

CASE STUDY GEWINNARENA

Digital Customer Dialogue For Sweepstakes Platform

Higher visibility of the FAQ and better user experience: automatic answering of visitor enquiries around the clock with intelligent dialogue solutions by parfamind



www.GewinnArena.de

CLIENT

Gewinnarena.de by ProSiebenSat.1 Media SE

INDUSTRY

Media and Entertainment

PROJECT

Chat Solution for Sweepstakes Platform

SYSTEM ENVIRONMENT

OTRS

PROJECT PERIOD

since Q2 2019



BACKGROUND

About GEWINNARENA

GEWINNARENA is the online sweepstakes platform of ProSieben, SAT.1, kabel eins, sixx, SAT.1 Gold and ProSieben MAXX.

With up to 50 competitions per month, visitors can expect fantastic prizes for their favourite formats. The advantage: Once registered, users can take part online in the TV sweepstakes with the same chances from anywhere, so they don't miss out on any sweepstakes.



“The integration of our chat bot is another innovative step to increase the user experience on our platform.”

Benjamin Dörich, Director Commercial Cooperations SevenOne Media GmbH
A company of the ProSiebenSat.1 Media SE

CHALLENGE

Higher FAQ Visibility More Interactivity Better User Experience

For GEWINNARENA, ProSiebenSat.1 Media SE intended to increase the visibility of the FAQ area and provide an interactive service to answer questions automatically.

For the visitors of the platform an around-the-clock availability should be guaranteed, in order to offer fast assistance at any time. The standardised collection of participant data to support service employees was defined as a further goal.



SOLUTION

More Customer Engagement through 24/7 Chat Solution “Vicky”

For the interactive customer address on the lottery platform, the intelligent dialogue solution “Vicky” is used as a fully-fledged alternative to the e-mail channel for answering user queries.

The introduction of the chat system based on artificial intelligence provides visitors with answers to a multitude of questions around the clock. In addition, Vicky significantly supports and effectively relieves the service staff in querying and recording subscriber data.



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Results

The permanent presence of the chat solution Vicky increases the visibility of the FAQ and users get immediate answers to their questions at any time. In this way, the user experience is optimised, customer satisfaction increased, and conversion increased at the same time.



Engagement

3282

Clicks per month on the digital chat service



First Response Time

50%

All chat requests answered automatically through Vicky



User Experience

44

FAQ of the platform was fully automated through AI