

Harness the power of location-based WhatsApp to reach your customers, using AI-enhanced chatbots





Hello,
I am EVE

Meet EVE, our Enhanced Visitor Engagement Bot

Combining AI and location-based technology, providing real-time contextual support for your tenants and their customers.

The challenge

Today's Shopping Centres face many challenges, such as:

- Changing expectations of leaseholders, who are looking for highly flexible units which adapt to changing consumer demands.
- Consumers expect a wide variety of restaurants, gyms and specialist retailers.
- Each retailer customer service experience is a reflection on the Shopping Centre experience and likewise, the Shopping Centre experience has an impact on retailers.
- It is imperative to constantly improve the visitors experience whilst on-site without increasing operational costs.
- To Increase customer average order value and sales conversion levels.
- To turn a single shopping experience into a lifetime re-occurring relationship.

The Solution

Use the consumer's location and preferred messaging channel to reduce costs and increase turnover

You can now use location-based AI chatbots with your customers and prospects, based on their profile and location. Stobee and Picopoint Solutions have joined forces to:

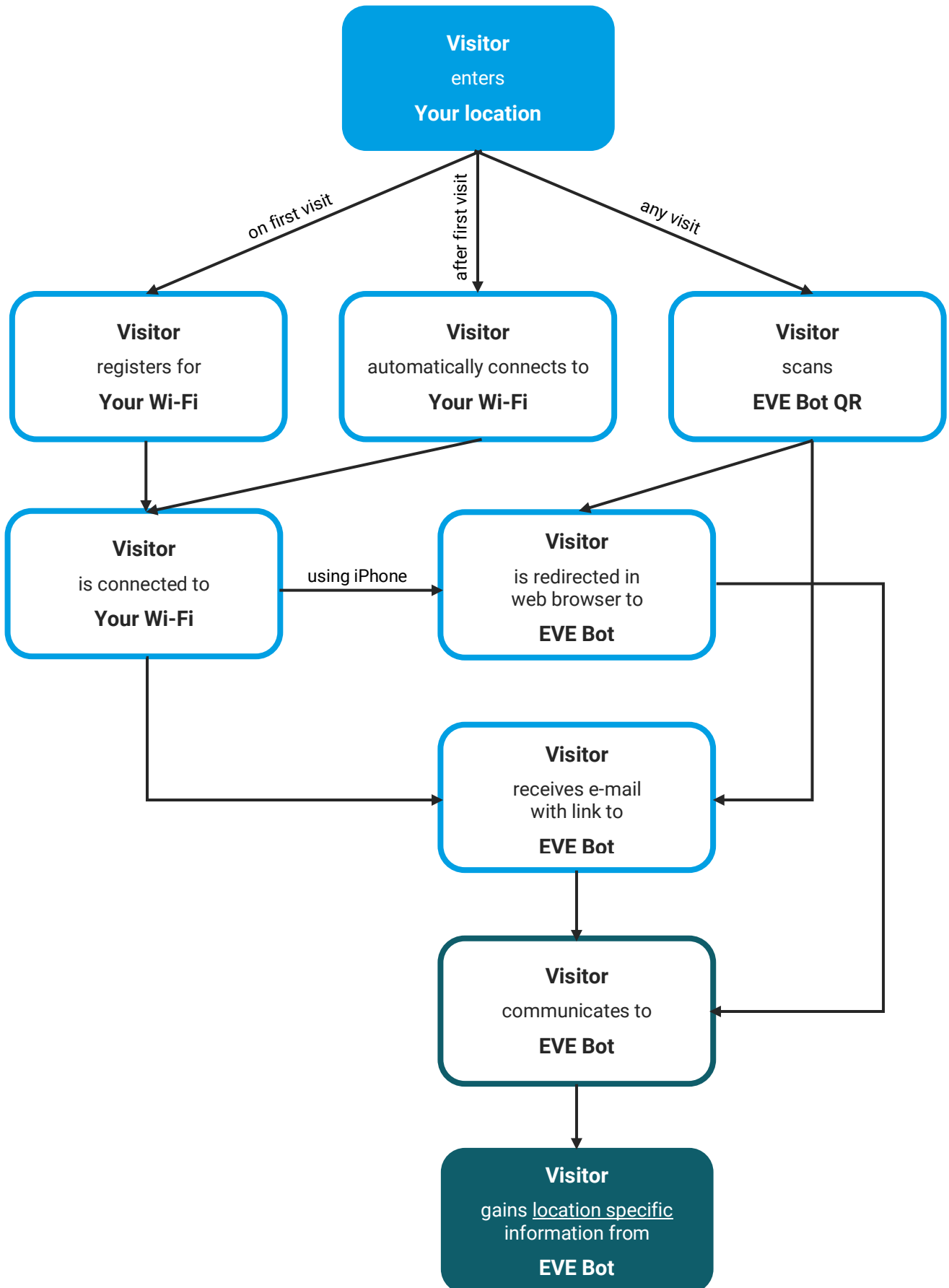
- Provide contextual location-based customer engagement.
- Improve the visitor experience.
- Resolve customer service enquiries in the moment of need.
- Increase customer sales conversions and average order value.
- Create a lifelong relationship with the customer in the messaging channels of choice.

Introducing EVE: an AI powered

Through Artificial Intelligence and location-based relevancy...

- EVE knows the context of the customer, so can personalise the interaction.
- EVE can scale from 1- 1,000's of interactions without the associated costs.
- EVE can stay with the customer after they have left the location.
- EVE lives in the customers daily channel of choice, WhatsApp, Messenger, SMS, Web etc.

Visual of flow of ecosystem



Let EVE help you to deliver an enhanced visitor experience and create a win-win for leaseholders and their customers.

“Let me check our **stock** for the **availability** of that item.”

“Get the best **deals** during our **Summer-sales!**”

“Your **return** has been registered, please hand over the products at our **service desk.**”

“Have you checked out the **popup shop** that is currently open?”

“Welcome back, you have **earned 50 loyalty points** by visiting!”

“Welcome back, you have **250 loyalty points** that are about to **expire.**”

“I can help you **find** facilities, restrooms, parking spots and more.”

“Please ask me anything about today’s **concert.**”

“Please ask me anything about today’s **game.**”

“Your **click & collect** order is ready for pickup at the **pickup point.**”

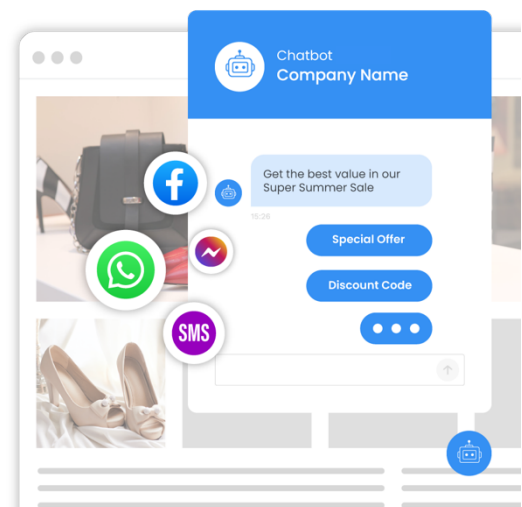


Benefits of engaging with your visitors with AI, based on their location.

| Benefits for location owners | Benefits for location visitors |
|---|----------------------------------|
| 50% lower cost to serve, 90% containment rates. | Better customer service. |
| 20% boost in Customer Satisfaction. Better NPS, FCR and other KPI's. | More engagement during visit. |
| 50% decrease in staff attrition, and higher Staff CSAT dealing with less simple monotonous tasks. | A more enjoyable visit. |
| 10X Higher Sales Conversion and higher average order Value. | Increased customer satisfaction. |

Whatsapp ChatBot Facts and Figures

- WhatsApp has over 2.2 billion users worldwide averaging 50 messages per user per day.
- 70% of customer service enquiries can be resolved by a WhatsApp Chatbot without an Agent.
- Chatbot market is growing at 29% annually.
- While WhatsApp users typically respond to messages within minutes (even moments), it takes on average 90 minutes for a user to respond to an email.
- While only 20% of emails are ever opened compared to 99% of WhatsApp messages.
- WiFi Onboarding +30% if deployed correctly.



Best of breed industry professionals

Stobee was founded in 1989 with the purpose of making a difference to our clients utilising the latest AI chatbot technologies to increase sales, decrease service costs and enhance the customer experience. Our customers include Banks, Telco's, Government Services, Shopping centres and world-renowned Attractions.



Location-based marketing services using the smartphone of your customer

Picopoint operates worldwide since 2002, providing location-based marketing services for the business to business market. Our platform turns your location into a valuable marketing tool, allowing you to track visitor analytics and demographics, boost your marketing campaigns and run special loyalty programs. Picopoint has international customers which include Telco's, Holiday parks, Energy, Oil & Gas, Transport & Logistics, Shopping centres, Retail and more.

