TATA | sky

Chat bot type: Structured + Light NLP

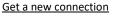Channel: FB Messenger

TRY THE BOT!

Use-case:

Tata Sky, the largest D2H service provider in India wanted to provide better means for users to recharge, raise service requests and track complaint status. Since most of their customer service queries came through their Facebook page, a chatbot on the same channel seemed apt.

Gupshup created a chatbot for this requirement. The chatbot served several value adds for Tata Sky including:

- Recharge accounts. While earlier users needed to either login to an app or visit the website, now they could just recharge directly from messenger.
- Check account balance on the go
- Reach quick resolutions on service requests of various kinds including resuming and relocating connections , procuring online statements, etc
- Request and track service requests
- Request new connection

Get a new connection

Raise service request

gupshup

TATA Sky	**TATA Sky**
Service Request Form	**Pack/Channel Related**
Nature of Request	**Nature of Query**
Select nature of request ⌄	Select nature of query ⌄
Type of Request	**Type of Query**
Select type of request ⌄	Select type of query ⌄
Description (If any)	**Description (If any)**
Describe your issue	Describe your issue
Check request status	Check pack details

Through timely analytics Tata sky was able to monitor and keep a track of the usage and user conversations happening with the bot. Based on the usability and response received, Tata Sky plans to add more functionality to the bot including switch to live agent, editing user preferences like adding and dropping channels and much more.