

HKT Messaging Hotline

Uplift communication efficiency with automation

Cybersecurity

5G

Cloud

Robotics

AI

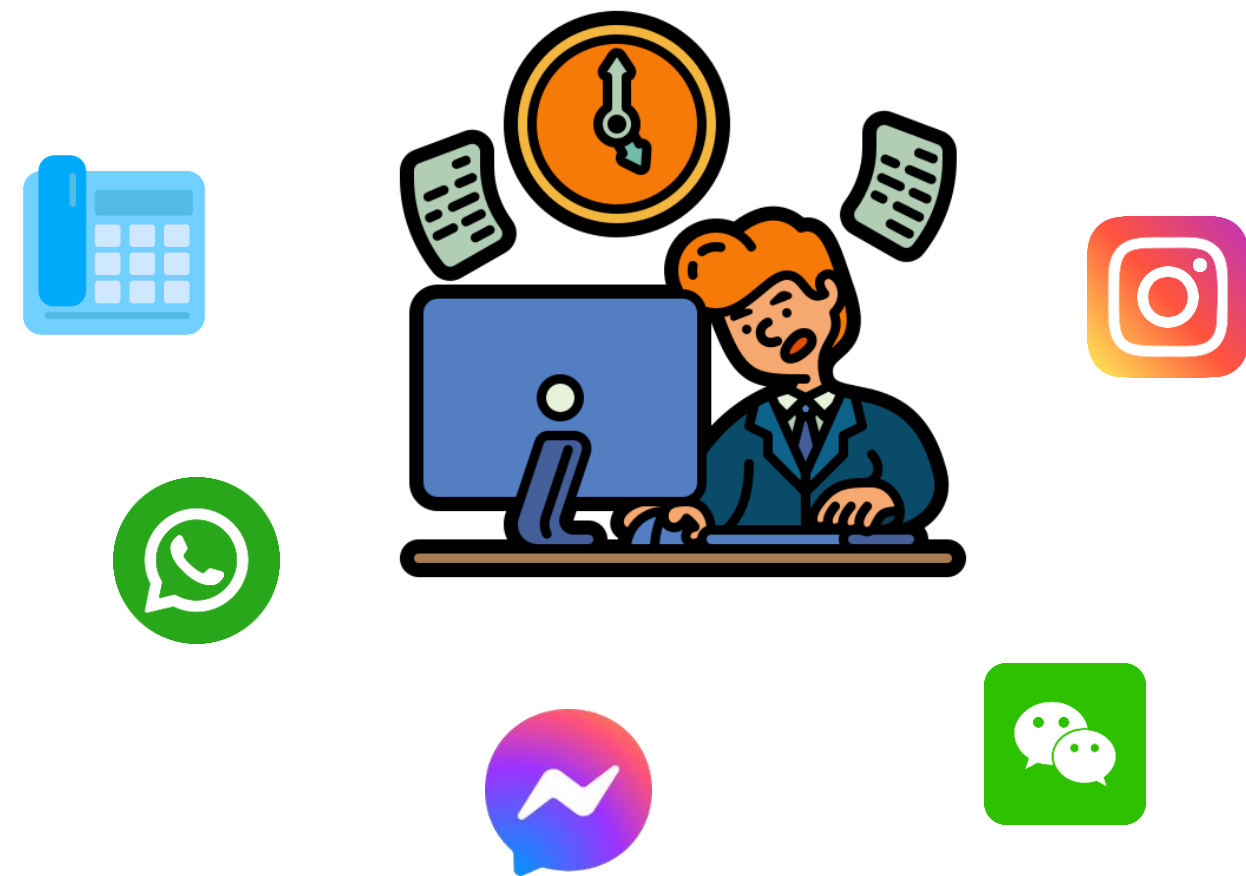
Data Analytics

IoT



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

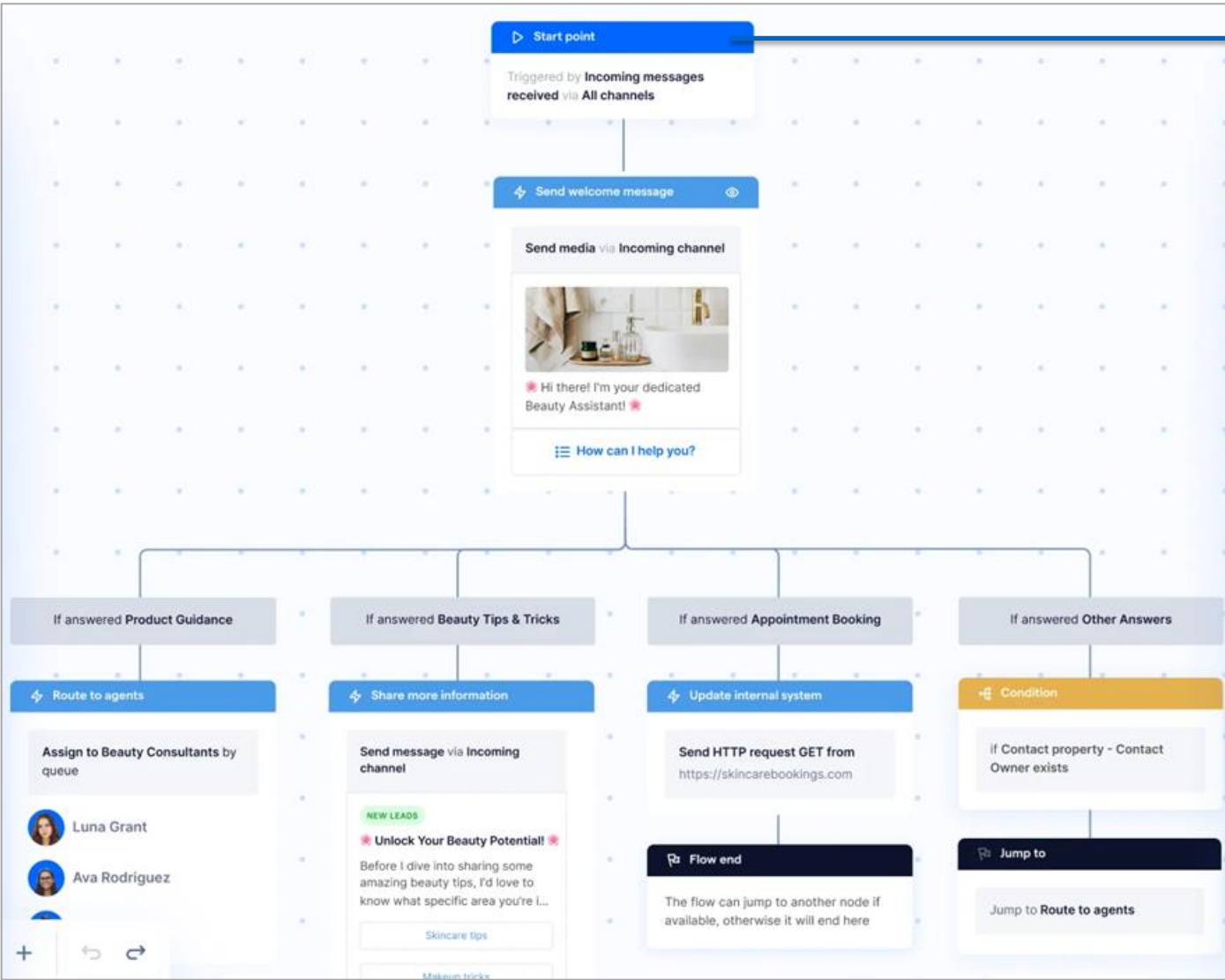


Automatically complete:

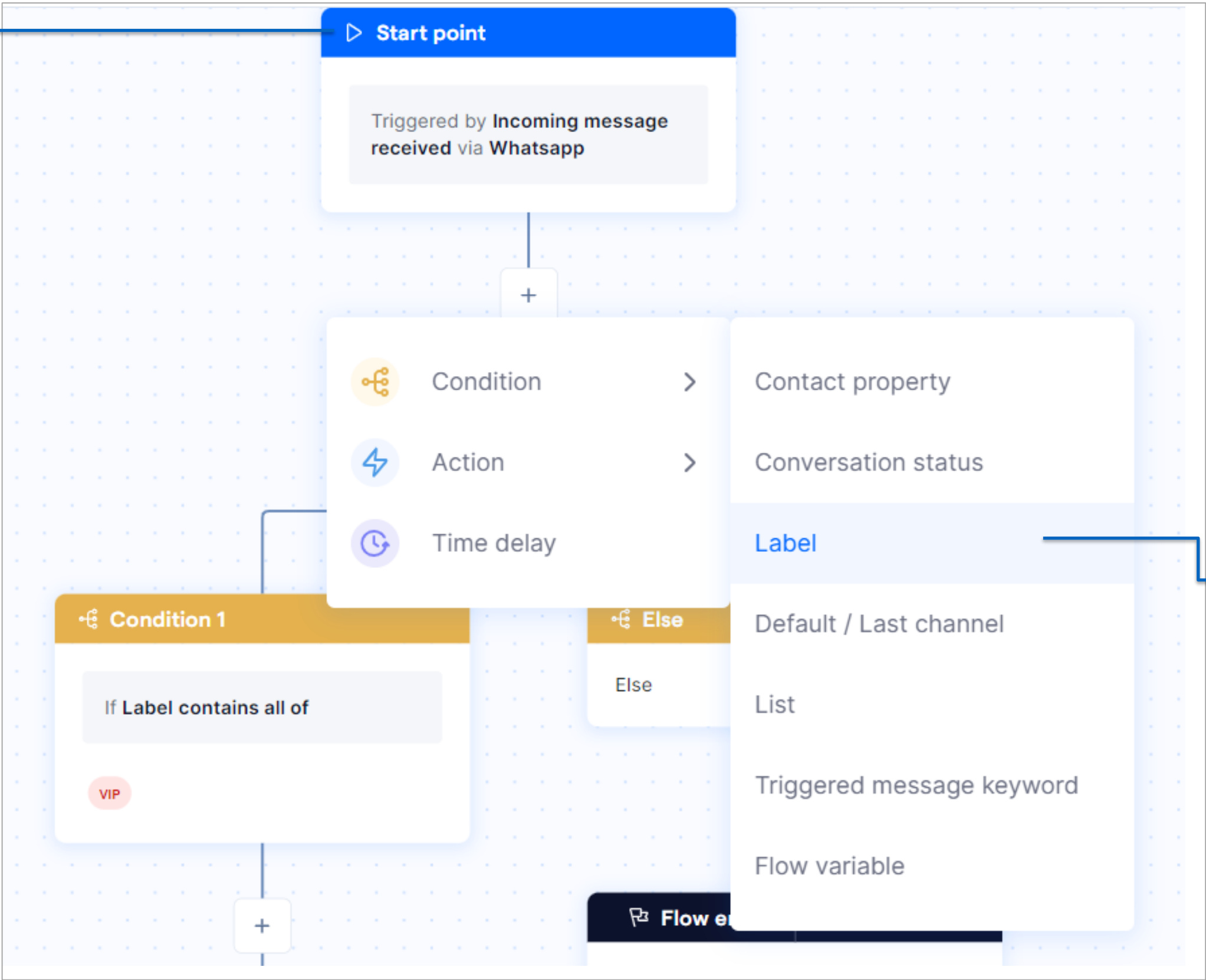
- Lead generation
- Sales conversion
- Customer engagement...

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

1. Self-configure chatbot



2. Design customer treatment & action



3. Further assign attribute

ACTION

Add label

LABEL

Search

☐ PENDING PAYMENT

☐ HKT ROOM SEMINAR

☒ CUSTOMER SERVICE

☐ CLAIMS DEPARTMENT

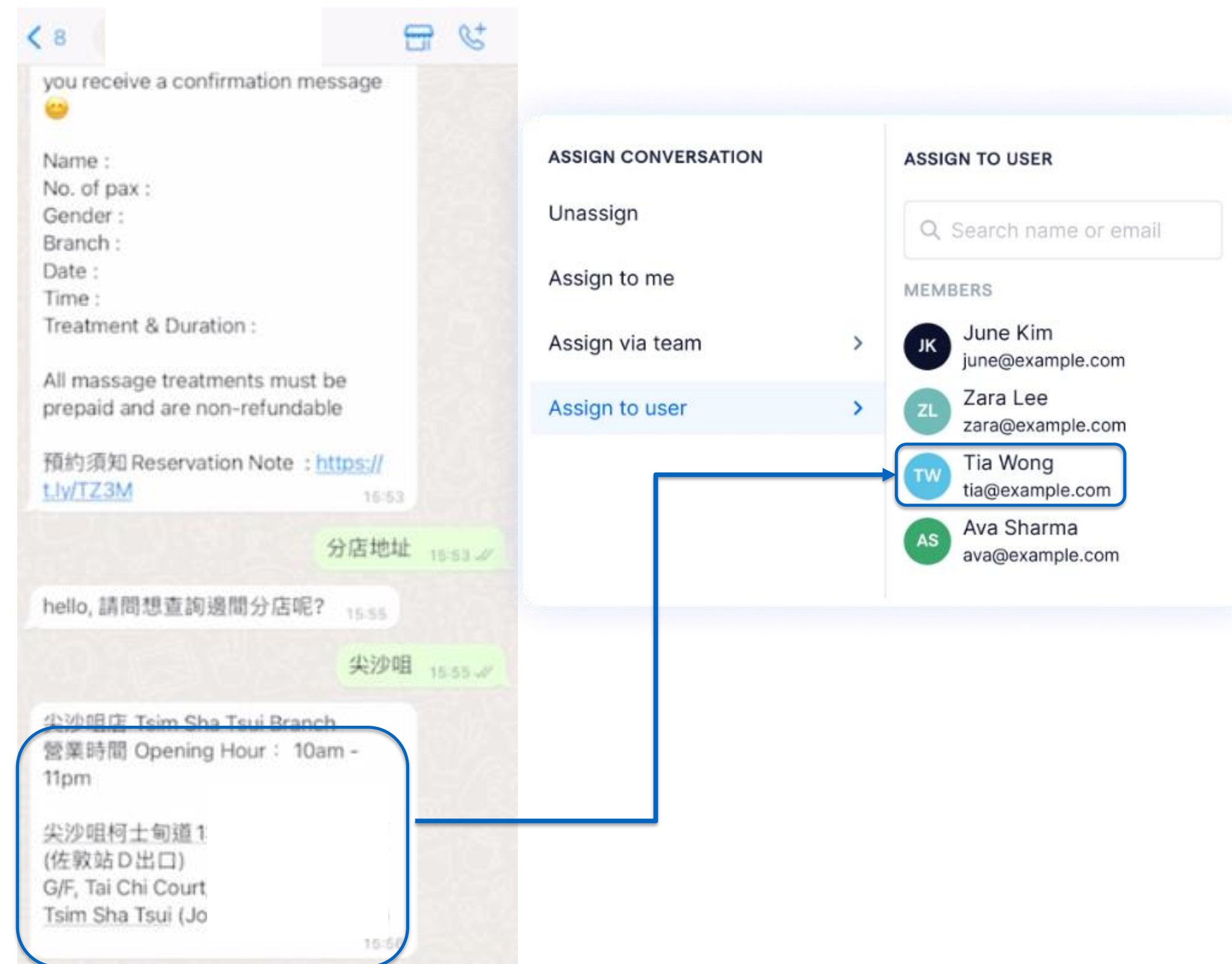
☐ TST EASTER ROADSHOW

☐ RELATIONSHIP MANAGER

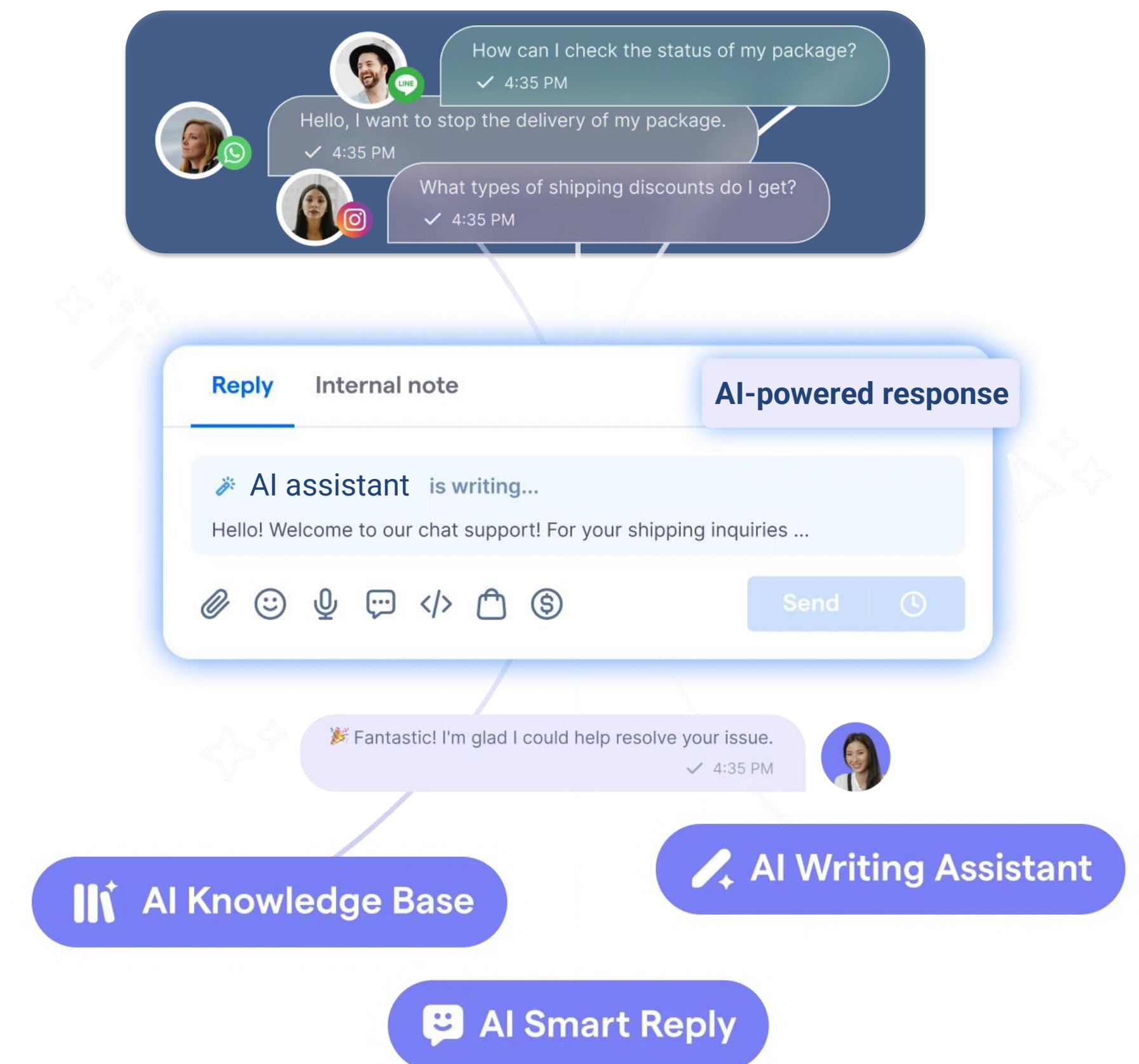
☒ HKGCC MAY 31 SEMINAR

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

Automated salesforce assignment



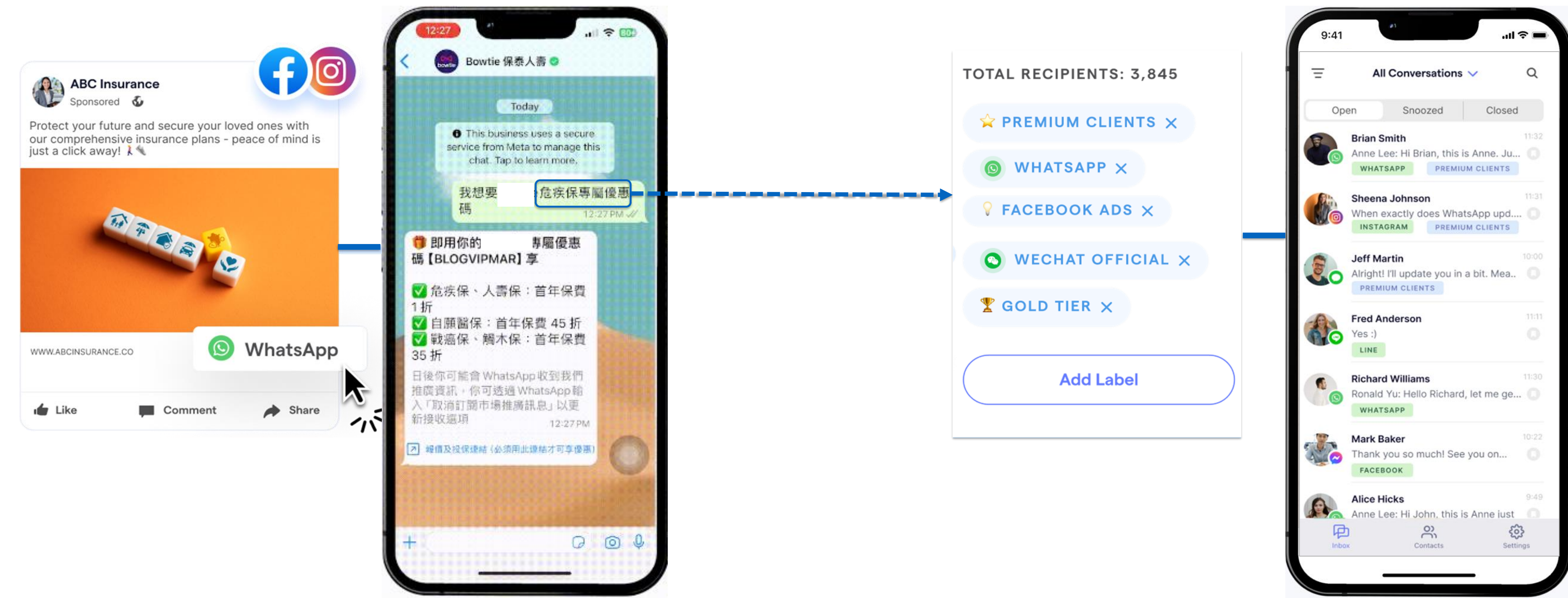
AI-powered humanized response



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!*

