Conversational AI
In Industrial Revolution 4.0

Halo!

Pria Purnama

VP Product & Engineering

Kata.ai

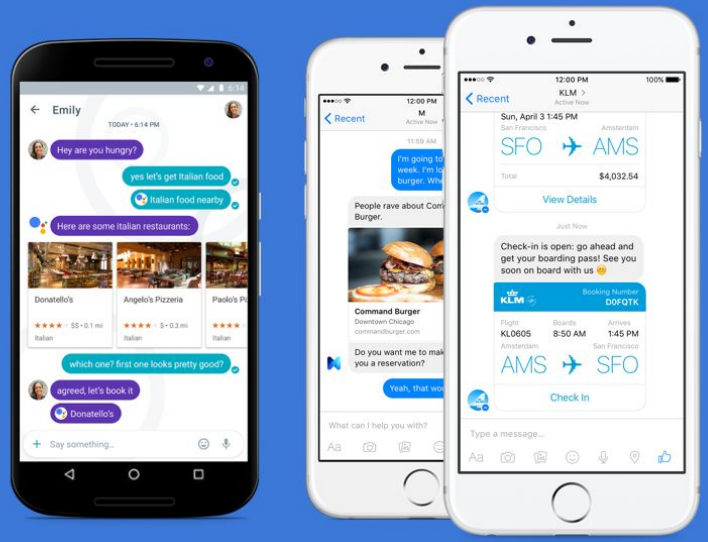
Sebelumnya

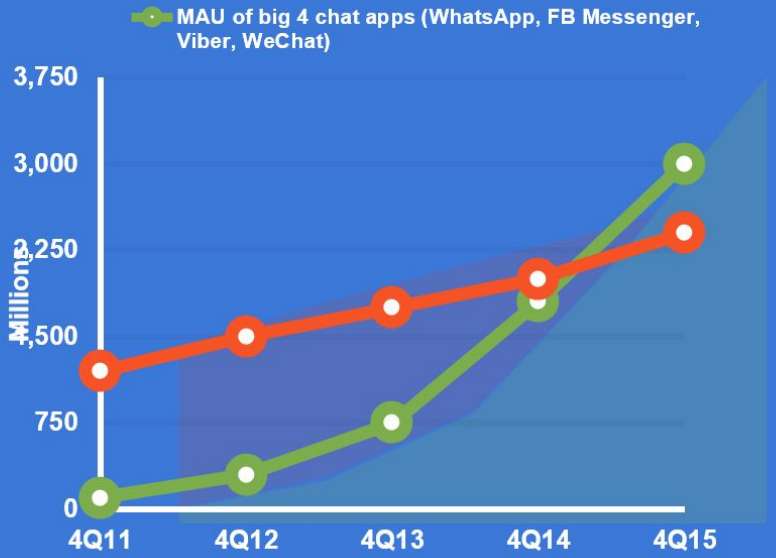
VP Product & Technology - C88 Fintech | Director of Engineering - Bridestory

VP Engineering - Ice House

Salam kenal!

The Rise of Global Messaging





Indonesia’s Messaging Trend

4.2

1 person has **4.2 messaging apps** on their phone

97%

checks their messaging apps **multiple times** a day

39%

prefer messaging apps as **primary communication channel**

Indonesia’s Messaging Trend

58%

installed on every smartphones in Indonesia.

+287% since September ‘15

80M+

active users in Indonesia.

Famous among Millennials and Generation-Z

130M

Monthly Active Users in Indonesia.

Ranked 4th Worldwide

The future of human and technology interaction is **conversational**

US$ 17.7B
Intelligent Virtual Assistant Market by 2023
Research & Markets

US$ 22.3B
Natural Language Processing Market by 2025
Tractica

Introducing Kata.ai

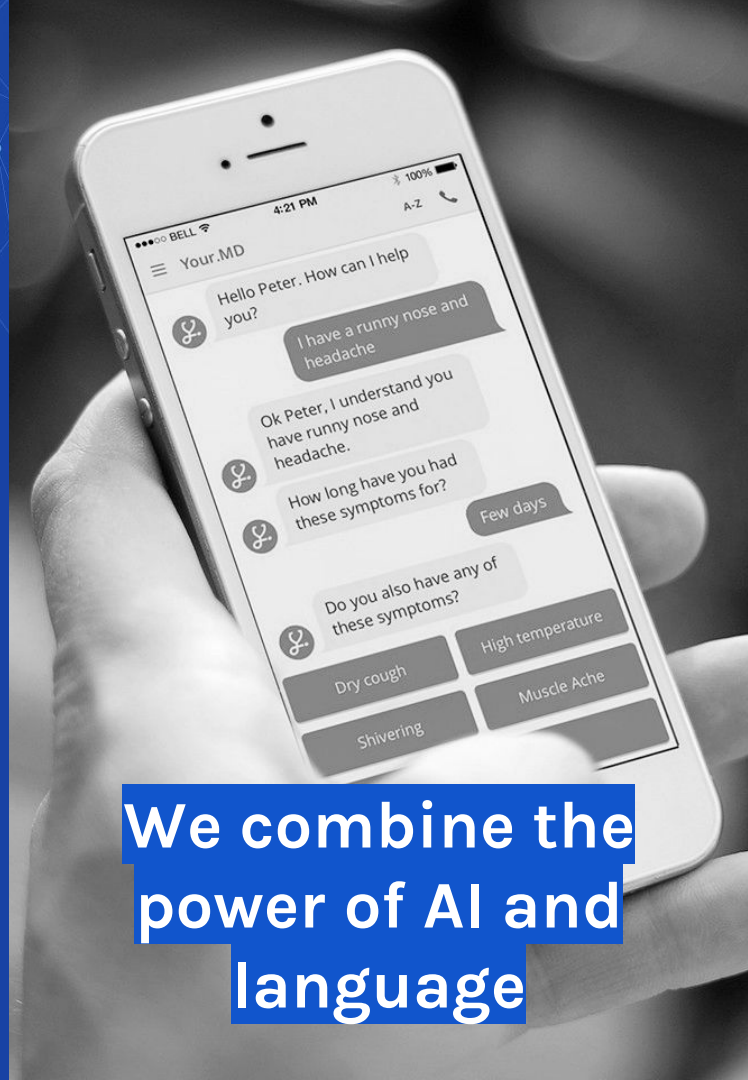
- **#1 Conversational AI startup** in Indonesia, raised US$ 3.5mn in Series A funding in 2017
- Providing **B2B Enterprise Chatbot solution** for 30+ clients and 70mn end users
- Transforming enterprises intelligently in various use-cases: **Marketing**, **Customer Support**, **Sales**, **HR**, etc.

MAJOR CLIENTS:

PARTNERSHIPS:

ACHIEVEMENTS:

We want to **harness the power of AI** to understand our language as the key that will unlock a more powerful way of interaction between human and machine to **create progress**.



We combine the power of AI and language

Kata.ai

We are Humanizing Interaction through Artificial Intelligence

How are we achieving this?

We are combining two of humanity's most powerful creation: **AI and Language** as a key to **EMPOWER PEOPLE.**

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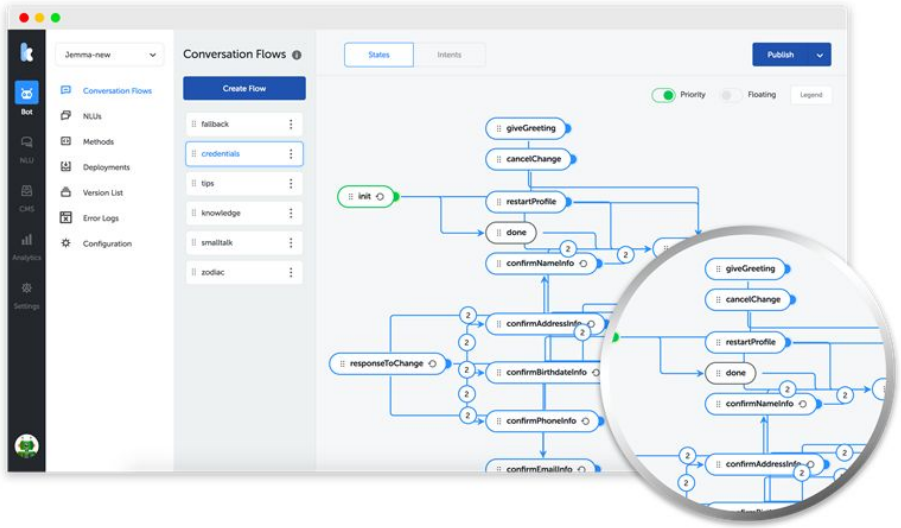
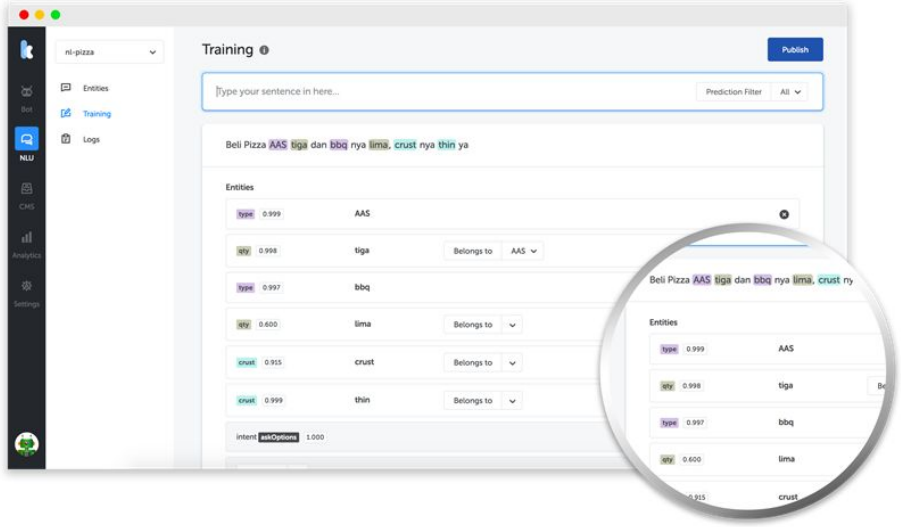
Kata Platform: Bot Studio

- Design conversations with multiple discourses and turns.
- Send rich responses back to users.
- Design once, publish in multiple messaging platforms.
- Integrate with any third-party API.
- Update, patch, and roll-back with ease.



Kata Platform: Natural Language Studio

- Train your bot to understand human language.
- Detect intention and sentiment.
- Break down natural language to structured object.
- Extract entities such as name, location, dates, etc.



Kata Platform: Natural Language Studio

Case Study: Telkomsel Veronika

Telkomsel chatbot is available on LINE, FB Messenger, and Telegram in **2 languages**: Indonesian & English.

The main purpose of this chatbot is to increase the customer support efficiency and to create a new revenue channel by utilising the messaging platform so customers can **top up their credit** or **buy data package**.

80%
of agent's workload is reduced by the chatbot after 8 months of deployment

30x
growth of the sales generated from the Chatbot between the first month and the 8th month

60
features included in this Chatbot. From CS, Marketing, to Sales.

TELKOMSEL fb.com/telkomsel

Case Study: Sabrina by BRI

Sabrina (Smart BRI New Assistant), is the aspiration of Bank Rakyat Indonesia, Tbk. in reaching the unreachable through a deep, personalised and contextual relationship by utilising **WhatsApp for Enterprise** as the medium for customer engagement.

Sabrina can help BRI customers to discover BRI's **products**, **find the nearest** ATMs or Brizzi top-up points, and also **support inquiries**.

82%
of the inquiries that go through Sabrina can be understood by the virtual assistant

33%
increase of new customers after opening a new channel on WhatsApp

2
Awards won from The Asian Banker Indonesia Country Awards 2018

BANK BRI
Melayani Dengan Setulus Hati

WA: 08121214017

In the end it’s all about building a **strong relationship** with your audience

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through Artificial Intelligence