



Multi-Experience Conversational AI Platform

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BY 2018-11-24

Senseforth's Multi-Experience AI Platform





Elevating CPG Customer Experience

With Conversational AI

AI-powered Assistants to Help Buyers Make the Right Choice

Educate



Improve awareness & trust
with continuous consumer
engagement

Reach Out



Have timely, and
personalized interaction
using Campaign Bots

Make a Sale



Increase customer lifetime
value with AI-powered
Shopping Assistants



1. Proactive Toasters that Drive Engagement


HOW WIDE?
○

HOW SMOOTH?
💧

HOW THIN?
≡

Limited time only

Top Seller



Durex Thin Feel

£19.99 **£14.99**
Saved: £5.00 (25%)

30 12 20 60 100

ADD TO BASKET

👁️ ❤️

Limited time only

Top Seller



Durex Intense Orgasmic Gel

£9.99 **£7.99**
Saved: £2.00 (20%)

10

ADD TO BASKET

👁️ ❤️

Limited time only

Top Seller



Durex Surprise Me

£26.99 **£15.99**
Saved: £11.00 (40%)

40 80 120

ADD TO BASKET

👁️ ❤️

Top Seller



durex

×

Wondering why should you go for some flavoured romance?

Protect your partner with STI during oral sex without losing the passion and joy.

Buy Now Know More >



2. Product Advisory to Shorten Customer Journey

The screenshot shows the Durex mobile app home screen. At the top, there's a header with the Durex logo and navigation icons. Below it, a large banner features a couple kissing and the text "Hey, I'm Dora. I can help you gear up for your next passionate sex." A promotional banner offers "Flat 25% Off" on condoms. A "What's trending?" section displays three products: a Bullet Vibrator Sex Toy (£9.99), a Cock Ring Sex Toy (£5.59), and a Pleasure Ring Sex Toy (£5.59). A "Quick Actions" section includes buttons for "Track Order", "File Complaint", and "Repeat Order". At the bottom, there's a search bar with the text "What's on your mind?" and a microphone icon. The footer shows a "Rate your experience" star rating and "Powered by Senseforth.ai".

The screenshot shows the Durex mobile app chat interface. A blue speech bubble from the user asks, "Do you have a condom for lasting longer?". A white speech bubble from the AI assistant responds, "Absolutely! We have **dotted and extra ribbed condoms** to maximise your sexual pleasure." Below the chat, two product cards are displayed. The first card is for "Durex Mutual Climax Ribbed & Dotted Condoms" (12 Pack), priced at £9.99 (original price £14.99, 33% saved). The second card is for "Durex Intense Ribbed & Dotted Condoms", also priced at £9.99. Both cards have "Buy Now" buttons. At the bottom, there's a search bar with the text "What's on your mind?" and a microphone icon. The footer shows a "Rate your experience" star rating and "Powered by Senseforth.ai".

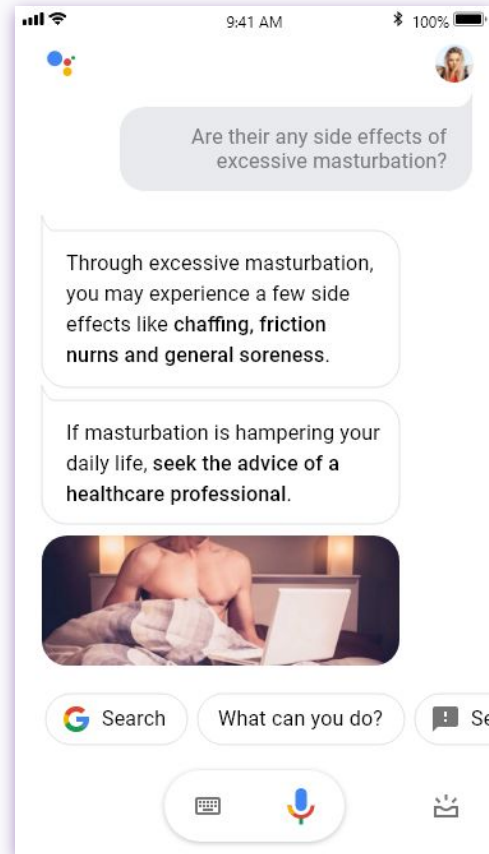
The screenshot shows the Durex mobile app chat interface. A blue speech bubble from the user asks, "Can I have the Intense Ribbed ones in a pack of 18?". A white speech bubble from the AI assistant responds, "Sure, you can get that for just **£19.99**". Below the chat, a product card is displayed for "Durex Intense Ribbed & Dotted Condoms" (18 Pack), priced at £19.99. The card includes a "Know More" link and a "Buy Now" button. At the bottom, there's a search bar with the text "What's on your mind?" and a microphone icon. The footer shows a "Rate your experience" star rating and "Powered by Senseforth.ai".

3. Cross sell and Upsell

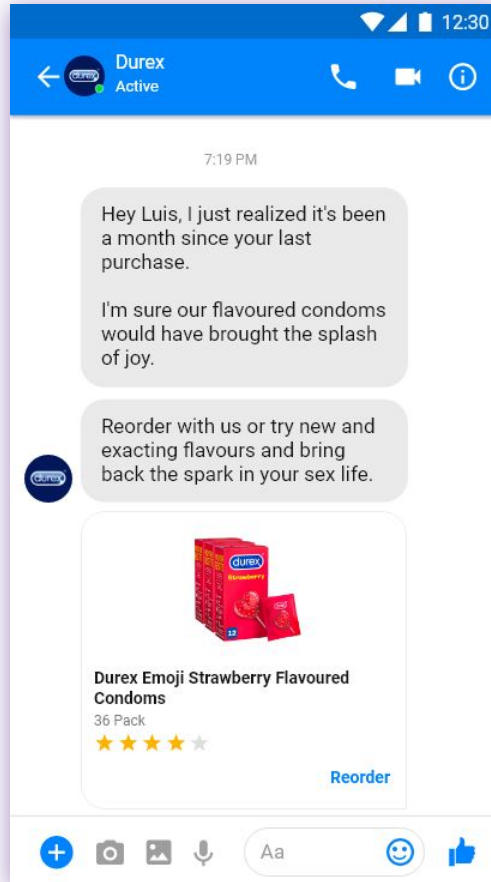
A screenshot of a chatbot interface on a mobile device. At the top is the Durex logo and navigation icons. The chat history shows a user saying "Awesome! Ribbed Condoms are a great choice." and the chatbot replying "You can now enhance your pleasure with our **Durex Play Perfect Glide Lubricant** for just additional **£9.99**." Below this is a product card for "Durex Play Perfect Glide Silicone Based Gel Lube" with a "Super smooth" description and a price of "£9.99". The chatbot then asks "Shall I add it to the cart?". The user replies "Yup, sounds cool!". At the bottom, there is a text input field "What's on your mind?", a send button, and a microphone icon. A footer contains a rating prompt "Rate your experience" with five stars and the text "Powered by Senseforth.ai".

A screenshot of a chatbot interface on a mobile device. At the top is the Durex logo and navigation icons. The chat history shows the chatbot saying "You can now get a pack of **36 Durex Intense Ribbed & Dotted Condoms** for just additional **£18**. Would you like an upgrade?". Below this is a product card for "Durex Intense Ribbed & Dotted Condoms 36 Pack" with a "Super smooth" description and a price of "£9.99". The chatbot then asks "Shall I add it to the cart?". The user replies "Not for now.". At the bottom, there is a text input field "What's on your mind?", a send button, and a microphone icon. A footer contains a rating prompt "Rate your experience" with five stars and the text "Powered by Senseforth.ai".

4. AI-powered Sex Education Specialist



5. Product Usage Lifecycle Based Reminders





finish

The logo features the word "finish" in a bold, blue, sans-serif font with a white outline. A red sunburst graphic is positioned above the letter 'i'. A solid red horizontal bar is located directly beneath the text.

1. Intelligent Product Advisory

finish ⏪ ✕

Hey,

I'm **Fin**. I can help you with keep you dishes and dishwashers clean and healthy

Finish Essentials
£21.99 Saved: 45%
[Buy Now](#)

What's trending? ⏪ ⏩

FINISH Quantum Ultimate Dishwasher Tabs Regular
£13.07

Quick Actions

- [Track Order](#)
- [File Complaint](#)
- [Repeat Order](#)

What's on your mind? ▶

Rate your experience ★★★★★ Powered by **Senseforth.ai**

finish ⏪ ✕

I am looking to clean our glass dishes

Surething! Here is what we have to extend the life of your glasses.

Top Seller

FINISH All in 1 Max Lemon Degreaser Gel
Glass Protect [Know More >](#)
£22.0 Save 27%
[Buy Now](#)

Top Seller

Quantum Dishwasher Tabs Regular
Glass Protect [Know More](#)
£10.0 Save 27%
[Buy Now](#)

What's on your mind? ▶

Rate your experience ★★★★★ Powered by **Senseforth.ai**

finish ⏪ ✕

Are their any offers running on Lemon Degreaser Gel?

You can get **12% flat off** if you buy a pack of two? Shall I add it?

No. But I do need something to remove white stains on our dishes as well.

Gotcha! You can go for our **Finish New Home Set at just £37.50** to keep your dishwasher and your kitchenware sparkling clean for longer.

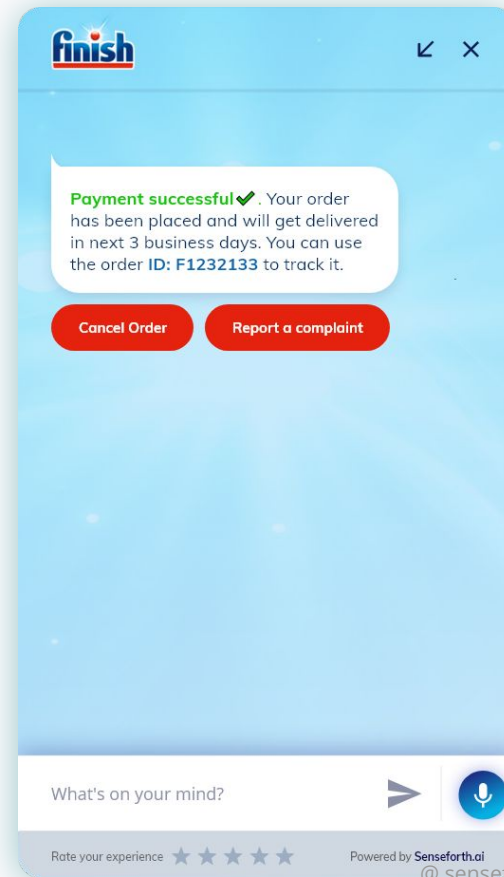
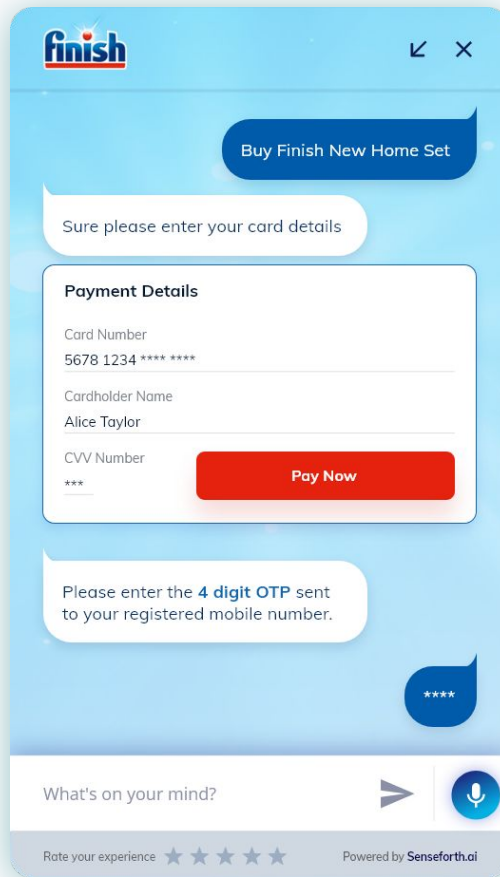
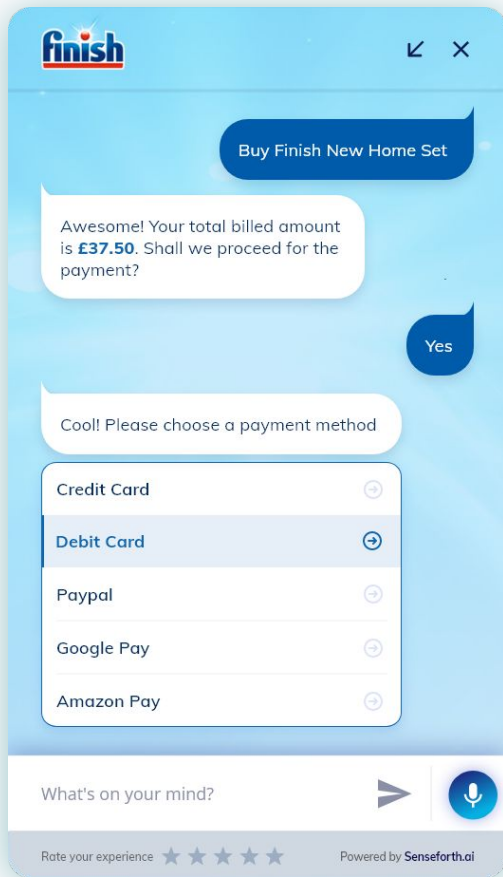
Finish New Home Set
clean for longer
£37.50 Save 32%

- FINISH Ultimate Tabs Lemon - 85 pack
- FINISH Rinse Aid Shine - 800ml

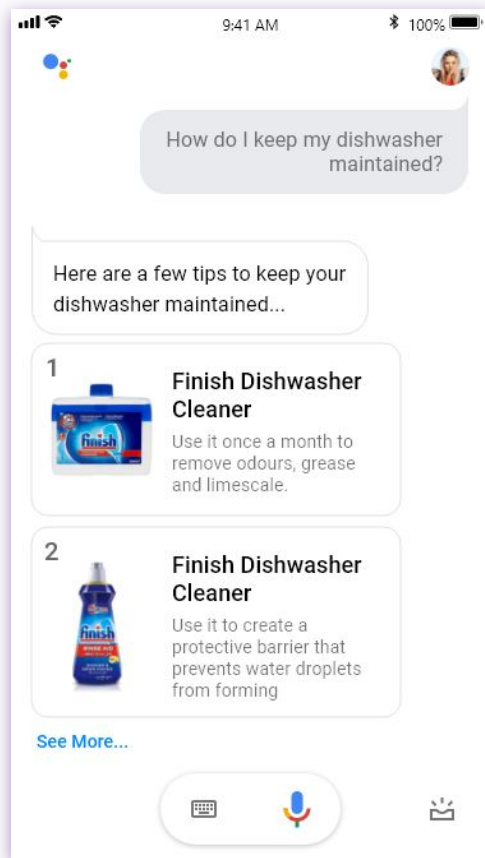
What's on your mind? ▶

Rate your experience ★★★★★ Powered by **Senseforth.ai**

2. Enable buyers to make a purchase



3. Share tips on Google Assistant



4. Interactive Toasters that Drive More Sales



DELIVERED TO YOUR DOOR

THE FINISH SHINE

BUY NOW

finish SALT
EASY POUR & STORE
HELPS SOFTEN WATER
3 PREVENT LIMESCALE
AND WATERMARKS

finish RINSE AID
100% WATER
SAVES WATER

finish QUANTUM
NO NEED TO PRE-RINSE
OUR ULTIMATE CLEAN & SHINE
85% WATER
SAVES WATER



SKIP THE RINSE

SAVE WATER

CLEAN CLEVER

TRY OUR ULTIMATE CLEAN & SHINE

finish POWERBALL
NO NEED TO PRE-RINSE
OUR ULTIMATE CLEAN & SHINE
SAVES WATER

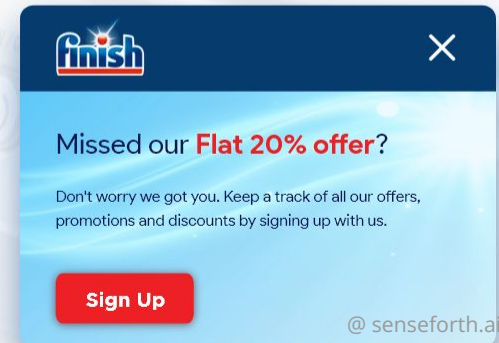
Our Finish Products



DISHWASHER
TABLETS



ADDITIVES



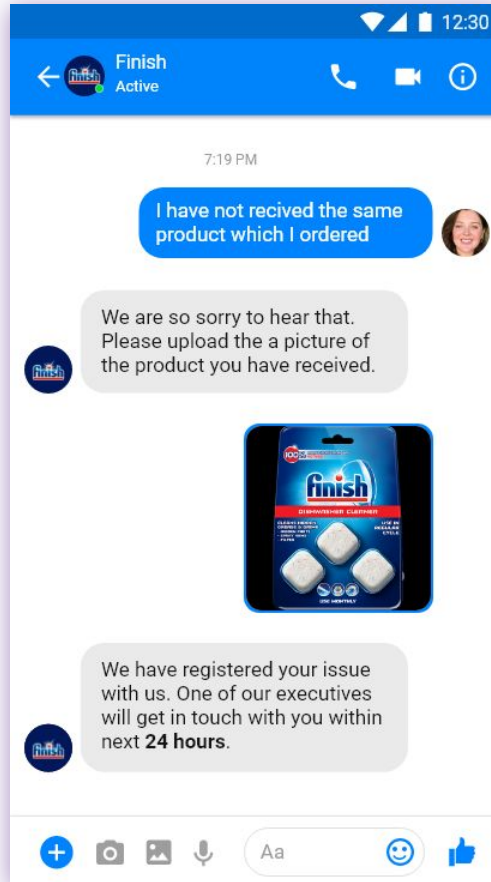
finish

Missed our **Flat 20% offer?**

Don't worry we got you. Keep a track of all our offers, promotions and discounts by signing up with us.

Sign Up

5. Frictionless Customer Service



10x Faster Implementation with Pre-built AI Models

Banking

Insurance

Healthcare

Retail

Travel & Hospitality

Real Estate

Telecom

Education

Manufacturing



Locate Store

Quick View



Online Booking

Quick View



Ongoing Trends

Quick View



Product Enquiry

Quick View



Promotional Offers

Quick View



Sales Analytics

Quick View



Customer Support

Quick View



Order Tracking

Quick View



Product Comparison

Quick View



E-Wallet Enquiry

Quick View

A.ware

The most comprehensive Zero-Code Conversational AI Platform for the Enterprise

1 Billion+

Responses
automated

120+

Large Enterprise
Deployments

96%

Average
Accuracy

80+

Languages
Supported

Transforming CX for Organizations Worldwide



Senseforth's Global Clients



Recognized by Industry Experts



**Innovator in AI
2019**



**AI Product of the Year
2018**



**Gartner Cool Vendor in
Conversational AI
Platforms**



**20 Emerging Indian
companies**



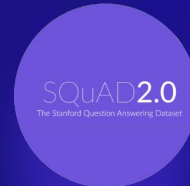
**Most Innovative Product
2020**



**Top 10 Emerging Tech
Companies**



**Tie50 Award in Silicon
Valley**



**#5 on Global Machine
Reading Comprehension
Leaderboard**



**Gamechanger Company
2019**

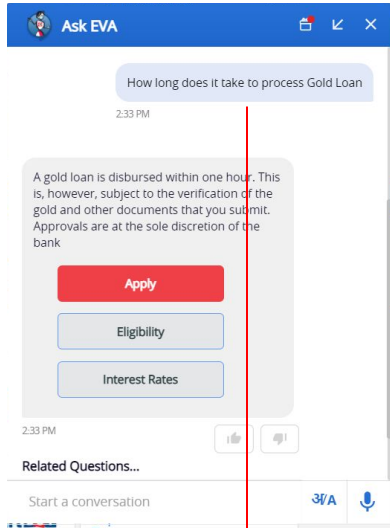


**AI Tech
Winner**

Case Studies

Transforming Businesses with Conversational AI

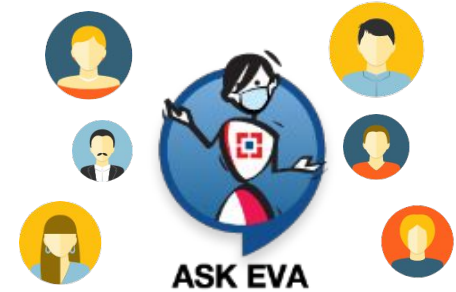
Elevating CX for India's Largest Private Sector Bank



EVA, the AI-powered digital assistant is trained on **7000+ intents**. It is available on **11 channels**



With **30% of inbound calls deflected** by the bot, the call **waiting time has reduced by 42%**



EVA also enables the bank to generate over **40,000 unique leads** and **addresses over 9 Mil queries** each month.

Senseforth.ai Powers Nestle's AI-enabled Nutrition Assistant NINA



Nestlé NINA

Milk Green Leafy Veg

Green Vegetables Fruits

Paneer Lentil

My kid doesn't like milk

2:29 PM ✓

Here are a few ways to make Milk interesting for your child.

Fussy Eaters Tips Milk

NESTLÉ for HEALTHIER KIDS

Soaked Bread + Egg = French Toast

Soak Bread in Milk with Egg for Protein and cook to make a French Toast.

2:29 PM

Next Tip More Fussy Eater Tips

Nutrition options

Type here

The screenshot shows the Nestlé NINA app interface. At the top, there's a header "Nestlé NINA" with a close button. Below it are several category buttons: "Milk", "Green Leafy Veg", "Green Vegetables", "Fruits", "Paneer", and "Lentil". A notification bubble says "My kid doesn't like milk" with a timestamp of "2:29 PM" and a checkmark. The main content area features a tip: "Here are a few ways to make Milk interesting for your child." Below this is a "Fussy Eaters Tips" section with a "Milk" sub-section. It shows a visual recipe: "Soaked Bread" + "Egg" = "French Toast". A red banner below the image says "Soak Bread in Milk with Egg for Protein and cook to make a French Toast." At the bottom of the tip card, there's a "NESTLÉ for HEALTHIER KIDS" logo. Below the tip card, there's a timestamp "2:29 PM", a thumbs-up icon, and a share icon. At the bottom of the app, there are three buttons: "Next Tip", "More Fussy Eater Tips", and "Nutrition options". At the very bottom, there's a text input field with the placeholder "Type here" and a microphone icon.

Senseforth.ai Key Differentiators

Business Advantages

- **Most Mature Platform**
Put your brand in good hands
- **Industry AI Models**
Best accuracy from day one
- **Largest Bot Store**
Go to market before competition
- **Full-Stack Service**
One Vendor for everything
- **Patented Technology**
Protection from patent trolls
- **Innovation & Breadth**
Leverage the best ideas from other industries
- **Usage Based Pricing**
Pay-as-you-go volume based pricing

Technical Advantages

- **Leading NLP Accuracy**
De-risk your reputation and customer satisfaction
- **Deploy Anywhere**
No tie-in to any cloud or technology
- **Zero Code Bot Building**
Fast and error-free delivery
- **Omni-channel Support**
Be where your customers are
- **Backend Connectors**
Quickly and deeply integrate with your existing systems

Innovators & Entrepreneurs

We are a team of Innovators and Entrepreneurs on a mission to create Conversational Enterprises of the future.



PALO ALTO

BANGALORE