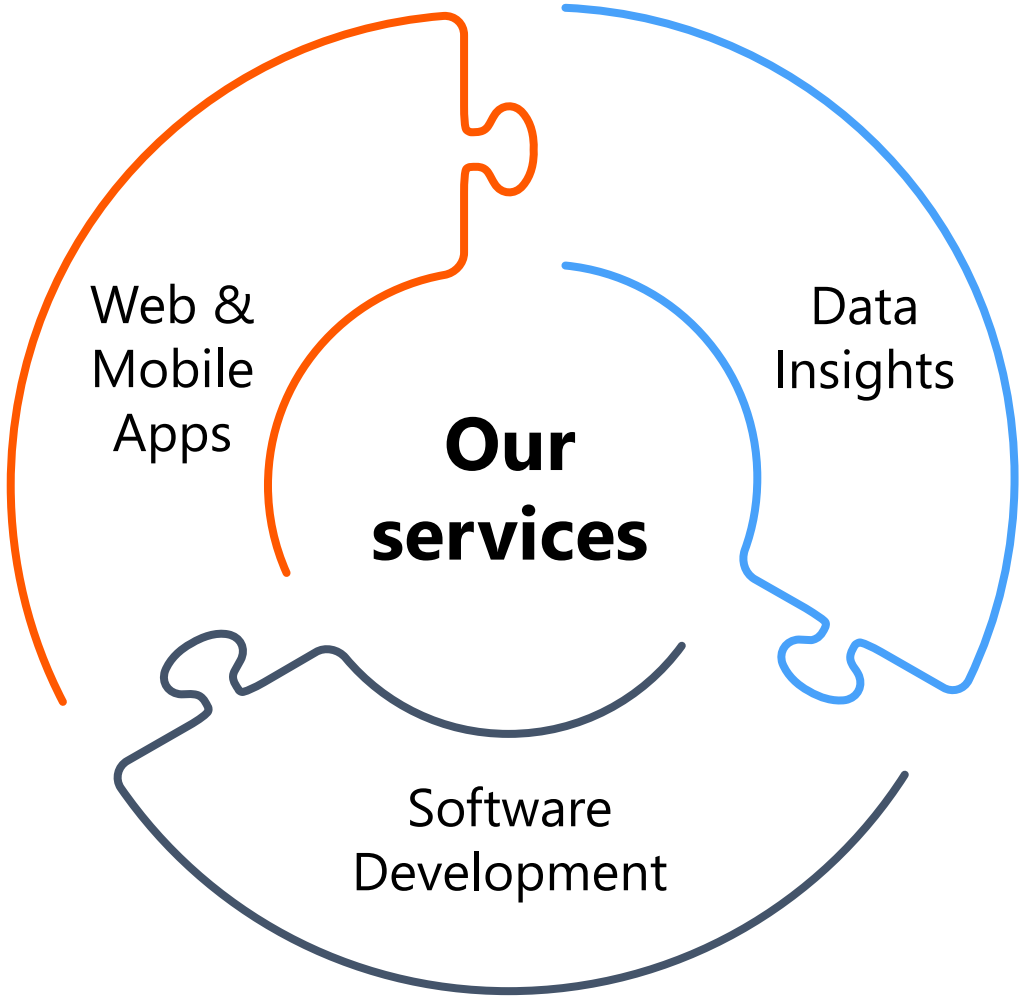
Email Bots

objective

Lara Fox, Director

Objective IT



Microsoft Partner

Microsoft

Gold Application Development
Gold Data Analytics
Gold Application Integration

University of Essex

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What are we solving for you?

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Enquiry response survey results

433

companies contacted

7%

responded within 5 minutes

55%

did not reply within 5 working days

Reference

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Maintaining contact survey results

7 to 13

touches to qualify a sales lead

89%

of sales people gave up by the 4th contact

Reference

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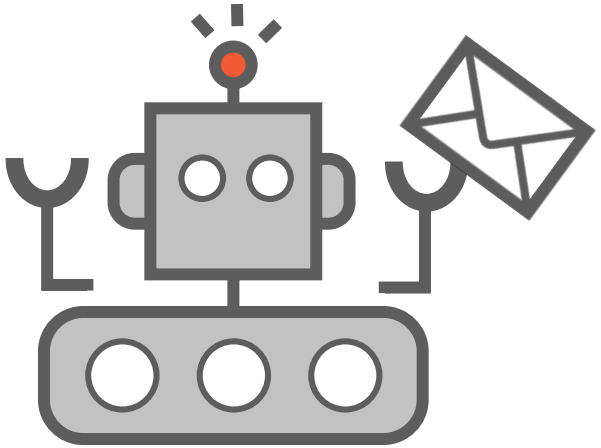
So what can you do about it?

An Email Bot



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In this talk…

1. What is an email bot?

2. How can it add value for your business?

3. When would you use it?

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What is an email bot?

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What is an email bot?

Question Answering

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Unstructured data

Enquiry forms	**Website**	**Social media**	**Emails**
Brochures	**Reviews**	**Case Studies**	**Search phrases**

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What is an email bot?

Question Answering

Machine Learning

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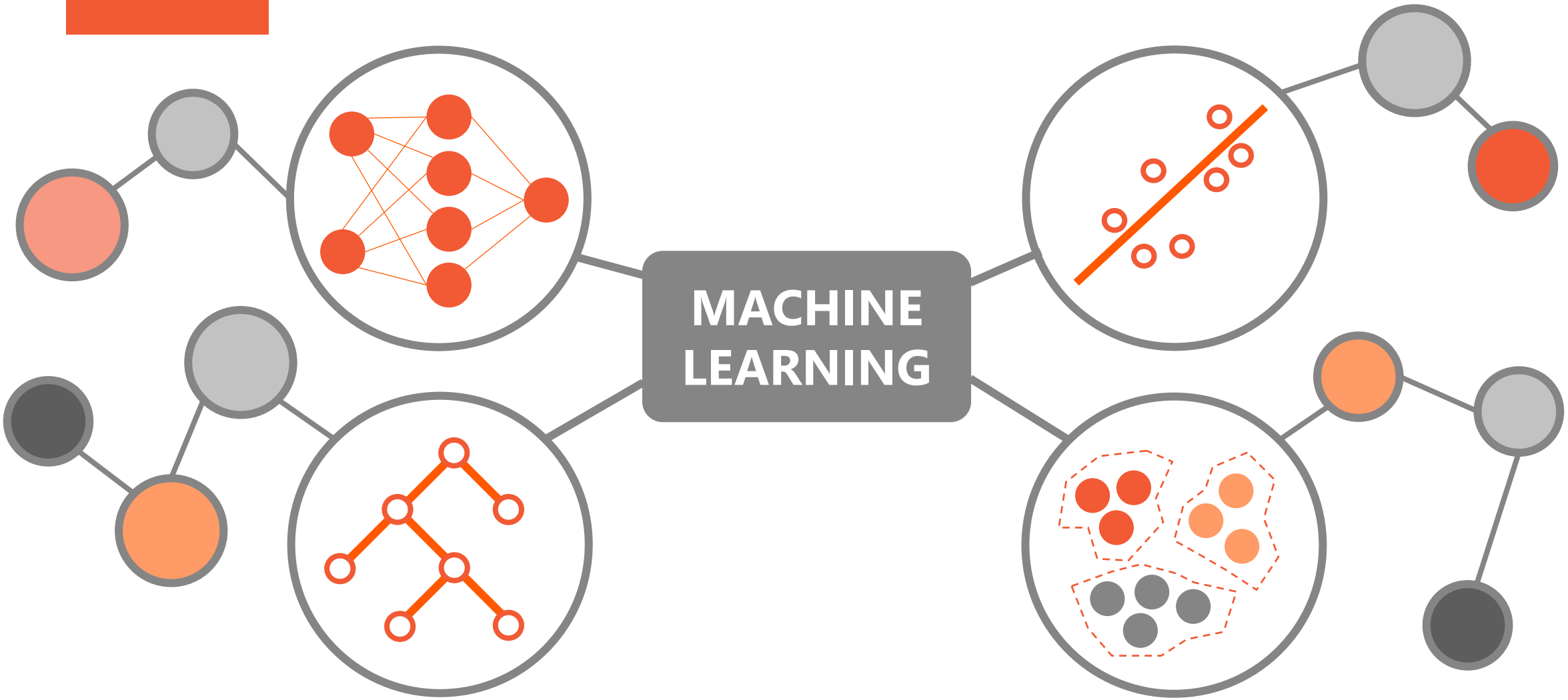
Machine Learning



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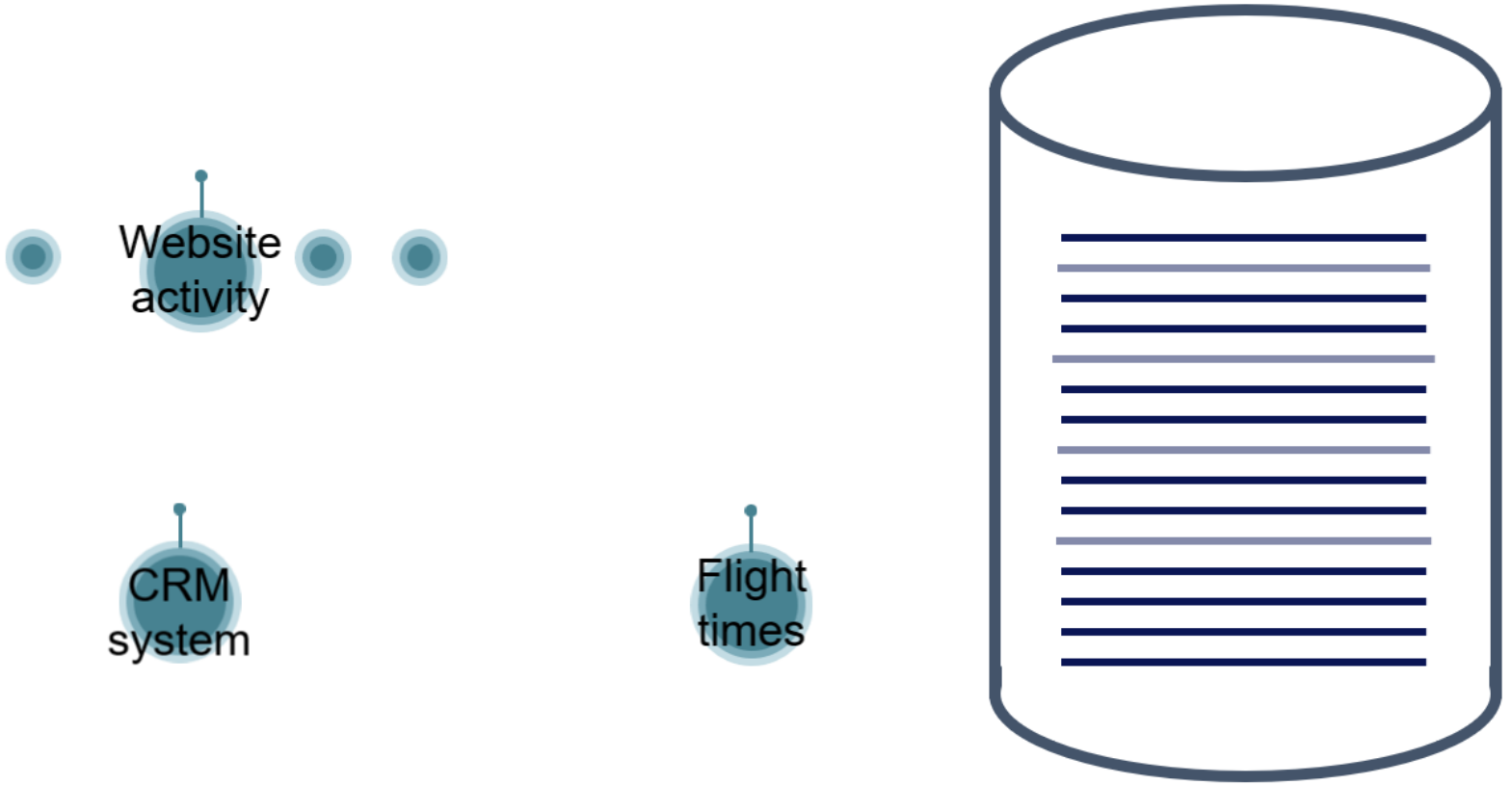
How do we build it?



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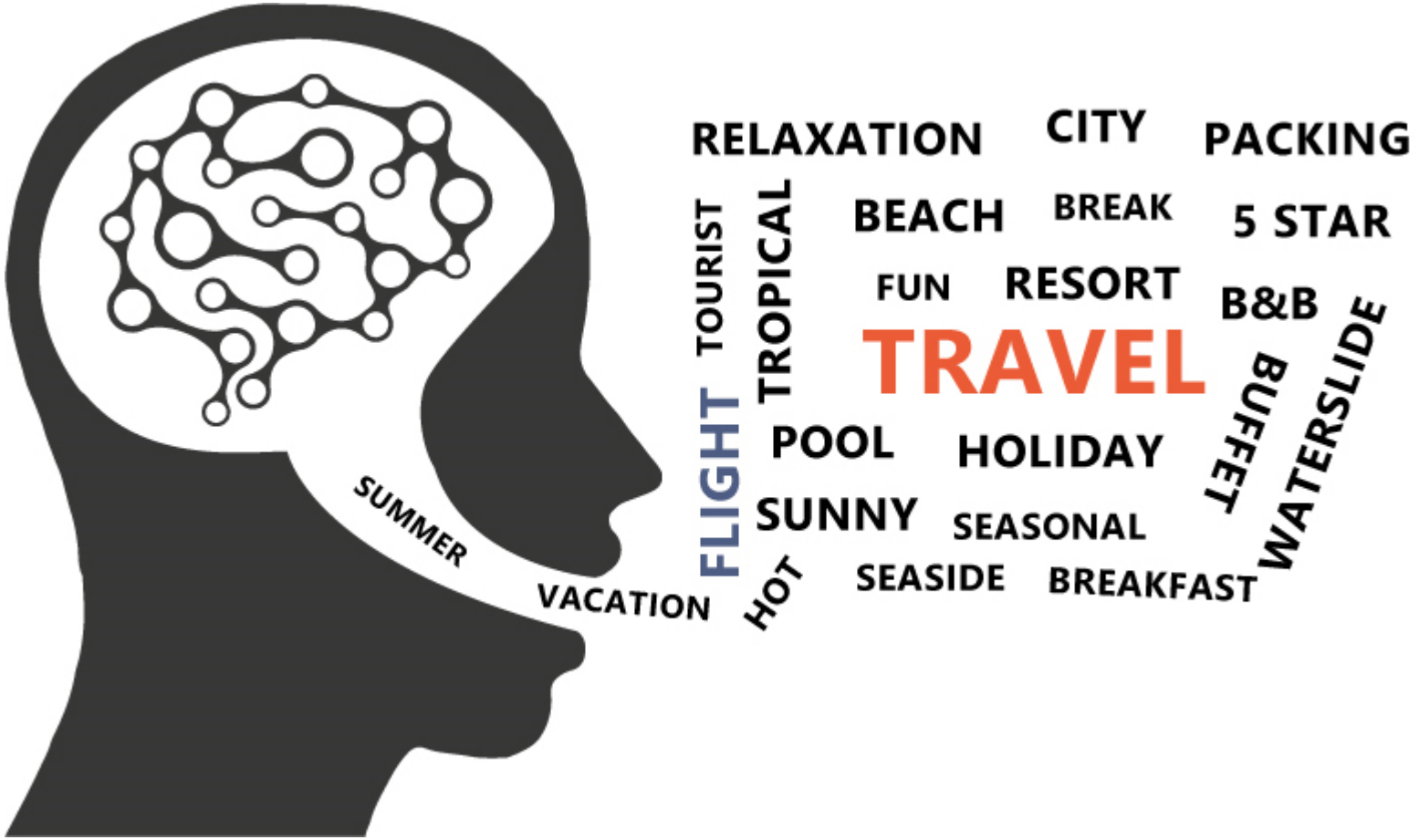
Can it sound like a human?



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What is Natural Language Processing (NLP)?

Humans find language easy…

Machines find it complex…

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What can NLP do?

Sentiment Analysis

Text Summarisation

Information Extraction

Text Retrieval

How can it add value for your business?

How does it add value for your business?

Knowledge

Efficiency

Sales

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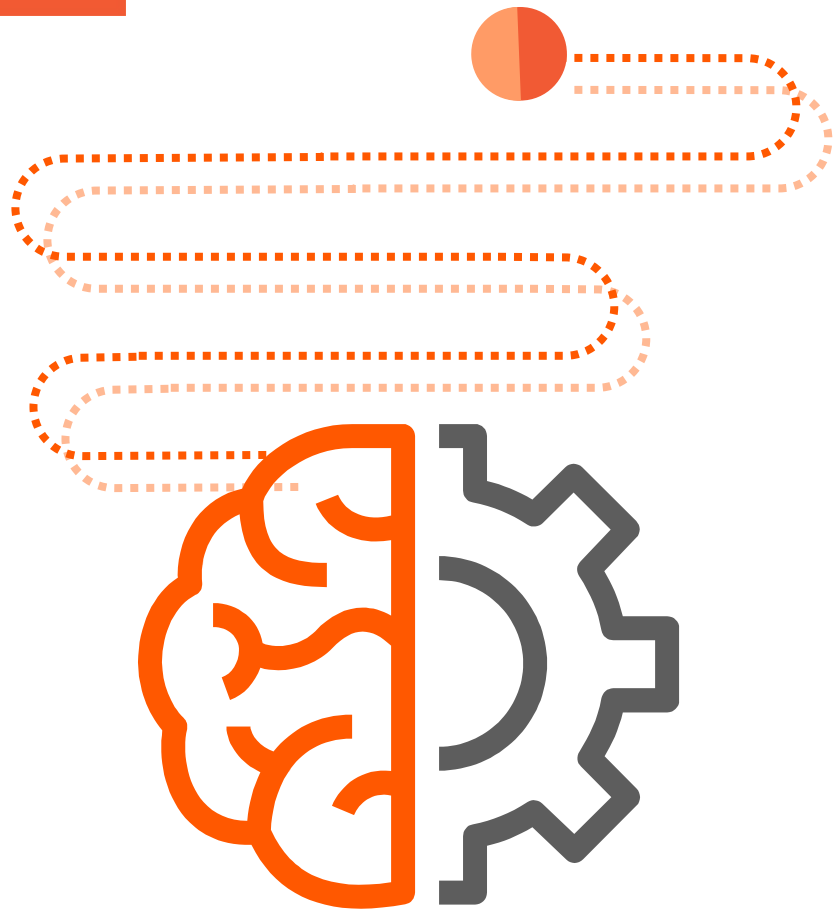
Knowledge



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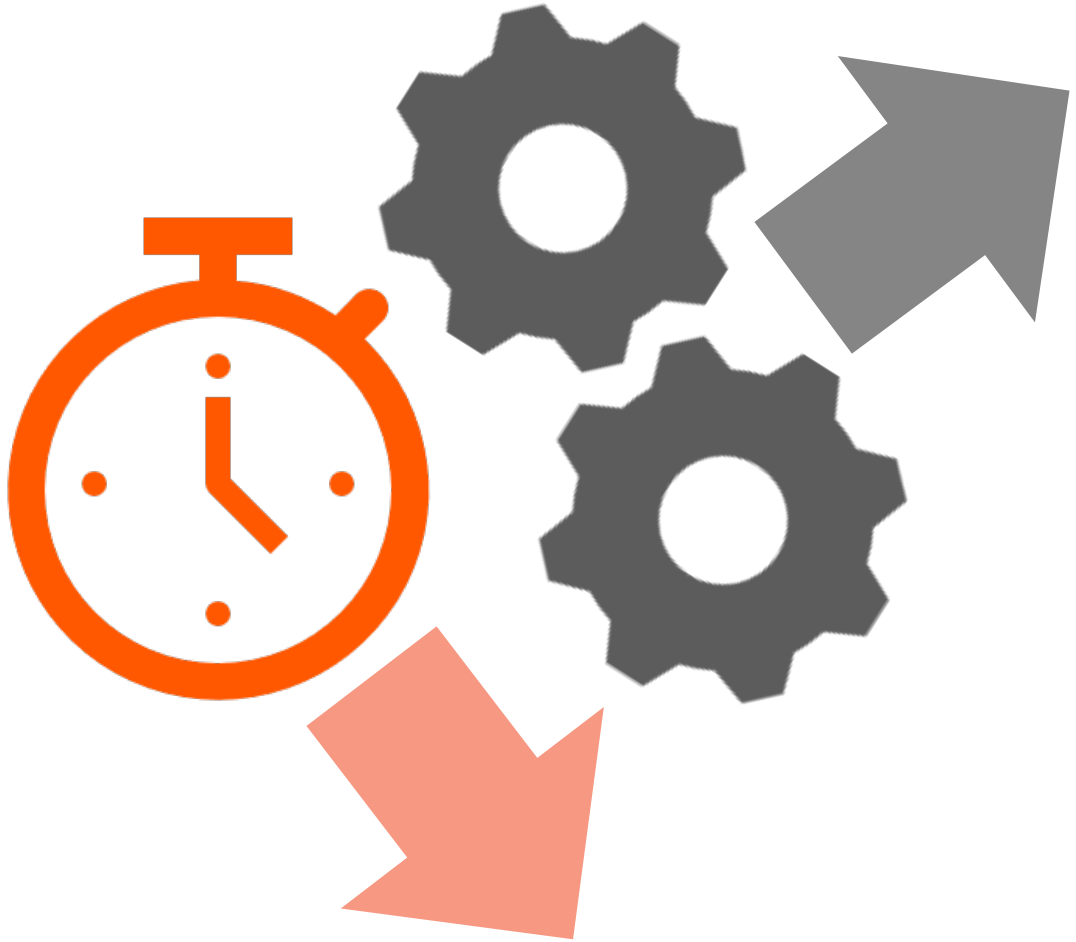
Efficiency

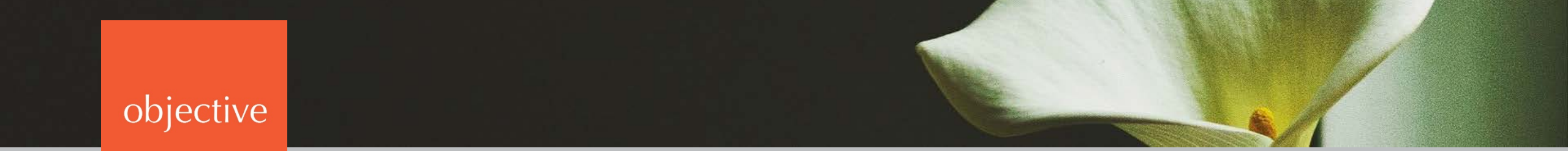


Sales

Enquiries Answered

Contact Maintained

Sales Increased



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Sophie’s Safari

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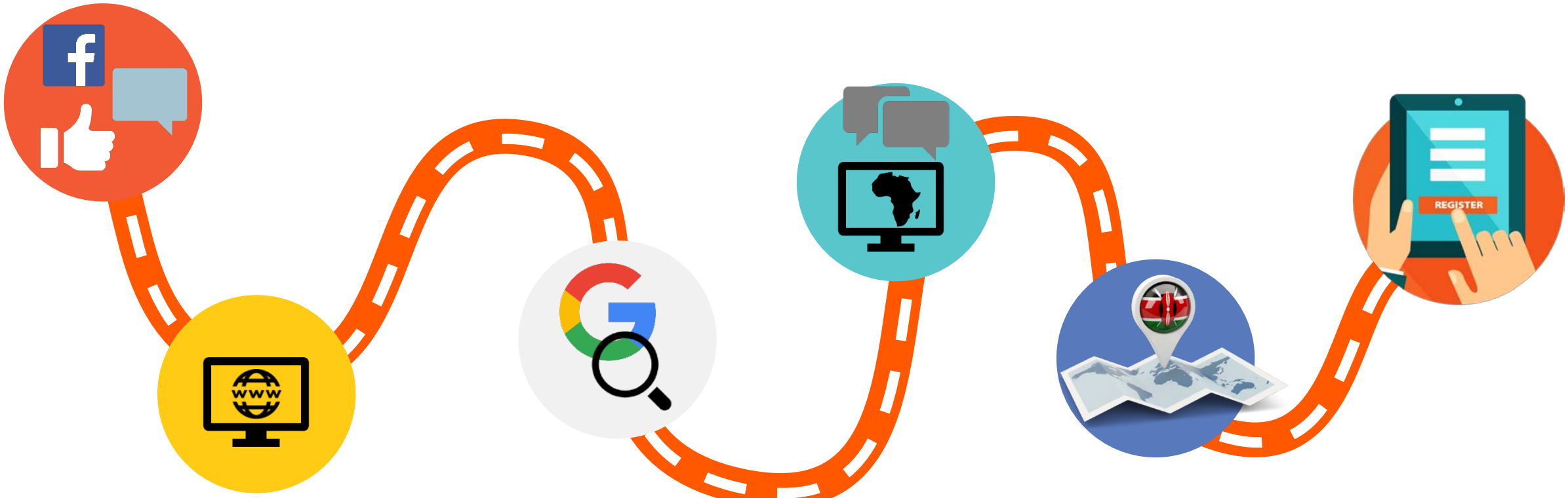
Initial touches



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New enquiry

New enquiry
On 14/02/2018, at 4:02PM,
From: sophie@email.com
Phone: 07544654856
Tag: Africa

Hi! I am looking at going on safari for my honeymoon next summer. I've had a bit of a look and like some stuff but don't know where is best to go yet but keen to see big cats and spend a week on the beach after the safari! Thanks!
Sophie

On 14/02/2018, at 4:32 PM

Hi Sophie,
Thanks for getting in touch with us!
To begin with, have a look at our brochures South Africa and Kenya. We can post out physical copies too if you would like that?
To get started I would just ask you some questions.
What dates are you looking to go?
Where are you looking to fly from?
I look forward to hearing your thoughts soon.
All the best,
Frank

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Refined Requirements

On 17/02/2018 at 11:30AM,
From: sophie@email.com
Phone: 07544654856
Tag: Africa

Thanks Frank!
I really love the look of Kenya, I also saw the Serengeti on your website and that it is famous for cheetahs. Posted copies would be good!
I'm looking at going in August 2018 any time from the 6th.
All London airports are fine, but Gatwick is best.
Sophie

On 17/02/2018, at 12:02 PM,

Hi Sophie,
Thank you for getting back to us.
We have created an itinerary for you including two nights camping in the Serengeti, arriving in Nairobi from London Heathrow on August 7th 2018 and leaving from Mombasa on August 19th 2018.
Please see the documents for all the details.
I really hope you like the offer. If there is anything you would like to change just let me know or phone our help desk +442000 000000.
All the best, Frank

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Follow up

First reminder
On 26/02/2018, at 11:00 AM,

Hi Sophie,

What did you think of the itinerary? If you have any questions, I would be more than happy to help you with them.

If you would like to book, please let me know or, you can do so on our website here or by calling our help desk on +442000 000000.

All the best,
Frank

Price update
On 05/03/2018, at 11:00 AM,

Hi Sophie,

The cost of your quoted flights has now gone down, so the price of your holiday is now £57.23 cheaper.

If you would like to book, please let me know, or you can do so on our website here or by calling our help desk on +442000 000000.

All the best,
Frank

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Success!

Lead Won

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In Summary…

What is an email bot

How it can add value for your business

Sophie’s Safari

To learn more – just ask or read our blog!

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Find our more on our blog