

INTELLIGENT ASSISTANTS CONFERENCE

New York – October 2015

LIVE NATION

ticketmaster[®]

TICKETMASTER INTERNATIONAL



THE WORLD'S
LEADING
TICKETING
COMPANY

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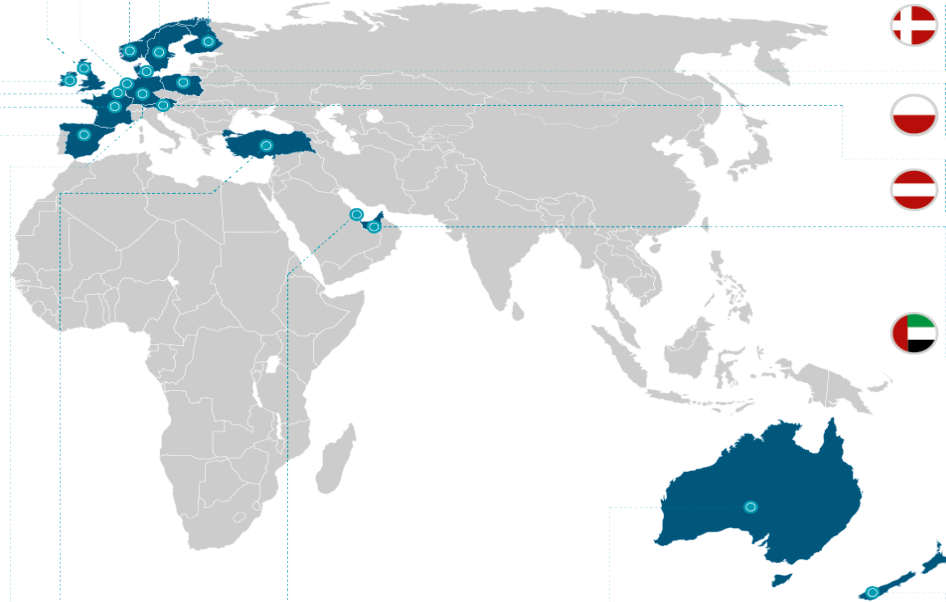
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OUR BUSINESS

- Risk/Reward Business Model
- Fast moving & unpredictable
- Multi-language, multi-currency
- Growth mostly by acquisition
- Increasingly competitive
- Inexorable shift to digital...

ticketmaster® *This is your ticket* Present this entire page at the event **LIVE NATION**

NAME: LYNSEY ENGLAND SECTION: STALLS NUMBER: E 15
CONFIRMATION NUMBER: 3-56940 /CR3

HELIOS 24APRS 219530 45.00 3 VERA R 15 28488

PHIL MCINTYRE & UNIVERSAL DYNAMO LIVE TOUR 2015 02 APOLLO MANCHESTER * U14S WITH AN ADULT 18+ * TUE 13-OCT-15 DOORS 19:00

Face value: £ 39.50
Service charge: £ 5.50
Total: £ 45.00

3-56940 ADULT 15:00

9626 7281 9645 0647

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Mobile Tickets
1 of 2 Tickets

SECTION FLOOR ROW 5A SEAT 44

ticketmaster®
Available on the App Store
Available on Google Play

o.apollo
O2 customers get tickets up to 48 hours before general release.
Text **PRIORITY** to 2020
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Standard rate text. Priority Tickets subject to availability. O2 Tracks Complete phone number: 02 customers 5 pence text Non-O2 2 pence text. Data charges may apply. Terms apply see 02.co.uk.

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Like us on Facebook
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By purchasing this ticket, you agreed to the terms and conditions set forth at <http://www.ticketmaster.co.uk/apollo/purchase.html>. In particular, you are reminded of the following:

1. Please check your tickets, as mistakes cannot always be rectified.
2. Tickets cannot be exchanged or refunded after purchase unless the event is cancelled. Ticket holders for a cancelled event will be offered either tickets for a rescheduled date (subject to availability) or to the face value of the original tickets or, if the ticket holder is unable to attend the rescheduled event, a refund of the ticket face value plus the per-ticket booking fee. Written claims for refunds should be sent to the point of purchase, enclosing the unused tickets, no later than 28 days for the date of the cancelled event.
3. Unlawful resale or attempted unlawful resale of a ticket is grounds for seizure or cancellation of that ticket without refund or other compensation.
4. Tickets may be restricted to a maximum number per person. We reserve the right to cancel tickets purchased in excess of this number.
5. The promoter, venue management and Ticketmaster accept no responsibility for any personal property.

The barcode only allows one entry per scan.
• Unauthorised duplication of this ticket may prevent your attendance to the event.
• Unlawful resale (or attempted) is grounds for seizure or cancellation without refund.
- © (promoter/s)

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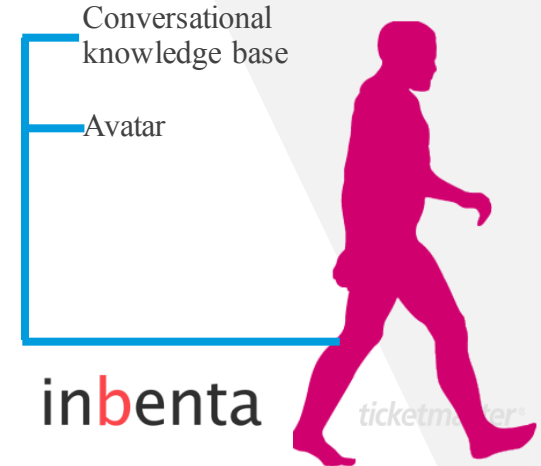
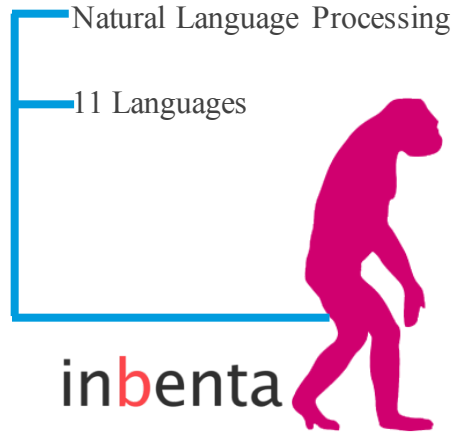
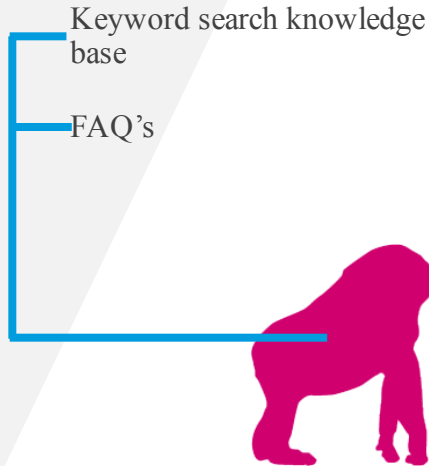
Keep this ticket in a safe place as you could receive or require tickets. Ticketmaster is not responsible for any duplication of this ticket. Ticketmaster is not responsible for any loss of tickets or for any other loss of tickets and may void the original purchase. The new ticket, which will duplicate all information, the event date and time is subject to change without notice.

Thank you for choosing TicketFast®

ITS ALL ABOUT SUPPORTING CUSTOMERS DIGITALLY...

- Automation & Customer Self-Service
- Reducing Customer Effort
- Moving support online **with** the customer
- Seamless, single process

OUR ONLINE EVOLUTION



EXISTING CUSTOMER SERVICE SOLUTION

The screenshot shows the Ticketmaster website interface. At the top, the 'ticketmaster' logo is on the left, and a search bar is on the right. Below the logo, the location is set to 'United Kingdom'. A navigation menu includes 'Music', 'Sport', 'Arts, Theatre & Comedy', 'Family & Attractions', 'Offers', and 'Gift Cards'. A 'My Account' dropdown menu is visible, with 'Customer Service' highlighted by a red circle. The main content area features a 'Rugby tickets' banner for the 2015 World Cup, a 'Recommended Events' section with various event cards, and a 'Hot Tickets' section for 'Jesus and Mary Chain' and 'London Anniversary Games'. A cookie consent banner is at the bottom.

The screenshot shows the Ticketmaster website's customer service helpdesk. At the top, the 'ticketmaster' logo is on the left, and a search bar is on the right. Below the logo, the location is set to 'United Kingdom'. A navigation menu includes 'Music', 'Sport', 'Arts, Theatre & Comedy', 'Family & Attractions', 'Offers', 'Gift Cards', and 'Buy & Sell Guaranteed Tickets'. The main content area is a grid of service tiles: 'Live Ticket Delivery Updates', 'Cancelled and Altered Events', 'Confirmation of Booking', 'Access Information', 'Gift Cards', 'Update Delivery Address', 'My Account', and 'Contact Us'. Below the grid, a section titled 'CAN'T FIND WHAT YOU'RE LOOKING FOR?' contains a search bar and a 'GO' button. Below the search bar, there are tabs for 'TOP 10' and 'FAQs by Category'. A list of frequently asked questions is displayed, including 'Cancelled & Altered Events', 'How do I change the address on my order?', 'Have my tickets been sent yet?', 'What should I do if I haven't received my tickets?', 'Can I have a refund or exchange on my tickets?', 'My tickets are on box office collection - can someone else pick them up?', 'Gift receipts', 'How do I get a confirmation of booking?', 'How do I contact customer services?', and 'When will I receive my tickets?'.

INTELLIGENT ASSISTANTS - TURKEY TRIAL

Online Sales Support

Automated Deployment

Live Agent Supported



INTELLIGENT ASSISTANT

Online Sales Support

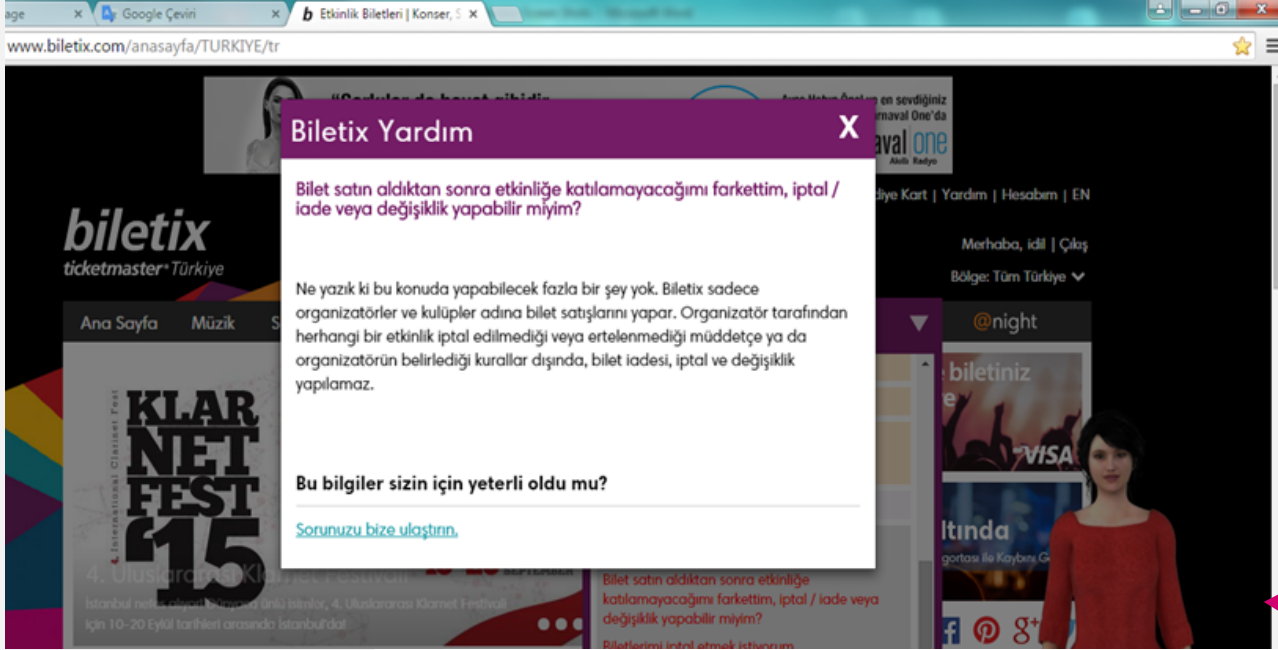
The screenshot displays the Biletix website interface. At the top, there is a navigation bar with the Biletix logo and the text "ticketmaster Türkiye". Below the logo is a search bar with the placeholder text "Sanatçı, Talam, Mekan veya İpeşik". To the right of the search bar, there are links for "Merhaba, idil | Çıkış" and "Bölge: Tüm Türkiye". The main content area features a "Bize sorun" (Ask us) chat window. The chat window has a header "Biletix: Merhaba, size nasıl yardımcı olabilirim?" and a text input field with the placeholder "burada yaz...". A "Gönder" (Send) button is located at the bottom right of the chat window. To the right of the chat window, there is a vertical sidebar with a "night" icon and a "biletiniz" (Your tickets) section. Below the chat window, there is a calendar for "Eylül 2015" and a "Sizin Favorileriniz" (Your favorites) section. The background of the website shows various event listings, including "COMPASS A Day at the Beach" and "babylon".



If user accepts, Avatar is deployed to answer any questions the user may have.

INTELLIGENT ASSISTANT

Automated Deployment



The screenshot shows a web browser window with the URL www.biletix.com/anasayfa/TURKIYE/tr. A chatbot window titled "Biletix Yardım" is open, displaying the following text:

Bilet satın aldıktan sonra etkinliğe katılmayacağımı farkettim, iptal / iade veya değişiklik yapabilir miyim?

Ne yazık ki bu konuda yapabilecek fazla bir şey yok. Biletix sadece organizatörler ve kulüpler adına bilet satışları yapar. Organizatör tarafından herhangi bir etkinlik iptal edilmediği veya ertelenmediği müddetçe ya da organizatörün belirlediği kurallar dışında, bilet iadesi, iptal ve değişiklik yapılamaz.

Bu bilgiler sizin için yeterli oldu mu?

[Sorunuzu bize ulaştırın.](#)

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If Avatar is unable to answer the user's question, they may be offered a contact form...

INTELLIGENT ASSISTANT

Automated Deployment

Biletix Yardım

Bilet satın aldıktan sonra etkinliğe katılmaya iade veya değişiklik yapabilir miyim?

Ne yazık ki bu konuda yapabilecek fazla bir şey yok. Organizatörler ve kulüpler adına bilet satışlarını ya da herhangi bir etkinliğin iptal edilmediği veya ertelenmesi organizatörün belirlediği kurallara bağlıdır, bilet iadesi yapılamaz.

Bu bilgiler sizin için yeterli oldu mu?

[Sorunuzu bize ulaştırın.](#)

Biletix Yardım Hoşgeldiniz

Sorunuzu yazın...

Örnek: Taksitle bilet alabiliyor muyuz?

TOP 10 | Kategorilere göre SSS | [Bize ulaşın](#)

Gerekli İletişim Bilgileri

Lütfen e-mail adresinizi girin*

Lütfen email adresinizi yeniden giriniz*

Adınız*

Soyadınız*

Etkinlik ve Hesap Bilgileri

Konuyu seçin*

Gün içinde size ulaşabileceğimiz telefon numarası*

Cep telefonu numaranız

Referans numaranız

Etkinlik adı*

Etkinlik mekanı

Etkinlik tarihi

Sonu*

Doküman ekleme

471 ml 4

*gerekli alanlar

4

The user completes this pop up form, which creates a support ticket within Inbenta.

INTELLIGENT ASSISTANT

Agent Supported Deployment

The screenshot displays the Biletix website's chat interface. The chat window is titled "Biletix Yardım" and contains the following text:

Bilet satın aldıktan sonra etkinliğe katılmayacağımı farkettim, iptal iade veya değişiklik yapabilir miyim?

Ne yazık ki bu konuda yapabilecek fazla bir şey yok. Biletix sadece organizatörler ve kulüpler adına bilet satışları yapar. Organizatör tarafında herhangi bir etkinlik iptal edilmediği veya ertelenmediği müddetçe ya da organizatörün belirlediği kurallar dışında, bilet iadesi, iptal ve değişiklik yapılamaz.

Bu bilgiler sizin için yeterli oldu mu?

[Sorunuzu bize ulaştırın.](#)

The chat interface also shows a "Bize sorun" section with the following text:

Biletix : Sorunuzun cevabı için öncelikle aşağıdaki bilgileri kontrol eder misiniz:

Etkinlik iptal olursa bana bilgi verilir mi ?

İptal olan etkinlikte bilet bedelim ne zaman iade edilir?

Bilet satın aldığım etkinlik ertelendi veya iptal oldu, ne yapmalıyım?

Hoşgeldiniz! Sizin için uygun bir müşteri temsilcisi arıyorum, lütfen bekleyin...

Biletix konuşmaya katıldı

Biletix: Merhaba

idil: tarkan biletimi iptal ettirebilir miyim

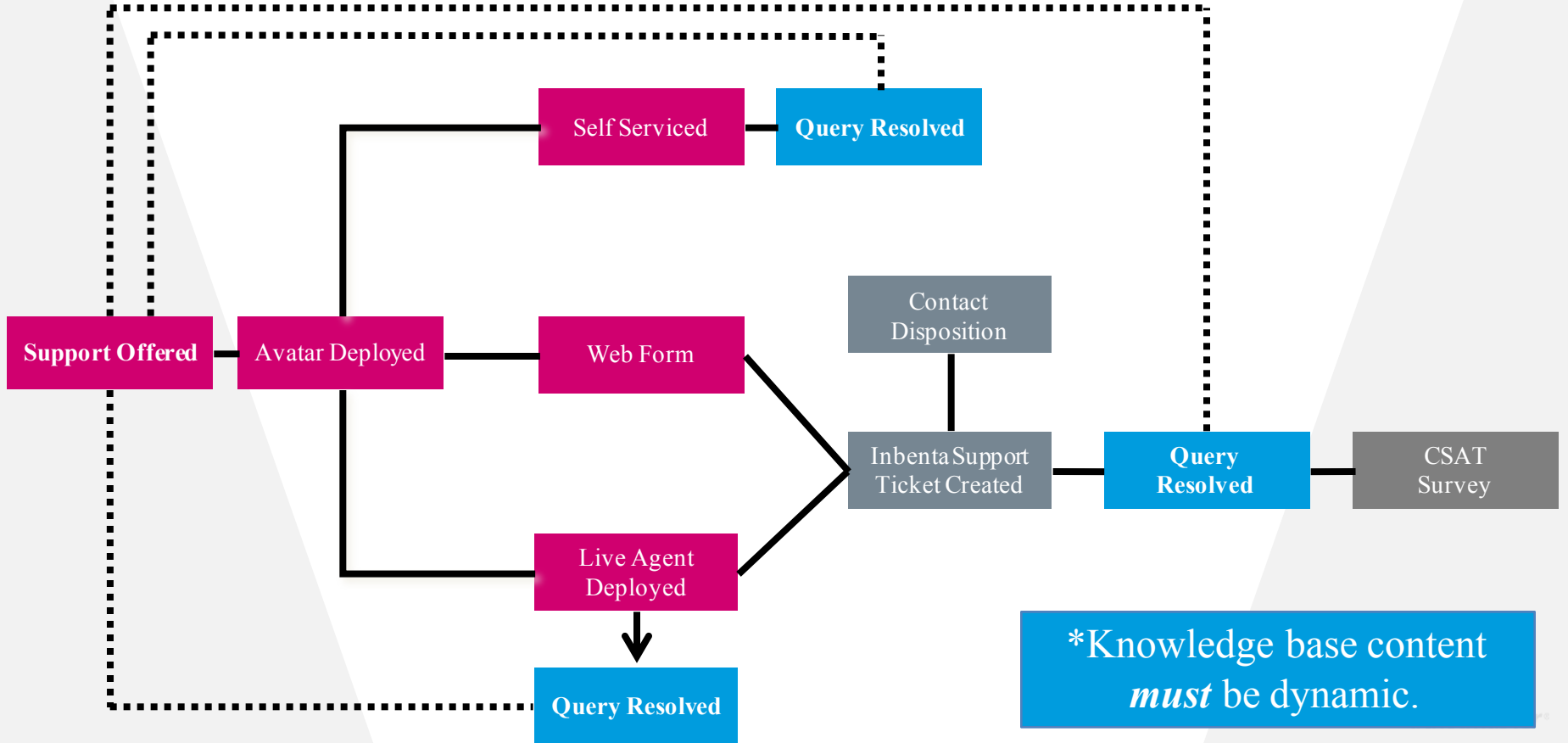
Biletix: Evet

burada yaz... **Gönder**

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Alternatively, if available, they may be connected to a live support agent.

INTELLIGENT ASSISTANT

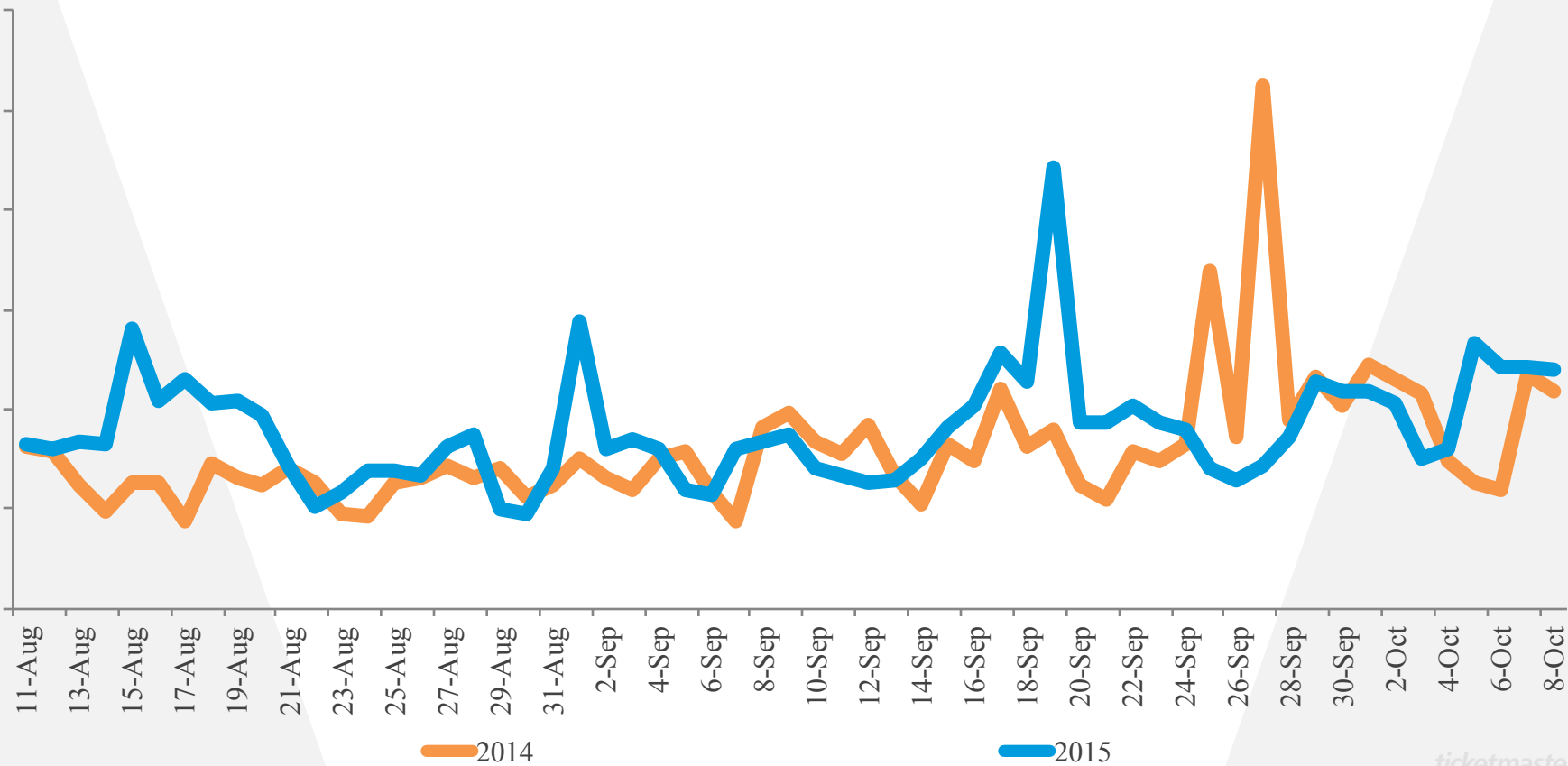


TRIAL DATA

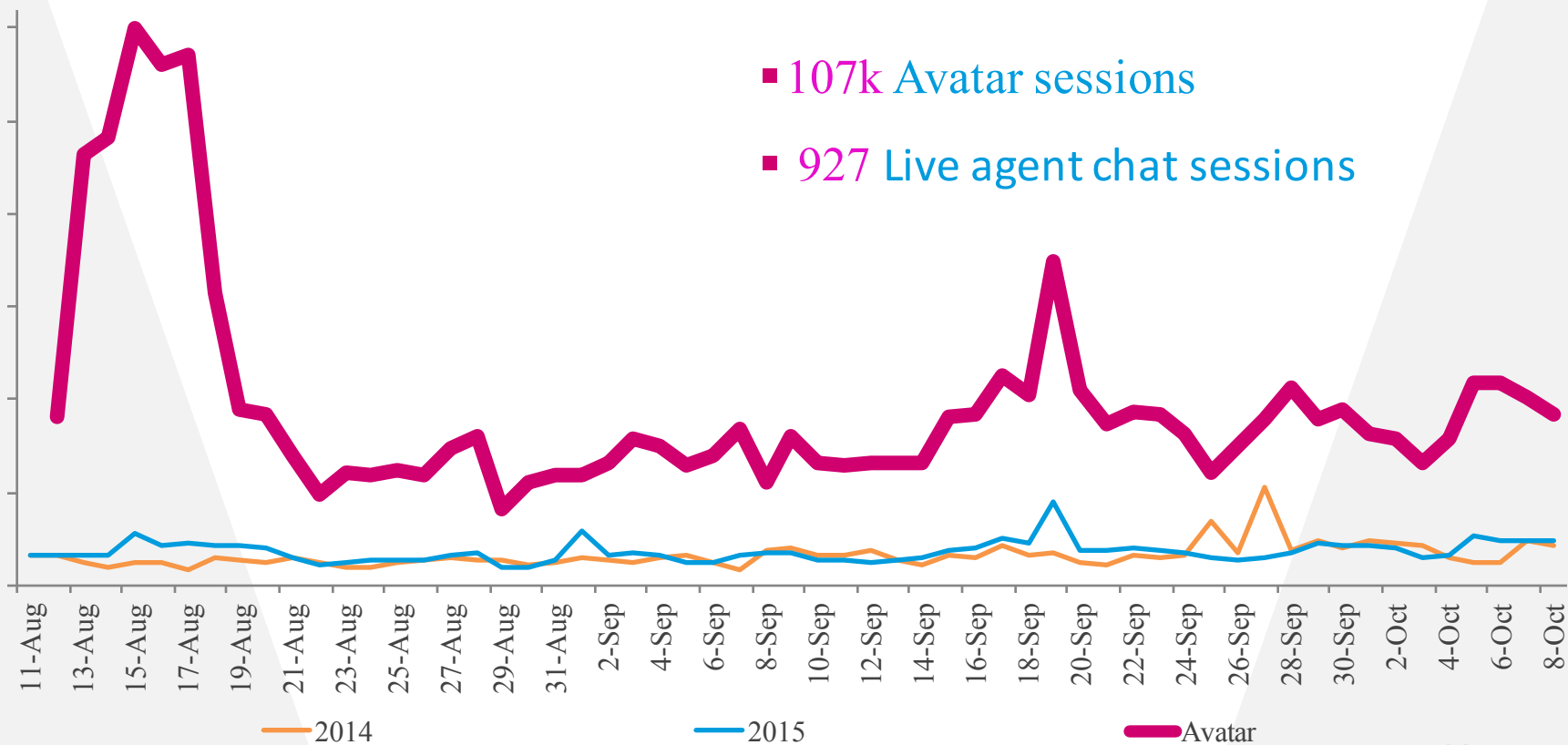
TRIAL PERIOD 12TH AUGUST TO 8TH OCTOBER

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ONLINE SALES CONVERSION



ONLINE SALES CONVERSION



OTHER MEASURES OF SUCCESS

99.4%
SELF SERVE



+30%
CALL CONVERSION

86%
**FIRST SEARCH
RESOLUTION**



**CONTACT DISPO
FORMS DRIVING TECH
IMPROVEMENT & CX**

-7.3%
TOTAL CALLS



CSAT
**FORMS STILL IN
DEVELOPMENT**

OUR NEXT STEPS...

- Experiment making support more visible
- Finalise CSat survey format
- Launch trials in Sweden & UK this year
- Migrate all markets by end of June 2016
- Investigate targeted Upsells...





QUESTIONS ?

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