

Nomination: 20073

Omnichat - The Omnichannel Customer Experience Platform Across Messaging Channels

Page: General Information
Name of Organization / Company Omnichat Limited
Logo Download File (https://asiastevieweawards.secure-platform.com/file/30895/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMDg5NSwiYWxsYXNjaWduZWRVcmwiOiJGYWxzZSIsImlnbnOmnichat-300_logo%E6%A9%AB.png)
Web Site Address omnichat.ai (http://omnichat.ai)
Page: Entry Information
Entry Title Omnichat - The Omnichannel Customer Experience Platform Across Messaging Channels
Category N01 - N07 - Award for Innovation in Technology > N01. Award for the Innovation in Technology Development > Other Service Industries
Submission Format An Essay of up to 625 Words

Essay

Since 2017, Omnichat has empowered brands across the Asia-Pacific region with sophisticated chat commerce solutions, fostering meaningful customer connections and seamless shopping experiences to drive digital transformation. As an official partner of Meta, WhatsApp, and LINE, Omnichat seamlessly integrates diverse social messaging channels, including WhatsApp, Facebook Messenger, Instagram Direct, WeChat, LINE, and website live chat. Its revolutionary AI-powered MarTech solutions enhance customer service, marketing automation, sales, unified customer profiles, and loyalty programs, enabling businesses to capitalize on the dynamic omnichannel landscape.

1. Omni AI: Your Intelligent Digital Assistant

Leveraging cutting-edge AI, Omni AI empowers businesses to efficiently handle customer inquiries, recommend products, and facilitate marketing campaign planning and analysis. By integrating client databases and knowledge bases, Omni AI delivers precise, contextually relevant responses, ensuring consistent brand messaging and a seamless customer experience. This streamlines customer service operations, reducing agent onboarding time and costs.

Omni AI also guides marketing campaign orchestration through targeted broadcasts and engaging chatbots, creating streamlined customer journeys. AI-powered automated analysis provides readily accessible customer insights, enhancing marketer productivity and unveiling hidden patterns for granular customer segmentation and personalized campaigns, maximizing ROI.

2. Social Customer Data Platform: Unified Customer View

Omnichat's social customer data platform collects customer identities from various social media platforms and maps them to a unique profile, say a customer may have different Facebook, Instagram, WhatsApp and WeChat accounts, Omnichat helps businesses to consolidate customer accounts across different channels into a unified 360-degree customer profile, building a more comprehensive customer database with detailed customer segmentation. Together with the automated customer journey solutions, customised marketing messages can be automatically sent out in accordance with different shopping scenarios.

3. Sales: Driving Growth Anytime, Anywhere

Omnichat's integrated sales features empower businesses to maximize revenue generation across all channels by seamlessly connecting online visitors with dedicated sales personnel via real-time chat. Automated sales revenue tracking ensures transparent performance monitoring, while targeted promotional messaging, based on captured customer data, boosts traffic and sales both online and in physical stores.

4. Loyalty Program: Cultivating Devoted Brand Advocates

Omnichat's Membership System seamlessly integrates loyalty programs directly within WhatsApp and LINE, transforming casual shoppers into devoted brand advocates. Capturing customer preferences upon instant, one-click enrollment, Omnichat empowers personalized interactions that nurture lasting relationships. By rewarding points for all sales activities, the system incentivizes repeat purchases and drives measurable growth, thereby fostering a thriving community of loyal customers.

5. Omnichannel CRM Messaging Integration: Streamlined Communication

By consolidating all instant messaging channels into a single platform with multi-user access, Omnichat streamlines management and enhances team collaboration. Chatbot automation handles customer inquiries, reducing wait times and enabling teams to work concurrently to deliver exceptional customer service.

6. Marketing Automation: Personalized Engagement

Omnichat empowers brands to effortlessly send automated marketing messages through targeted broadcasts, interactive games, coupons, and abandoned cart remarketing.

7. Customizable Integrations: Tailored to Business Needs

Omnichat offers customizable add-on functions and access to customer data, purchase records, and tags. Businesses seamlessly integrate with internal CRM systems via API connections, creating a comprehensive CRM ecosystem.

Omnichat has significantly boosted the success of several renowned brands:

- Benefit Cosmetics: The introduction of WhatsApp for booking beauty services has led to a 30% increase in reservations for their popular Brow & Lip Wax Service, enhancing customer convenience.
- Venchi: With a reliable communications channel on WhatsApp, Venchi achieved a 95% message open rate and five times the click rates of SMS. This strategy has also contributed to doubling their coupon sales.
- Watsons: By using WhatsApp to streamline purchases and provide personalised assistance from health advisors, customers can complete transactions directly within the app, leading to greater convenience, improved experiences, and significantly higher conversion rates.
- Dyson: Seamlessly integrating in-store product demonstrations with personalised WhatsApp consultations and streamlined online purchases, Dyson drove conversions while incentivising sales representatives for online sales generated through WhatsApp engagement.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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File 2

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File 3

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Do You Have Website URLs you would like to link to

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<https://www.marketing-interactive.com/omnichat-s-omnichannel-campaigns-for-dyson-and-watsons-garnered-multiple-asia-awards> (<https://www.marketing-interactive.com/omnichat-s-omnichannel-campaigns-for-dyson-and-watsons-garnered-multiple-asia-awards>)

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