



ticketbis



Intelligent Assistants Conference 2016

Case Study: Ticketbis Spain / Ticketbis Mexico

10:45 AM - 11:15 AM – April 27th London

Speaker: Andreia Ferreira

Live Chat Manager



What is Ticketbis?



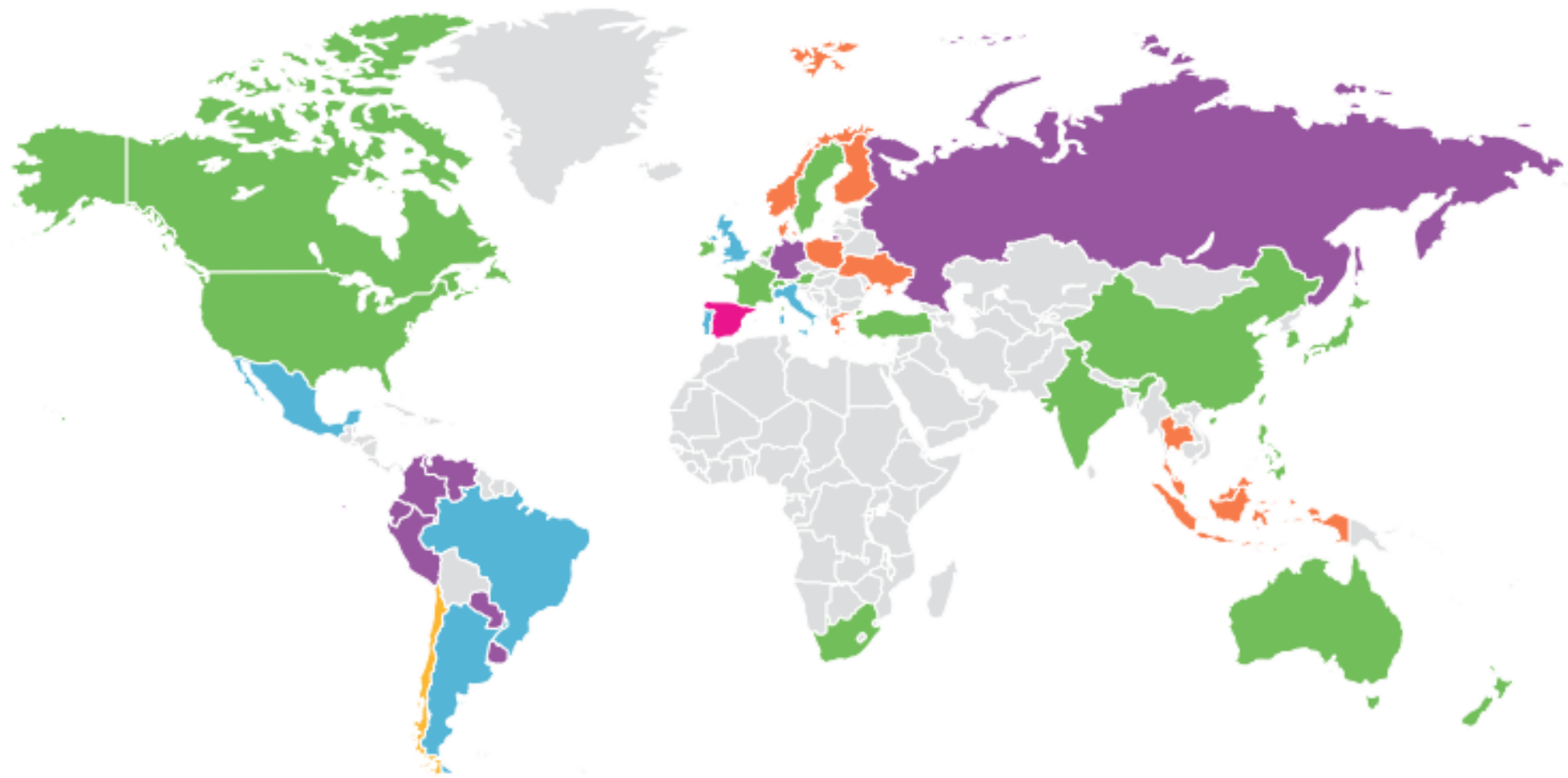
Offers More Than 1,000,000 Tickets At One Time

- ▶ **Ticketbis** is an online platform where users can securely **buy or sell tickets** for all types of events. Our website offers more than one million tickets for international events:



Global Entertainment Portfolio

Sports, Concerts, Theatre, Family Shows, Opera, Sumo, Festivals, Awards



2010

2011

2012

2013

2014

2015

Spain

Italy
Portugal
United Kingdom
Brazil
Mexico
Argentina

Chile

Colombia
Peru
Venezuela
Russia
Paraguay
Germany
Uruguay

France
Canada
USA
Ireland
South Africa
Turkey
South Korea
Japan

Austria
Hong Kong
India
Singapore
Switzerland
New Zealand
Ireland
Netherlands

Norway
Finland
Denmark
Luxemburg
Greece
Poland
Indonesia
Malaysia

Market Growth

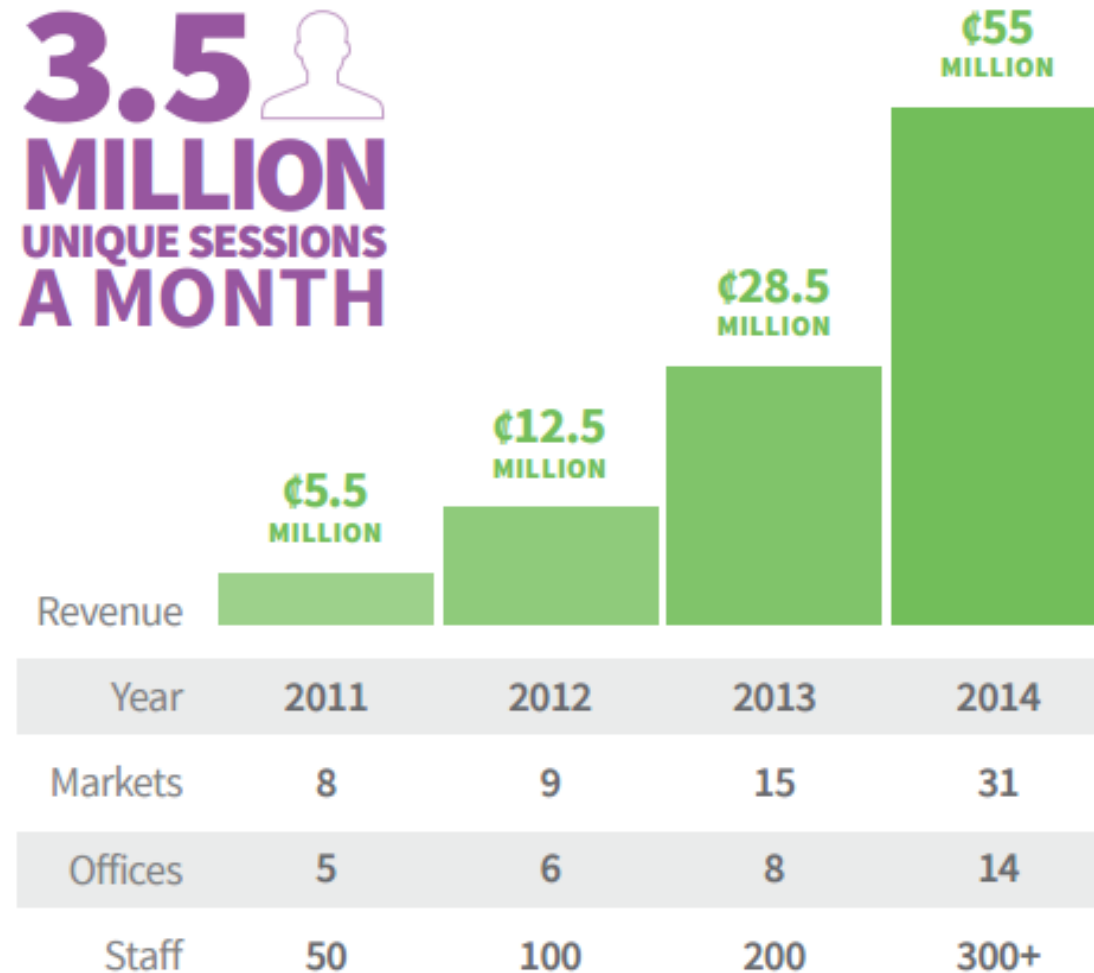


MORE THAN
600,000
TICKETS SOLD



GLOBAL
OFFERING
OF OVER
1 MILLION
TICKETS
TO ATTEND
INTERNATIONAL
EVENTS

3.5 
MILLION
UNIQUE SESSIONS
A MONTH



How does it work?

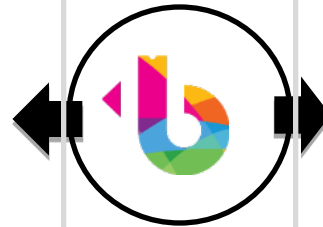
Seller

- ▶ They have a ticket for an event they cannot attend.
- ▶ They enter into Ticketbis and put tickets for sale at a price they choose.

When the tickets are sold, they

- ▶ receive an email to inform them that the tickets are ready to send.

After the event has passed, they receive the payment.



Buyer

- ▶ They want to attend an event but tickets are sold-out everywhere.
- ▶ They enter into Ticketbis to find the tickets they are looking for.

- ▶ Ticketbis holds the payment until after the event to ensure tickets are genuine.

Once the tickets have been purchased

- ▶ they are sent out quickly.



How does it work?



- ▶ **Ticketbis plays the role of the intermediary, offering both the buyer and the seller guarantees.**

Buyer

The buyer is guaranteed to receive their tickets in time for the event and can rest assured knowing that the tickets will be 100% legitimate.

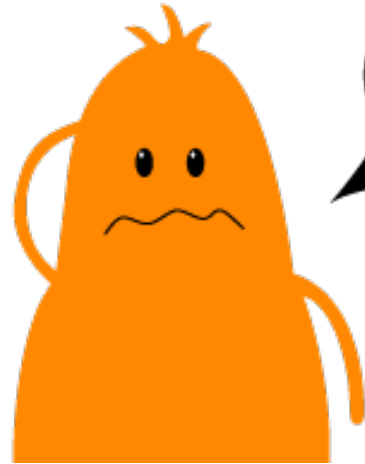


Seller

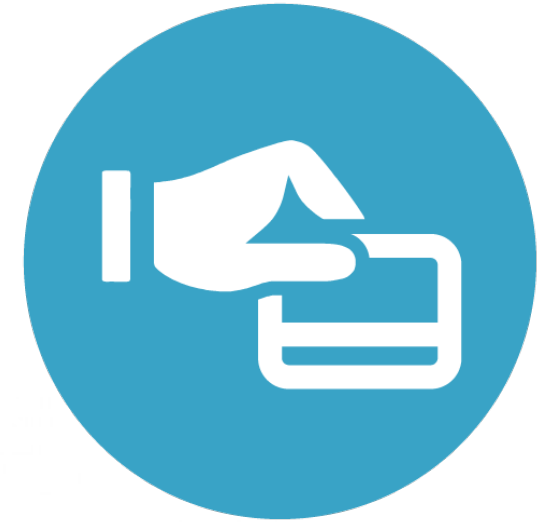
The seller is guaranteed to receive the payment once the event has passed.



Customer service contacts



I FORGOT
MY PASSWORD



Customer support service before

inbenta



Why use an Intelligent Virtual Assistant?

- ▶ 1. Increase sales and conversion rate
- ▶ 2. Growth and expansion
- ▶ 3. 24 hour customer service support
- ▶ 4. Agent motivation
- ▶ 5. Improve customer service experience



Intelligent Virtual Assistant

inbenta



SELL YOUR TICKETS

Help and Security



Log in



ticketbis

Buy and sell tickets to events around the world

Search for an event, city, artist or team

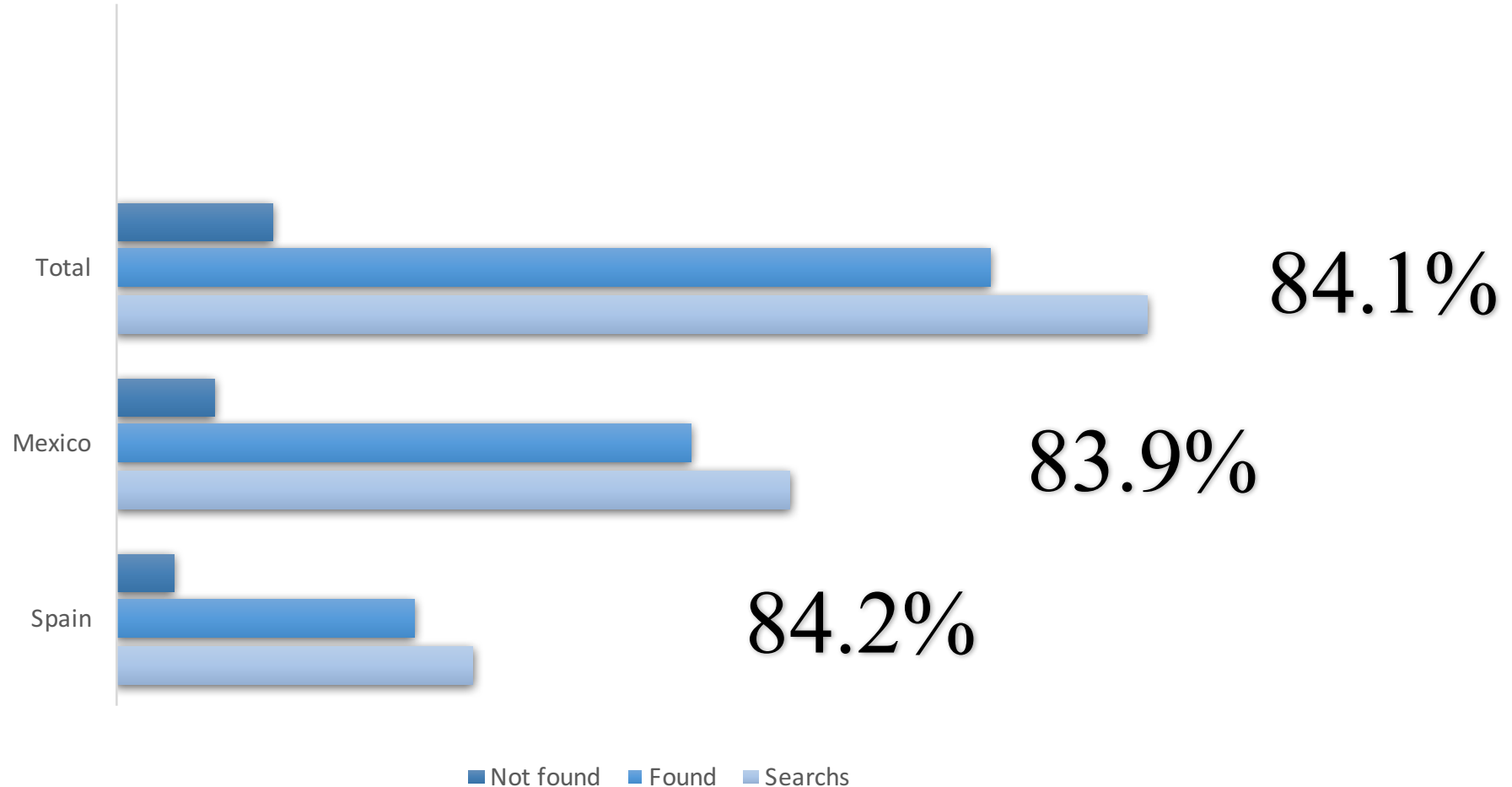
Search

🔒 More than 300,000 clients rely on us for their tickets.

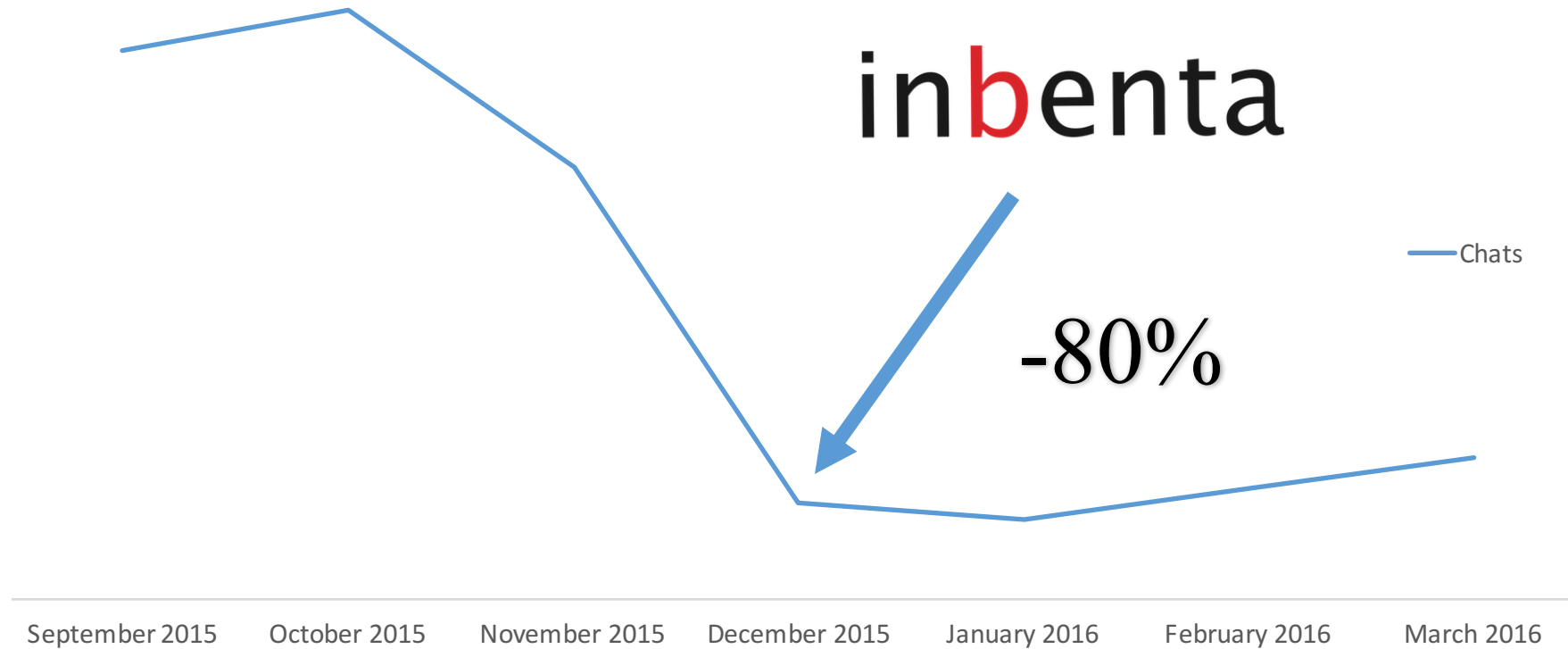
💬 Do you need help?



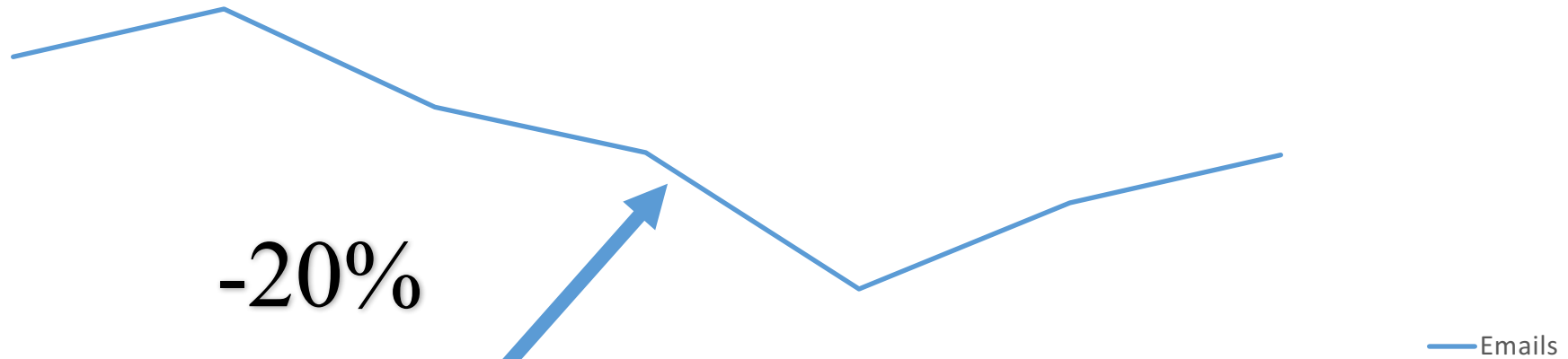
Self-service rate



Live Chat



Email results



-20%

inbenta

September 2015 October 2015 November 2015 December 2015 January 2016 February 2016 March 2016



What's next?



Lessons learned

- ▶ **1.** Context and knowledge base are the key components to any successful intelligent virtual assistant
- ▶ **2.** Find the model of assistant that suits your brand best
- ▶ **3.** Adapt the webpage and its usability to the assistant (not the other way around)
- ▶ **4.** Take in consideration on cultural differences in linguistics
- ▶ **5.** Follow the self-service rate continuously



Questions?

