



Wikifriend Semantic Agents

At Wikifriend UG, headquartered in Berlin in the heart of the Silicon Valley of Europe, we develop our conversational chatbots using our proprietary semantic engine. We connect technology with storytelling, giving a brand's voice the right character.



Features

CMS

Using the **Wikifriend CMS**, you are able to create and enhance your agent's knowledge and push notifications with complete autonomy.

Analytics Dashboard

Our **analytic tools and reports** help you to constantly monitor interactions between your agent and your customers by collecting information from every chat session, including information about the phrases most commonly used, an overview of poor content, as well as user retention and the chat logs of your customers.

Characterization and Personality

Wikifriend gives your brand a unique voice, giving your customers a **fully personalized experience**. Data such as name, gender, date of birth and other customizable preferences is used to enrich and personalize the content of the answers, for example, by distinguishing genders in chat sessions. Our agents engage your customers with personalized content and storyline.



Platform Unique Selling Points

Machine Learning

Wikifriend's agent collect and learn from difficult questions that could not be answered correctly, allowing our **active learning tools** to easily connect poor responses to more specific knowledge already available in the agent knowledge set or to create a new specific deep knowledge entry.

Network

Join the **Wikifriend Network** and give your brand an exclusive experience by accessing customer profiled data. Subscribe your agent on the network and allow them to profile your customers using a huge personalized knowledge base, built by collecting key information during chat sessions, giving your customers a rich and personalized experience.



Agent Unique Selling Points

Emotional Conversation

Automatically adjusts **the mood of the agent** by analyzing the content of the conversation. For example, if the user indicates in some way that he or she is having a bad day, the agent avoids responding with emojis or jokes.

Targeted Answers and Advertising

The agent can provide different content to users belonging to **specific groups** which you create. (e.g., special promotions or premium content to a restricted set of users).

Leading Conversation

We instruct our semantic engine to be passive or proactive, **leading the conversation** to the core of the message.



Technology and Security

PaaS

We offer a fully hosted service to query your agent.

SSL Hosting

We host your webhook, allowing external platforms to easily access your agent content.

Webhook

We offer the possibility to integrate with your custom brand services.

Platforms

We can connect your agent to multiple platforms (e.g., FB Messenger, Kiks, Telegram, etc.).

Reliability

Our servers are based in Germany, granting EU policies regarding security and privacy.



Power Up Your Chatbot on Messenger



1.2 billion
active users



Augmented
awareness



3.5 more time spent in
chat sessions –
Tommy Hilfiger



2 billion
messages sent
between users
and companies



Optimized
customer service



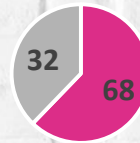
2x higher redemption rate
– **Fissan**



100,000
developers are
registered on
Messenger



Getting new
clients



68% of customers prefer a
chatbot - **BITKOM**



1.5 games
played on
Instant Games
on Messenger



Managing
financial
services via bot



11% increase of retention
rate compared to other
digital channels - **Sephora**



One of Our Satisfied Customers



In cooperation with



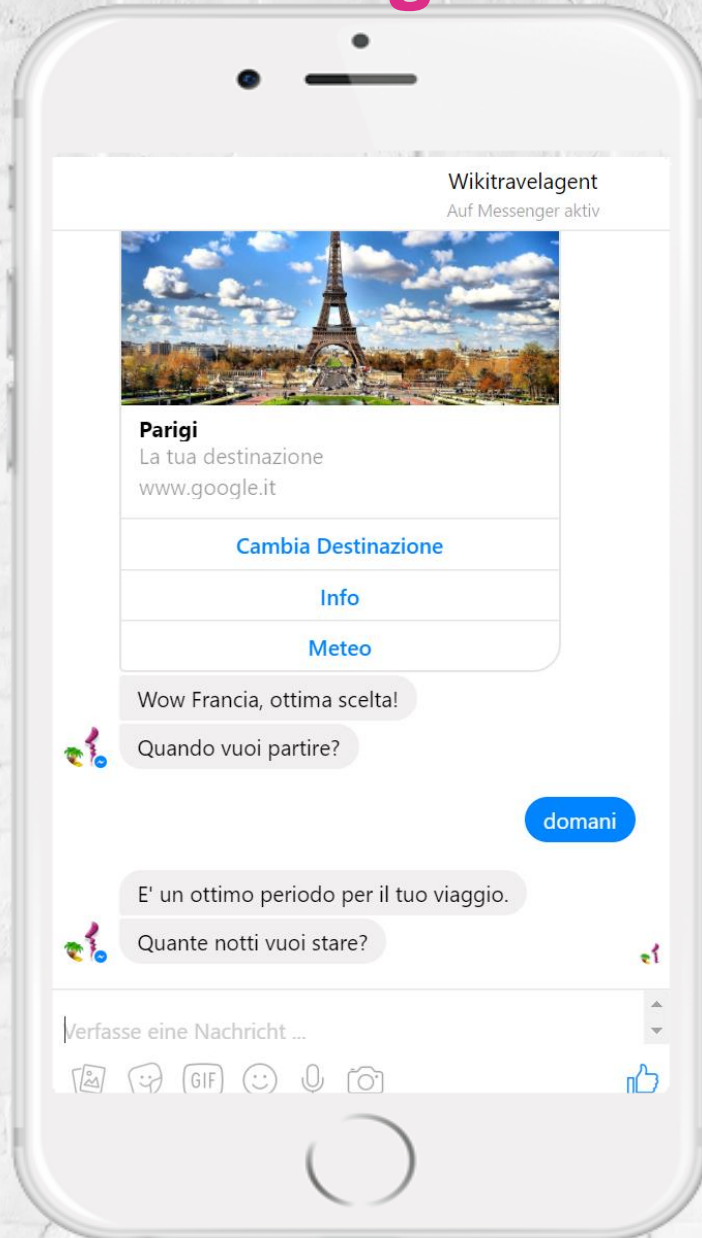
Fissan, a leading Italian baby care brand, launched the Semantic Agent (**created with Wikifriend**) in April 2017 on Facebook Messenger to help moms and dads to take care of their babies.

“The agent uses natural language to chat with users and provides them with useful information on the growth of their children. In addition, the reporting system improves the customer experience and, starting from detailed conversational data, helps management to make important business decisions, thus generating greater customer satisfaction.”

~ HEJ!

Give it a try [on Messenger](#)

Other Agents – Semantic Travel Agent



The Semantic Travel Agent allows your Facebook audience to make reservations through Facebook while taking advantage of intuitive communication using a colloquial form of speech.

This is accompanied by useful information such as weather reports, Wikipedia and additional tools customizable to your company's needs.

Give it a try [on Messenger](#)

Other Agents – Cicerone

Cicerone is a virtual agent targeting museums.

Open data integration

Cicerone integrates open data released by the District of Rome.

Find the nearest museum

Using the location feature, Cicerone searches around you for the nearest museum and guides you to the destination directly.

Reserve and buy your ticket

With a custom integration for museums, Cicerone allows you to reserve and buy tickets in the chat session directly.

Get relevant info on exhibitions and masterpieces

A personalized database provides a full description of events and masterpieces exhibited at the museum.



“Open Data Tourism Hack at Home” 2013 contest winner

Other Agents – Semantic Poker Agent



Unique semantic solutions: Most competitors in the online gambling market can't provide a semantic game tutor, i.e., there is only a static FAQ.

Calendar tool: Reminds players of tournaments and encourages them play more often by not missing important events.

Social aspect: Connects clients, providing more account information for other players, creating more incentives to invite friends or encouraging them to play.

Gaming tool: Expert and professional players need to know who is challenging them on the poker table; the agent can provide a detailed overview of the player and his or her skills, helping them to understand and use the right gaming strategy.

Not only poker: Adaptable to other games like lottery, poker, casino, bingo, etc.



Thank you!

