

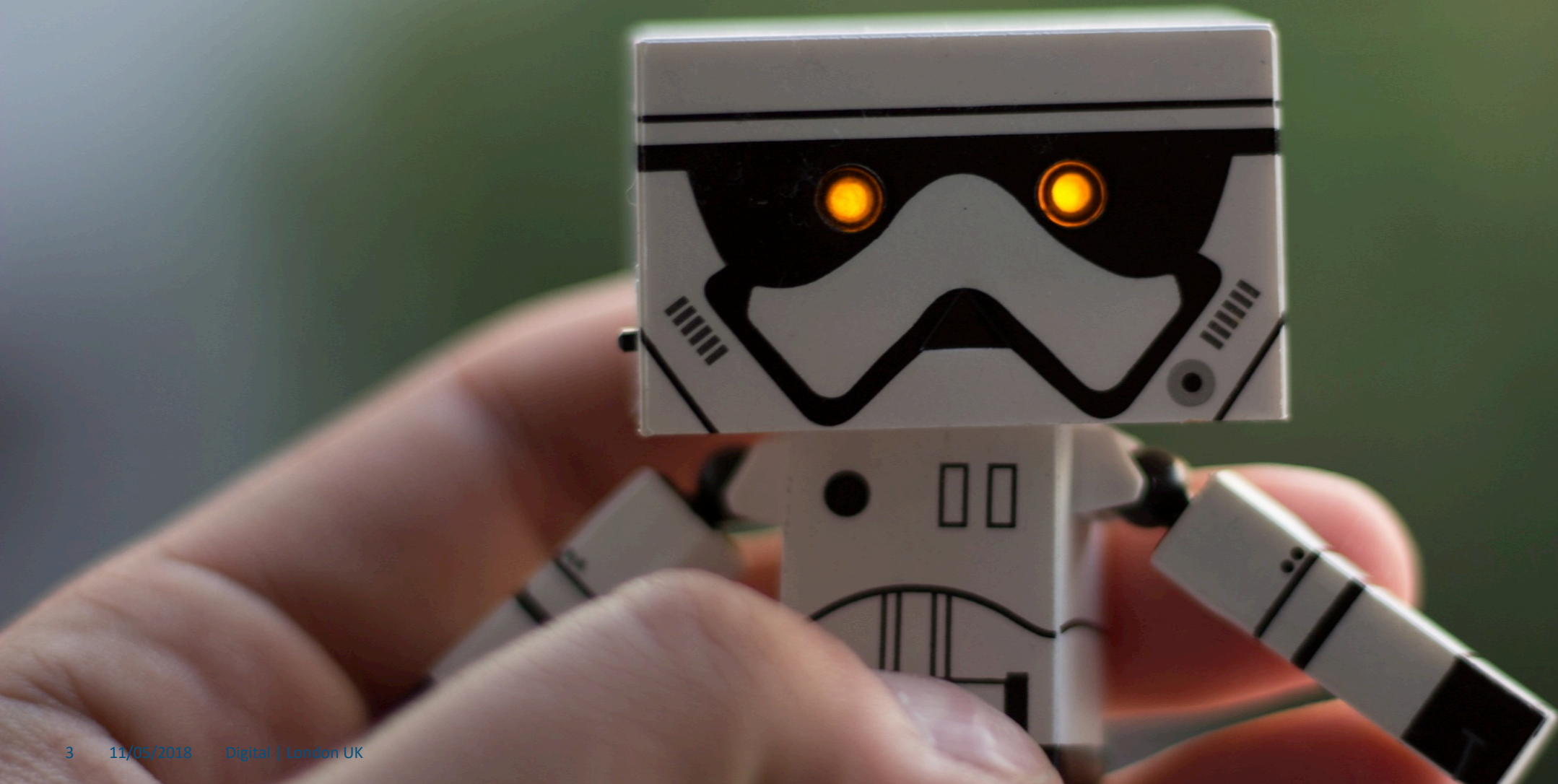
**Lidl UK Wine Chatbot**  
*Conversational Commerce*  
*Conference, May 2018*



**Why build a wine chatbot?**



# Chatbots are not all alike





*“Light-hearted and informal; a true wine enthusiast but definitely not snooty, someone who loves food and good company.”*



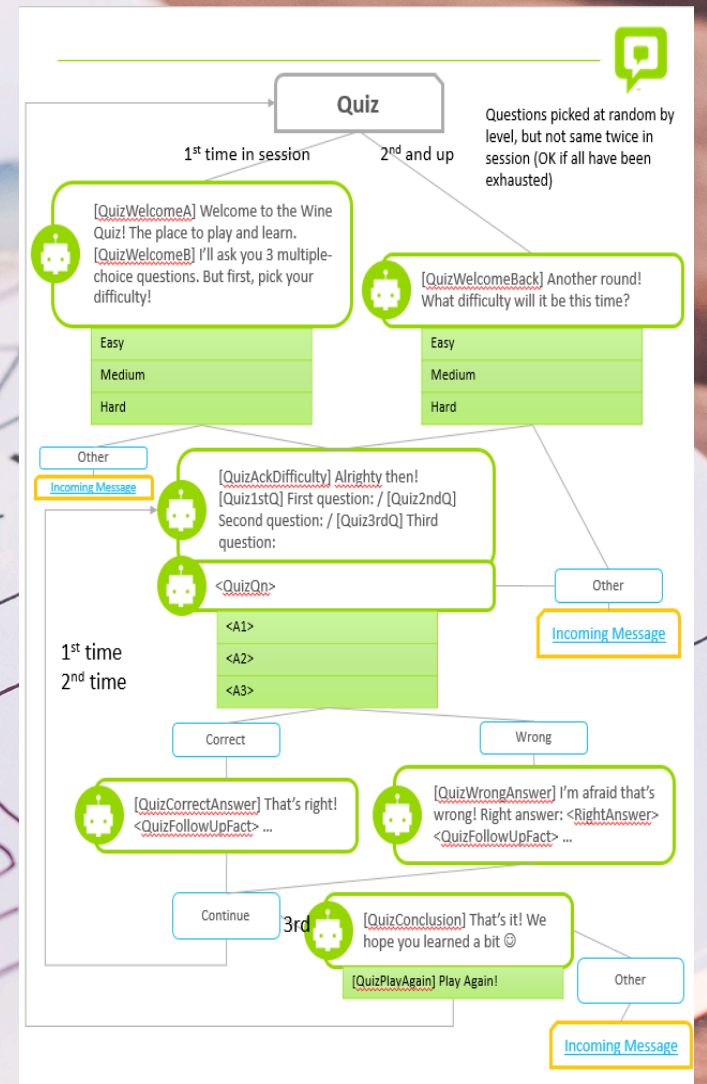
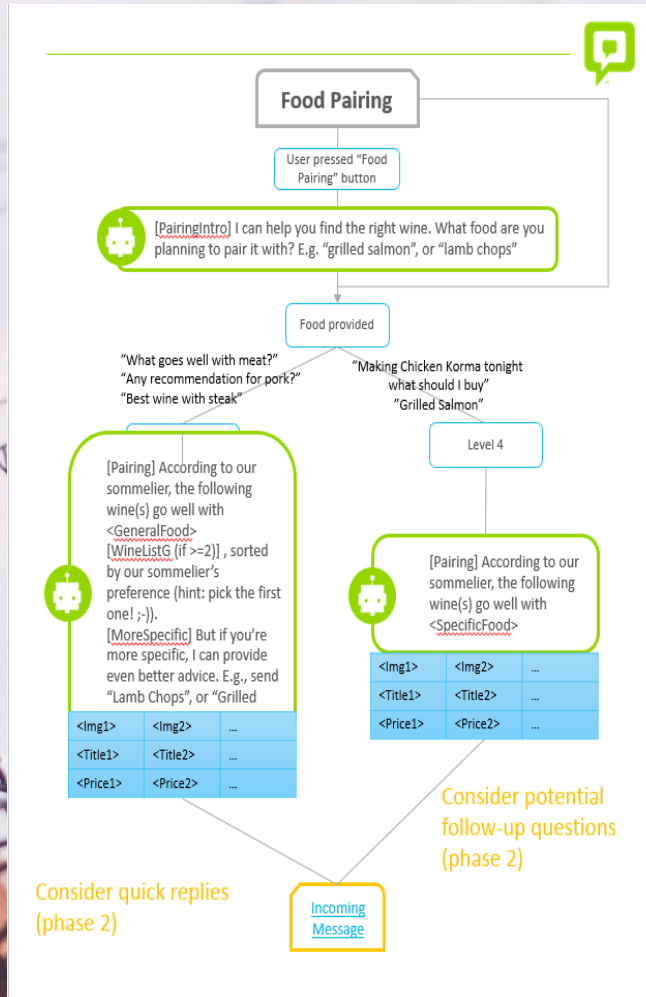
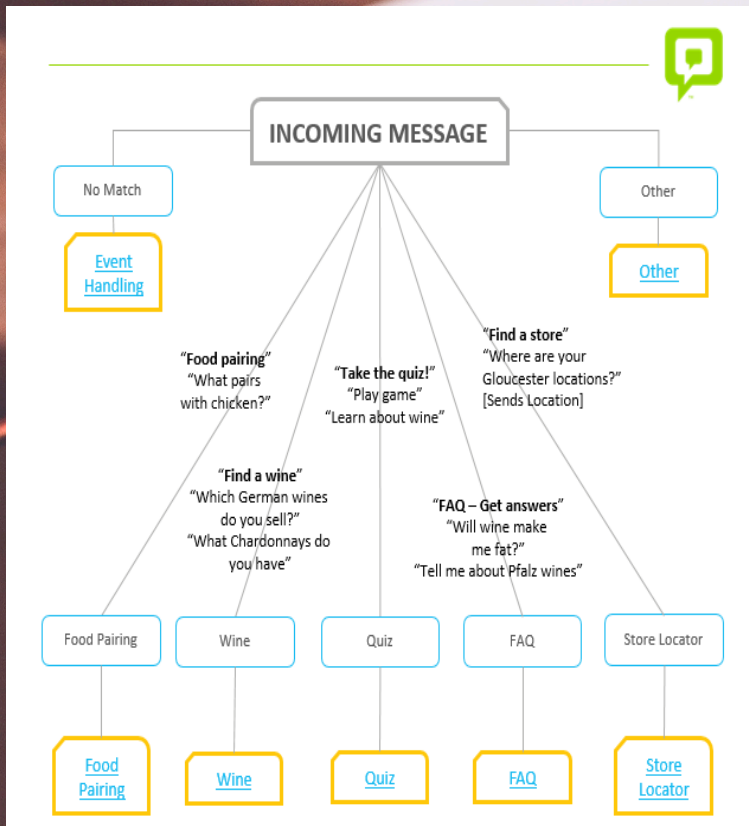




**Who is Margot for?**



**aspect** 



# How did we build Margot?





What makes a wine organic?



What wine goes with pizza?



What's the weather like?



Where's my nearest Lidl?

MEET MARGOT

# The Wine Bot

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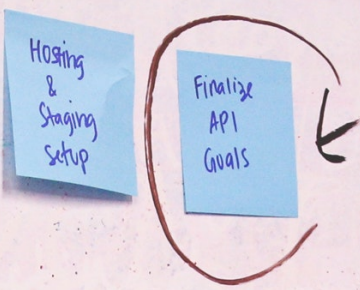
WEEK 3: Design

WEEK 4: Design

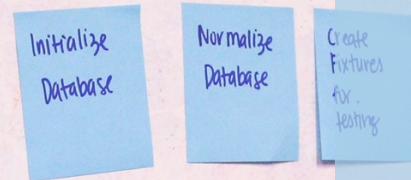
WEEK 5: Design

WEEK 6: Dev

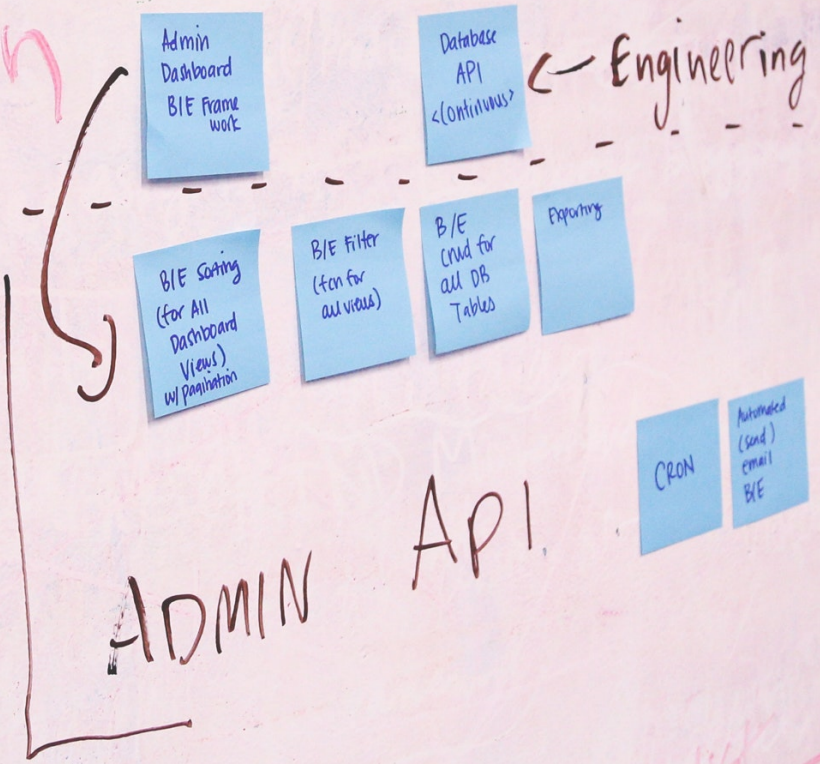
WEEK 7: Dev



Infrastructure Recs:  
 - *Backend*  
**How much effort was required?**



← Create Fixtures for testing



← Engineering



PLEASE DO NOT ERASE

Handwritten notes at the bottom right, including 'Suggest'.

**8,000+ Chatbot users**

**151,000+ Messages/ Interactions**  
**(ave. 18 exchanges per user)**

**Strong bias towards women; very  
strong uptake in 25-34 age bracket**





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<https://youtu.be/n35nylRbV9U> - ideally I'd like to have this video full screen for this entire slide!



**QUESTIONS?**

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**@digitaldragoman**

