

PRESS RELEASE

Orange France launches its first Customer Service Chatbot on Twitter DM with Alcméon



The Orange Customer Care French department is innovating again using Twitter and the technology of the french startup Alcméon -the only platform in Europe to have embedded a Quick Replies real time editor in a frontline social messaging solution for customer services and contact centers.

Alcméon is a “French Tech” start-up specialized in supervised automation of customer interactions, with a fluid handoff between bots and humans on Facebook and Twitter. It is the only European solution to provide a dedicated live bot editor, designed for customer care and social media managers.

Alcméon is a fast growing company which offers leading brands & retailers a cloud solution helping their customer service or marketing departments manage the stream of customers messages and comments on Facebook, Messenger, Twitter, Instagram, Critizr etc. . The Artificial Intelligence and the bots plugged into Alcméon augment the processing capacities of the human teams during business hours, and they insure continuity of service during non business hours.

With Alcméon, customer service experts or community managers can directly conceive and monitor their automation rules and their 1st level messaging chatbots. They can also directly fine tune the conversational tone, specific answers or the bot-to-human handoff with fluidity. Already among Alcméon’s clients : voyages-sncf.com , Fnac, Darty, Conforama, La Poste, Galeries Lafayette...

Orange France has launched its first Customer Service Chatbot on Twitter using Alcméon, and has started deliberately by only offering it during non business hours. The connected customer expects now brands to insure a 24/7 service, but she still understands the meaning of business/non business hours. She loves self-care, but she hates being trapped into an automatic system which seems to be designed only to make impossible to have a real conversation with a



human rep (1st source of frustration according to IBM Global Customer Service Report 2016)! It's much easier to make her accept the limitations of an artificial conversation during non business hours - especially, like in this case, when the handoff scenario to the human advisors in the morning has been carefully crafted.



On Twitter or Facebook, consumers never stop sending their questions or comments to brands & retailers...

According to Alcméon's figures, corroborated by numerous recent studies, the stream of questions and comments sent to brands on social networks or via messaging apps never stops : in 2016, 34% of the messages sent to Alcméon's brands were sent during non business hours - with a clear customer messaging "prime time" between 6 and 9pm. The modern customer is like us: when she has a question or something to say, she doesn't wait, she sends his short message and then switches to something else...

The "Bot Paradox": the main interest of a chatbot? It can connect us to a human rep if necessary!

According to Harris Interactive (Social Life 2017), customers clearly see two value added services a customer service chatbot can provide : first it's available 24/7 (55%), and secondly, it can help find quickly a human advisor if the problem is too complex to be solved automatically (40%)...

A scenario directly designed and managed by the Orange Community Manager

This new Twitter Customer Service was precisely designed to meet these expectations. Nicolas Bouyre, Community Manager in Marie-Hélène Albertini's team (Forums & Social Networks, Customer Service - Orange France), has designed himself on Alcméon his Twitter Quick Replies Chatbot - without any coding knowledge, or without having to brief an external team. The Alcméon's bot editor is very intuitive. The team in charge of the @Orange_conseil handle has directly access to a visual tool in Alcméon where it's very easy to change one of the automatic answers or to add a branch to the dialogue's script.

A Twitter Chatbot which answers frequently asked questions at night, and facilitates the work of the human advisors the next day

In this case, it's very clear that the chatbot is not designed to replace the human advisor. It offers a new "automatic assistant" during non business hours. Frequently asked questions and their answers - for example a deep link to a precise self-care on-line resource, are made available in a conversational mode, but maybe more importantly, the customer is reassured because she knows that if the bot doesn't solve her problem immediately, she is sure to be connected to a human advisor first thing in the morning... This very fluid handoff between bots and human reps is really key to meet the challenge of customer service on Twitter and all the other mainstream social messaging apps !

Learn more about Alcméon

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