



Virtual Concierge Automation

Customer: One of the largest real estate providers

Problem Statement

One of the largest Real Estate providers who owns 16 of the largest malls in Singapore wanted to automate their offline consumer rewards program on mobile platform to increase the footfall of customers in their malls.

Proposed Solution

Powerup developed a chatbot, supported on Android & iOS devices, on its product Botzer. The bot integrated with 23 APIs & applications, allowing users to book cabs, restaurant tables, check parking lots availability & browse through retailer catalog in the bot. High reach marketing campaigns are run on the bot through which users are rewarded star points, which can be redeemed offline at the malls.

The solution helped increase footfall in malls by more than 14% within 3 months of launch.

Cloud Platform

Azure.

Technologies used

Botzer.