



# Case Studies

**hi.guru's innovative technology solutions to win customers, optimise operations and transform your business.**

Research indicates that most of all customer support activity will happen without a human agent by 2020 (IBM, 2017) but today 70% of consumers prefer human agents to AI technologies (Sitel Group, 2018). This is why every business needs the optimal blend between Human and Machine when it comes to customer engagement.

hi.guru is an all-in-one business conversation hub, that connects your business to your customers, employees, and processes through smart instant messaging. We offer an out-of-the-box solution, that is easy to implement, to allow for a rapid start and immediate impact. At the same time, we are not limited in our offering as we offer diverse and innovative products together with our partner companies specializing in OTT and IoT solutions.

Our team is made up of highly skilled individuals that can custom build applications in various industries such as Financial Services, Health, Recruitment or Leisure for our client or integrate with existing infrastructure.

We pride ourselves on some core competencies such as product innovation; solution design, development & integration; application development; IOS, Android, Web, Cloud solutions; Security; Big data; AI; IoT prototyping.

Additionally, we draw international talent with engineering teams in the USA, Europe, and Africa. Our global presence allows us to produce innovative solutions, utilizing know-how, and skills acquired worldwide. We are a medium-sized player but large customers partner with us, such as Vodacom, Walmart, LSI, LegalWise, and ADT.



*hi.guru is an all-in-one customer engagement platform, connecting your business to your customers, employees, and devices through smart instant messaging.*

## The problem

The retail landscape is shifting, and traditional business models are now built on treacherous ground. Customers are embracing buying online and picking up in-store because it offers immediate gratification with cost savings on delivery. The forecourt convenience store remains well-positioned since it's based on an insatiable need of customers for convenience. The future of forecourt retail will need to be all about connected digitisation for a growing digital customer base, as this brings new ways of engaging customers, using technology. Food retail is also one of the few retail segments that is showing strong growth. However, the changes in how people shop, pay and spend their money necessitates innovation, in order to remain relevant.

With this in mind, the hi.guru team was approached by a petroleum company to assist in developing a click and collect solution that would assist Forecourt stores to optimise their profitability and enhance the shopping experience for their customers.

## The solution

The Click & Collect concept offers customers a different approach to the delivery of products and provides a solution that offers more convenience.

Customers start by searching for their preferred fuel station or Forecourt C-store and initiate a conversation, from their social media channel of choice, such as Facebook, Webchat or WhatsApp. They view and choose items for purchase, select a time for collection and make payment using a secure payment gateway. Customers can also make use of the locker solution which enables them to order items online and have them delivered to the fuel station directly. After placing an order, the customer receives a confirmation with their order details. Upon arrival at the location, an alert is sent to the station assistant via message and the order is delivered to the customer's car, or, the prepacked ordered goods can be collected from a dedicated locker.

This social media-oriented interface can also be used to push content, such as ads, to a customer or get the customer to download a dedicated fuel station app.

### *Unique benefits of the solution*

**1****Quick deployment**

Simple, easy deployment across channels within minutes.

**2****Instant communication**

Instantaneous messaging from customer to chatbot to assistants.

**3****Customisable**

Customisable chatbot and quick responses.

**4****Highly available**

Ability to handle high volumes of messages and conversations.



## USE CASE

# Click & collect

## Features & benefits

*With the hi.guru Click and Collect concept, Forecourt C-Stores can optimize their sales, enhance conversations and impress customers with a personalised approach.*

### Consumer analysis

Sales efforts are amplified as the hi.guru platform provides strategic insights to consumer trends and their behaviour. These insights enable Forecourt C-stores to then create special offers through the hi.guru platform and publish them through the appropriate communication channels.

### Channel of choice

Customers are not required to download an App to access the click and collect system. hi.guru allows customers to communicate with an available Forecourt C-Store by using their existing communication channels whether it be text, social media, web chat or instant messaging, such as WhatsApp.

### AI-Driven bots

To achieve additional levels of simplicity and reduce human error, the click and collect ordering process is handled by a bot. A customer is presented with predefined questions to help navigate them through the conversation. Custom designed process chatbots, or, more advanced chatbots, capable of Natural Language Processing (NLP), are built according to specifications.

### Custom deployment

The hi.guru platform offers easy, no fuss deployment. Set-up is done within minutes for a cloud-hosted solution or is deployed on-site. All support is done remotely as hi.guru is a cloud-hosted solution. Additionally, hi.guru runs parallel to existing systems and can also be integrated into an existing system or app that the Forecourt C-Stores has.

*Whether you are an enterprise client or a smaller business, hi.guru offers a unique and customisable solution to suit your business needs.*