

AI PLATFORM

for customer support,
processes automation
and marketing in text channels

WHAT IS CRAFTTALK?

A human agent workplace with
AI assistant for clients communication
with an integrated **AI-powered chatbot**



CRAFTTALK PLATFORM COMPONENTS

ct messaging platform

communication platform

Connects channels
and agents to process user requests



ct ai bot

chat bot

Identifies user intentions
using AI/Deep Learning.

Handles dialogs with users.
Learns from humans



ct knowledge base

knowledge base

Accumulates company knowledge.

Data source for bots,
humans and AI assistants



Messaging

AI

Data

Workplace

ct workplace

human agent
workplace

Supports humans
using an AI assistant and
other AI-powered tools



+ ct monitoring & analytics



WHY CRAFTTALK?

- **AI-powered**

Learns from real users' questions based on deep learning technology

- **Humans and chatbots on the same platform**

Chatbot learns from human. Humans are superpowered with chatbots integrations.

- **Easy integrations**

Integrate chatbot with internal IT platforms of your company

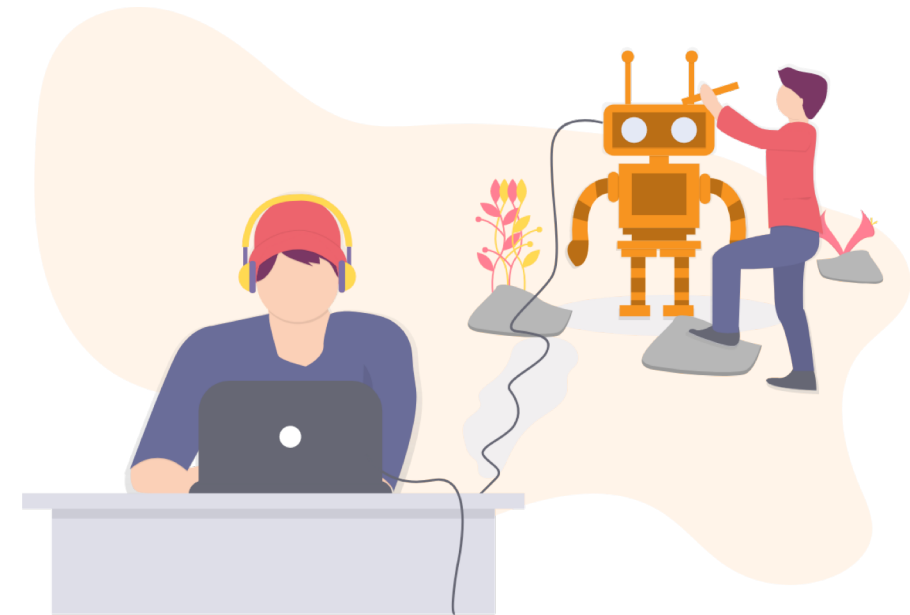
- **Built-in knowledge base**

For chatbots and humans, including scenarios for chatbot replies

- **User-friendly interface**

Facilitate increase of human agents' performance

Multiple
languages





OUR MISSION

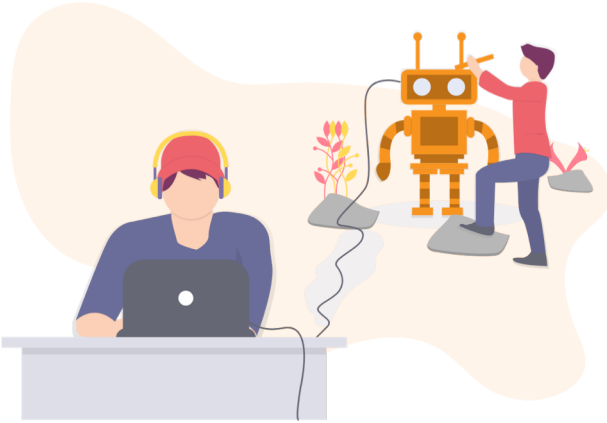
- **Increase **LOYALTY** of your customers!**
- **Save up to **75%** costs on human agents**
Chat-bot will serve up to 75% of the requests
- **Increase your Service Level to **>90%**. Serve your client **24x7****
Chat-bot will reply immediately 24x7 via the channel chosen by your client
- **Make average handling time up to **30% lower****
AI-assistant will save up to 30% of human agents' time on handling clients' requests





CRAFTTALK PRODUCTS

All products can be used (purchased) together or separately



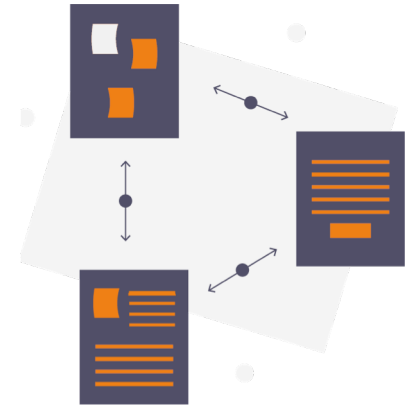
1 AI chat-bot & assistant

powered by deep learning,
learns from human interactions



2 Workplace for human agents

and platform for
communication with clients



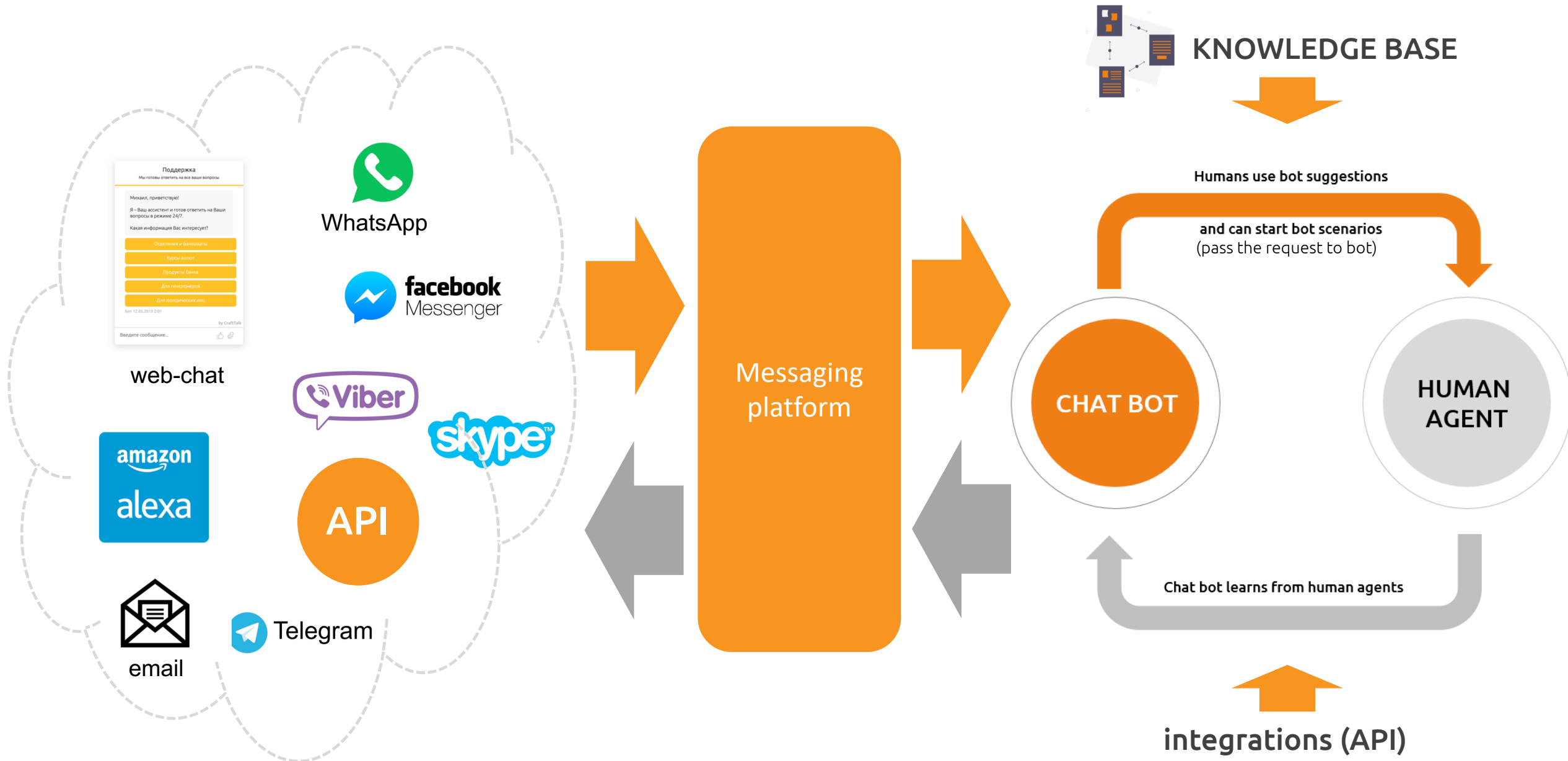
3 Knowledge base

data source for
bots and human agents

4 + monitoring & analytics



HOW IT WORKS? (1)





HOW IT WORKS? (2)

CUSTOMER SUPPORT

Client sends support requests over any supported channel



Chatbot

Processes up to
75% requests

Solves issues **24x7**

Executes business processes and
returns info on balances, etc
using integrations



Human agent

Processes unusual
cases

Helps bot to learn



HOW IT WORKS? (3)

PROCESSES AUTOMATION

HR, legal, internal processes

Employee sends support request through company portal, mobile app or messenger



Chatbot

Processes up to
75% support requests

Helps with leave tickets

Automates business processes

Provides the employee with standard forms, etc (case: HR)

Onboards employees

Helps to make decisions
(case: legal)

Human agent

Helps process unusual cases

Helps bot to learn



HOW IT WORKS? (4)

MARKETING





INTERFACE OF WORKPLACE FOR HUMAN AGENTS

Multiple chats simultaneously

Current chat, history, full client profile, tabs with CRM & service desk integrations

Access to a knowledge base

Suggestions from AI Assistant & results of search in the knowledge base

The screenshot displays the CraftTalk interface. On the left, a sidebar shows a list of chats with client avatars and names (e.g., Алексей, Михаил). The main area shows a chat window for Михаил, with a message history and a current message. Below the chat, there's a section for 'ИНФОРМАЦИЯ О КЛИЕНТЕ' (Client Information) with fields for ID, OCRM name, and OCRM family name. On the right, a panel titled 'СПРАВОЧНИКИ' (Reference) shows search results for 'Поиск статей в базе знаний' (Search articles in the knowledge base). Below this, there are suggestions from the AI Assistant, such as 'Ассистент выбора вклада' (Deposit selection assistant) and 'Вклады с выгодной ставкой' (Deposits with favorable interest rates). At the bottom, there are quick replies templates like 'Добрый день!' (Good day!) and 'Здравствуйте!' (Hello!).

- Integrated AI Assistant
- Omnichannel
- Access to the knowledge base
- Option to switch dialog back to the chatbot
- Timers and auto-replies to provide KPIs

Customizable short client profile

KPI tracking

Auto-replies offered

Omnichannel: option to choose appropriate channel

Option of co-browsing with client

Quick replies templates



KNOWLEDGE BASE

Knowledge base

Search in **Loans and mortgages**

Search

Records from 1 to 13 from 13 (filtered out of 2,476 records)

Title	Status		
Loans and mortgages	Published		
Cash loans with collateral	Published		
Cash loans without collateral	Published		
Credit cards	Published		
Refinancing and restructuring	Published		
Mortgages	Published		
Auto loans	Published	FL	06-08-2019 17:03:59
Interest rates	Published	FL	06-08-2019 16:04:09
Loan application	Опубликована	FL	06-08-2019 16:02:09

STATUSES

All statuses Draft To verify Published Inactive Deleted

RECORD TYPES

Not chosen

CATEGORIES

Clear filter

Site navigation

Site navigation

Individuals

- Credit cards
- Deposits
- Loans and mortgages
- About bank
- Currency exchange
- Services
- General
- Partners
- Transfers
- Privileges
- Accounts

Create

1 Next

2

3

3

8

1

8

- Source of information for bots and human agents
- Search performed using deep learning technology
- Versioned
- Ready for multiple data owners



OUR CLIENTS AND OUR POSITION ON THE RUSSIAN MARKET (1)



RUSSIAN NATIONAL PAYMENT CARD SYSTEM

National payment system established by
the Central Bank of Russia

More 50 million cards issued by January 2018



RUSSIAN POST

National postal operator of Russia

390,000 employees | 42,000 offices

Delivers over 1.5 bn mails and parcels per year



РоссельхозБанк

ROSSELKHOZBANK

5th bank by total assets in Russia

26,000 employees | 73 branches



Департамент
информационных
технологий
города Москвы

IT DEPARTMENT OF MOSCOW CITY

Responsible for Moscow IT systems, open
government services, online city services



OUR CLIENTS AND OUR POSITION ON THE RUSSIAN MARKET (2)

TOP OUTSOURCING CONTACT CENTERS IN RUSSIA:



COMFORTEL

Outsourcing contact center
2000 employees



NEW CONTACT

Outsourcing contact center
1800 employees

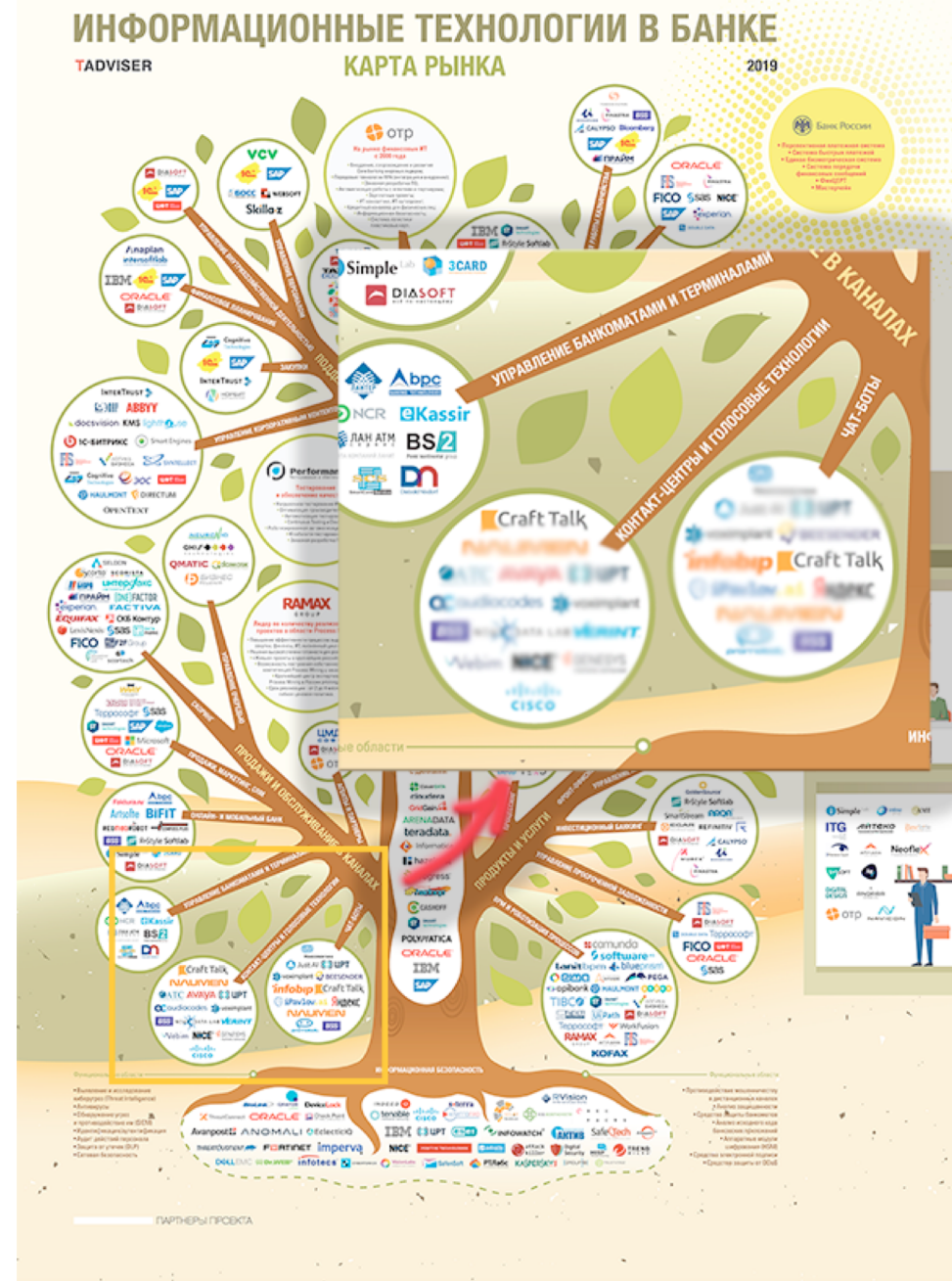


FRONTLINE

Outsourcing contact center
1200 employees

MARKED AS TOP SOLUTION IN 2 SEGMENTS*:

- **Contact centers and voice technologies**
- **Chat bots**



To get access to your client's heart - get settled in his phone.

Let's do this with **CraftTalk** !

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CEO

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CTO

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Appendix: Successfully realized projects

CASE: NATIONAL PAYMENT CARD SYSTEM MIR

- **Customer service:**

- In mobile applications
- In password protected user area on the web site

+ Full communication history

+ Knowledge base for humans and AI assistant

+ Offline messages with push notifications

ROADMAP:

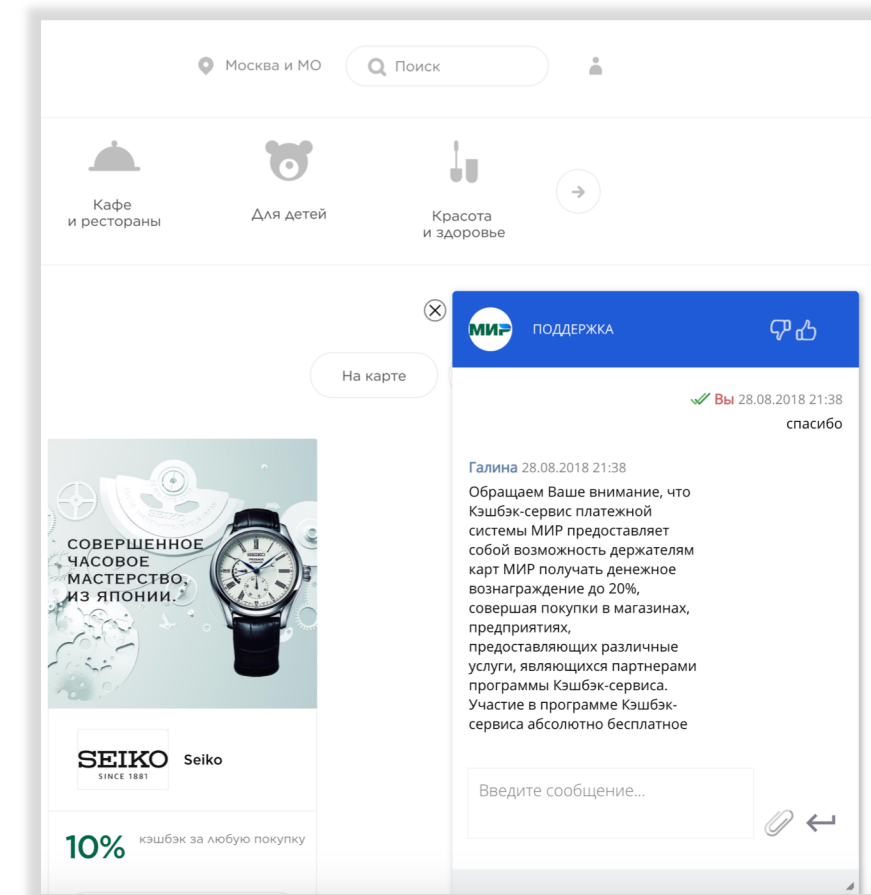
launch of new communication channels + chat-bot



RUSSIAN NATIONAL PAYMENT SYSTEM

National payment system established by the Central Bank of Russia

37 million cards issued by June 2018





Appendix: Successfully realized projects

CASE: RUSSIAN POST

- **Customer service:**

- In mobile applications
- on website of the Russian Post

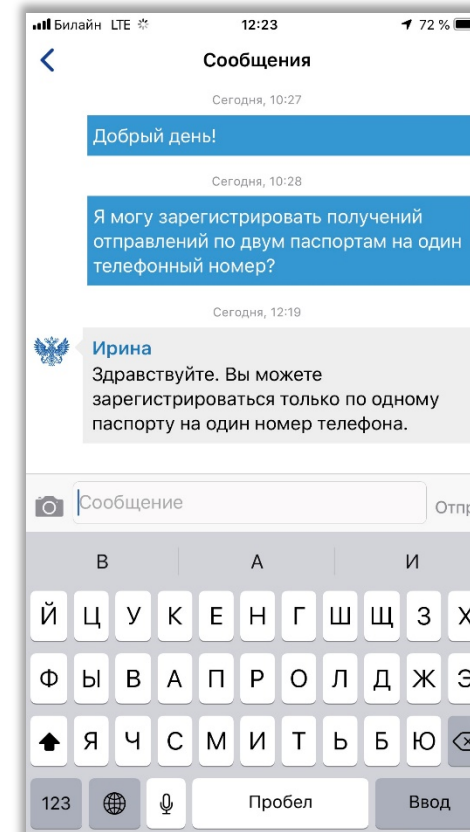
+ Detailed reporting

+ Different service scenarios on the website and in apps

+ Integrated postal tracking chatbot

ROADMAP:

launch of new communication channels + chat-bot

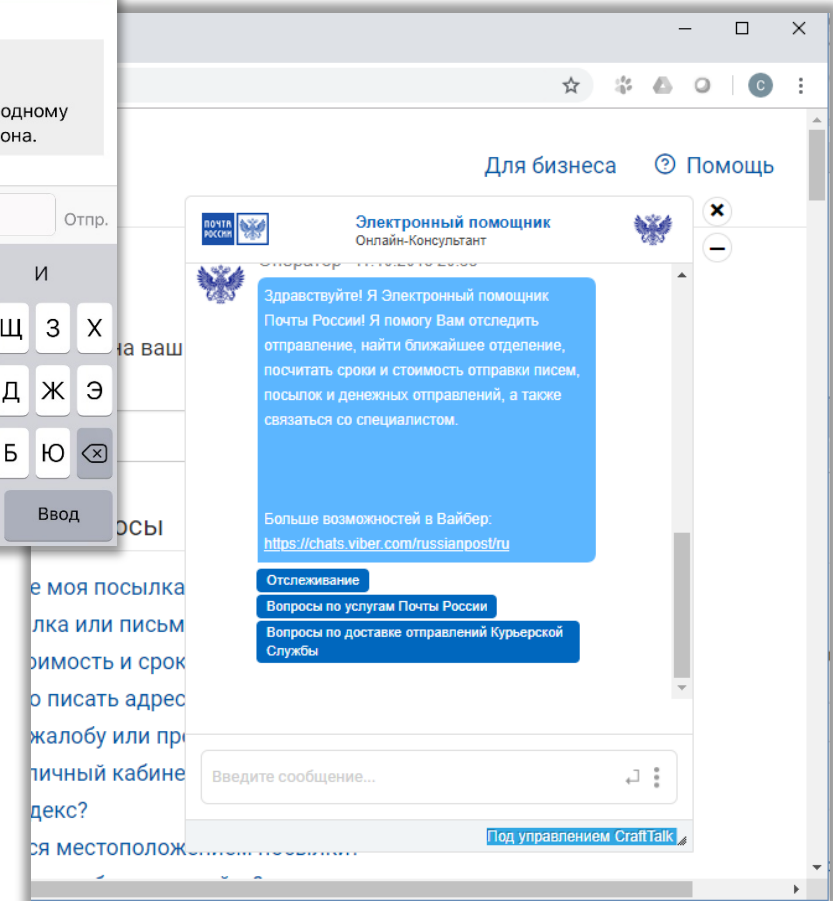


RUSSIAN POST

National postal operator of Russia

390,000 employees | 42,000 offices

Over 1.5 bln mails and parcels per year





Appendix: Successfully realized projects

CASE: MOSCOW CITY

- **Knowledge base for city contact centers**
 - Multiple editors, history of changes
 - Source of data for multiple city contact centers
- **Situation center for smart city**
 - Real-time dashboards with hot issues in the city
 - Available for PC/TVs and mobile
- **Chat bots for city services: utility, documents***



ДЕПАРТАМЕНТ
ИНФОРМАЦИОННЫХ
ТЕХНОЛОГИЙ
ГОРОДА МОСКВЫ

IT DEPARTMENT OF MOSCOW CITY

Responsible for Moscow IT systems, open government services, online city services
12 mln citizens



* This project is in the testing phase



Appendix: Successfully realized projects

CASE: ROSSELKHOZBANK *



РоссельхозБанк

ROSSELKHOZBANK

5th bank by total assets in Russia

26,000 employees | 73 branches

Поддержка

Мы готовы ответить на все ваши вопросы

помоги выбрать вклад

Вы 14.05.2019 10:40

Я помогу Вам выбрать подходящий вклад. В какой валюте Вы хотели бы открыть вклад?

Вы также можете воспользоваться калькулятором на сайте:
<https://www.rshb.ru/natural/deposits/summary-deposits/>

рубли

доллары США

евро

Другие продукты банка

Банк 14.05.2019 10:40

by CraftTalk

Введите сообщение...

- **Customer service**

Viber, chat on the website, emails, forms

- **AI chatbot**

24x7 fast service: answers to repetitive questions, assistance in choosing bank products, information about bank's products and services

- **Knowledge base for the chatbot**

ROADMAP: Using dialogs' history and information about bank products

- launch of new channels: WhatsApp ,Facebook, VKontake
- chatbot for internal support
- service in mobile and online banks
- more business lines

* This project is on the testing phase



Appendix: Successfully realized projects

CASE: BANK ABSOLUT *



BANK ABSOLUT

35th bank by total assets in Russia

Поддержка

Мы готовы ответить на все ваши вопросы

Здравствуйте, Михаил! Я Абсолютный помощник, рад приветствовать Вас в Абсолют Банке! Часто меня спрашивают про:

Ипотека

Вклады

Пластиковые карты

Офисы банка

Банк 4.09.2019 13:38

Возможно, Вы хотели уточнить:

Как погасить ипотеку

Оформить ипотечный кредит

Как оплатить без комиссии

Куда внести средства

by CraftTalk

Введите сообщение...



Multiple services on the same platform:

- Client service with AI chatbot
- HR chat-bot
- Internal support with AI chatbot

* This project is on the pilot phase