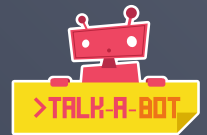


World Cricket Bot

Prediction game chatbot



Client: Viber



Location: Southeast Asia, Great Britain, Wales, Australia



Date of implementation: 2019 June



Platform: Viber

! SITUATION

In May 2019, cricket-loving countries – such as Bangladesh, Sri Lanka, Nepal and so on – were eagerly awaiting the start of the June Cricket World Cup held in England & Wales. Viber saw a major spike in user growth during the tournaments with the excitement and fanfare surrounding the game. This is where Talk-A-Bot chatbot solutions and Viber's aim came together and we started to work on the World Cricket Bot.

✓ SOLUTION

In cooperation with Viber, we delivered our sports game bot, within 7 weeks. The bot's main aim is to promote the Viber platform in countries where cricket is a national sport. It does so by offering a cool platform to get information about the game, predict results and win. It's intuitive, entertaining and an easy to use. Game or quiz bots have immense potential for promotional campaigns, employee training, lead generation regardless of what industry you are in. It also provides an effective marketing tool for event promotion. Furthermore, they mean more engagement. "Engagement" is perhaps the most valuable resource a business can tap into. Also, a new way to increase conversion or re-engaging cold leads.

FUNCTIONS



Daily reminder

Send a reminder every morning for the matches of the day to make predictions – users get a daily reminder about the upcoming matches.



Placing bets

Allow users to place bets – users are able to submit the predictions for each match for 3 questions (guessing for both teams)



Leaderboard

There are Global and Country Leaderboards, to see the most important thing; World Cup scores!



Invitation system

Users can invite a friend to play with or challenge their friends to predict better



Information

Share information about the match schedule and the previous results

RESULTS



- 175 400 total users
- 101 379 subscribed users
- 46 839 total predictions
- 40 000 new users within one day
- 12 000 predictions within one day
- 6021 coupons prize
- 7871 stickers prize
- Top 5 countries: Nepal, Bangladesh, Sri Lanka, Great Britain, Australia