AiQ Line Business Connect

AIQ LINE BUSINESS CONNECT

Empowering Brands to make the most of their Line BC accounts

AiQ Line BC Overview

AiQ Line BC helps brands turn their Line account into a powerful CRM and Loyalty platform that can collect, segment and automate a personalized Marketing Program

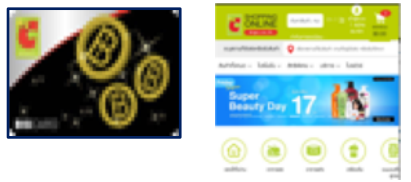
LINE user

OA + BC

API

- Data collecting capability
- Users segmentation tool
- Personalized communication
- Other specialized build-in tool
  - Chatbot messaging
  - E-coupon
  - Survey
  - Automated message

API



Sync Data with your CRM Platform or 3rd party data

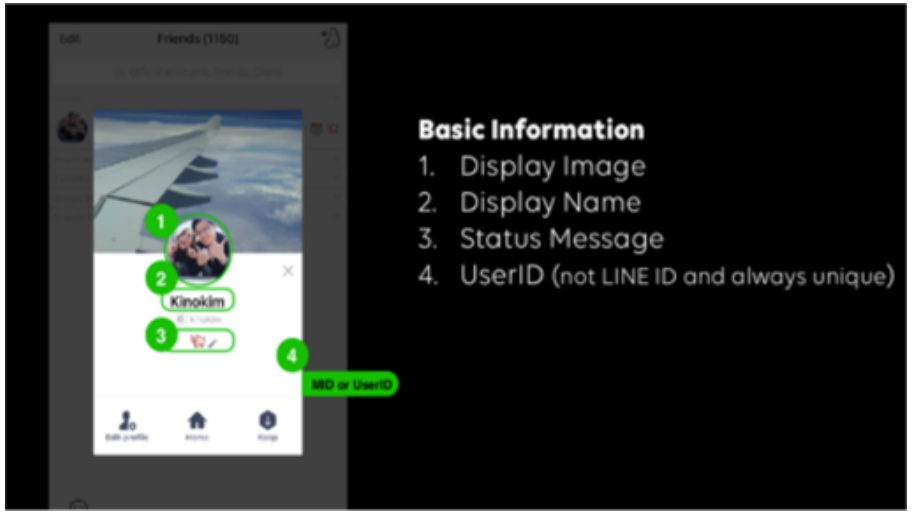
AiQ Line BC Features

Core Product Platform
Access to the Core AiQ Line BC CMS system with Custom Branded logo
Registration Page
Line OA/BC integrations
Line Message feature - Target Message - Personalised Message - Automated Message

Add on Product Feature Options
E-Coupon
Microsite Creation Tool
Form Building Tool
Process ChatBot
Survey
Live Chat System for Customer Service

Optional Integrations and Account Options
Integration - Clever Tab
Integration - OMISE
Multiple Page management

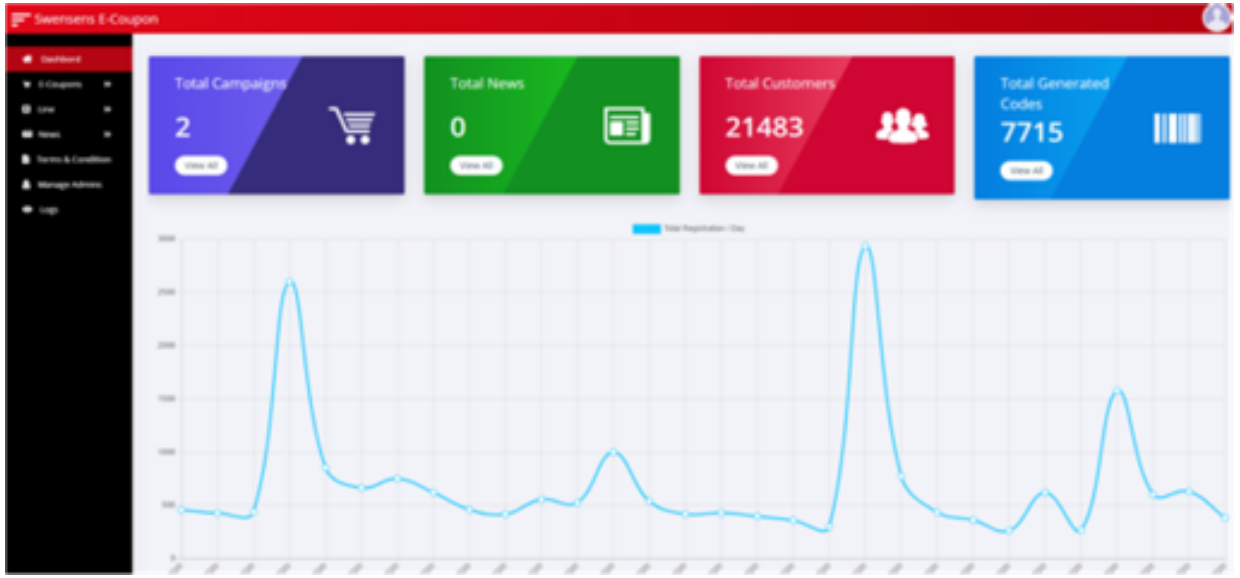
AiQ Line BC Features – Core Platform



User line Data

Sales data

Loyalty Data



The AiQ Line BC Platform is a user friendly Tool where you can see all your customer data. The. Core features include:

- **Dashboard summary: campaigns and customers.**
- **Brands can push in Line Data as well as 3rd Party data a brand has about their users, to form a consolidated profile of the customer**

AiQ Line BC Features - Registration Page

The user registration link will lead users to a registration page

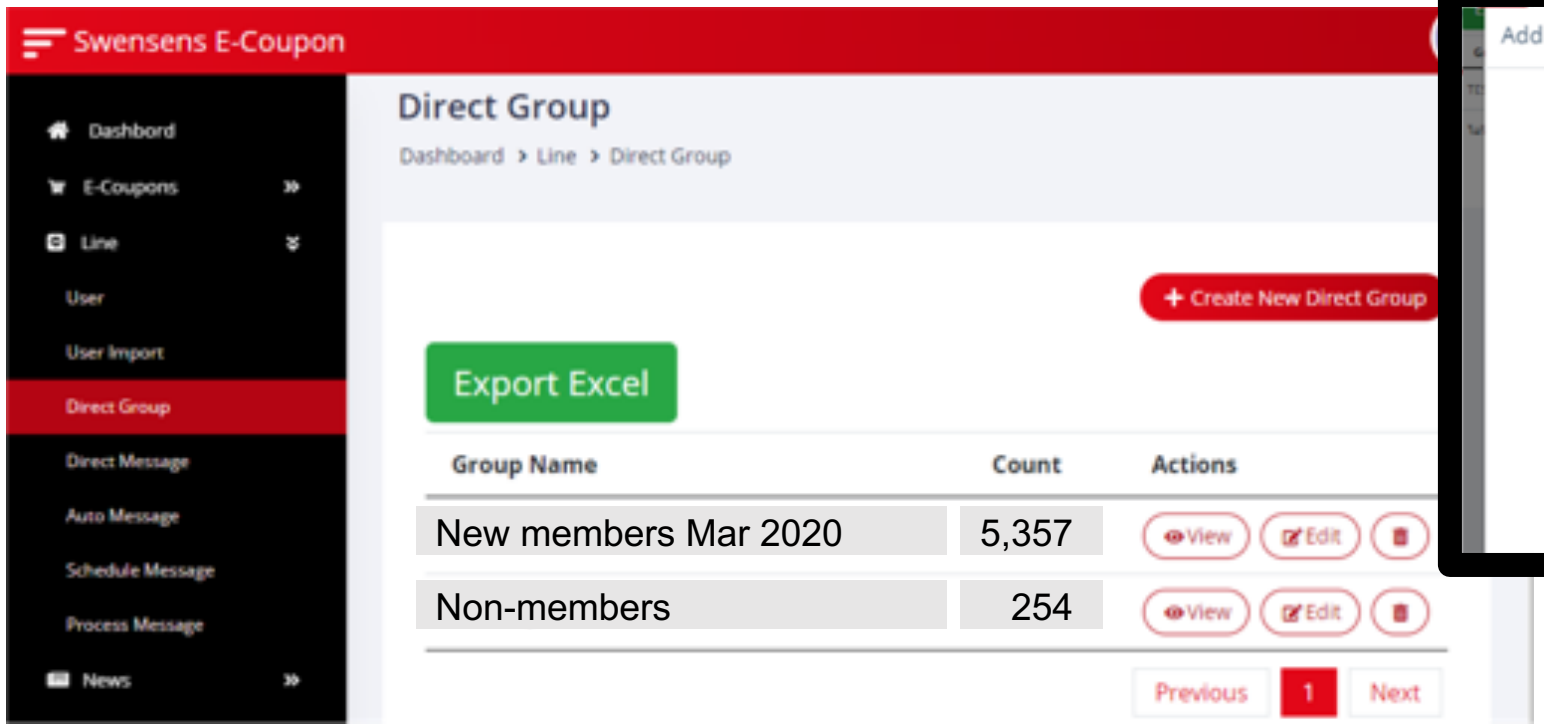
Registration page / questions can be customized based on business need

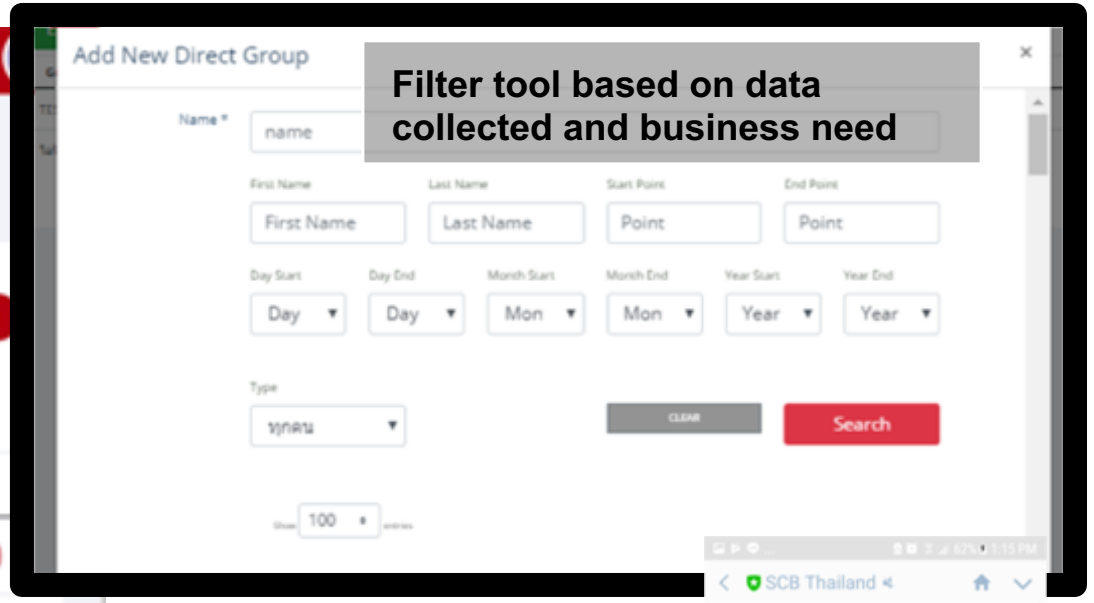
Provider	Provider Name	First Name	Last Name	Email	Phone	Birthday Date	Register Date
line	Qin cheng xian ศุภกร					-	09-04-2020
line	nooj					-	09-04-2020
line	NIDNOY	ปิยวรรษมน	รัตนพันธ์	Piyawatsamon.r@kasikornbank.com	0655191088	15-12-1983	09-04-2020

AiQ LINE BC can collect unlimited data fields

- AiQ LINE BC dashboard show registration overview and customer detail
- Users list can be exported in an excel format

AiQ Line BC Features - Target Message





- Users segments can be created easily with build-in data filters
- The segments list can be saved for future engagement campaigns
- eg. Send targeted message only to those who not yet register to the loyalty program.
- eg. Send targeted message only to those who recently joined the loyalty program

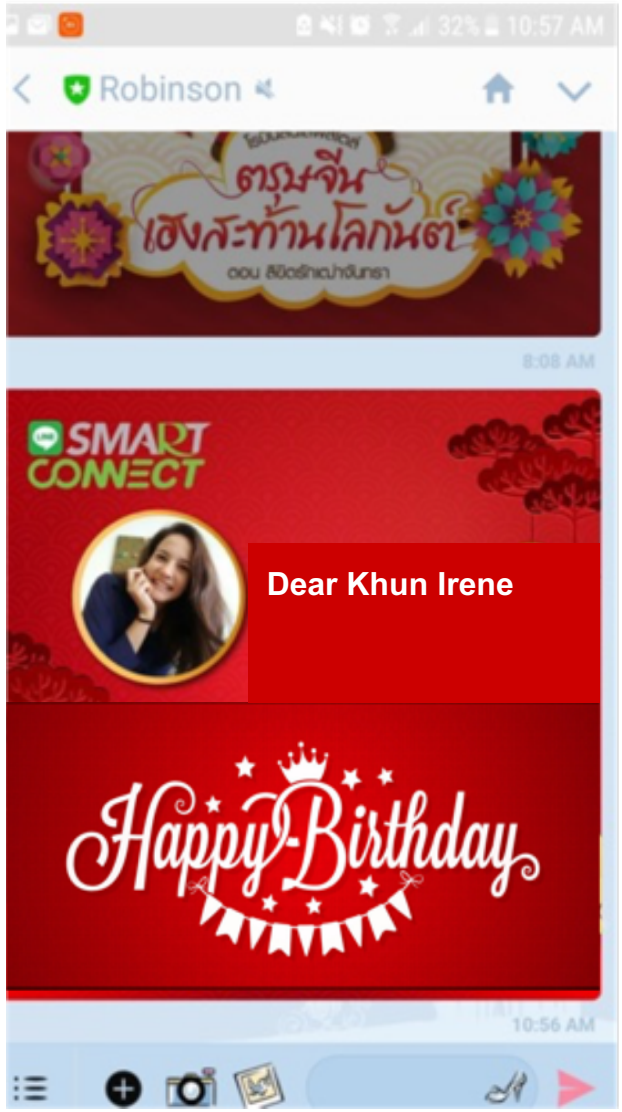
AiQ Line BC Features - Personalized Message

Personalised Name / Show LINE display picture

AiQ LINE BC can use customers registered name to display on the Rich Messages , Text messages or the caption messages

Also Display picture can be featured in the Rich Message as well.

AiQ Line BC Features - Automated Message



An automated journey can be set within AiQ LINE BC.

<u>For example :</u>

Everyday the system will automatically pull from the segment of people with birthday today and send a message to that group.

AiQ Line BC Features – E-coupons

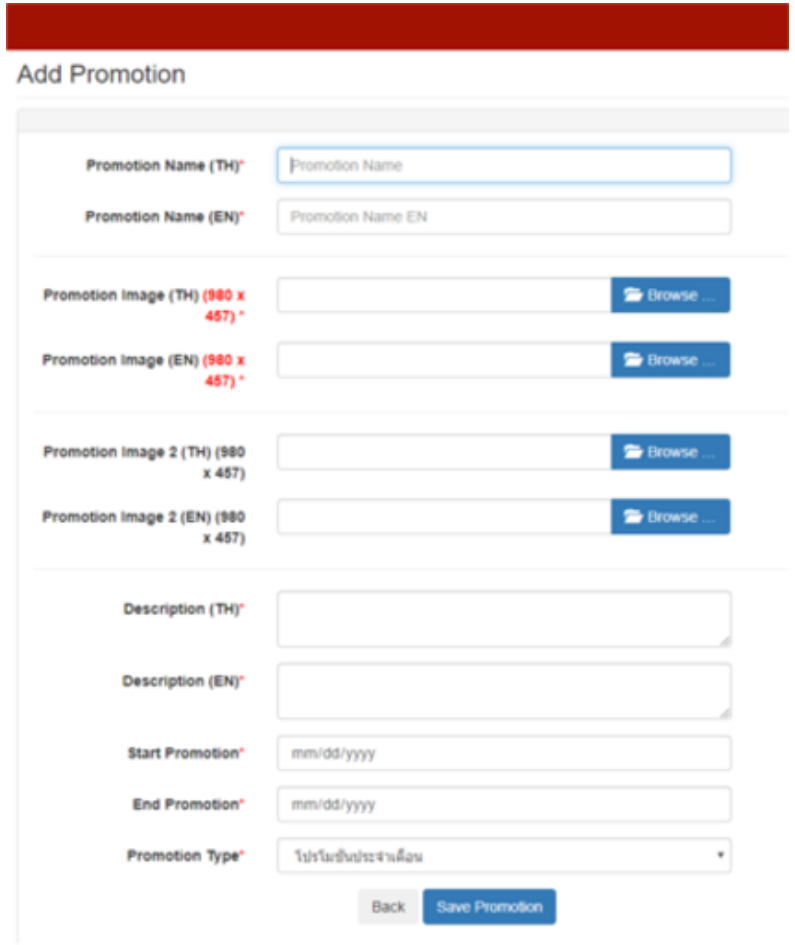
Coupons can be created / edited / deleted at AiQ LINE BC system

Coupons status can be displayed as already used, expired, or coming soon

Unique QR code / Barcode / code for in-store or online redemption

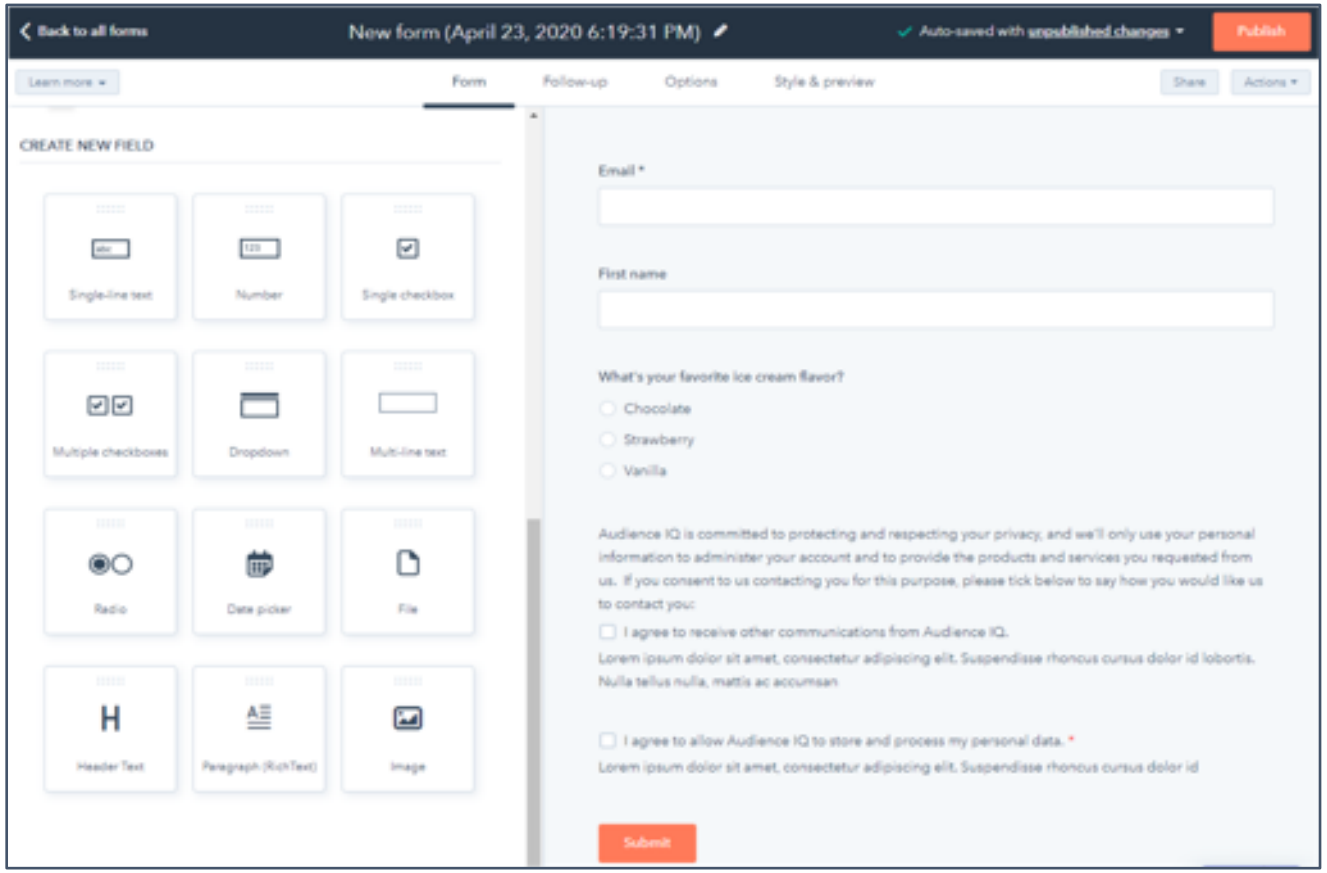
AiQ Line BC Features - Microsite creation tool

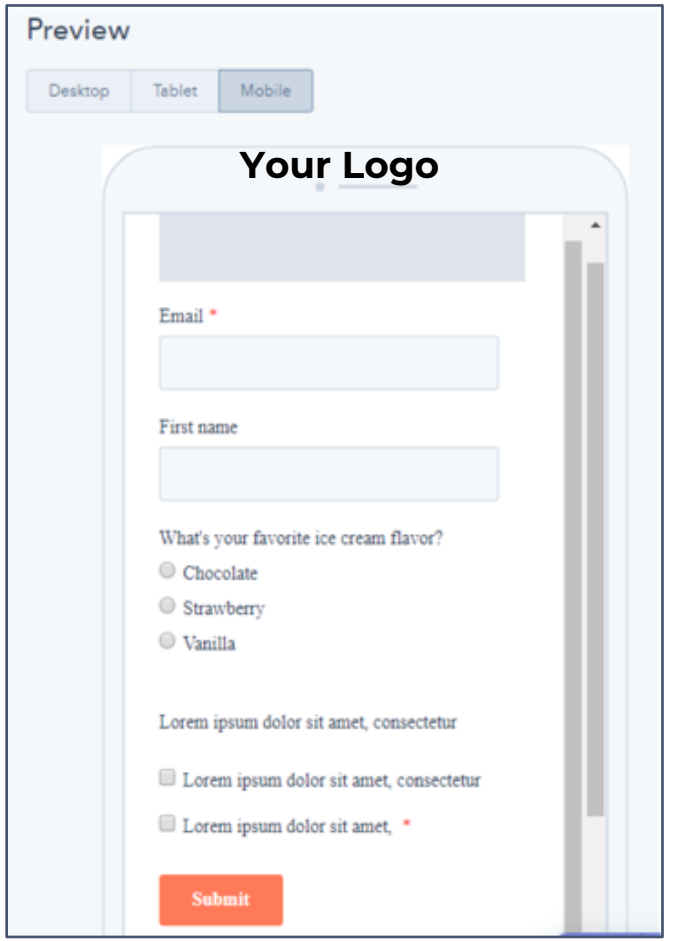
The AiQ Line BC Microsite creation tool allows brands to easily create simple pages to easily launch campaigns , offer promotions and collect data



AiQ Line BC Features - Form Building tool

The AiQ Line BC Form building tool allows brands to create pages outside Line and sync the form with Line so the data can be pushed into AIQ Line BC

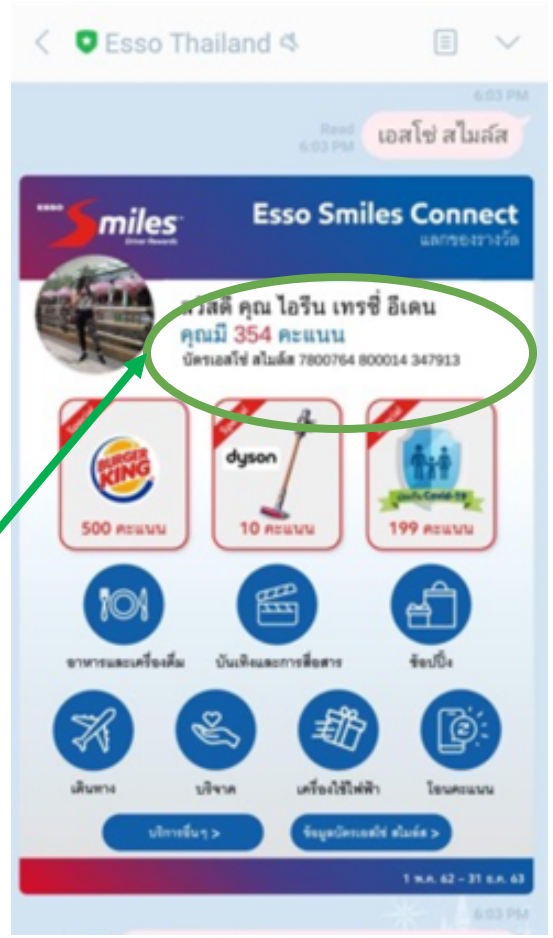




AiQ Line BC Features - Process Chat bot

Member card feature

Users click the member card icon on the rich menu



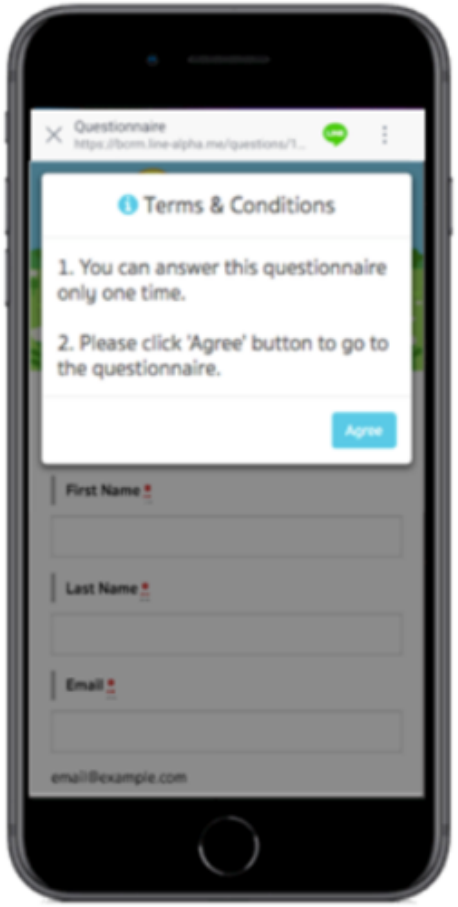
Chatbot can reply back with member card detail / Points balance / Member card QR code etc., based on business requirements

Promotion feature

Users click the member card icon on the rich menu

Chatbot can reply back current promotions

AiQ Line BC Features - Survey



Term & Condition page acceptance page before starting the survey

Unlimited number of questions
Available for 2 type of answers
1) choice
2)Free text

Thank you page after completing the survey

	Profile	Display name	Groups	Q.1	Q.2	Q.3	Q.4
☑		tan		Warit	Male	1986-06-22	{"city": "Ban
☑		박준영(Joonyoung Park)		Joonyoung	male		
☑		이원구/WonGoo Lee/李元求		WonGoo	male		

- **Report can be viewed in AiQ LINE BC or downloadable in excel format**
- **Unlimited record and time frame. Depends on the server's HDD**

AiQ Line BC Features - Live Chat system for customer service

Chat Webpage

- a chat webpage is for admins to chat with LINE users
- If there is an admin online, a chat request notification for will be sent to the admin
- If there is no admin online, LINE users will receive an auto reply message
- Admin need to click accept the chat request , then the customer will be assigned to that admin
- Can be used under LINE OA Bot mode
- Unlimited number of admins

Chat History

- Keep track of chat history log
- Unlimited record & time. Depends on the server's HDD

Thank You