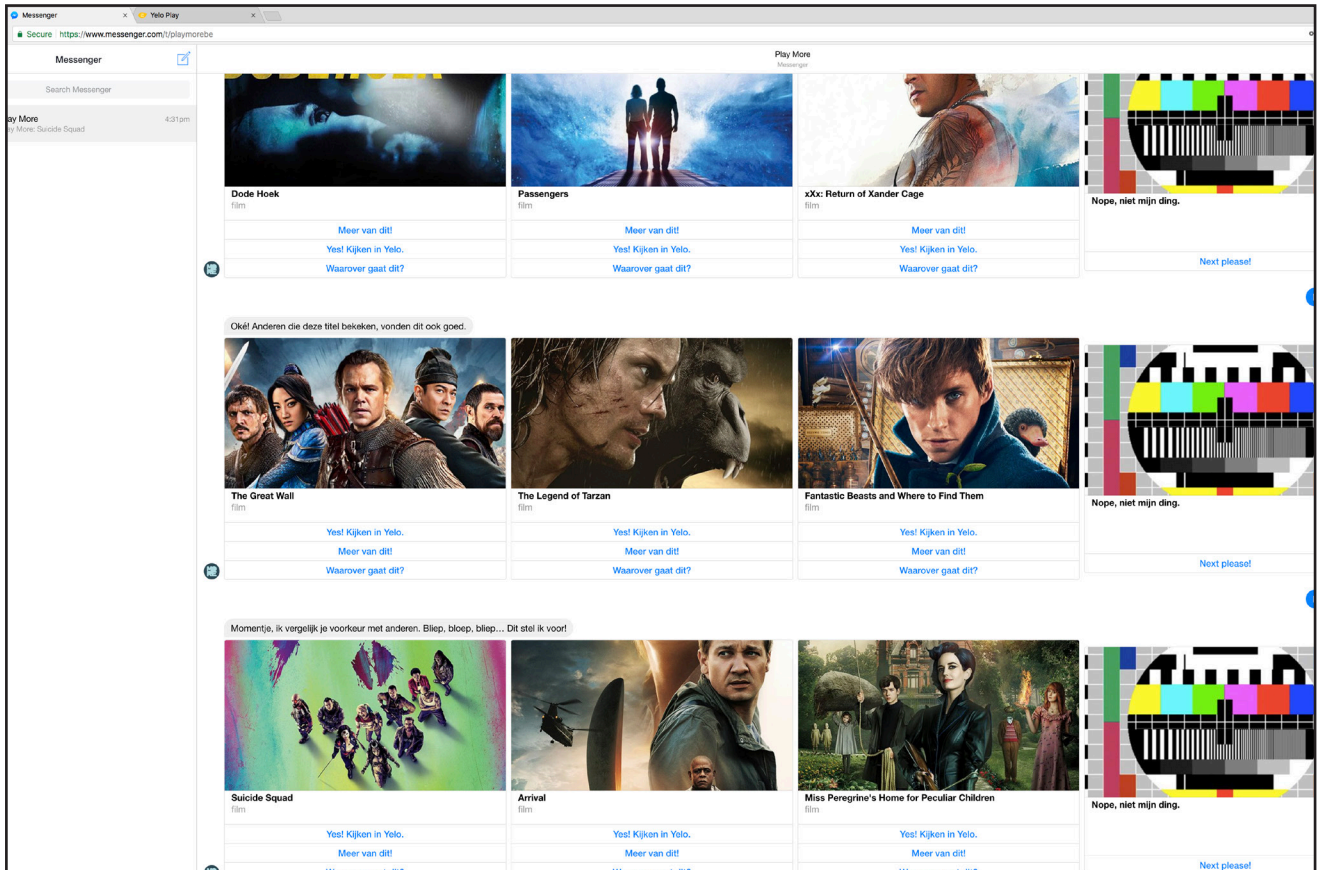


# HOW FROOMLE'S ARTIFICIAL INTELLIGENCE BOOSTS CONVERSION FOR TELENET

Telenet is the first Belgian company that uses a Facebook chatbot as a guide through its large entertainment catalog. Thanks to the personalized recommendations provided by the Froomle artificial intelligence, the conversion per user has dramatically increased.



## Telenet was confronted with two challenges:

Consumers were having a hard time finding the right movies or series in their large catalog.

Although Telenet was segmenting its marketing communication, most consumers still received many irrelevant offers.

The Froomle artificial intelligence solves these two challenges by selecting the right product for the right consumer, at the perfect moment, and in real time.

“What movie or series should I watch?” A daily question everybody is struggling with from time to time. So Telenet came with a solution they named ‘Mr. More’.

‘Mr. More’ is a Facebook Messenger chatbot that offers suggestions, throughout Telenet’s large Play More catalog of movies and series, based on the Froomle AI. Customers chat on Facebook Messenger with Mr. More, and based on specific questions answered, Mr. More directs the customer to the best suggestions. Based on your choices, this bot analyzes your preferences and proposes 3 recommendations. Are these suggestions not your thing? No worries, with each choice you make, the bot learns to know you better and will recommend even better suggestions for you.

According to Telenet’s Digital Marketing Platforms & Innovation Manager Femke De Roo, Mr. More is a huge success: “Mr. More’s conversion is 20 times higher than other digital channels. The recommendations of the Froomle Engine are a very important factor in this success. The Froomle recommendations are receiving (on average) more than 4 stars from our Mr. More users, which is very high compared to our other recommendations”.