

## Rulai Chatbots Push One of the World's Largest Pharmaceutical Companies Boundaries to Grow Business

### | Why Chatbots

The digital team at one of the world's largest pharmaceutical companies constantly strives to make its systems more efficient and easier to use. The team saw an opportunity to do so by adding a chatbot to its SAP Hybris commerce platform.

While the Hybris platform is powerful and well-suited for its users, the user interface is cumbersome.

The first use case selected was order status. The Vice President of Digital, explained, "Reviews of Google Analytics showed more than 2,000 requests for order status. And it was taking people at least three clicks - more than a minute - to get to the information that they needed. We figured that we could get this down to seconds using a chatbot."

### | Key Criteria for Chatbot Solution

Among the key features the company's team wanted were the ability to deliver an omni-channel experience and make changes to the bot quickly and easily.

"Our users access our platform in many different ways, so we needed a chatbot solution that would allow users to retrieve information via multiple channels," said the Vice President of Digital. "A chatbot simplified navigation and expedited access to information regardless of the channel."

With the existing platform, it was difficult and time-consuming to make changes to pages used for data access. "It took at least 15 days to get changes made," said the Vice President of Digital. "For the chatbot to increase efficiency, it needed to be flexible and nimble so that updates could be deployed quickly."

### | Chatbot Options Evaluated

The company had worked with chatbots in the past, with mixed results. Before embarking on this new project, the digital team performed a thorough evaluation of chatbot solutions. "We looked at six chatbot solutions and settled on four primary choices, said the Vice President of Digital.

### | Why Rulai

The Vice President of Digital explains why Rulai was selected: "The way that we can map the chatbots with a self-oriented tool rather than black box is tremendous. Other solutions required us to send our requests to the vendor's team and have them make the changes. With Rulai, we can create and update our chatbots internally."



"Only one solution met all of our requirements - Rulai."

- The Vice President of Digital

## • Drag-and-Drop Design Console

With Rulai, business users can use a drag-and-drop design console to make changes to the chatbot and instantly deploy instantly to production without writing any code.

## • Integration

Pre-built APIs speed integration with SAP Hybris and other internal data sources, such as knowledge bases and FAQs.

## • Omni-channel

Rulai's chatbot interface integrates with many channels, including PC web, mobile web, SMS, Skype and WhatsApp, as well as other enterprise messaging platforms.

## • Advanced Dialog Manager

Rulai's advanced dialog manager leverages AI and multi-round conversation with MITIS™ (Mixed Initiatives and Tasks for Intelligent Services) technologies to support complex chatbot use cases.



“Our success with Rulai has shown my team and my company what is possible and how quickly it can be done. With Rulai’s chatbots, we are going to continue to push the boundaries and add features that add value by increasing efficiency and productivity, which will help us to grow our business.”

**- The Vice  
President of  
Digital**

## | Initial Use Case

The order status use case provides an improved interface to SAP Hybris for more than 1000 internal users, comprising commercial, financial and supply chain teams from six countries in Latin America.

“The chatbot streamlines access to order status information in our SAP Hybris portal,” said the Vice President of Digital. “Through natural conversations, the chatbot helps users navigate information without forcing them to click through different pages.”

## | Ease of Deployment

According to the Vice President of Digital, “We were pleased with the agility of the Rulai team as we worked through the inevitable bumps of a first deployment. We were able to get our order status chatbot deployed in just three weeks with Rulai’s help.”

## | Plans for Next Chatbots

The team sees a number of opportunities to enhance the order status chatbot, as well as to create more. “We are going to add functionality to provide information about replacement products if something is out of stock or letting them know if we are low on a particular product,” said the Vice President of Digital. “I also believe there are revenue opportunities that we can find by tying chatbots to analytics to drive sales. We will also be able to collect orders more effectively by using chatbots’ voice-to-text capabilities to get orders. All of this provides a better customer experience, which drives revenue.”

The Vice President of Digital concluded, “Our success with Rulai has shown my team and my company what is possible and how quickly it can be done. With Rulai’s chatbots, we are going to continue to push the boundaries and add features that add value by increasing efficiency and productivity, which will help us to grow our business.”