



# A NEW ERA OF COMMUNICATION

Individual personalized  
communication at any time  
of the day



# OUR EXPERIENCE



We have been working with social networks since 2011



We are innovators in social media



Annual audience coverage of more than 5,000,000 people



The audience of Hilti Russia communities is more than 105,000 people



We help to develop communities of 9 countries of the EE region

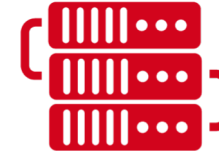


# CONCEPT



## Community management

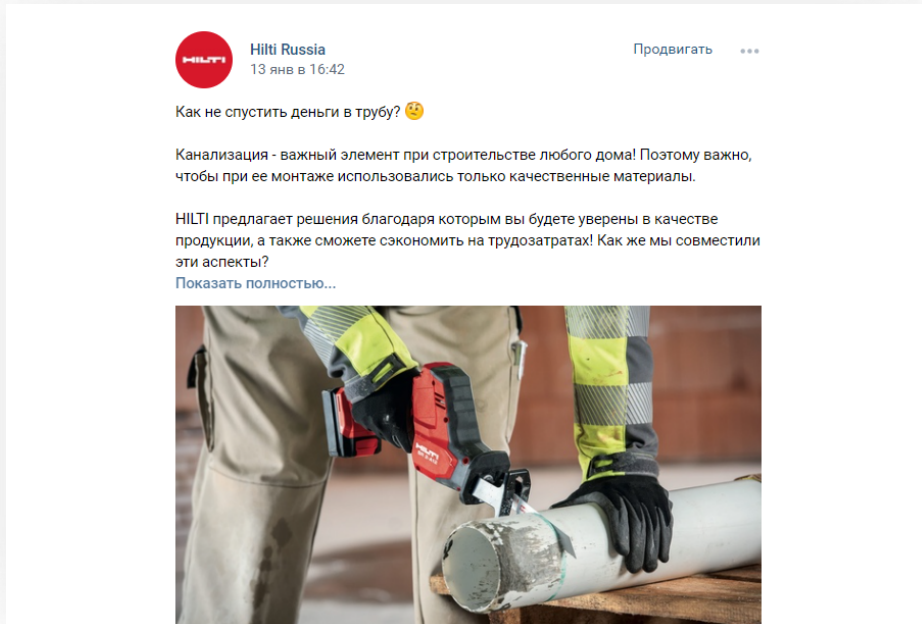
- Reaching out to the entire audience through publications
- Manual processing of information
- Human resource
- Long response time



## Technological Stack

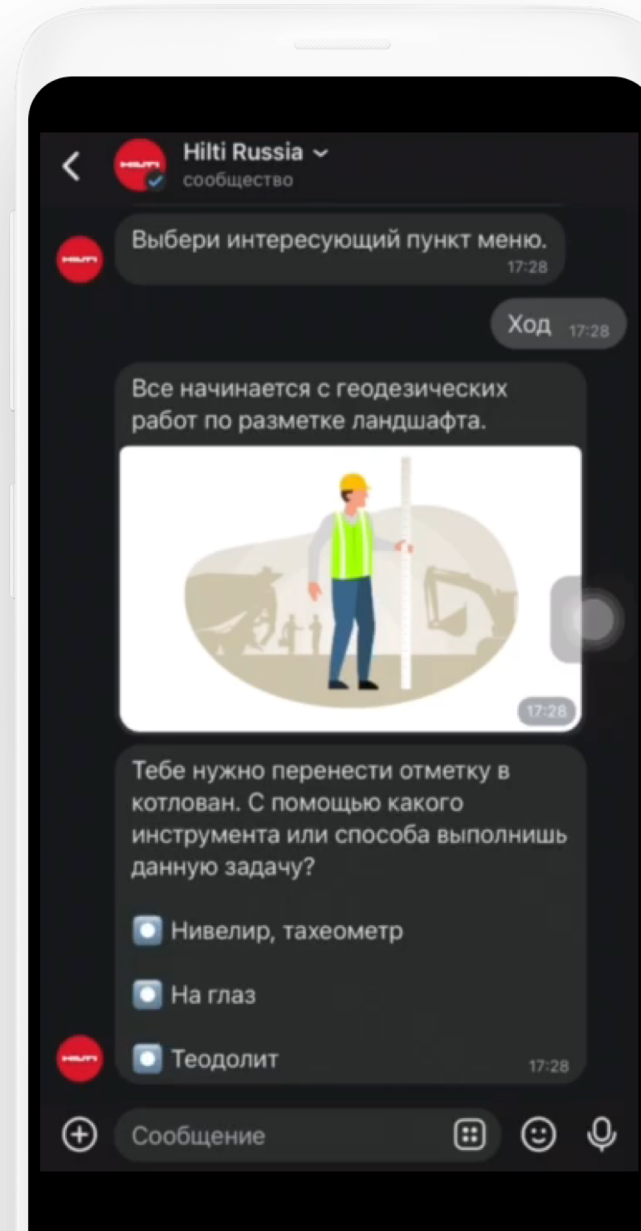
- Individual communication
- Automated process
- High involvement in the product
- User training

# KEY CHANGE



## Community management

implies the communication of the client with the product through publication in the community or in the form of a client's appeal to a company representative with a question about the product. Processing comments and conducting surveys.



## Automated Communication

involves contact with the product through private messages using a chatbot. The bot has a wide functionality that can solve most of the client's questions and tell about the company's products.

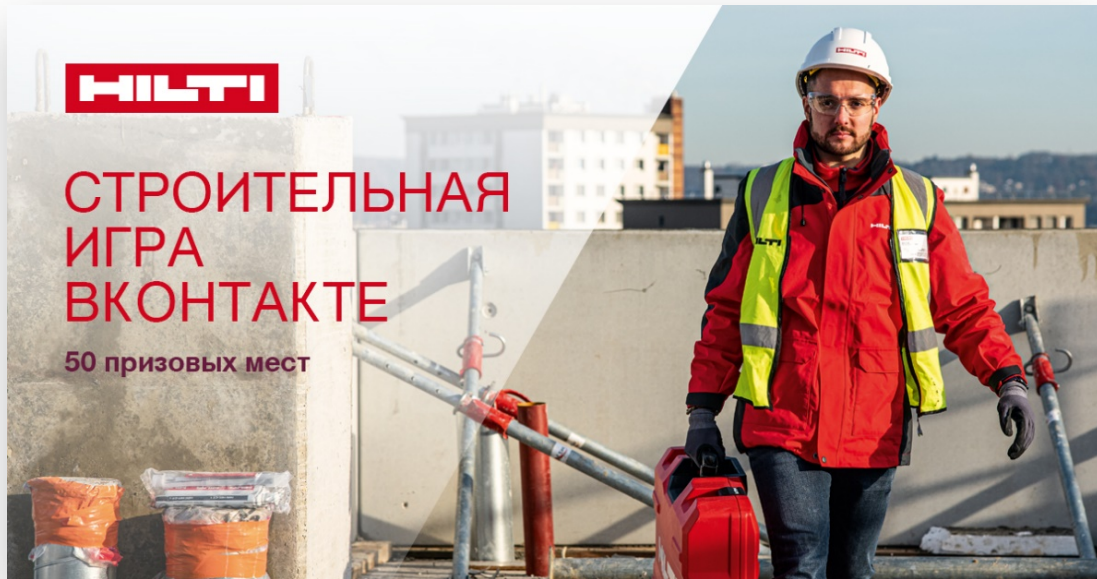


# IMPLEMENTATION

We tested this approach by creating the first building RPG game on social networks in Russia.

## Scenario

Players need to build a monolithic house by answering the bot's questions. For correct answers, players are awarded points, the participants who received the highest number of points receive prizes.



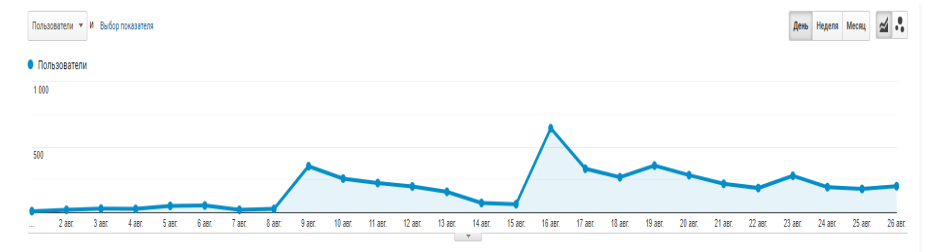
## Additional points

- + Picking up tools at the virtual store
- + Online shopping
- + Group subscription
- + Subscribe to the newsletter
- + Registration on the website
- + Group activity

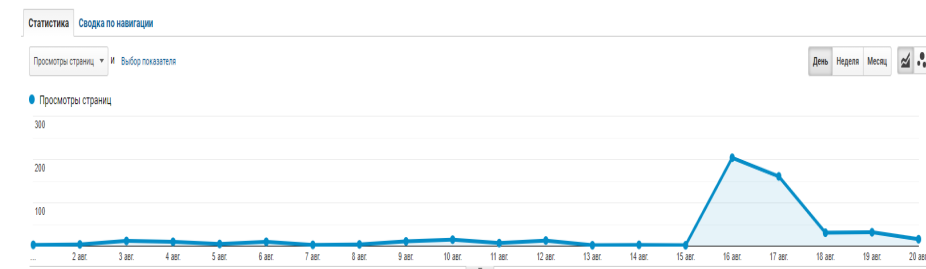
# INDICATORS

	Standard indicators (month)	Indicators (15 days of play)
Sales	100 000	6 200 000
Traffic	2 000	12 300
Reach	85 000	1 620 000
New subscribers	400	2 850
Dialogues	90	9 300
Comments	250	3 400
Reactions	1 000	23 000
Players		8 100

## Website traffic



## Traffic to the product card on the site



# FURTHER IMPLEMENTATION

## In Russia



Creation of systems based on a chatbot for communication with an audience of builders.



Expansion of the chatbot functionality.



Conducting advertising campaigns using a chat bot.



Increase in standard monthly rates by 10-20%.



Increase in response speed from several hours to several minutes.

## In the world



Installing a chatbot on any social network (Vk, Facebook, Instagram, telegram, WhatsApp, Viber)



Creation of a chatbot through an agency in your region.



Optimization for local features.



We can provide our best practices



THANK YOU