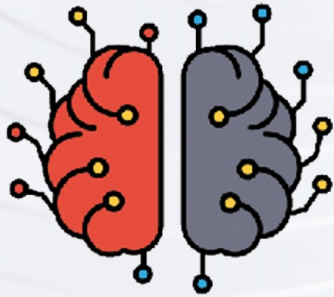




Product Overview

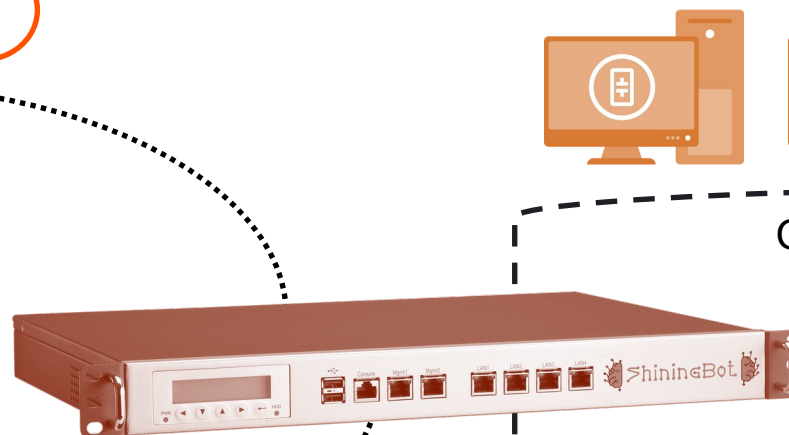
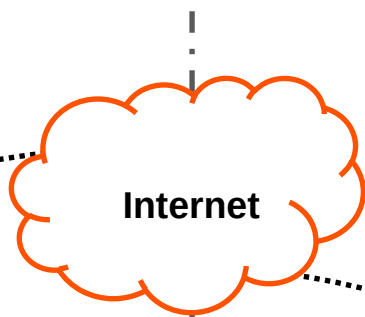
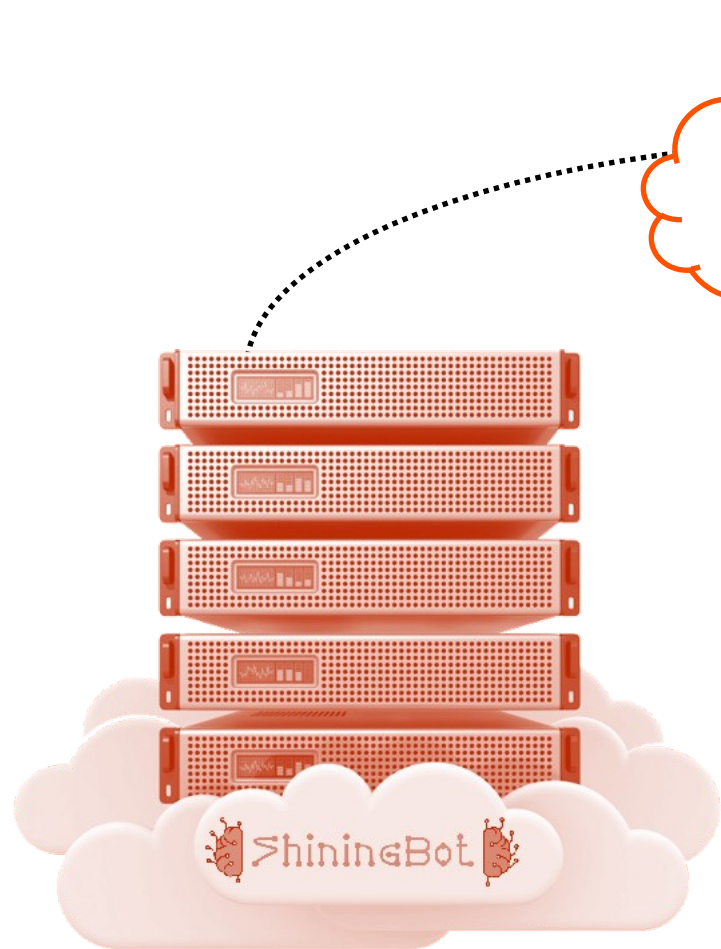
Contents



1. Architecture
2. Product Modules
3. AI Tools
4. Why ShiningBot
5. Contact Details

Deployment Architecture

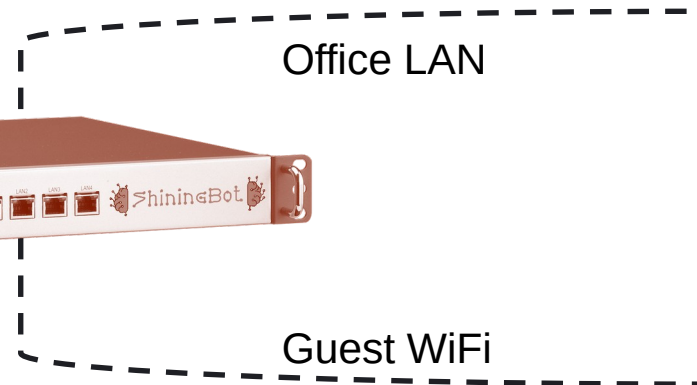
ShiningBot Cloud Infrastructure



Management Console



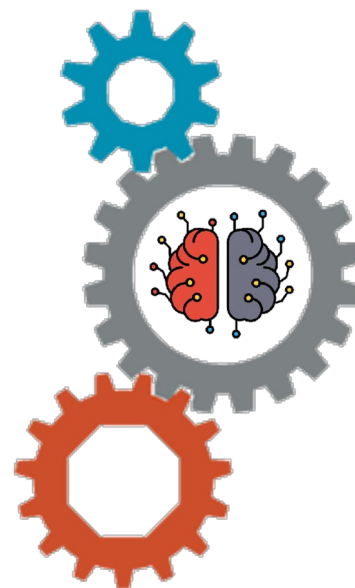
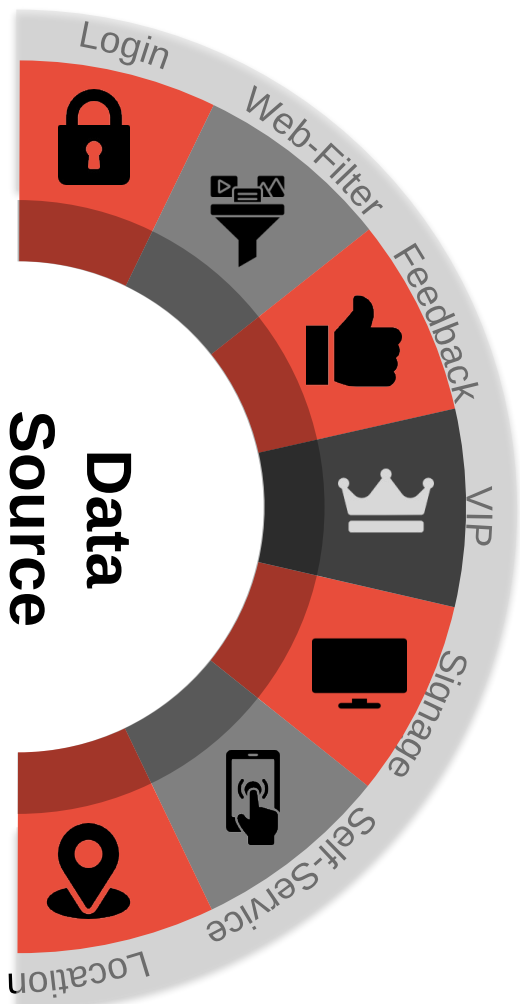
Office LAN



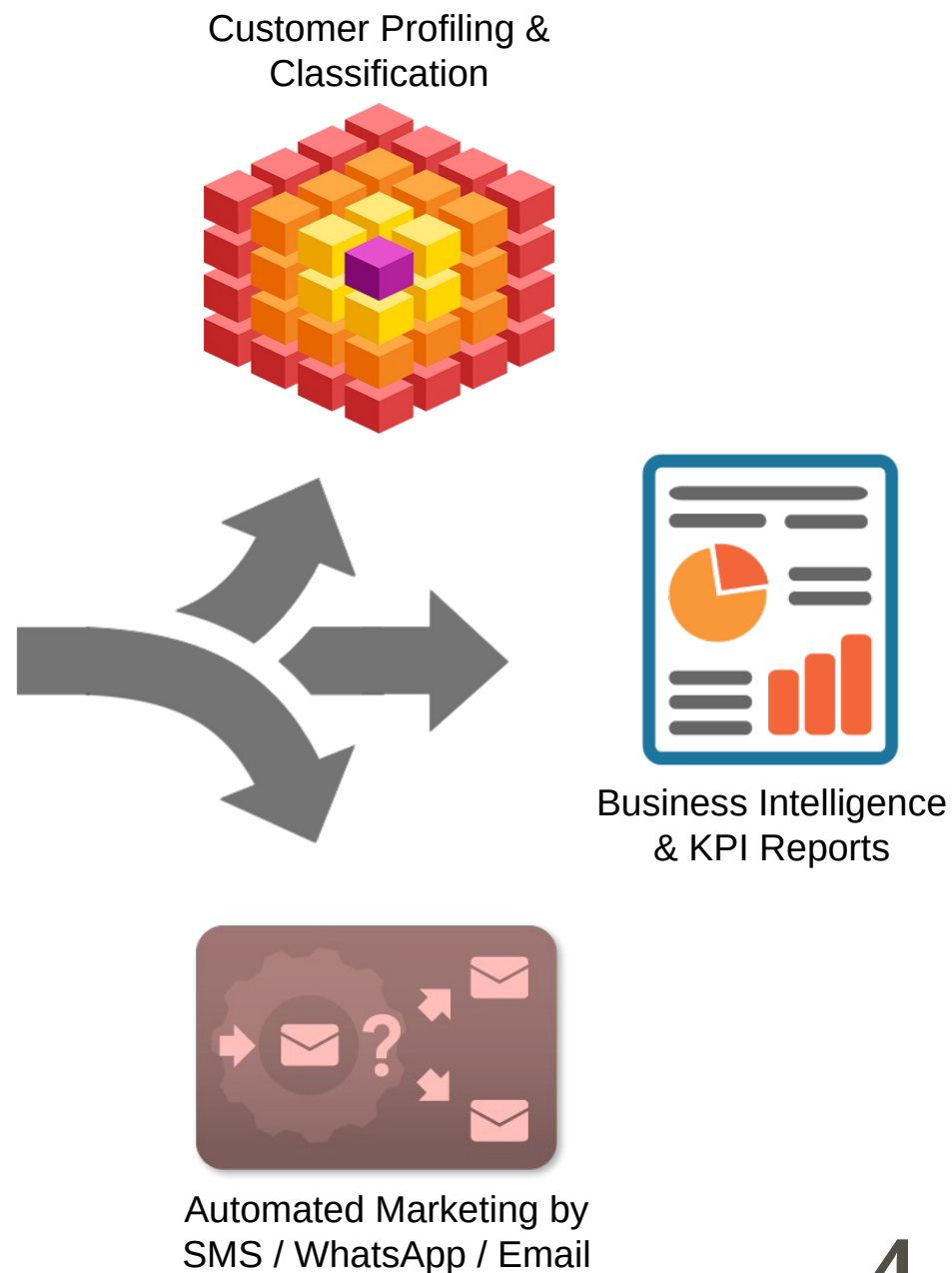
Guest WiFi

Customer Premises Infrastructure

How ShiningBot works?



ShiningBot
Omicron Engine



ShiningBot Modules

Feedback Management

Collect feedback like human with “Natural Flow Feedback”. Convert issues into actionable Tasks.

VIP Recognition

Recognise your customer across branches and extend VIP treatment in all your branches

Digital Signage

Display signage using Android TV. Schedule playlist up to 3 years in advance.

Content Filter

Filter unwanted contents. 60+ Categories & Whitelist / Blacklist for addition refinement

Self Service Menus

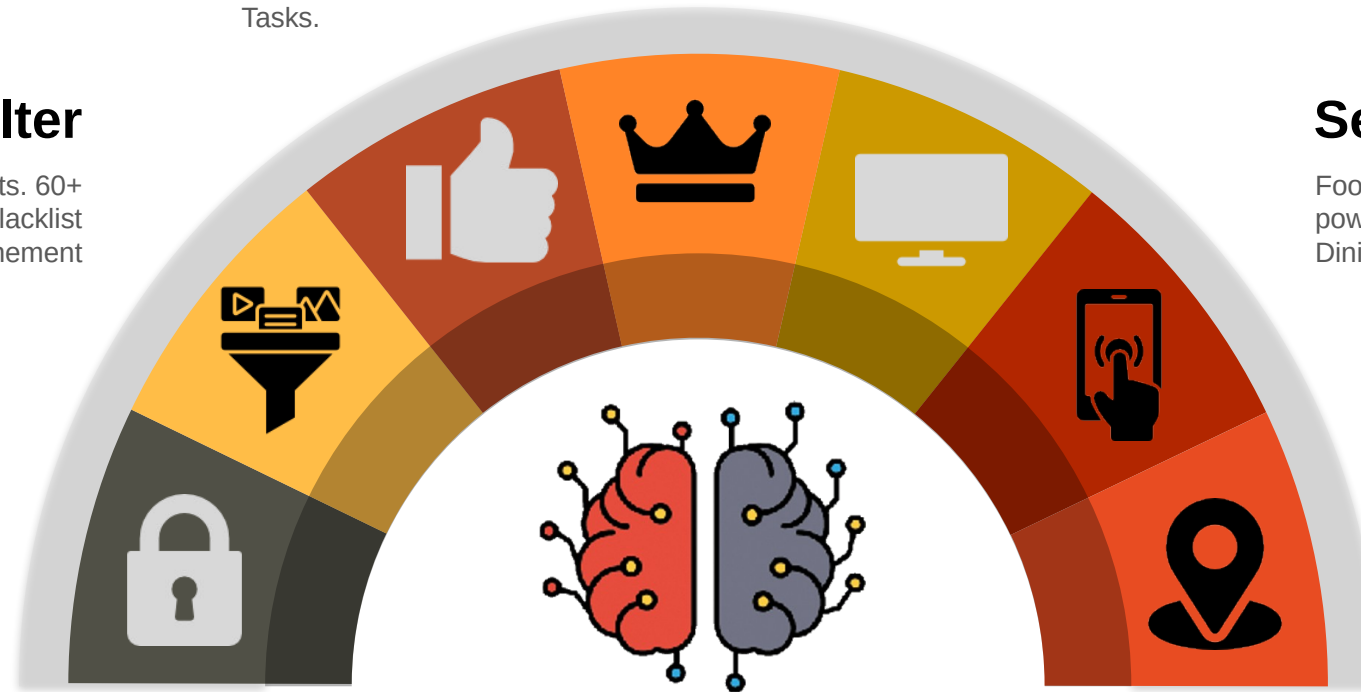
Food Ordering with “Eat Fresh” - AI powered order management for In Room Dining & Restaurant Table orders.

Authentication

Authenticate LAN & WiFi Guest. Control Bandwidth, Concurrent Sessions & Maintain Logs.

Location Services

Understand customer location and provide location-based services and proximity marketing.



Module: Authentication & Log



- **User Types**
 - Internal/Walk-in/Self Registration/External
- **Bandwidth Control**
 - Independent Upload/Download Bandwidth Control
- **Concurrency Control**
 - Limit concurrent access between 1 and 250 per user
- **Password Delivery**
 - By OTP Messages (SMS) & WhatsApp or Coupons
- **External User Interface**
 - PMS Interface with leading PMS solution
 - API for additional customization
- **Security & Log Management**
 - Log retention as per government norms
 - Investigation support for violations

Module: Content Filter



- **64 Categories grouped into:**
 - **Security** (e.g: Malware, Phishing)
 - **Illegal Activities** (e.g: Copyright, Hacking)
 - **Adult Rated** (e.g: Pornography, Mature Content)
 - **Bandwidth Hogs** (e.g: Streaming, Large Downloads)
 - **Time Waters** (e.g: Social Media, Games)
 - **General Sites** (e.g: Business & Personal sites)
- **Additional Refinement (override)**
 - Whitelist
 - Blacklist

Module: Feedback Management



- **Natural Flow Feedback**
 - State-of-the-art Algorithm collect feedback like Human
 - Drill-down approach to find exact issue
 - Fully Dynamic and Automatic
- **Reporting**
 - View each feedback submitted
 - Analyze feedbacks & visualize as Charts
 - Convert issues into Task & Fix issues
 - Automatic 4 level escalation for assigned tasks

Module: VIP Recognition



- **Identify & Acknowledge your valuable customers**
 - Works across all your branches
 - Enhance your customer experience
 - Improve Customer Loyalty through recognition
- **Seamless Automatic Detection (Pre-login)**
 - Detect as they visit your premises before even login
 - Requirement: All access point across all branches should be of same brand.
- **Alternate Detection Method (Post-login)**
 - Detects using Mobile Number used for registration
 - Works across multiple brands of access points

Module: Digital Signage



- **Converts your Android TV into Signage Display**
 - Cost Effective Solution
 - Simplicity & Integrated into ShiningBot Portal
 - Remotely Manage Content Delivery
 - Rich Media Support
 - Image – Play PNG/JPEG Images
 - Audio – Play MP3 Audio Tracks
 - Video – Play MPEG Videos
 - Text – Play Fixed or Scrolling Texts
 - URLs – Display URLs / Websites
 - Program contents up to 3 years in advance

Module: Self Service Solutions



- **Uses QR Code to access service menus**
- **Application**
 - Restaurant: Table Dining
 - Hotels & Hospitals: In-Room Dining
 - Hotels & Hospitals: Amenities Ordering Systems
 - Office & Co-Working: Order Management
- **Payment Management**
 - Online Payment via Payment Gateway Integration
 - Off-line payment via Cash Counter
- **AI Integrations**
 - “Eat Fresh” – AI based Order Management
 - Order based on Eating Time & Food Preparation Time

Module: Location Based Service



- **Access Point Beacons based GPS**
- **Geofencing**
 - Provide services based on the customer entry or exit of a location. e.g Send Information about what is available in that floor as they enter the floor or say thank you as they exit
- **Proximity Marketing**
 - Send Offers & Promotions based on the location
- **Understand Customer Interest**
 - Learn customer preferences based on Dwell Time
- **Provides data for Dwell Time Analysis**

AI Tools

Business Intelligence

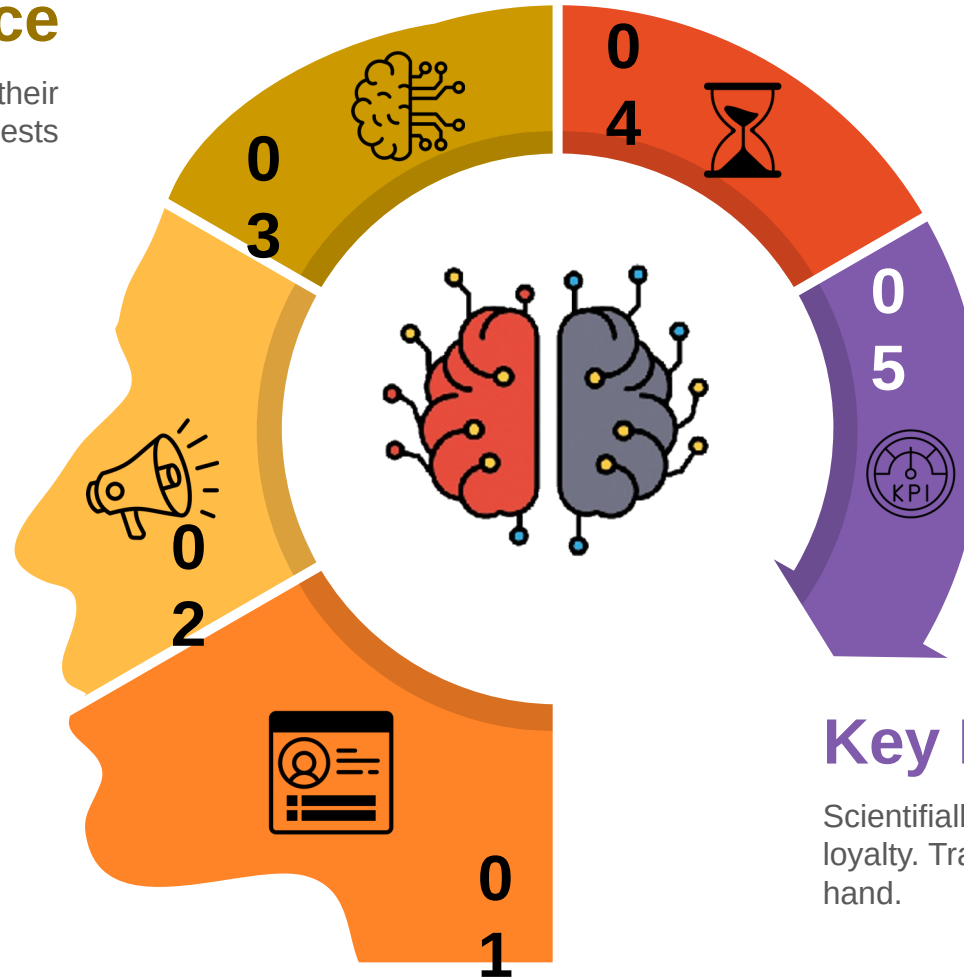
Understand more about your customer, their visiting patterns, product/service interests

Automated Marketing

Exploit the power of AI to automatically promote your product and services based on pre-set conditions

Customer Profiling

Understand about your customer, demography, product/service interested in, and much more.



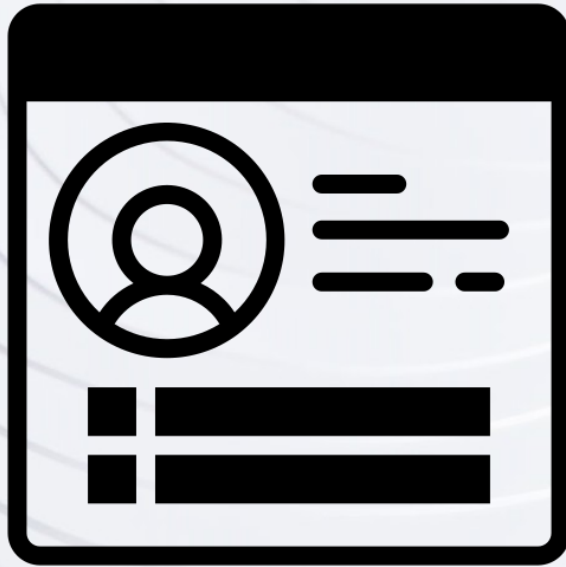
Dwell Time Analysis

Understand what your customer likes/dislikes, where he/she moves around the store, time spent at counter, how to improve productivity, measure productivity of your staff.

Key Performance Indicators

Scientifically measure the performance of your system, staff and loyalty. Track performance and fix issues before it moves out of hand.

AI Tools: Customer Profiling



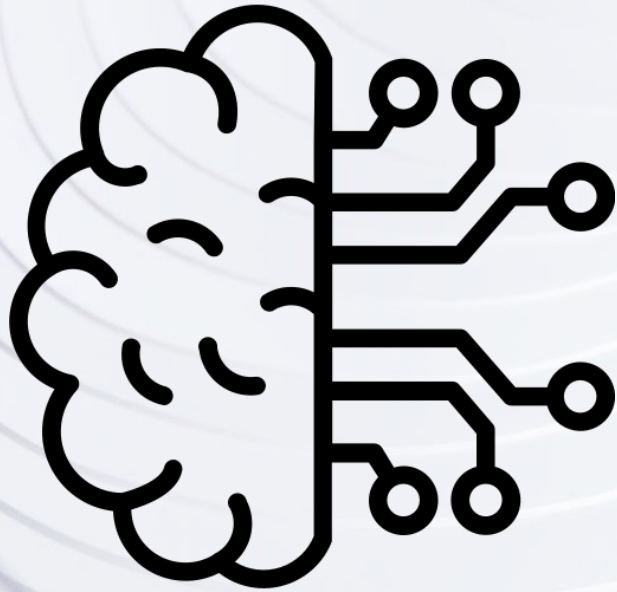
- **Categorization based on affordability**
 - Copper : Newly registered customers
 - Silver : Low Affordable Customers
 - Gold: : Medium Affordable Customers
 - Platinum : High Affordable Customers
- **Identifies Customer Interest in Product/Service**
 - Understands customer interest using Dwell Time
 - Reenforces detections with Follow-up & Feedback
- **Acts as data source for Automated-Marketing**
- **Helps to identify new markets & opportunities**
- **Helps for cross-selling & up-selling**

AI Tools: Automated Marketing



- **Omicron – ShiningBot’s AI Engines, learns:**
 - Customer affordability levels
 - Customer’s interest in Product / Service
 - Visiting Patterns and Trends
 - Customer’s Impressions & Sentiment towards brand
- **Based on above learning:**
 - ShiningBot recommends right Product / Service
 - Send reminder messages to customers
- **Manages marketing communications**
- **Effectively channelizes the communication**
- **Optimizes processes and maximizes returns at minimum budgets**

AI Tools: Business Intelligences



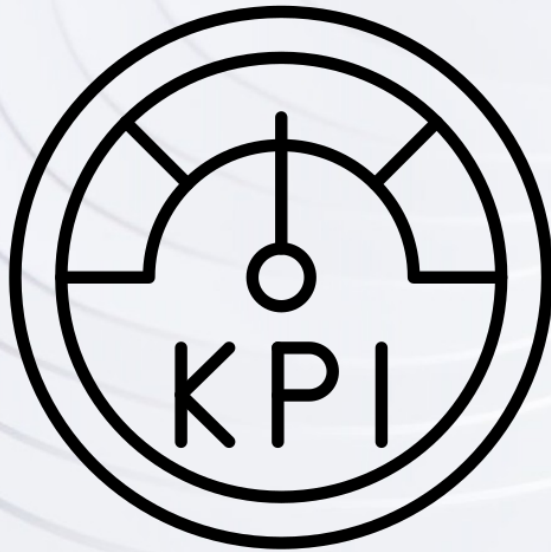
- **Raw Data to Insights**
 - Captures data from multiple sources
 - Organizes data and converts to Insights
- **Outcomes:**
 - Customer Directory
 - Customer Visiting Patterns
 - Customer Preferences & Interests
 - Satisfaction Reports
 - Data inputs for Automated Marketing

AI Tools: Dwell Time Analysis



- **Movement Analysis**
 - Learn how customers move around your premises
- **Space Utilization Analysis**
 - Most used space
 - Most unused space
 - Customer Preferences & Interests
 - Wait time analysis

AI Tools: Key Performance Indicators



- **Provides complete insights regarding:**
 - Visiting Pattern
 - Churn Rate
 - Net Promoter Score
- **Industry specific KPI**
 - **Retail/Shopping:** Customer Retention Rate, Foot Traffic
 - **Healthcare:** Bed Occupancy Rate, Satisfaction Score
 - **Hospitality:** Room Occupancy Rate, Feedbacks
 - **Education:** Attendance Rate, Bandwidth Utilization
 - **Personal Care:** Service Preferences, Satisfaction Score

Market Segments

01



Malls / Retail

Shopping
Malls, Retail
Outlets,
Showrooms.

02



Healthcare

Hospital,
Clinics,
Physiotherapy
Centers

03



Hospitality

Hotels,
Restaurants,
Coffee Shops,
Food Courts

04



Education

Schools,
Colleges,
Universities,
Coaching Inst.

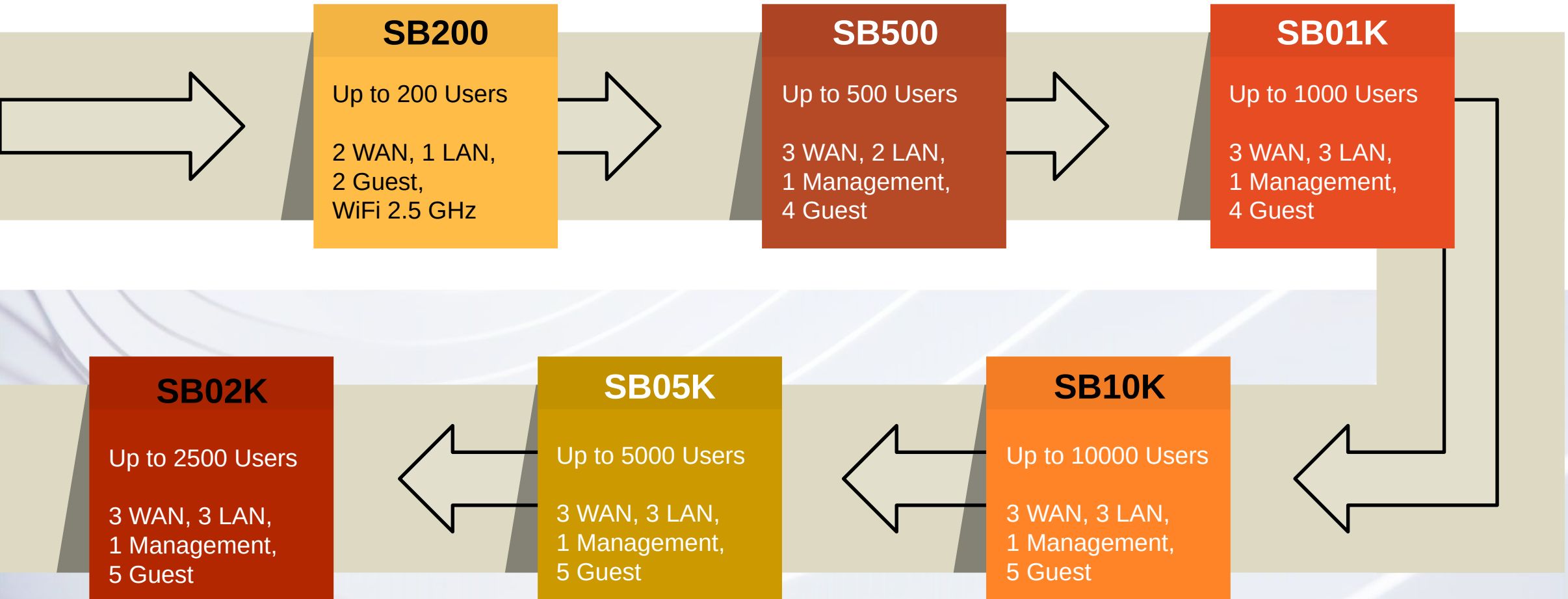
05



Personal Care

Gym,
Spa,
Saloons,
Beauty Parlors

ShiningBot Gateway Appliances



ShiningBot Subscription Options

Description	Silver	Gold	Platinum
Authentication Service	●	●	●
Feedback Management Service	●	●	●
Self Service Solution	●	●	●
VIP Recognition Service	○	●	●
Location Based Services	○	○	●
AI Tools	○	○	●
Digital Signage Service	○	○	1 License
Content Filter Service	○	○	○

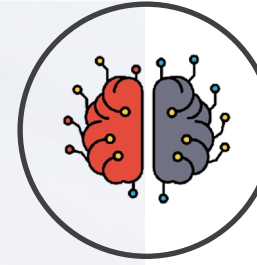
● - Subscription Included. ○ - Additional Subscription Required.

Availability Locations

- **India**
- **United Arab Emirates**
- **Malaysia**



THANK YOU



□ : www.shiningbot.com
□ : info@shiningbot.com

ShiningBot Data Analytics Private Limited

2F – Second Floor, 509, Anna Salai,
Nandanam (Fanpet), Chennai – 600 035, TN, India

ShiningBot Data Analytics FZE LLC

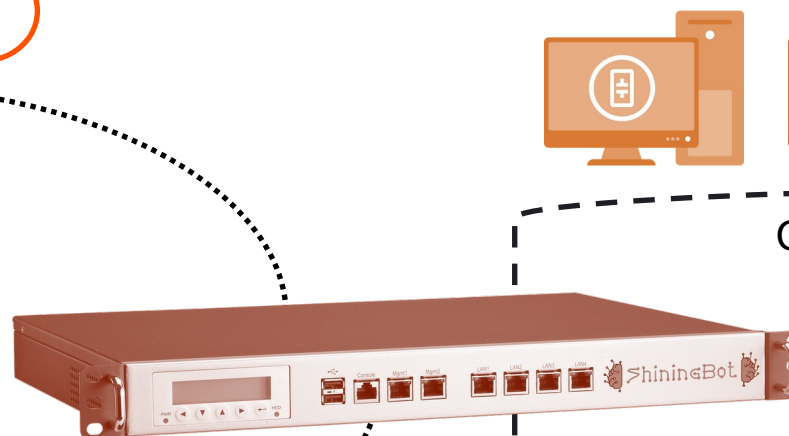
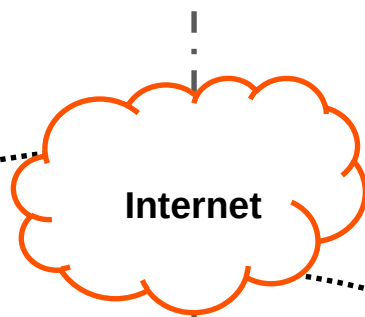
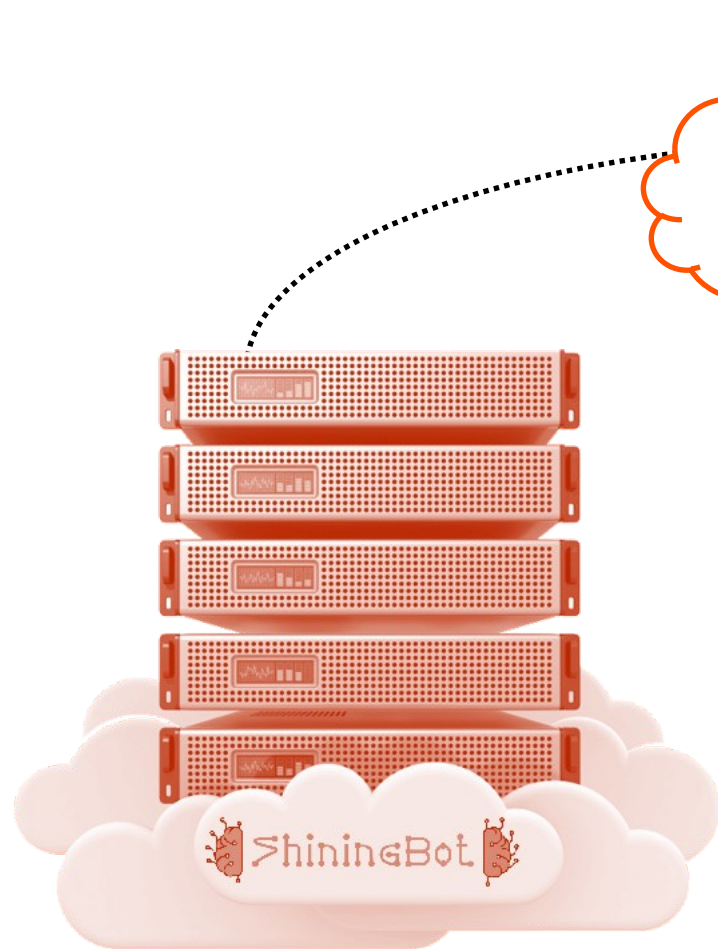
Business Centre, Sharjah Publishing City Free Zone,
Sharjah, United Arab Emirates

Holitale Technologies SND. BHD.

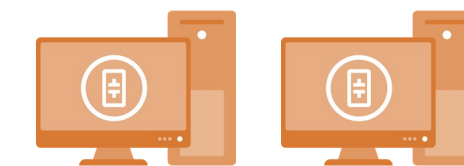
Unit 1516, Menara K1 No 1, Lorong 3/137c,
Jalan Klang Lama 58000 Kuala Lumpur W.P., Malaysia

Deployment Architecture

ShiningBot Cloud Infrastructure



Management Console



Office LAN



Guest WiFi

Customer Premises Infrastructure