We create valuable exchanges between people and brands using advertising and product design, born 2005.

A Creative Technology Company.
Strategy at our core, pushing out into specialist teams
Do you work in Marketing?
Are you a stalker?
Stalker - *noun*

The act of making repeated or inappropriate contact that is unwanted and unreciprocated

The following may be signs of stalking: being followed, receiving unwanted mail or email messages, receiving unwanted or repetitive phone calls...

[1]

http://www.wikihow.com/Deal-With-Stalkers
Is that a yes or no? Chances are it’s a yes...

Here are our 5 tips to not being a stalker....
1. Start out by helping consumers
Consumers want to talk to brands

People are already blending conversation and commerce.

Most people prefer to message than call, regardless of age.

Source: “Facebook Messaging Survey” by Nielsen
In Asia, messaging apps are mature

By about 2 years in terms of technology infrastructure...

Source: AdWeek, Quartz, Yahoo Finance, Activate analysis
WeChat In China
The Everything App

- book a doctor's appointment
- search for a book at the local library
- take part in surveys
- check in for a flight
- apply for a mortgage
- send money to friends
- follow celebrity news
- book a doctor's appointment
- access fitness tracker data
- use any eCommerce Store
- find geo-targeted coupons
- order food delivery
- play games
- donate to charity
- recognize music
- meet people around you
- search for a book at the local library
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WeChat’s popularity comes from its convenience, not its user experience.

What consumers like about WeChat

- Cheaper
- 3rd party functionality
- Unique functionality
- Real time recordings
- Smooth transaction
- Social Element
- Good usability

Source: Nielsen Norman Group
Philosophy of Consumer Needs

Consumers view products as tools

When a better tool is available, they switch

Brands leverage pain-points to create better tools
2. Remember, brands are no longer in control of the conversation
Case Study:
HBO - Westworld, Aeden

Bespoke CMS  Natural Language Input  Web Bot
3. Have great conversations with consumers
Bring it to life
(Writing tips)

1. Be clear about the domain
2. Less is more: say what you want to say succinctly.
3. Avoid rhetorical questions: don’t prompt unwanted responses.
4. You’re in someone’s inbox, write something they’d want to have there.
Don’t give your bot a human persona

Because the technology can’t mimic human conversation reliably yet, so if you know it’s a bot, you’ll be more forgiving in your conversation
We embarked on a challenge...
Case Study: National Geographic Kids
“THE FIRST TRULY AWESOME CHATBOT IS A TALKING T.REX”

Fast Company
7.28.2016

Our pick of the chatbots

The Observer

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4. It’s a 2-way conversation
“Every user interaction is a survey”

1. Learn about their preferences, when would they like messages for example.

2. Ask how you’re doing, are they having a good time?

3. Is the experience good enough that would they recommend you to a friend, prompt them.

4. Find out what they like and dislike about you, every interaction is an opportunity to better your bot.
Case Study:
Chevrolet CoDriver

Push Notifications  Promoted Answers  Rich content
5. And only when you are both ready...
Messaging gives you unparalleled insight into your consumers

- User preferences
- CRM Data
- Customer Service History
- Purchase history
- In-Store visits
- Messaging .com integration Customer service center support Recommendation engine Sales Associate Bot assistant
Case Study:
Pernod Ricard Cocktail Coach

e-Commerce  Instructional  Prompted Answers

Worlds Best Bars
Local/Travel Website
99k people like this

Typically replies instantly

Delight your guests with delicious cocktails for every festive occasion.
Messaging Checklist

- Do you have a messaging strategy?
- Do you have a strong tone of voice or lexicon for your brand?
- Do you have a cross functional team empowered to deploy, test & learn?
- Do you have (Internal/External) resources to launch in under 2 months?