



telenet

# HOW FROOMLE'S ARTIFICIAL INTELLIGENCE BOOSTS CONVERSION FOR TELENET

Telenet is the first Belgian company to use a Facebook chatbot as a guide through its vast entertainment catalogue. Thanks to the personalised recommendations provided by the Froomle's Artificial Intelligence Engine, Telenet's conversion rates increased twenty-fold.

## Geen idee wat je wil kijken?

# ASK MR. MORE



### TELENET HAD TWO GOALS IN MIND:

CONSUMERS WERE HAVING A HARD TIME FINDING FILMS AND TV SHOWS THAT ALIGNED WITH THEIR INTERESTS IN TELENET'S VAST 'PLAY MORE' CATALOGUE.



EVEN THOUGH TELENET SEGMENTED ITS MARKETING COMMUNICATION, MOST CONSUMERS STILL RECEIVED IRRELEVANT OFFERS.

**Our Froomle AI engine solves these two challenges by selecting the right product for the right consumer, at the perfect moment and in real time.**

Everybody struggles with the common, if not daily question: **What film should I watch?** Which TV series would satisfy my interest this evening? We want to be entertained. We want to laugh. We want to cry, and we don't want to waste our time with something that leaves us indifferent or worse, bores us. So, **Telenet came up with the idea of 'Mr. More', a Facebook messenger chatbot that offers entertainment suggestions within their extensive Play More catalogue.** Customers chat to Mr. More on Facebook Messenger and based on their answers to specific questions the bot will make three suggestions. If those suggestions aren't your thing? No worries, with each choice you make Mr. More gets to know you better and more accurately recommends something you would like.

According to **Telenet's Digital Marketing Platforms & Innovation Manager Femke De Roo, Mr More is a huge success:** "Mr. More's conversion rate is 20 times higher than other digital channels. The recommendations made by the Froomle Engine are an essential factor in our success. Their recommendations receive more than four stars, on average, from our Mr. More users, which is very high compared to our other recommendations."

FROOMLE