



Customer AI-based Chatbot

AI-enabled chatbot to instantly give your customers the information they are looking for. All they need to do is ask.



42MARU

SUCCESS STORY

CUSTOMER



About LG Uplus Corp.

LG U+ is one of Korea's main telecommunication operators, with 14M customers worldwide. Recently launching the nation's largest LTE service, they are now leading the way with 5G technology.



About Korea Telecom Corporation (KT)

KT is Korea's first and largest telecommunications network provider, offering a range of innovative consumer products including smart devices and wearables alongside commercial services.

CONSUMER INTERACTION

#b2c #ecommerce

CHALLENGES

With a huge range of online products, KT and LGU+ look to provide customers with intelligent recommendations, not only a list of results. Having tested other chatbot solutions, customers were left frustrated with the lack of quality responses.

Both want to help customers find the right product for their needs quicker, reducing the time and cost overhead for on-call or in-store sales assistants.

42MARU SOLUTION

1



Customer asks for product recommendations in natural language

"Which Samsung phone is best for taking pictures?"

2



Natural language query searches through knowledge base of product specifications, structured and unstructured data sources.

3



Provides natural language answer to the user, with a link to more information

[The Samsung Galaxy S10+, featuring a 12MP dual-aperture rear camera](#)

Questions asked are understood by the semantic and paraphrasing engine however they are asked

APPLIED TECHNOLOGY

Semantic search seeks to improve search accuracy by understanding the user's intent instead of keyword matching alone. Topics and concepts can be linked and related information can be suggested.

Information Retrieval technology allows for data, in various forms, to be organised for easy access and indexed for quick retrieval. Search decides what content, and in what form you see whenever you enter a query.

Natural Language Understanding tries to deduce what questions mean, regardless of the way they are expressed allowing users to interact with the computer using natural sentences.

QA uses a combination of language manipulation and search techniques to offer a direct answer to questions posed in a natural language. It can address Closed Domain (topic-specific) questions.

Paraphrasing refers to machine understanding of semantic peculiarities when using varied words to infer the same meaning. Different ways for formulating questions that have a single answer.



Unstructured data → Useful for business

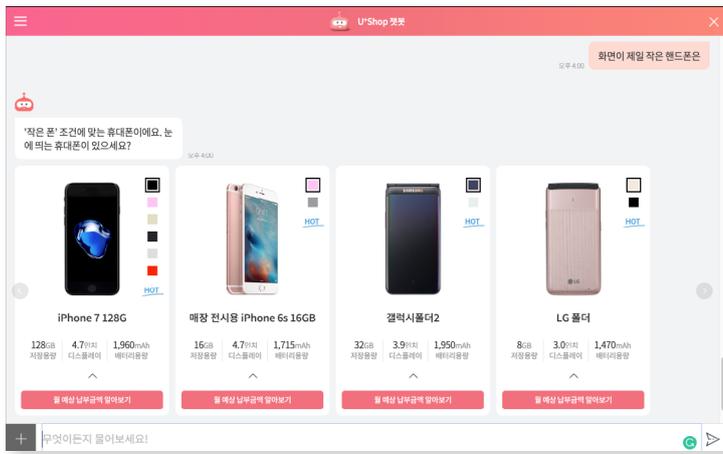
www.42maru.ai

42MARU SOLUTION (CONT)

The LG U+ chatbot, deployed across the e-commerce store, uses both webpage level product information and item documentation to recommend products based on user preferences. The service provides real time responses for users and automatically updates with the launch of new products.

KT's online collection of customer phone plan products were combined with a conversational and friendly chatbot to create an experience for customers online.

The ability to quickly and easily compare different phone plans was built in, with each plan recommended based on user preferences that the chatbot collected.



Users can ask questions relating to product details and move closer to a purchase decision.

BENEFITS



98.2% answer accuracy leads to more successful interactions



Can compare specs and offer the best options to user's questions

TECHNOLOGY HIGHLIGHT

AI-enabled FAQ: Upload your frequently asked questions, along with answers and give customers access to interact through a chatbot or voice interface. With AI FAQ, users can ask in natural language and automatically match to the correct answer.

OTHER APPLICATIONS

AI-enabled chatbot to instantly give your customers the information they are looking for.

Customer purchasing decisions

Learn more about your customers preferences, buying interests and routes to purchase by using a chatbot to provide information and suggested products.

Customer service

Receive and automatically reply to repeatable customer questions, fielding questions to the appropriate team where necessary.



CONTACT US
sales@42maru.ai
www.42maru.ai

Find out how other customers are using AI Search
More case studies:
www.42maru.ai/cases

