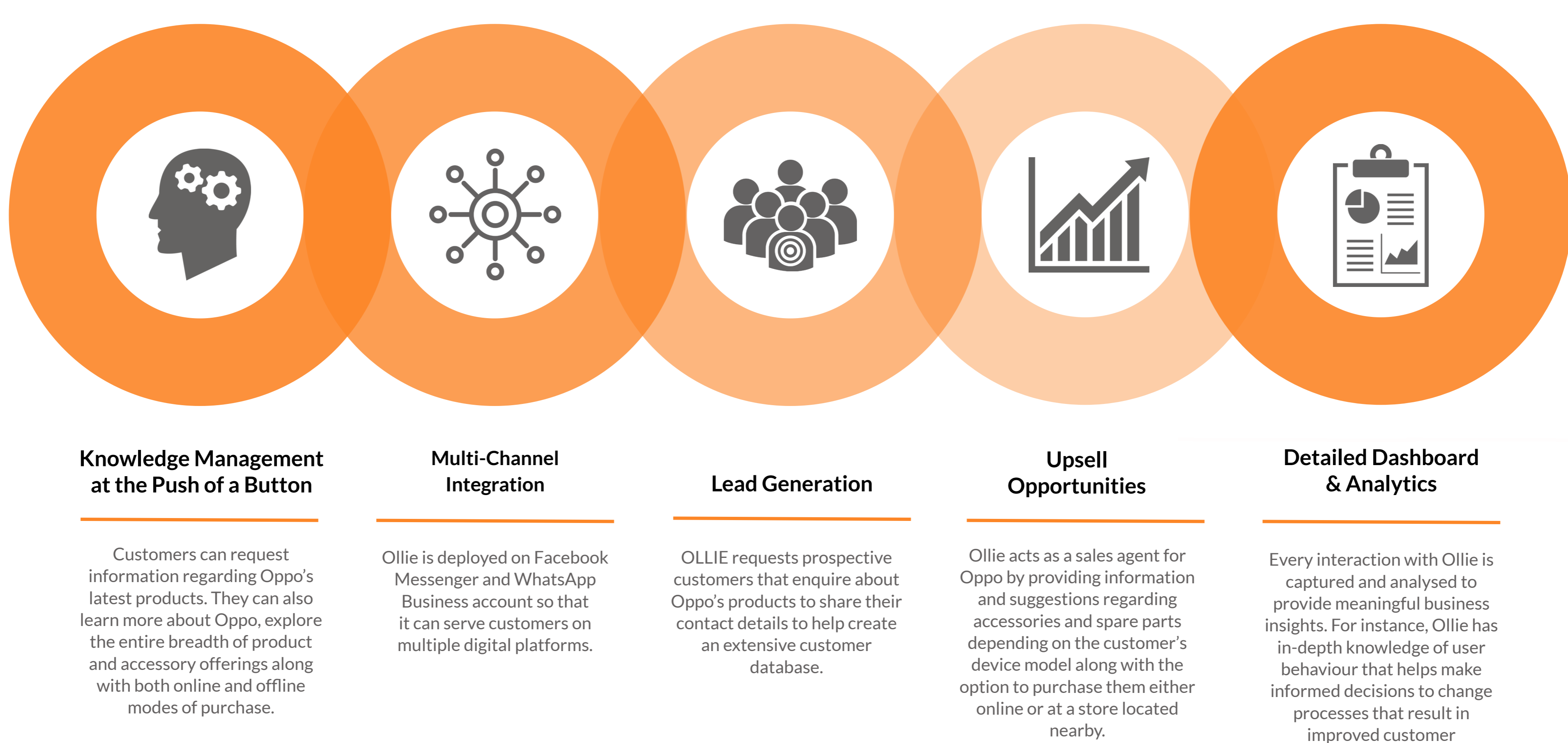


Next Generation Bot
Ollie understands Natural Language and is capable of maintaining contextual information. It is based on advanced cognitive learning and can conduct sentiment and intent analysis.

Backend Support
We have a team dedicated to Oppo that handled the company through installation and training. To better serve customers with each passing interaction, the team tirelessly works 24/7 to train and update Ollie to address customer queries that are beyond its current realm.

Multi-lingual Abilities
Ollie interacts with customers in their preferred language and even understands regional slangs.

Intelligence comes as standard



Knowledge Management at the Push of a Button
Customers can request information regarding Oppo's latest products. They can also learn more about Oppo, explore the entire breadth of product and accessory offerings along with both online and offline modes of purchase.

Multi-Channel Integration
Ollie is deployed on Facebook Messenger and WhatsApp Business account so that it can serve customers on multiple digital platforms.

Lead Generation
OLLIE requests prospective customers that enquire about Oppo's products to share their contact details to help create an extensive customer database.

Upsell Opportunities
Ollie acts as a sales agent for Oppo by providing information and suggestions regarding accessories and spare parts depending on the customer's device model along with the option to purchase them either online or at a store located nearby.

Detailed Dashboard & Analytics
Every interaction with Ollie is captured and analysed to provide meaningful business insights. For instance, Ollie has in-depth knowledge of user behaviour that helps make informed decisions to change processes that result in improved customer experience.

Dynamic and Intuitive



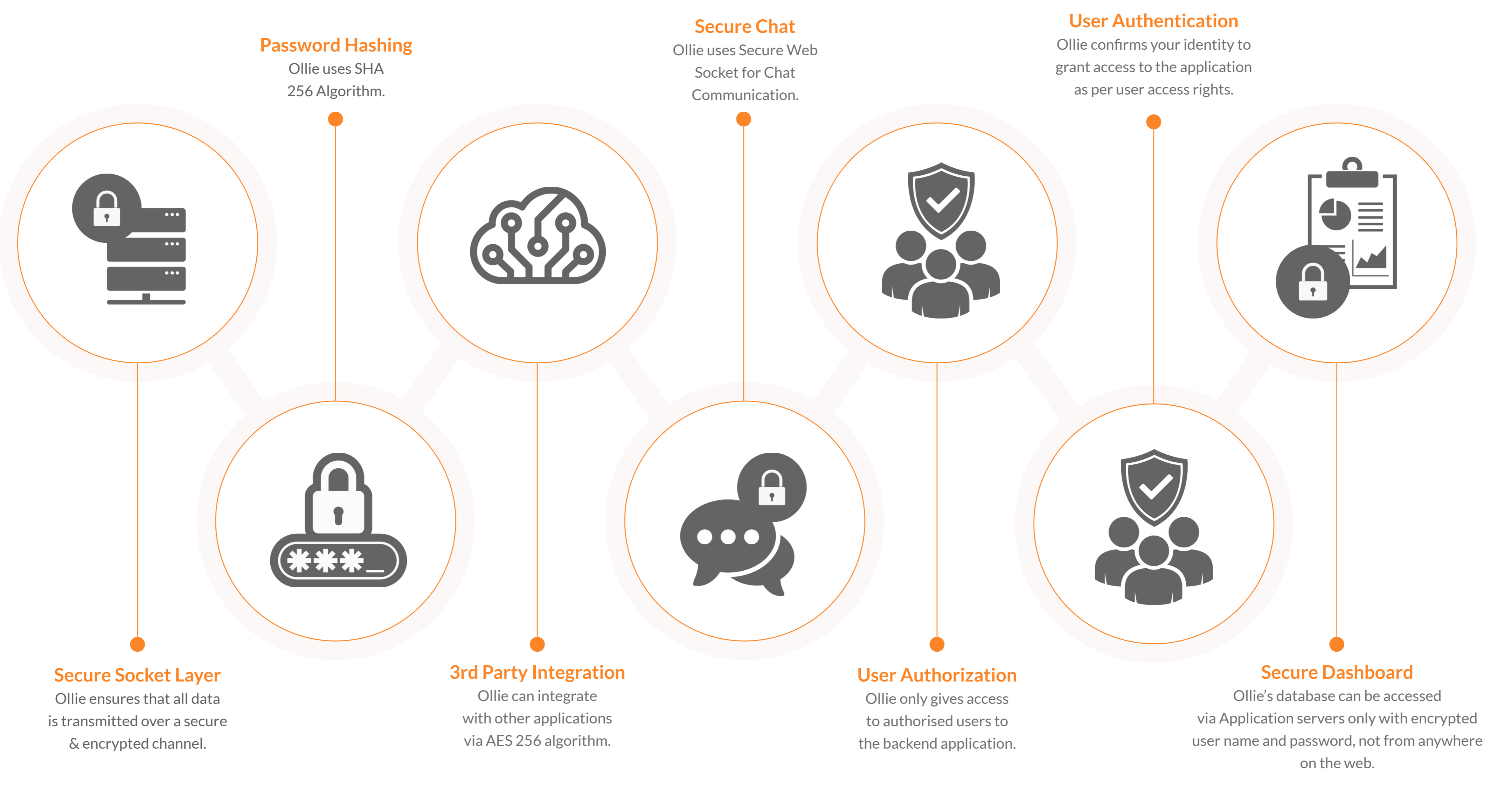
Agent Handover
Even though Ollie successfully interacts with customers with over 92% accuracy, if a customer prefers to interact with a company representative, Ollie transfers the conversation along with contextual information to a live agent, so that the customer's needs are met.

Global & 24/7
Ollie works round the clock to serve with equal ease both the early risers and the night owls no matter where they are located.

Sales & Appointments
Ollie assists with product purchase by not only sharing relevant information about the product to pique the buyer's interest but by also providing information about various channels the product can be purchased via. For instance, Ollie can book appointments for home demos, it can also provide the address and directions to the nearest store that stocks the requested product.

After - Sales Service
Oppo's relation with its customer rarely ends with a device purchase. Ollie helps customers with after-sale services such as providing the address and directions to the nearest located service centres, repair status of the device, OS troubleshooting and blacklisting IMEI for lost or stolen devices.

Staying safe and secure



Password Hashing
Ollie uses SHA 256 Algorithm.

Secure Chat
Ollie uses Secure Web Socket for Chat Communication.

User Authentication
Ollie confirms your identity to grant access to the application as per user access rights.

Secure Socket Layer
Ollie ensures that all data is transmitted over a secure & encrypted channel.

3rd Party Integration
Ollie can integrate with other applications via AES 256 algorithm.

User Authorization
Ollie only gives access to authorised users to the backend application.

Secure Dashboard
Ollie's database can be accessed via Application servers only with encrypted user name and password, not from anywhere on the web.

"After deploying Ollie we noticed a significant shift in customer behaviour, customers preferred to interact with the AI powered Chat bot on WhatsApp than call a customer representative. Ollie has now become the backbone of our customer service."



Mr. Saurabh Chaturvedi
Sr Service Manager, OPPO India

Ollie is the Difference



The Moment Of Triumph



Ollie truly proved its metal during the pan-India lockdown enforced due to COVID 19. While all conventional channels of communication between OPPO and their customers were either closed or operating at minimum efficiency, Ollie assisted with customers requests.

