

技高一籌：Chatbot越「港」越窩心  
New Tech Power: I Am a HongKonger Chatbot

Set Sail Software  
Chatbot.com.hk



27 Aug 2019

| [WWW.CHATBOT.COM.HK](http://WWW.CHATBOT.COM.HK)



# Company Background

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“We develop **AI-enabled** Virtual Assistants that **attract, engage and transact** with customers.”

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# A Cantonese Example





- Founded in **March 2015**
- Focus on **Cantonese and Mandarin Natural Language Processing Technology** and Enterprise Contact Center Solutions
- **Deployed >30 Virtual Assistants** in Hong Kong
- Recognition:



Funding from the Technology Start-up Support Scheme for Universities (TSSSU), under the Innovation and Technology Fund (ITF)



Cyberport Incubation Programme 2017



AppWorks Accelerator Programme 2018



香港科技大學霍英東研究院  
佛山市香港科技大学LED-FPD工程技术研究开发中心  
2018 年度南海科大获批专项项目



# ABOUT US



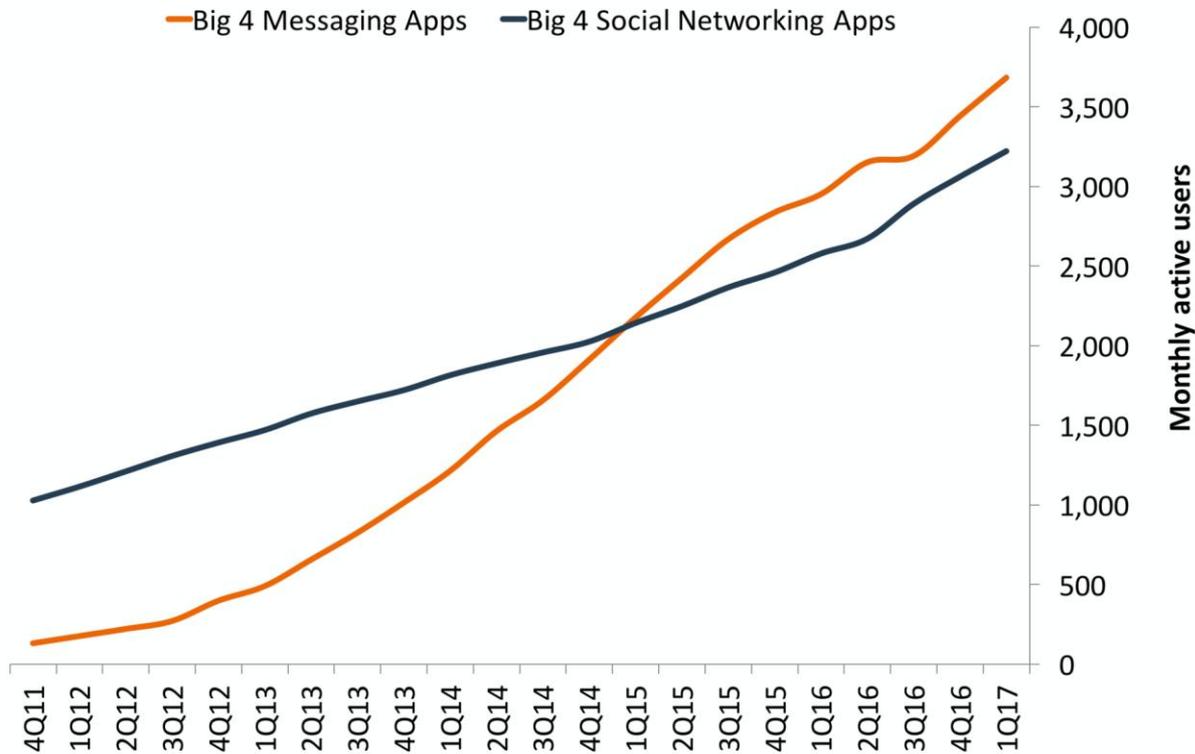
# Conversational Commerce

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# Messaging has become the medium to attract, engage and transact with customers.

## Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks,  
In millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.  
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn  
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE

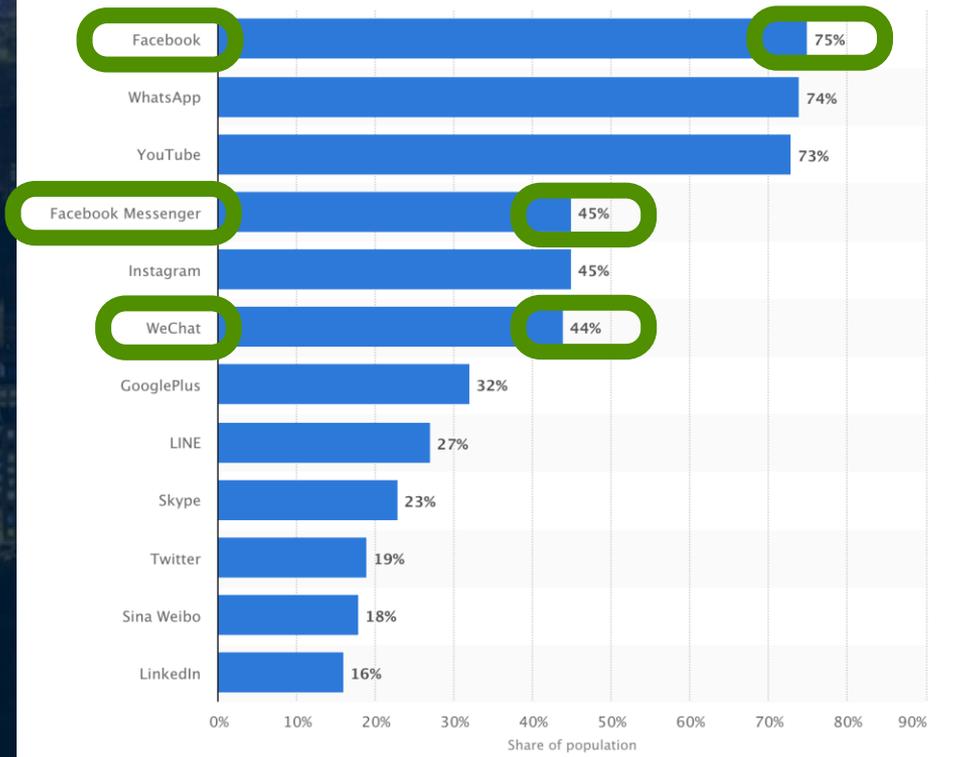


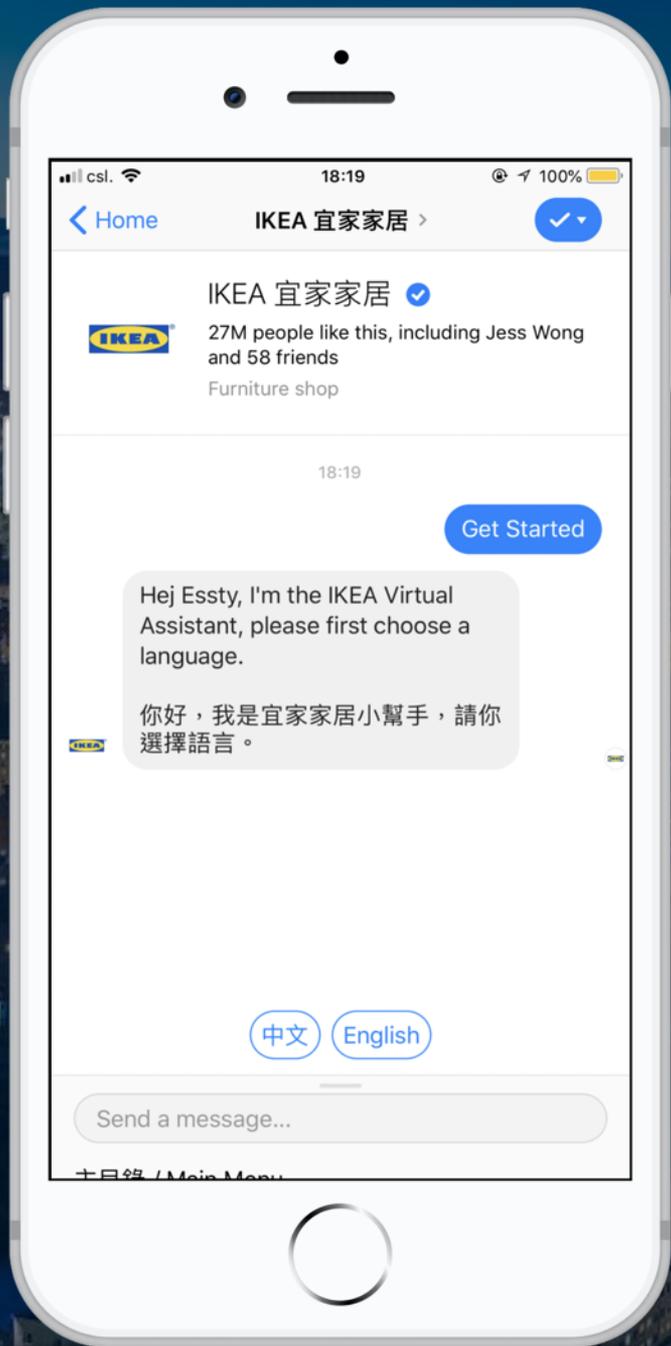
# Messaging App can reach a wide audience in HK:

~5.47MM use WhatsApp;

~3.3MM use FB Messenger or WeChat

Penetration of leading social networks  
in Hong Kong as of 3rd quarter 2017







## More A.I. functions

1. Product Search
2. Image Search
3. General enquiries supported by NLP
4. Live Chat Integration



# To **Attract** Customers, we can..



## Auto-reply Facebook comments

and engage with Facebook page users with inbox message



## Coupon Redemption

For future re-engagement



## Service booking

For customers to drive traffic to retail stores



## Campaign

With registration and points accumulation via Chatbot



# Auto-reply Facebook comments and engage with Facebook page users with inbox message



**MaBelle**  
7 August at 21:30 · 🌐

「世界萬變 承諾不變」- MaBelle創辦人馬壙傑先生

馬壙傑先生甚少接受訪問，今次破天荒接受無綫財經台邀請，聯手推動Make Sense信念，分享其創業精神及經營理念，帶出「正出於誠」及「承諾」的重要性。立即留言與我們分享您的承諾，即可獲贈「正出於誠」玻璃杯禮盒乙個。（數量有限，送完即止）

參加方法：... [See more](#)

Write a comment...

**Kwan Yee** 我對自己許下的承諾是要積極推動社會企業服務，成立社會企業，為弱勢社群包括弱能人士、殘疾人士、低收入或單親婦女、較低學歷、低技術或有就業困難的中年人士及青年人開創更多就業及培訓機會，發展個人潛能，建立自信，協助長期失業者重投工作，紓緩失業情況，避免貧富懸殊加劇，促進社會和諧和穩定，協助他們自力更生，從受助到自強。  
See Translation  
Like · Reply · Page responded privately · 1 · 1 hr

**MaBelle** 謝謝您的回覆！稍後將有專人以Facebook Messenger 聯絡領獎安排。  
See Translation  
Like · Reply · 1 hr

[View more replies](#)

**Ling Yu** 我對自己許下的承諾是要積極推動社會企業服務，成立社會企業，為弱勢社群包括弱能人士、殘疾人士、低收入或單親婦女、較低學歷、低技術或有就業困難的中年人士及青年人開創更多就業及培訓機會，發展個人潛能，建立自信，協助長期失業者重投工作，紓緩失業情況，避免貧富懸殊加劇，促進社會和諧和穩定，協助他們自力更生，從受助到自強。  
IF I WERE  
See Translation  
Like · Reply · Page responded privately · 1 hr

**MaBelle** 謝謝您的回覆！稍後將有專人以Facebook Messenger 聯絡領獎安排。  
See Translation  
Like · Reply · 1 hr

[View more comments](#)

2 of 1,299

Jewelry/Watches

Community [See All](#)

[Invite your friends to like this Page](#)

161,600 people like this

156,688 people follow this

About **MaBelle** ⚙️ ✕

079...  
Typ...  
Se...  
ww...  
Jew...

English | Portuguese

Privacy | Cookies | Facebook

Type a message...

請選擇閣下領取禮品的地區:

香港

中環國際金融中心店  
香港中環金融街8號國際金融中心商場1樓1013店

選擇

重新選擇地區





# Service booking

For customers to drive traffic to retail stores





# Campaign

With registration and points accumulation via Chatbot

Albert Kwong  
0 pts

## BE A CREATOR



Albert Kwong

感興趣的活動

  
FOOTBALL

  
BASKETBALL

  
RUNNING

  
YOGA

  
TRAINING

我了解並同意adidas的隱私權政策和條款及細則。  
 我希望在日後收取adidas的宣傳資訊。

我希望由Messenger收取E-PASS及Sports Base 最新消息

傳送到 Messenger  
 Albert Kwong

CANCEL
SUBMIT

Home Manage

三間聯盟 >  
Typically replies instantly



**adidas Basketball**

**Take On Summer 及 Streetball 3on3 籃球賽**

透過Take On Summer 籃球員育成計劃培訓未來籃球新星；adidas Streetball 3on3 籃球賽，集結各路精英爭奪街霸殊榮。

查看賽程及結果

了解更多

Share

Send a Message

取回照片

查詢我的積分

協助



L'ORÉAL

HARBOUR CITY  
海港城

BEA 東亞銀行



# To **Engage** Customers, we can..



## Re-marketing

With

- Enable subscription for membership checking
- Send newsletter by Messenger/WeChat
- Push notifications to target groups
- Broadcast message to loyalty members



## More A.I. functions

- Complete sales with Chatbot
- Product Search,
- Image Search,
- General enquiries supported by NLP
- Live Chat Integration



# Re-marketing

With

- Enable subscription for membership checking
- Push notifications to target groups

L'ORÉAL



LANCÔME  
PARIS

shu uemura

BIOThERM

Kiehl's  
SINCE 1851

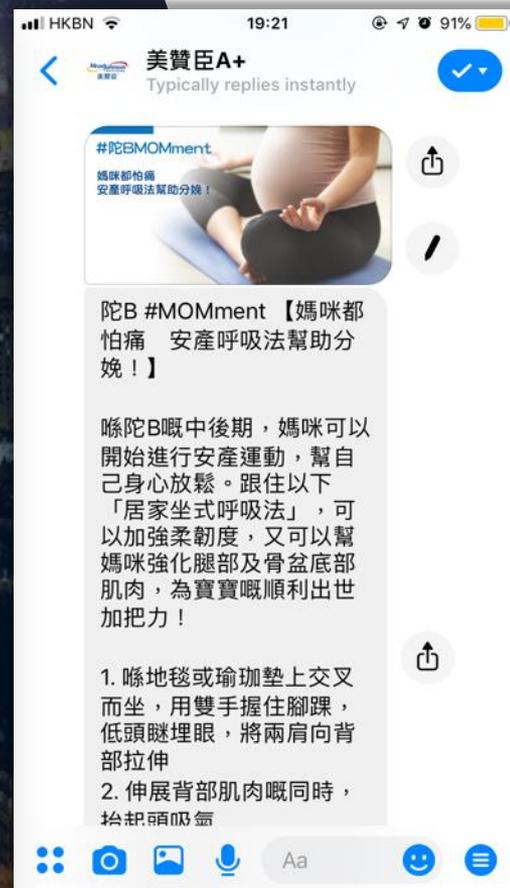
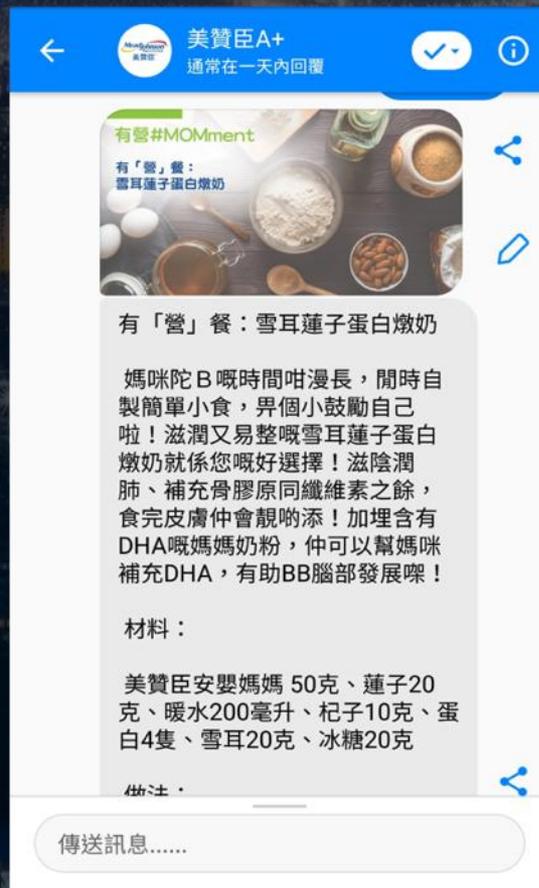




## Re-marketing

With

- Enable subscription for membership checking
- Push notifications to target groups
- Broadcast message to loyalty members



# Transaction & After-sales Customer Services

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## Starr Companies Hong Kong

Automated messaging  
Insurance Company

171 people like this

Starr Companies is the worldwide marketing name for the services offered by the operating insurance and travel assistance companies and subsidiaries of Starr International Company, Inc. and for the investment business of C.V. Starr & Co., Inc.

The shared history of Starr Companies can be traced back to December 1919, when Cornelius Vander Starr founded an insurance agency in Shanghai, China.

When you tap Get Started, Starr Companies Hong Kong will see your public info.

[Get Started](#)

# STARR

## INSURANCE COMPANIES



# General Enquiries

Supported by Set Sail NLP Engine



搜尋

登入



English

CLP 中電

新世代·新動力

住宅客戶

工商客戶

社區與環境

客戶服務

推廣優惠

關於中電

首頁 > 客戶服務 > 申請供電及終止供電 > 申請供電及轉名

## 申請供電及轉名

**網上申請供電**

ECO Rewards 智能積賞 **+250** 智能積分

**更快享用更多優惠!**

活動期間：2019年2月21日至2019年3月20日

受相關條款及細則約束

推廣條款及細則

客戶服務小助手

意見區



# General Enquiries

Supported by Set Sail NLP Engine on multiple platforms



# 中銀人壽 BOC LIFE

Bank of China (Hong Kong) Ltd [HK] | <https://www.boclife.com.hk/en/>

[About BOC Life](#) | [Life Insurance Plan](#) | [Financial Information](#) | [Customer Service](#) | [Career with Us](#) | [Contact Us](#)

[Login](#) | [繁](#) | [簡](#)

[f](#) | [WeChat](#) | [in](#) | [YouTube](#)

## iTarget 3 Years Savings Insurance Plan

### Your dreams at your fingertips

Annualized guaranteed rate of return up to 4.21%\*

\* The annualized guaranteed rate of return is subject to the policy currency and premium payment mode you choose; this annualized guaranteed rate of return assumes that the policy currency is RMB with prepayment of premium while the first year premium discount is included. The first year premium discount offer is subject to terms and conditions.

[QUICK LINKS](#) | [Useful Forms](#) | [Currency Exchange](#) | [What's New](#)

**e-Claims Services at Your Fingertips**

**BOC Life Deferred Annuity (Lifetime)**

**BOC Life Live**

### BOC Life Easy Chat

請填妥「客戶重要資料更改申請表」並遞交給我們辦理。

\*注意事項：

- 若保單為電話直銷保單，首次申請時請提供身份證明文件核實真實副本。
- 若更新地址/電話，而更改前或後的地址/電話號碼所屬司法管轄區為非香港，必須遞交「稅務居民自我證明表格」。

如果您還有其他查詢，請您繼續輸入有關內容或按

Today at 04:46 PM

點樣搵張application form呀

Today at 04:46 PM

你只需瀏覽中銀人壽網站 ([http://www.boclife.com.hk/zh/customer\\_service/download-form.html](http://www.boclife.com.hk/zh/customer_service/download-form.html)) 下載所需表格。

如果您還有其他查詢，請您繼續輸入有關內容或按

[回主目錄](#)

請輸入...



# General Enquiries

Supported by Set Sail NLP Engine



中銀國際英國保誠信託有限公司  
BOCI-Prudential Trustee

我的積金寶

EN —

關於我們 ▾ 基金專區 ▾ 簡易強積金 ▾ 我的強積金 ▾ 預設投資策略 ▾ 下載區域與

最新消息: 中銀保誠強積金流動程式將推出全新生物認證登入功能

## 簡易強積金

中銀保誠簡易強積金計劃為集成信託計劃，提供十六個不同的成分基金給成員作投資選擇。

注意：投資附帶風險在作出任何投資決定前，請參閱計劃之介紹手冊以便獲取進一步資料。如你對產品資料的含意或影響有任何疑問，便應諮詢專業人士的獨立意見。

了解更多



Today at 03:47 PM

如何為新僱員register mpf?

如僱員已連續受僱滿60天，請填妥成員申請表。表格需由僱員簽署，公司蓋章及授權簽署。

表格遞交途徑

Today at 03:47 PM

Thanks

Today at 03:47 PM



唔好客氣！好高興可以為你服務。

僱主

自僱人士

僱員

請輸入。...



↑  
頁頂



# General Enquiries

Supported by Set Sail NLP Engine,  
Company and Supplier Search



HKTDCCOM About HKTDCC My HKTDCC Login / Register 繁 簡

All Categories

English

**HKTDC Chatbot (Beta)**

Today at 01:37 PM

您好，我係Eva！請問有甚麼可以幫到您？

Today at 01:37 PM

What is HKTDC?

Today at 01:37 PM

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 50 years of experience, its mission is to explore opportunities for Hong Kong companies, especially small and medium-sized enterprises (SMEs), and connect them with business partners around the world.

Find Products / Suppliers Ask a Question Change >

請輸入...

**HKTDC Chatbot (Beta)**

Today at 04:47 PM

您好，我係Eva！請問有甚麼可以幫到您？

Today at 04:47 PM

書展日期幾時？

Today at 04:47 PM

書展的日期在7月17-23號

Today at 04:47 PM

when is the book fair?

Today at 04:47 PM

The HKTDC Book Fair 2019 will be held on 17-23 July 2019, for details, please visit [here](#)

Today at 04:47 PM

Thank you!

Today at 04:47 PM

Don't mention it! I'm glad to help.

Find Products / Suppliers Ask a Question Change language

請輸入...

**HKTDC Chatbot (Beta)**

具」或「浴室用品」等；若搜尋供應商，請輸入公司名字，如「XX有限公司」。

Today at 04:37 PM

珠寶

Today at 04:37 PM

以下是符合搜尋結果的相關產品：



Length: 2.9cm  
Width: 1.8cm  
Weight: 3.5g  
Stone No.: 41

**Silver Animal Pendant**

**Elzan Jewellery International Ltd**

聯絡供應商

更多 相關產品類型 所有結果 重新搜索

請輸入...



## General Enquiries

Supported by Set Sail NLP Engine,  
Company and Supplier Search



香港科技大學  
THE HONG KONG  
UNIVERSITY OF SCIENCE  
AND TECHNOLOGY

Prospective Students ▾ Enquiry Events Download Prospectus Apply Now Follow Us Share

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | OFFICE OF Postgraduate Studies

About PGSO Why HKUST? Programs Scholarship & Fees Admissions After Getting an Offer



Chat with our virtual assistant Justin

Paying Deposit

Today at 07:06 PM

what is the acceptance procedures?

Accept the offer online by the offer acceptance deadline.

Pay the deposit to confirm your acceptance.

Follow through with other important actions as stated in the offer letter.

Meeting Offer Conditions

Paying Deposit

[Main Menu](#)

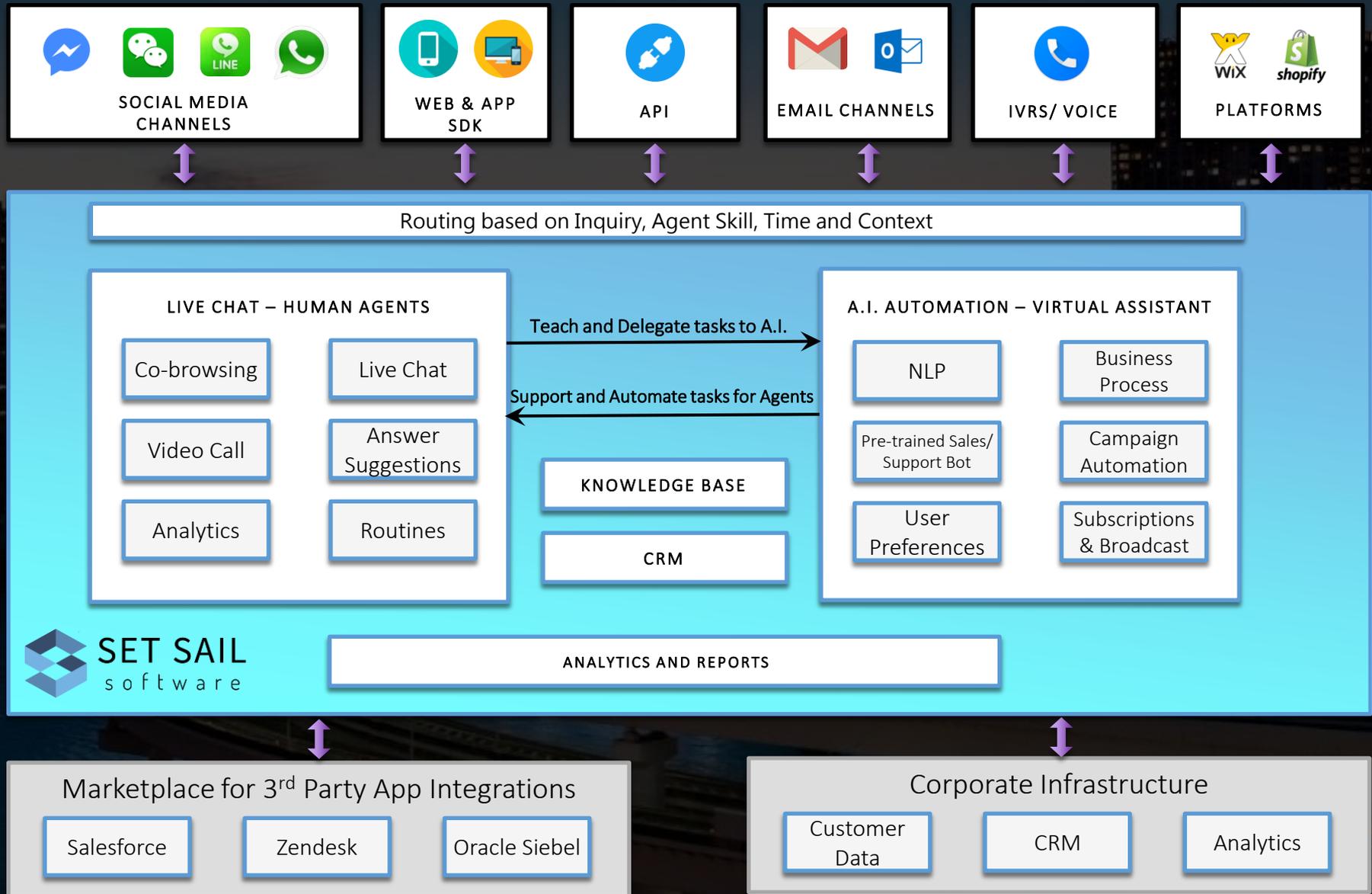
Type your simple question... 50

An institution where **research excellence** is  
"dare to dream" is our invitation.

# Our Product

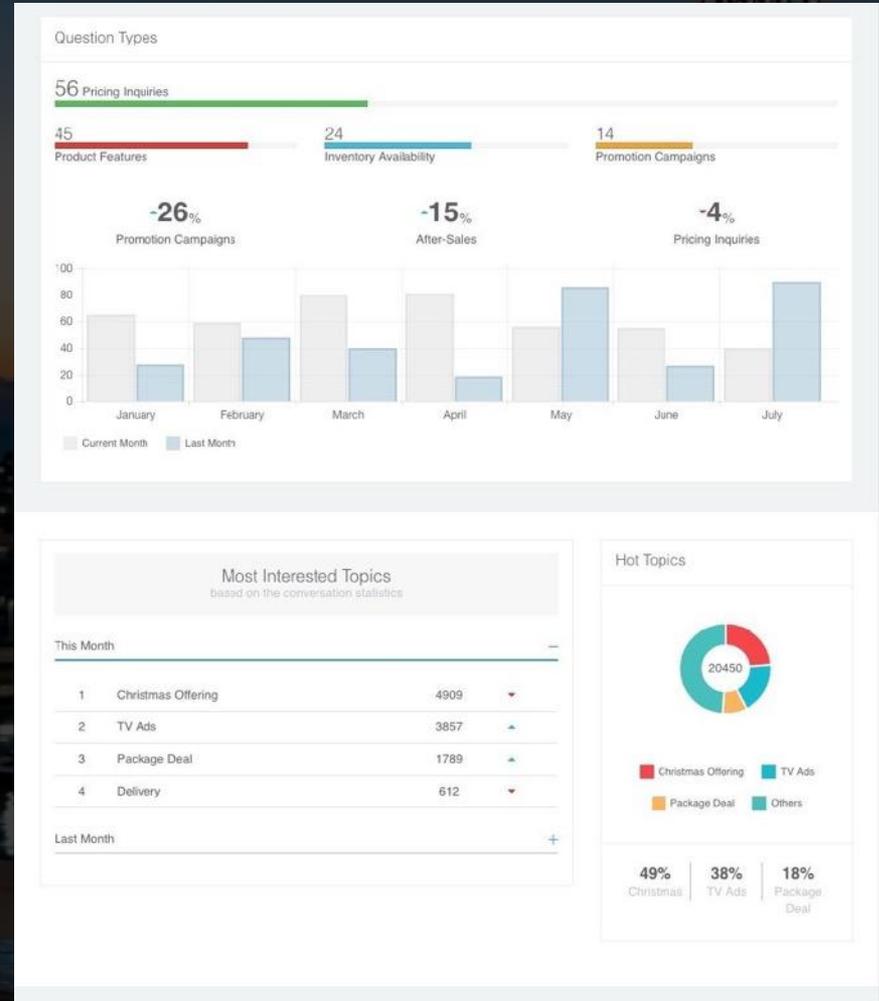
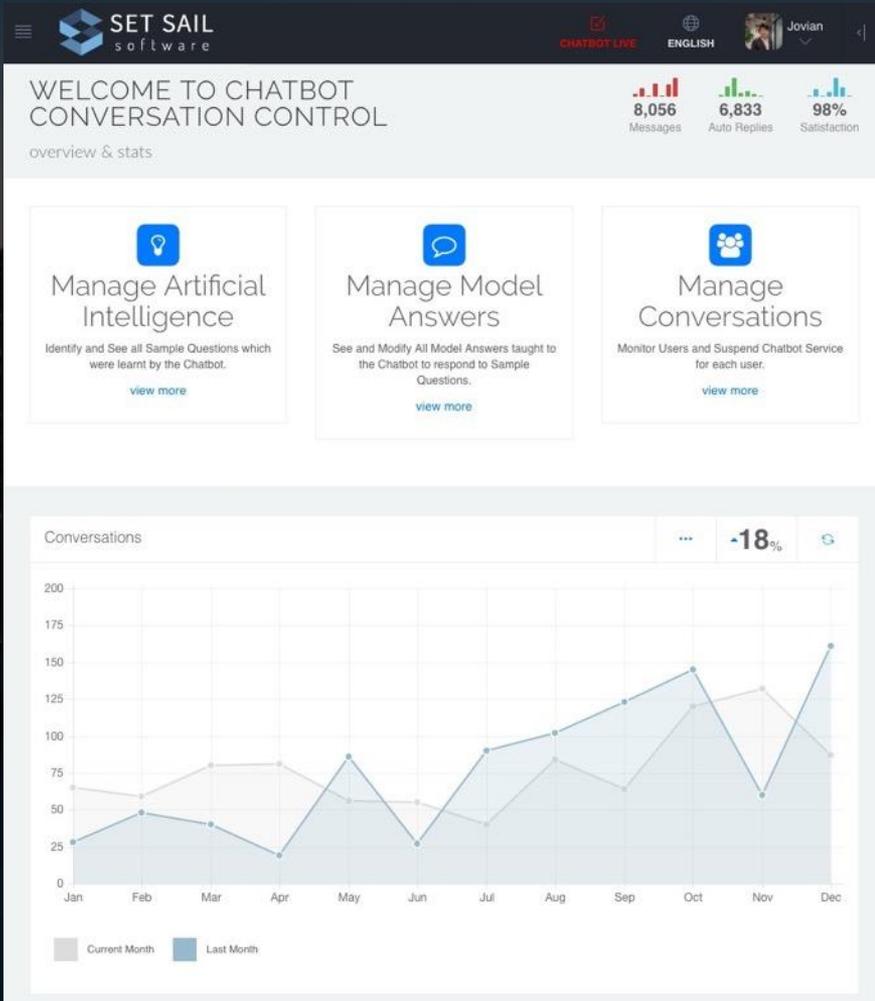
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# A.I. enabled Contact Center Solution



# Chatbot Control Portal Module

## 1. Analytics



# Chatbot Control Portal Module

## 2. NLP Module

**SET SAIL software** Admin

CHATBOT MODULE

- Dashboard
- Responses**
- Dialog Flow

### MANAGE RESPONSES

Following dialogs are being trained by machine learning in order to classify various dialogs for specific user needs.

en\_US zh\_HK Import Export

Trained Classifiers +

Training Set -

#### Create New Intent

Intent Name  Add

#### Manage Intent

Select Intent

aro\_courseEvaluationTime Delete

Manage User Expressions -

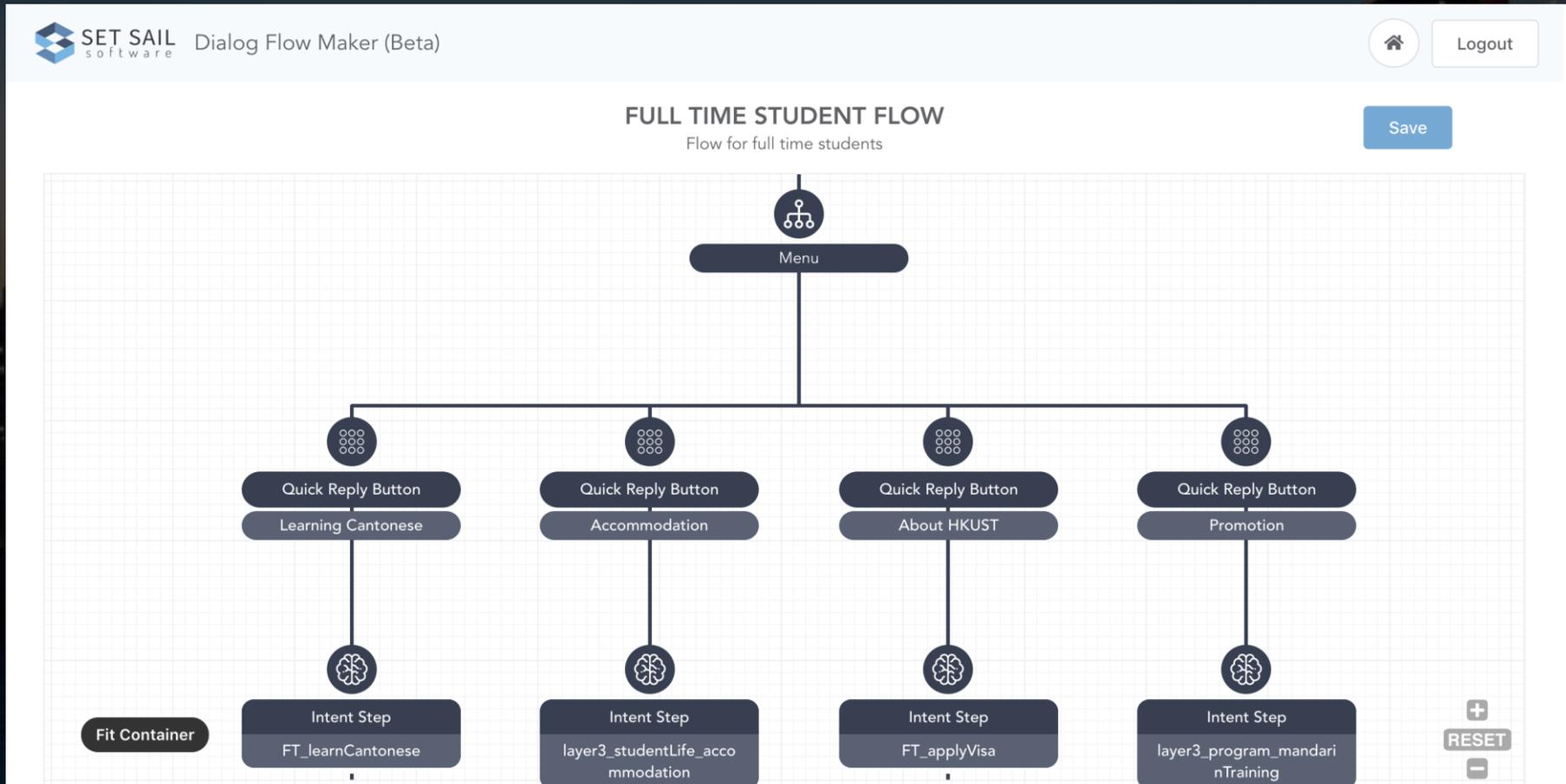
Add User Expression

User Expression  Add

Expression	Actions
由於我係exchange嘅院校吾夠course讀，我好希望課程審批成功，並係deadline之前完成有關覆核程序。	<a href="#">Edit</a> <a href="#">Delete</a>
課程覆核審批程序需時幾耐？	<a href="#">Edit</a> <a href="#">Delete</a>
係邊到可以搵到獲批嘅課程覆核？	<a href="#">Edit</a> <a href="#">Delete</a>
係邊到可以查看獲批嘅課程覆核？	<a href="#">Edit</a> <a href="#">Delete</a>
係邊到可以查看獲批嘅相似課程學分轉換	<a href="#">Edit</a> <a href="#">Delete</a>
課程覆核程序需時幾耐？	<a href="#">Edit</a> <a href="#">Delete</a>

# Chatbot Control Portal Module

## 3. Dialog Flow Builder



# Use Cases

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Service Booking



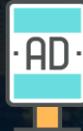
Recommendations



Customer Service



Product Directory



Marketing Campaigns



Forms/ Surveys/  
Questionnaires



Way Finding



Games



Business Process

# Set Sail with us.

Chatbot.com.hk

Contact:

[sunny@chatbot.com.hk](mailto:sunny@chatbot.com.hk)

+852 6688 0053 | [WWW.CHATBOT.COM.HK](http://WWW.CHATBOT.COM.HK)

