



SIMPLIFY END-USER INTERACTIONS THROUGH CHATBOTS

With Sonata's Solutions & Services



SONATA BOT SOLUTIONS

Help enterprises adopt and implement Chatbot solutions for improving user experience by leveraging Sonata's frameworks and services.

From Sonata Software - [The Platformation Company](#)



How would a bot help your enterprise?

A key attribute of a service provider's customer experience is responsiveness. In an effort to increase responsiveness, enterprises seek to make their customer touchpoints efficient and provide customers self-service options. This is especially true with the popularity of digital devices. The challenge of delivering a user experience through digital devices and apps is that apps need to be extremely intuitive to use. This challenge restricts apps to support a few frequently used workflows, with limited scope for expansibility.

As an alternative, users may be better served by a more conversational interface that does not force a learning curve on the users. This is where enterprises are turning to chatbots. While chatbots have been in the industry for a few decades, often in very trivial usage, integration with modern AI and Natural Language Processing (NLP) systems is bringing them into the limelight.

Depending on the nature and complexity of the chatbot, Sonata classifies them into three levels:

- Initial or Internal Bots:** These provide routine information services to users. Typical usage of internal bots is for users to raise inquiries, which the bot responds to by referring to a knowledge base, tickets in a ticketing system, or provide general search results. Some examples of Internal Bots are "IT Helpdesk", "HR Helpdesk", etc.
- Intermediate or Simple bots:** These are capable of triggering "unauthenticated" actions in various target systems. Such bots might help users book appointments, or liaise with external inventory databases to determine the status of certain orders.
- Complex or Advanced bots:** These bots can manage more complex authenticated workflows. Examples of these would be handling personalized inquiries, financial transactions, cross-selling and up-selling, or alerting users about fraud transactions.

The conversational interface of bots, coupled with modern AI systems, can help dramatically improve the responsiveness at the user's touchpoints. Sonata, with its solution frameworks, can help enterprises to take the first steps in exploring and developing bots.

64%

Businesses believe that chatbots will outperform mobile apps in the next 5 years

- Chatbot Survey 2017, by Mindbrowser

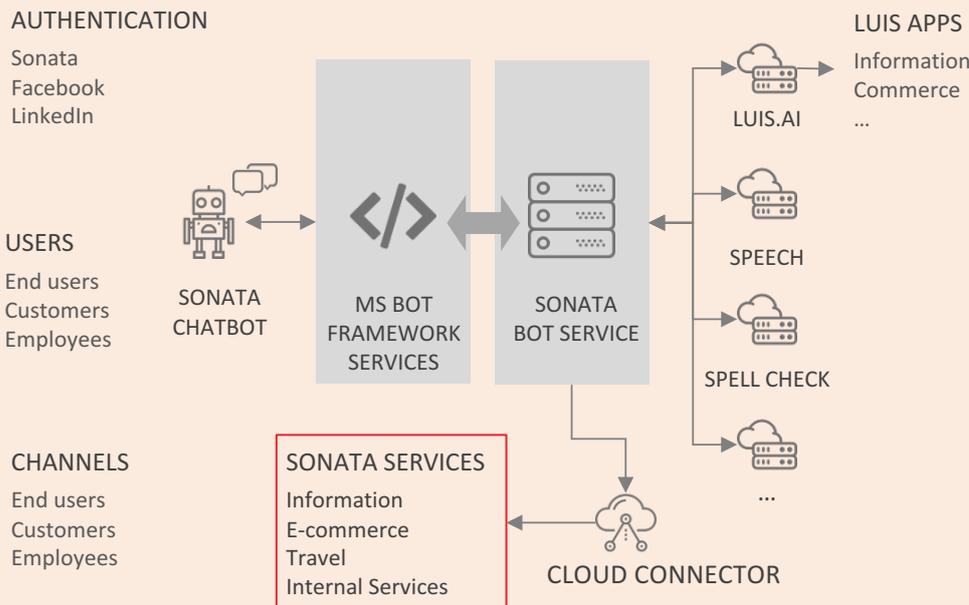
70%

Consumers would consider contacting a company using a chatbot to get instantaneous answers

- Ubisend Chatbot Survey 2017

SONATA OFFERINGS

A sample architecture for Chatbot implementation leveraging Microsoft's Bot Framework and Sonata's platform components



Services

IDEATION

Opportunity Assessment, POC

DEVELOPMENT

MVP Launch, Continuous Development

OPERATIONS

Operational Support, Analytics

Frameworks

TECH FRAMEWORKS

Microsoft Bot Framework, Amazon Lex

BOTS ON OPEN PLATFORMS

Skype, Facebook, Slack, Twitter, etc.

Solutions

DOMAIN-SPECIFIC BOTS

Retail: Brick & Click, Travel: Sonatina

FUNCTION-SPECIFIC BOTS

IT Support and Helpdesk Bots

KEY APPLICATION AREAS

Businesses can leverage conversational & personalized bots across enterprise operations, sales & marketing and customer support



ENTERPRISE OPERATIONS

Helpdesk, Training,
Knowledge Base



SALES & MARKETING

Product Enquiry, Cross-sell &
Up-sell, Payments



CUSTOMER SERVICE

Service Enquiry, Order
Tracking, Feedback & Surveys

BOTS AT SONATA

Sonata has implemented bots in multiple platforms, including client projects and internal applications



Brick-n-Click

Assists customers authenticated
via a Brick-n-Click account or
Facebook credentials

Search & add items to cart and select different
payment options

Track orders for items purchased



Sonatina

Assists customers looking for
bookings on travel platform

Search for trains and obtain suggestions

Plan and book train tickets

Check booking status



Harmony

Assists visitors to Sonata's
corporate website

Helps visitors navigate to relevant products,
solutions, and services

Showcases Sonata's awards



Support

Assists employees and partners in
obtaining support from service
functions

Raise IT service requests

Raise HR assistance requests

Provide feedback and close service requests

BOTS FOR SONATA'S CUSTOMERS

Sonata has helped customers leverage the power of bots to improve user experience, increase operational efficiency, and reduce costs

Rail Operator in ANZ

BOT CAPABILITY
Searching, booking, and
tracking booking status

KEY BENEFIT
Improve booking
experience

Enterprise IT Helpdesk

BOT CAPABILITY
Respond to users' queries
on IT systems

KEY BENEFIT
Instantaneous resolution of
many tickets

Enterprise Finance Dept.

BOT CAPABILITY
Tracking invoices status for
vendors

KEY BENEFIT
Reduce request turnaround
time

Large Enterprise

BOT CAPABILITY
Information gathering and
follow-up

KEY BENEFIT
Reduce load and expenses
on human resources

WHY SONATA?



PEOPLE & KNOWLEDGE

Team experienced in RPA
Knowledge Base



TOOLS & TECHNOLOGY

Reusable Assets • Frameworks and Integrators
Research & Development



PROCESS & IMPLEMENTATION

Guidelines to select right tool • Templates and checklists
Architecture and Design approach



GOVERNANCE & BEST PRACTICES

Compliance Governance • Technology Governance
Operational Governance • Program Governance

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezipia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.



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