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Intelligent Guided Selling

iA | Intelligent Assistants Conference

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iA Intelligent
Assistants
Conference



Nationwide[®]

Selling complex products online
is difficult

Conversational Commerce
fuses webchat conversations
with dynamic webforms and
artificial intelligence to overcome
this problem

Introducing

ROSIE

An Intelligent Guided Selling
platform for financial services



JOURNEY STEPS

The employee follows preprogrammed Journey steps which can be edited or deleted or added to

AUTOMATION

The employee can choose to automate the journey

THE JOURNEY

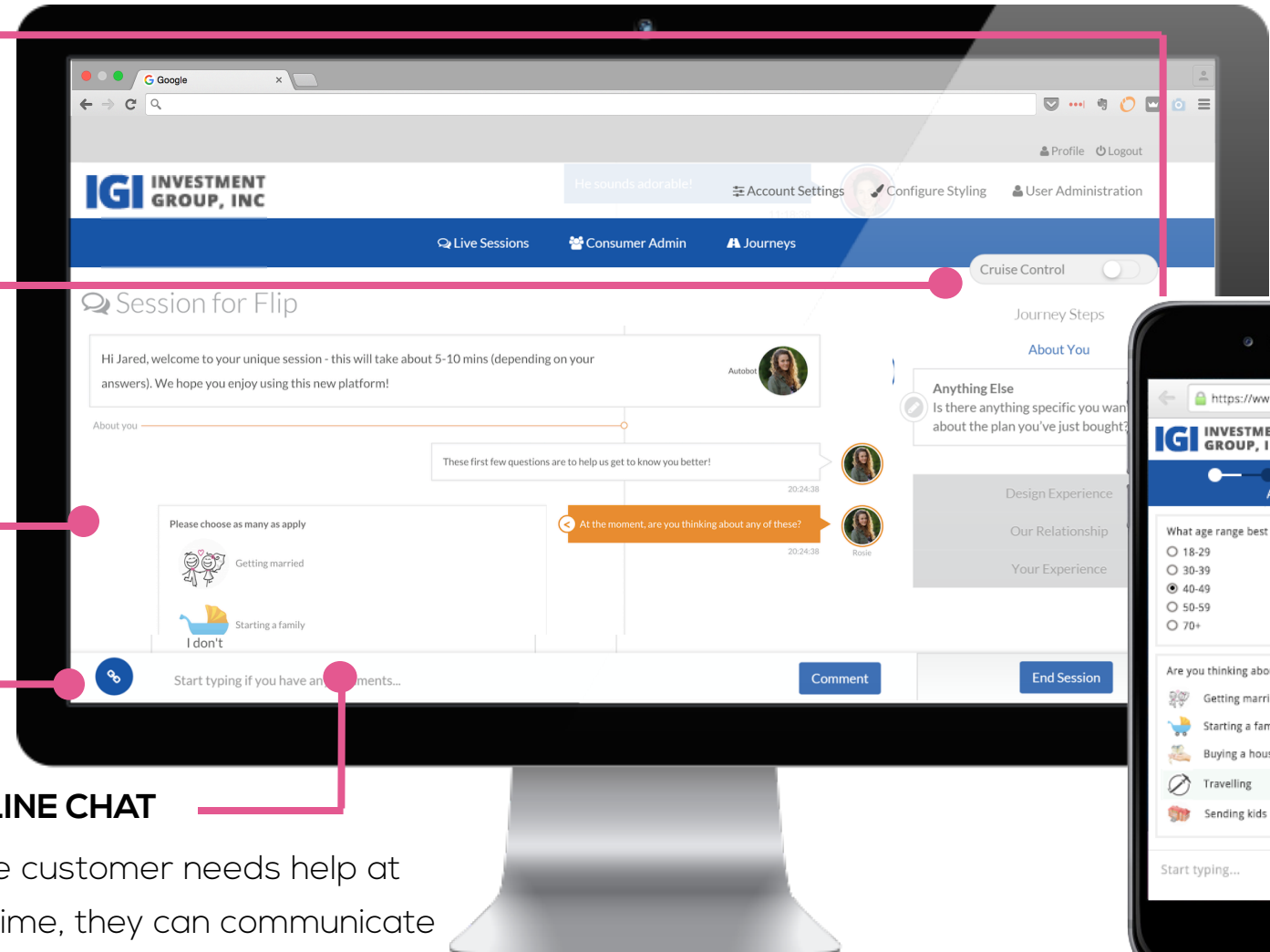
The customer is asked a series of questions which guides them to purchase. This is what the customer sees

UTILITY BELT

The utility belt contains all materials that can be shared with the customer (e.g. PDFs, videos, links, disclaimers)

ONLINE CHAT

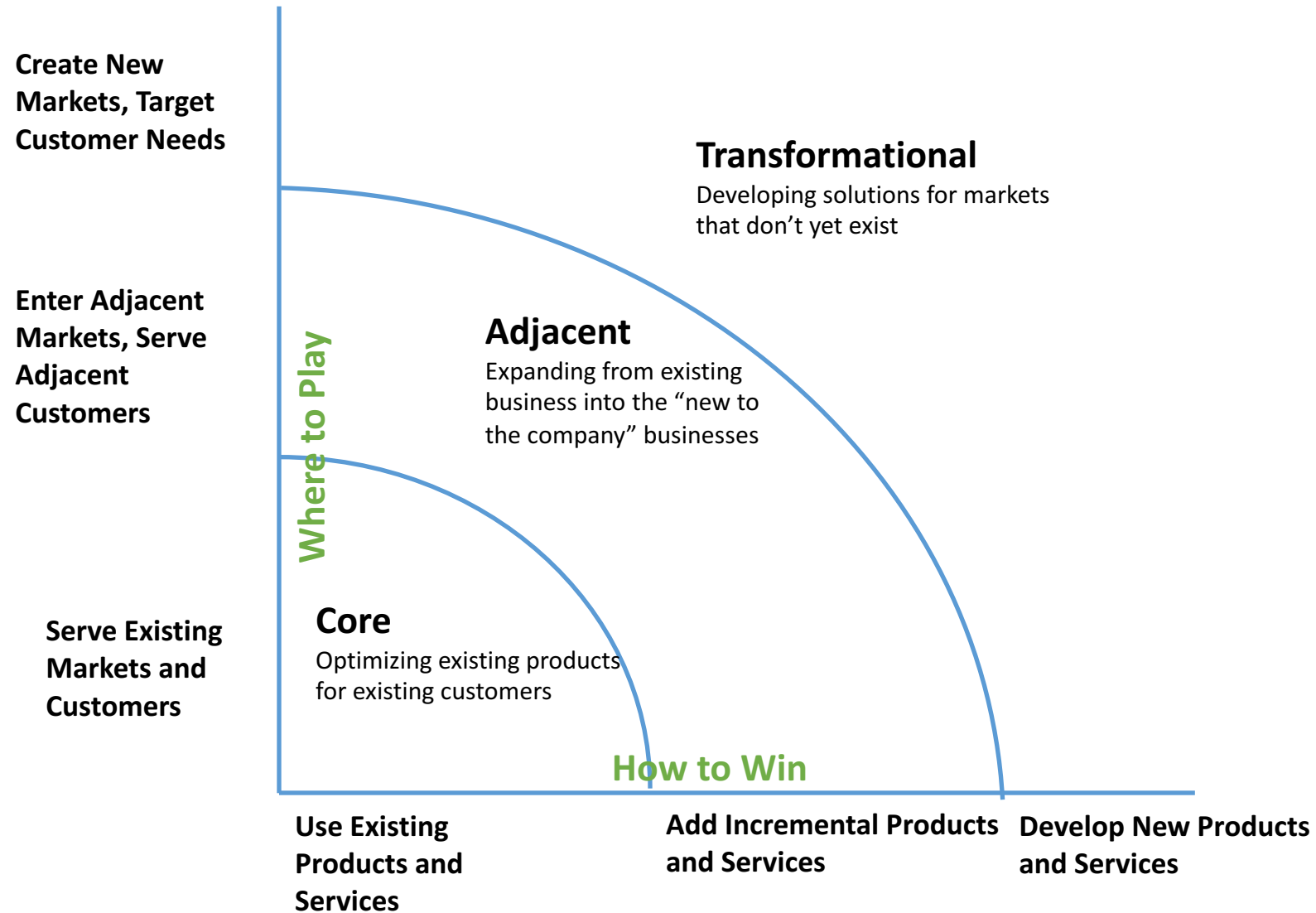
If the customer needs help at anytime, they can communicate directly with the employee conducting the journey



EMPLOYEE VIEW

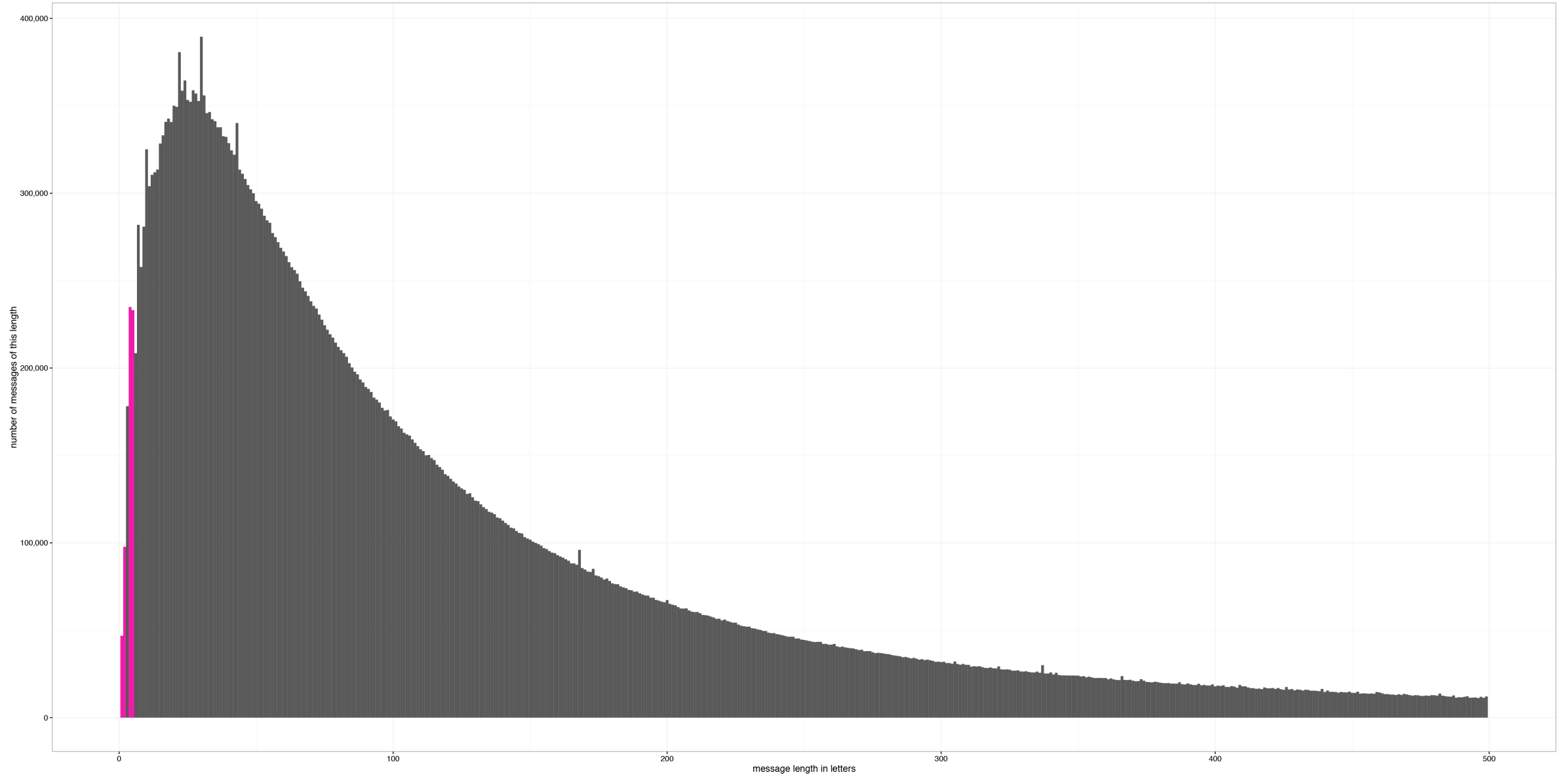
CUSTOMER VIEW

Innovation Ambition matrix

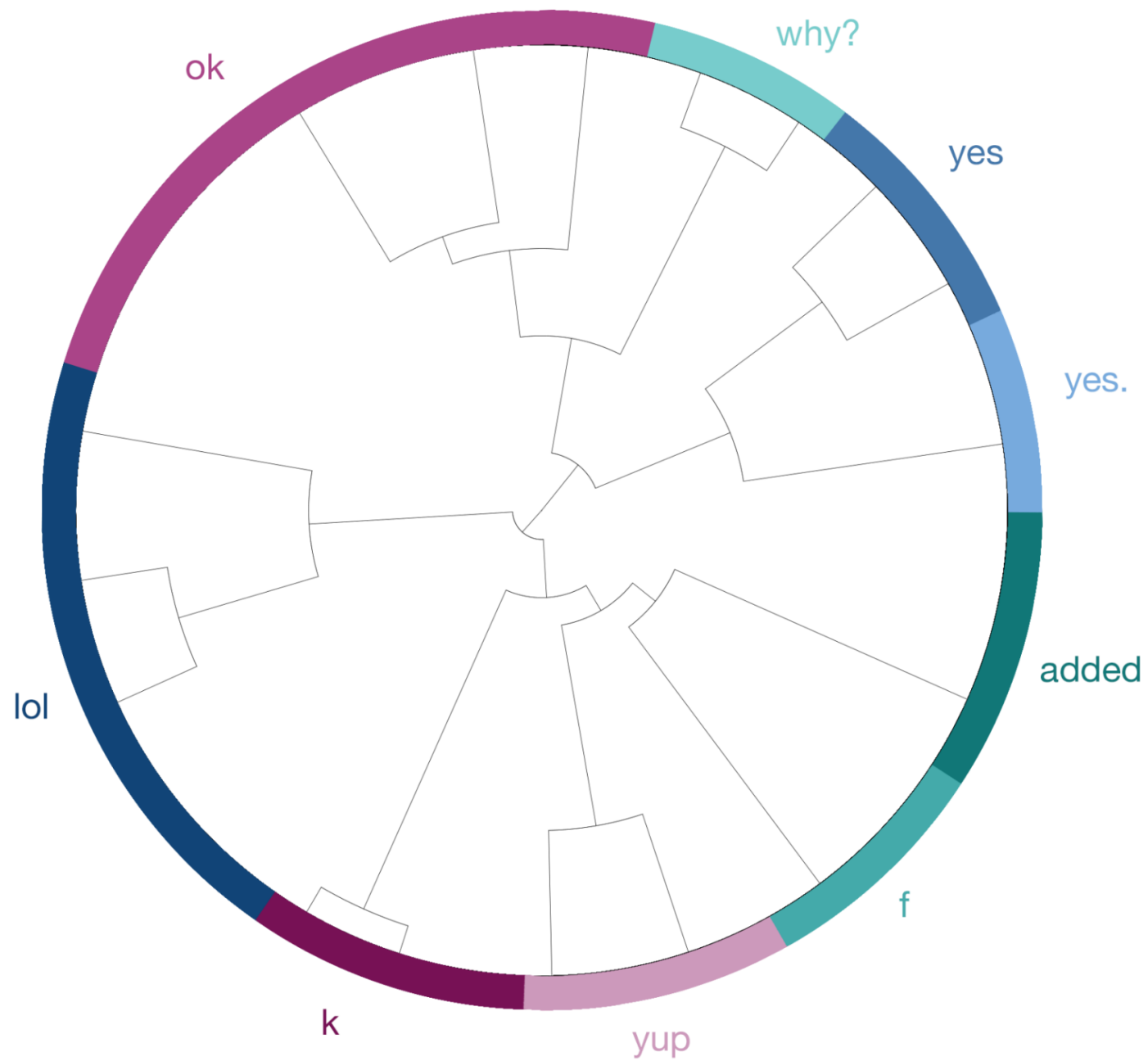


Nationwide and Flamingo



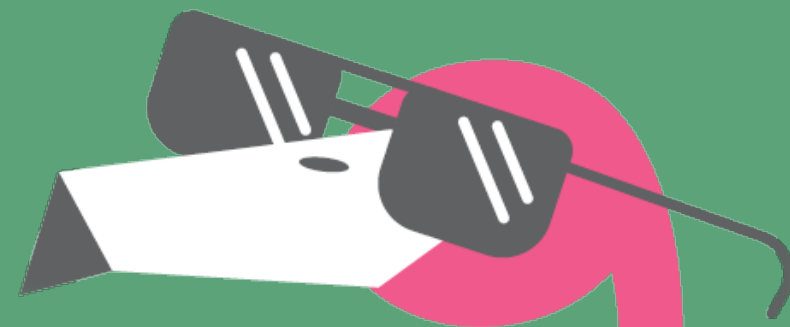


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Flamingo accelerates customers from initial enquiry to payment, on mobile or web, via a guided approach that intelligently learns how to automate human interactions, enabling the scaling of online business quickly.

THANK YOU



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