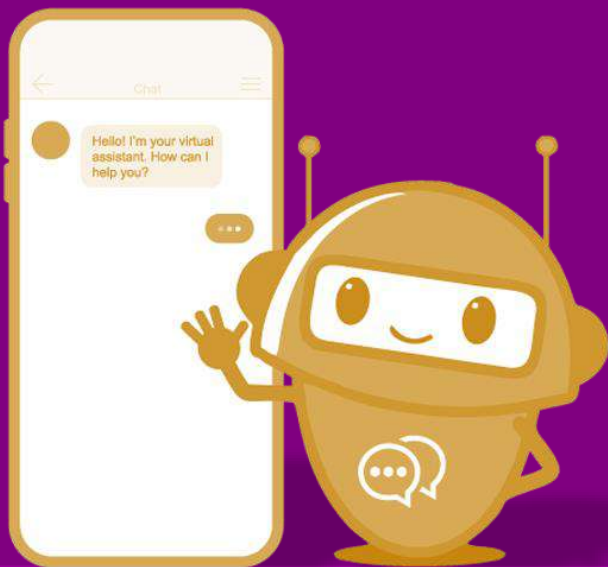


**Online
Learning**



FMM BUSINESS BEST PRACTICES WEBINAR

How to Lower Customer Response Time and Service Costs with Chatbots



Chatbot is the fastest growing brand communication channel. The chatbot market size has increased by 92% over the last few years.

According to [Relay](#), 58% of B2B companies use chatbots while 42% of B2C websites have chatbots.

The key benefits of chatbots for a business are:

- Available for customers 24/7
- Lower the number of requests for the human representatives
- Save costs in completing repetitive tasks
- Generate leads, increase sales
- Improve customer engagement
- Multilingual support

Participants of this Webinar will gain insights on:

- Types of chatbot that are relevant for businesses
- Challenges and solutions in implementing chatbots
- Optimal collaboration between customer service personnel and chatbots

- **December 6, 2023
Wednesday**
- **10.00am – 11.30am**
- **Zoom**



FEDERATION OF MALAYSIAN MANUFACTURERS

FMM BUSINESS BEST PRACTICES WEBINAR

How to Lower Customer Response Time and Service Costs with Chatbots

December 6, 2023 (Wednesday) • 10.00am – 11.30am

Zoom

Time	Topic & Speaker
10.00 am	<ul style="list-style-type: none">• Introduction of Chatbot• Chatbot Types and Examples• How Does Chatbot Work• How to Implement Chatbot – Challenges and Solutions• Collaboration between Customer Service Personnel and Chatbots <p>Question & Answer Session</p> <p><i>Mr Tan Lye Siong</i> <i>Founder</i> <i>I Concept Digital</i></p>
11.30 am	End of Webinar

Speaker's Biodata

Tan Lye Siong is a lifelong learner, a passionate problem solver, and a curious individual.

He is a firm believer that life is about empowering people - to be empowered and to be able to empower. That clear vision in mind since his early years is what kept him on a competitive edge and moved him into leadership positions until today. He founded I Concept in 2008 with a vision to help people overcome business challenges in the ever-changing digital era.

He spent his years pursuing his passion for creative digital marketing and advertising, and building foolproof sales enablement strategies. Cultivating a culture of customer empathy and a hands-on approach has enabled him to align his goals that correspond to customer needs.



- The organiser reserves the right to amend the programme in the best interest of the event.
- This event is not sponsored by the speaking organisation.

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Organiser / Payee: **Federation of Malaysian Manufacturers**
MyCoID / ROC: **007907X / 196801000309**
SST Registration No.: **W10-1901-32000108**

WHO SHOULD ATTEND THIS WEBINAR

- Customer Service / Marketing / Sales Managers and Executives
- IT Managers and Executives

PARTICIPATION FEES

(Figures in RM)	Fee per pax	SST	Total per pax
FMM / GS1 member	100.00	6.00	106.00
Non-member	150.00	9.00	159.00

- 10% group discount for 3 persons or more from the same company.
- This event is not a HRD Corp Claimable Course.

ENQUIRIES

Contact: Ms. Ida Tan / Ms. Kwai Kaun
Tel: 03-6286 7200 ext. 394
E-mail: ida@fmm.org.my / event@fmm.org.my

CLOSING DATE FOR REGISTRATION
December 5, 2023

PAYMENT

Invoice will be issued accordingly. Before the event, all confirmed participating companies with outstanding fees need to **provide a letter or an email to undertake payment arrangement**. Last-minute registration with payment will be admitted on space availability basis.

Payment methods

- 1) Bank transfer to Malayan Banking Bhd.
 - Account no.: **5-14208-33076-8**
 - SWIFT code: **MBBEMYKL**(Email or fax bank-in slip to ida@fmm.org.my / 03-6274 1266.)
- 2) Cheque crossed **Account Payee Only**.
(Invoice number on reverse side of cheque. Mail to address stated on the invoice.)
- 3) JomPAY
 - Biller code: **20073**

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Cancellation of participation and refund is not allowed.
Replacement participant is accepted at no extra charges.

FMM reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If FMM decides to cancel or postpone the event, FMM will not be responsible for covering all costs incurred by participants. Participants who do not attend the event are liable for the full fee.

Register online: **Zoom**

Registration Guidelines

1. Please register online preferably using your company's email address.
2. For registration of more than one participant, please submit online registration for each participant with a different email address.

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Technical Information

- Within 2 – 3 working days after registration, a **confirmation email** will be sent to you, with the link to join the webinar. If you did not receive it, please contact: event@fmm.org.my.
- **Reminder emails** will be sent to you 1 week, then 1 day before the event and again 1 hour before it starts. As these are automated emails, you may need to check your junk mail box.
- You may join the webinar **15 minutes before the starting time**.
- FMM will **record the webinar** for future reference.
- The Q&A function will be used for participants to engage with the speakers, rather than audio and video. So, be mindful of your **login name** as it will be seen by other participants. Please retain it throughout the webinar.
- Please ensure you have access to a laptop or computer with a working webcam and microphone as well as a **strong internet connection**.