



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.

In-seat ordering



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

It's reported that 64% of consumers would use their mobile to order food and drinks and have it delivered to them whilst at a stadium or live event. Yet, only 6.65% said that they have been able to do so. Consumers value speed and convenience and what causes consumers to negatively view a facility, and its concessionaire, are the queues, and quality of service. These decrease their customer satisfaction and can negatively impact their purchase behaviour. To mitigate this, it became apparent that an innovative in-seat ordering solution needed to be introduced.

The hi.guru team was approached by a well-known telecom giant to develop a solution whereby fans could order selected food items, using their channel of choice, and have it delivered to their seats. The overall aim was to create a better fan experience, ensure deeper audience engagement and provide new revenue streams.

The solution

The concept itself is simple yet exceptionally useful. When at the stadium, using their channel of choice, fans can visit the unique web link, scan the QR code provided or make contact via the stadiums FB messenger page and proceed to view the menu items available for ordering. From there, fans can order their food and pay for their order directly through a secure interface and within minutes their food is delivered, by means of a runner, to their seat. The link between human ordering and order processing is done through a chatbot, powered by AI technology.

In addition, the hi.guru team developed a useful Runner app to further enhance communication between the fans ordering their food and the runners delivering their food. The innovative In-seat solution also provides seamless integration with third-party stock management and payment systems.

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 runner.

3**Customisable**

Customisable chatbot and quick responses.

4**Highly available**

Ability to handle high volumes of messages and conversations



USE CASE

In-seat ordering

Features & benefits

Fans were not required to download an App to access the in-seat-ordering system. hi.guru allows fans to order using existing communication channels whether it be text, social media, web chat or instant messaging, instant messaging, such as WhatsApp or Messenger.

Smart routing

Speed and efficiency were optimised by hi.guru's ability to smartly route incoming orders. The routing service uses a set of predefined configurable algorithms to determine which users should be matched to which consumers and then route orders to the food stalls closest to the fan's seat, as well as to the runner associated with the food stall.

Rich media exchange

The food menu with associated imagery is presented in the In-seat ordering chat thread as hi.guru supports the exchange of rich media such as images, video, links, audio, files, voice, and locations. All of which create a better level of interaction, speed up the conversation and reduce any communication barriers that could pose a hindrance.

Cross-platform bots

The ordering process is handled completely by a bot. The fan is presented with a list of predefined questions to determine eligibility for the in-seat ordering. This reduces human error and saves on resources. Custom designed process chatbots, or, more advanced chatbots, capable of Natural Language Processing (NLP), are built according to specifications.

Mobile

Runners delivering food are equipped with mobile devices that have the hi.guru runner app installed. They are able to receive immediate notifications of orders assigned to them and are able to chat with fans directly via their app to ensure successful delivery. Runners give status updates on order progress through the Canned Response feature.

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