

## Senheng 導入 Appier BotBonnie 對話式互動行銷平台

*打通跨渠道數據，運用對話式行銷優化顧客體驗、帶動社群流量變現*

【台灣，台北 - 2022 年 3 月 25 日】馬來西亞領先消費性電子與電器產品零售商 Senheng 今日宣佈導入 Appier BotBonnie 對話式行銷平台，把握每一次與用戶溝通的契機。透過打通品牌在官方網站、Facebook Messenger 的用戶互動數據，Senheng 將開拓在對話式商務領域的商機；顧客也將受益於 BotBonnie 解決方案的功能，獲得更個人化的產品推薦與促銷訊息，與品牌建立雙向的互動模式。

而利用 AIXON 顧客資料科學平台所生成的用戶洞察，Senheng 也能更有效將既有顧客導引至 BotBonnie 進行更頻密的對話式互動；甚至將多元線上渠道的對話訊息納入分析，對特殊語義的詞彙進行貼標和處理，深化對顧客購買動機或行為的理解，促進最終銷售或轉換率的提升。

Senheng 資深副總 Wong Che Hoe 表示：「Senheng 期待與顧客建立更多元、有趣的線上互動模式，BotBonnie 對話式問答與創意行銷功能正好滿足我們在這方面的需求，幫助行銷人員輕鬆發起有助於粉絲增長或帶動業績的行銷活動。我們相信導入 BotBonnie 後，Senheng 將實現更全方位的個人化互動體驗、強化進站訪客與既有顧客對品牌的好感度，進而帶動社群流量變現。」

未來，BotBonnie 與 Appier 既有解決方案相互整合的協同效應可望進一步加乘 Senheng 的數位行銷綜效。例如：將整合 AIQUA 個人化行銷雲平台與 BotBonnie 加以整合後，Senheng 能透過人工智慧技術實現跨渠道結構化行為數據（網站互動記錄）與非結構化對話數據（對話記錄）的整合，從線下到線上貫串整個顧客旅程，實現 24/7 不間斷響應用戶需求的目標。

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## **Senheng adopted Appier's BotBonnie Conversational Interactive Marketing Platform**

*Unify data across channels and leverage conversational marketing services to optimize customer experience and accelerate traffic monetization*

(Kuala Lumpur, Malaysia – 25 March 2022) Today, Senheng, a leading consumer electronics retailer in Malaysia, announced the implementation of Appier's BotBonnie conversational marketing platform to seize every opportunity of user engagement. Through data unification of Senheng's official website and its Facebook Messenger account, the brand can explore more business opportunities in conversational commerce; customers can benefit from the features of BotBonnie and get more personalized product recommendations and promotional messages to build two-way interactions with Senheng.

Leveraging the user insights generated by AIXON, Appier's customer data science platform, Senheng can effectively guide existing customers to BotBonnie for more frequent and in-depth communications. By analyzing, labeling and processing conversational messages with special semantics from multiple online channels, Senheng will be able to deepen the understanding of customer purchase motivation and behavior to stimulate growth of sales revenue and conversions.

"Senheng is looking forward to establishing diverse and interesting online interaction models with customers. BotBonnie's conversational chatbot and creative marketing tools exactly meet our needs in this regard, helping marketers easily launch campaigns which can increase the number of fans or drive sales. We believe that after the implementation of BotBonnie, Senheng can achieve a more comprehensive personalized communication experience, strengthen the loyalty of new visitors and existing customers, as well as accelerate traffic monetization via community engagement," said Wong Che Hoe, Senior Vice President of Senheng.

In the future, the synergy between BotBonnie and Appier's existing solutions is expected to further boost Senheng's digital marketing performance. Upon the integration between the AIQUA personalized marketing cloud platform and BotBonnie, Senheng will be able to unify structured behavioral data (interaction records) and unstructured behavioral data (conversation records) across online and offline channels by utilizing AI technologies through the entire customer journey and ensure that its users' needs are met 24/7.

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