

# Product Overview



ShiningBot

*Explore the hidden data*





# Agenda



Architecture



Product Features



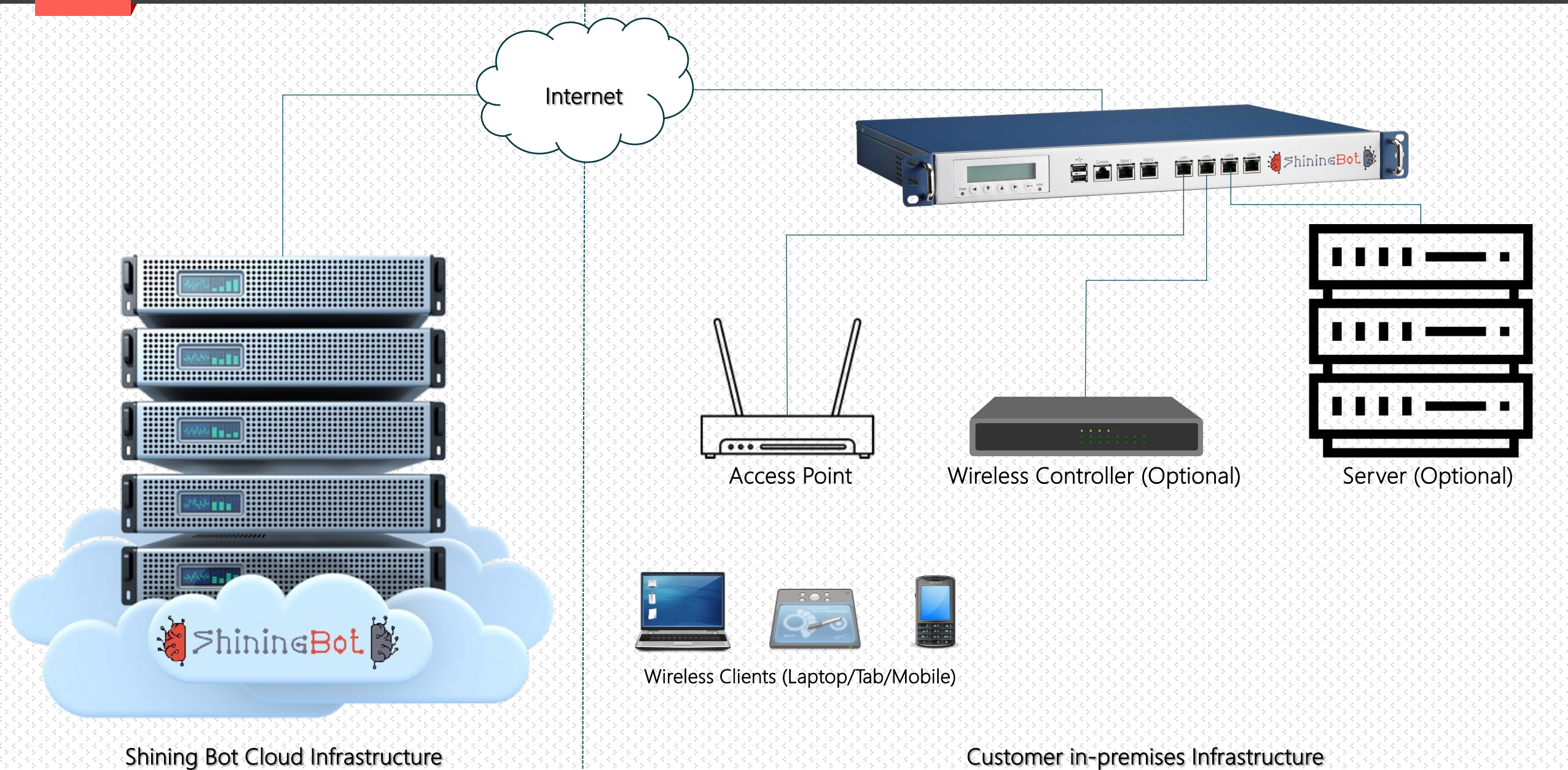
Why Shining Bot?



Contact details

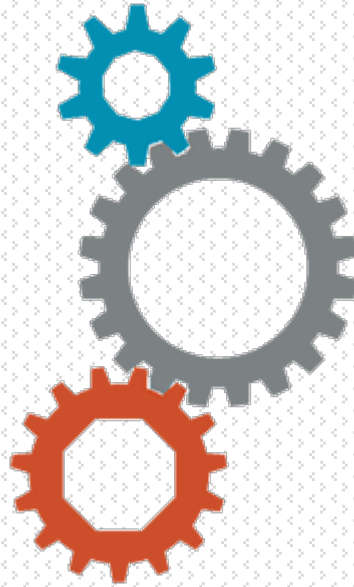
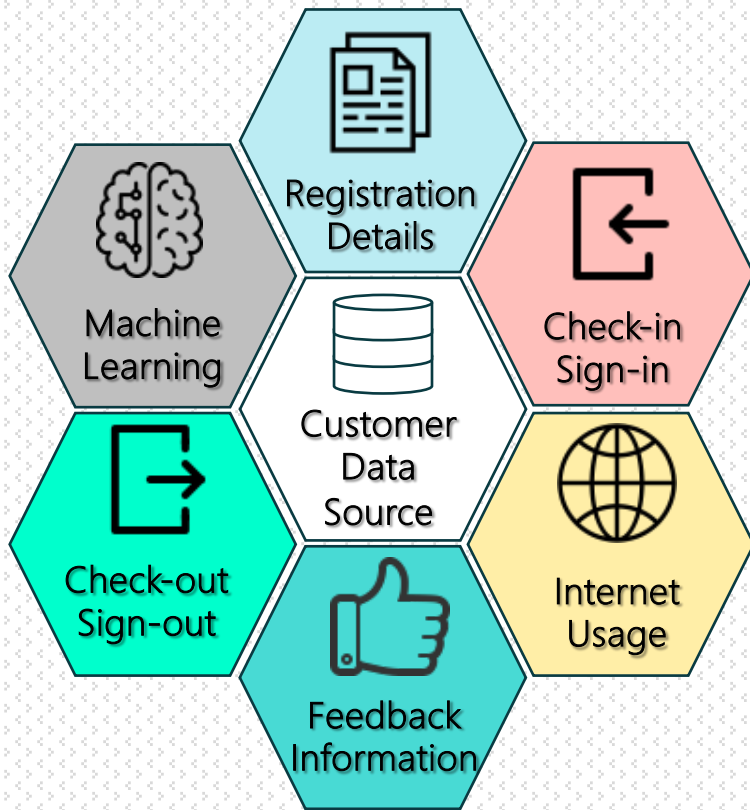


# Hardware Architecture

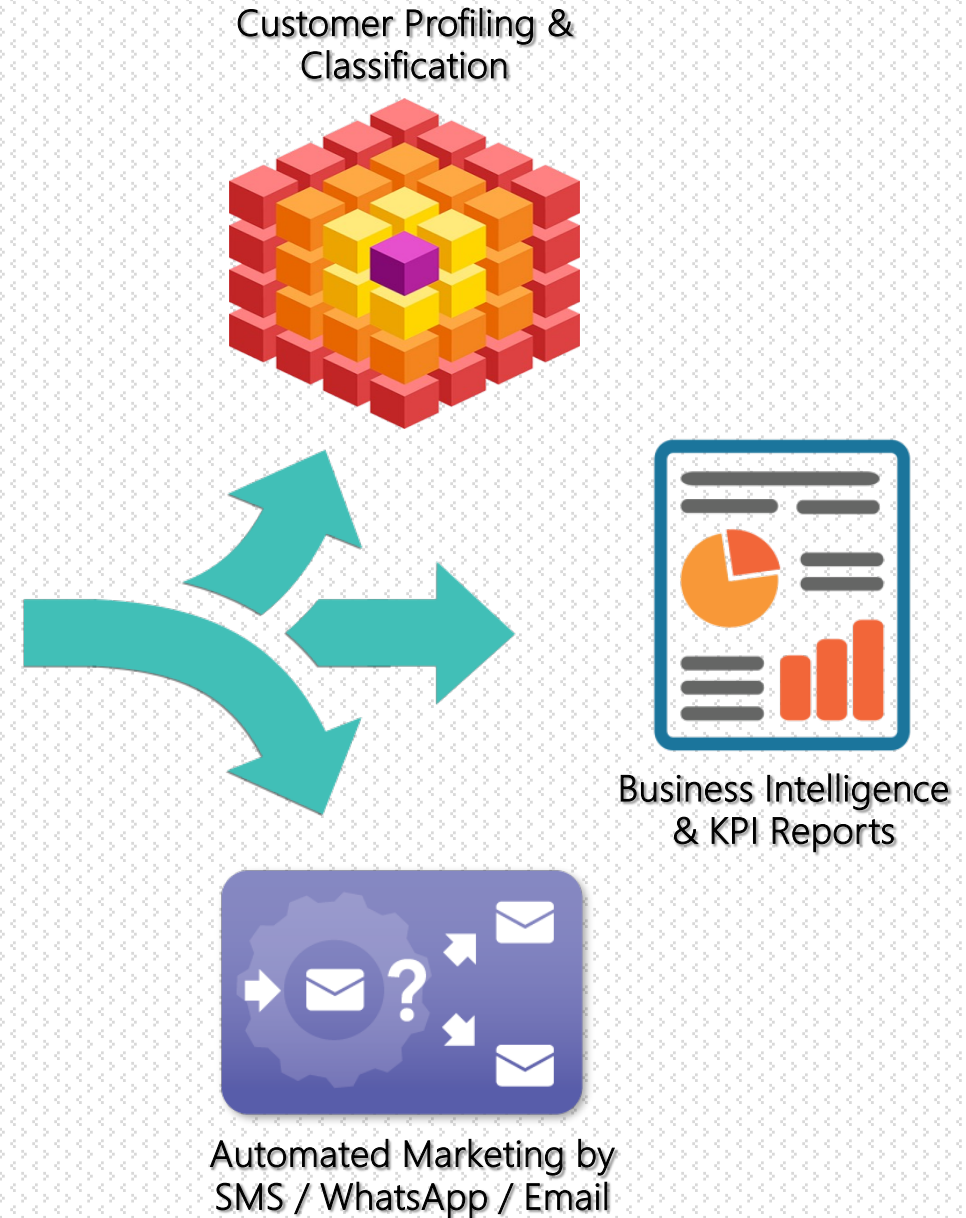




# How Shining Bot works ...

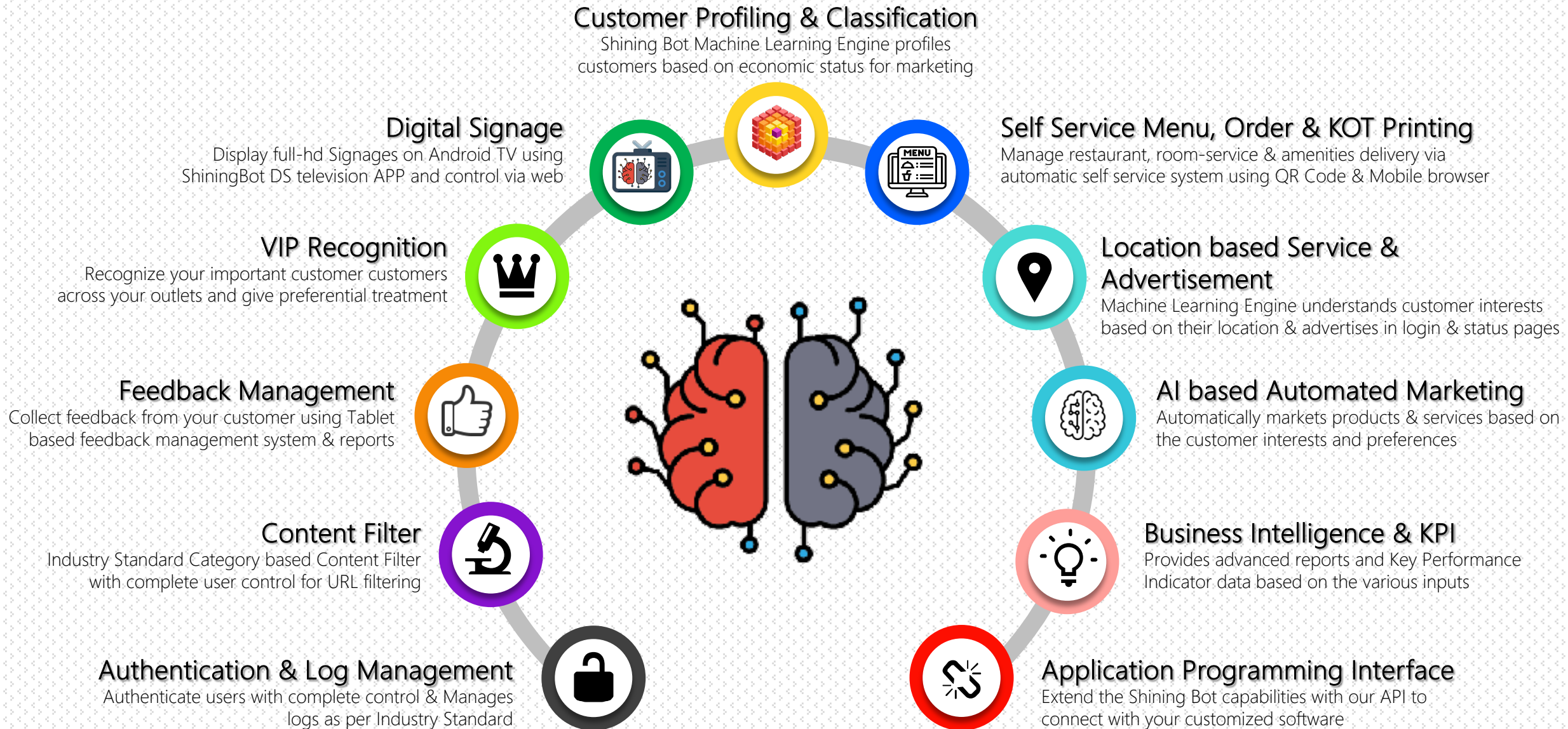


ShiningBot  
Omicron Engine



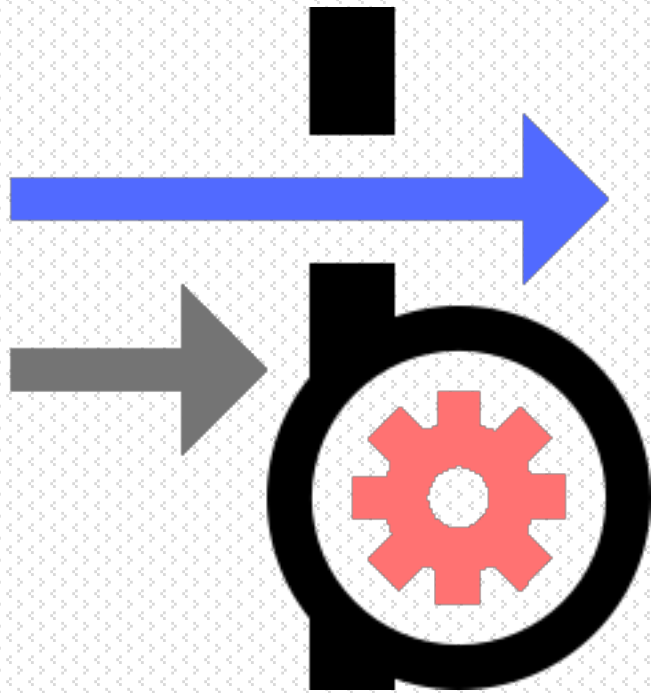


# Product Features





- In built user registration with validation
- Password delivery by SMS (OTP)
- User authentication & Tracking
- Bandwidth control (Speed & Download limit)
- Concurrent access control
- Log as per Industry Standard
- Log retention for 18 months as per norms
- Investigation support for violations
- API connectors to PMS or external source



- 55 Categories
- Over 30 million websites classified
- Realtime on-the-fly classification for new sites
- Custom URL Filter for unique needs
- Custom exemption list to override filter
- Custom blocking list to override filter
- Complete visibility on usage
- Easy to use dashboard & Reports
- Integrated within ShiningBot console





# Feedback Management



- Login/Logout/Status page provides feedback link
- Customizable feedback forms
- Complete feedback reports in dashboard
- AI based automatic sentiment analysis
- Escalate to next level based on threshold
- Follow the customer with short URL
- Optional feature to share escalation matrix
- Compare various feedback by same user
- Generates KPI reports based on feedback





- Make customers feel special by recognition
- Recognize customer across various outlets
- Alert/Notify responsible staff by SMS
- Find their current location in your premises
  - Location based service required to find location
- Get report of VIP visitor list
- Automatically deliver WiFi Password to VIP
- Send short URL link for feedback



# Digital Signage



- Play Full-HD Images continuously
- Design your content in advance
- Set Start/Stop time & Duration of play
- Automatically stops on end time
- Displays clock in case of no schedule
- Download and play locally to save bandwidth
- Useful for:
  - Banquet, Sales Promotion, Show Offers
  - Customised messages & Easy Management



- Automatically profiles & classifies\* customer
  - Copper : Newly registered customer
  - Silver : Low affordable customer
  - Gold : Medium affordable customer
  - Platinum : High affordable customer
- Offered products & services are mapped to similar categories
- Automated marketing suggests correct product & service according to the category they belong
- Advanced Machine Learning algorithms to detect, profile & classify customers



# Self Service Menu, Order & KOT printing



- Manage Restaurant, Room Service & Amenities supply using self-service system
- Easily generate Room-wise/Table-wise QR Code
- User can scan QR code / No need to install any APP
- Menu items show based on the availability time
- Provision to disable items from display
- Immediately prints KOT on confirmation by user
- Saves man-power in order taking and communication errors





# Location based Service & Advertisement



- Shining Bot learns customers location
- From location, it learns customer interests
- Track movement of customer within premises
- Push SMS /WhatsApp notification based on entry/exit of specific location within your premises
- Track usage of lift/escalator & in turn power
- Helps to reorganize your store layout
- Helps to find most used/unused locations
- Provides visitor count for each location
- Pushes advertisement in login/status pages



# Artificial Intelligence based Automated Marketing



- Shining Bot learns following information
  - Affordability level of customer
  - Product / Service Interested
  - Visiting patterns & trends
  - Customer's impressions & sentiments
- Based on above information Shining Bot selects right kind of product / service suitable for customer
- Provides automatic marketing by SMS
- Informs about stock replenishment of their interested products
- Tracks whether they visit or not

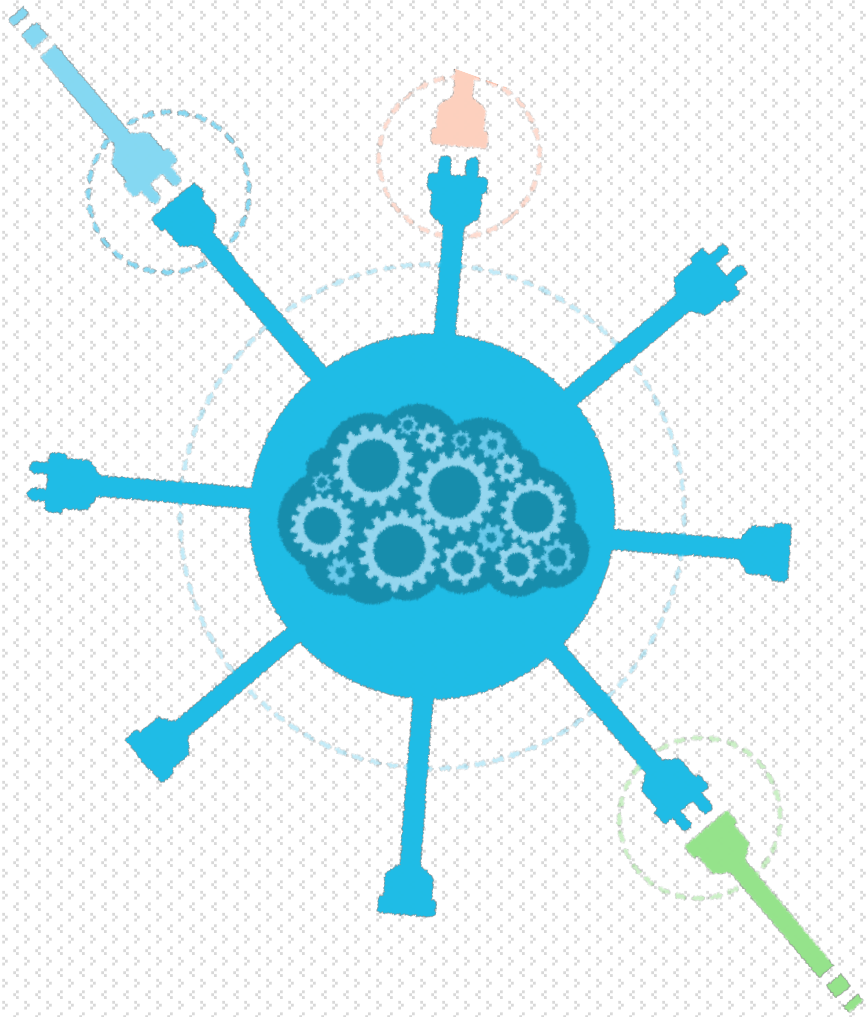




# Business Intelligence & Key Performance Indicators



- Constantly collected information are processed in Shining Bot cloud and Business Intelligence reports are generated
- Reports are accessible from Shining Bot portal
- Key Performance Indicators are scientific way of measuring the heartbeat of any business
- Shining Bot provides following KPI reports
  - Foot traffic (Over all & Location wise)
  - Customer Satisfaction
  - Net Promotor Score
  - Customer retention
  - Customer Dwell Time



- Shining Bot provides API, that can connect to:
  - Most industry leading PMS solutions
  - Most industry leading Database Management Systems
- We can also customize our interface to connect to your proprietary software
- We also provide API to customize your development based on the Shining Bot platform
- API services are custom designed for the individual requirement, talk to Shining Bot solution expert for more information



# ShiningBot License Options

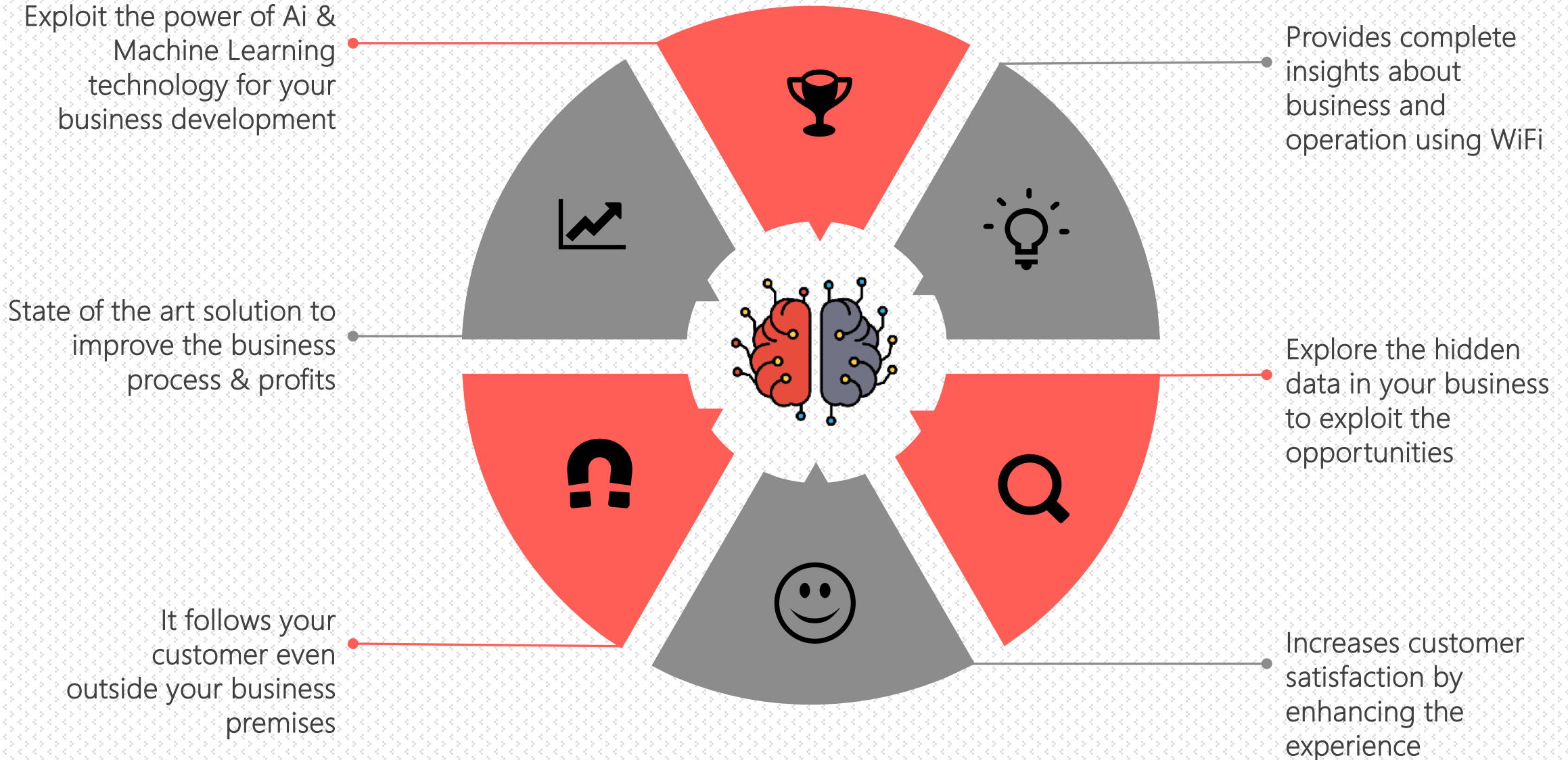


Product Features	Silver	Gold	Platinum
Dual WAN with Link Failure & Notification	✓	✓	✓
Authentication (MAC, Self-Registration, Operator Assisted & API)	✓	✓	✓
Log retention up to 18 months as per norms	✓	✓	✓
Assistance in Cybercrime Investigation	✓	✓	✓
Login wise Bandwidth and Concurrency Control	✓	✓	✓
In-Premises Feedback Management	✓	✓	✓
Image / Video advertisements in Login, Logout & Status Pages	✓	✓	✓
Promotional SMS / WhatsApp – One shot message to customers	✓	✓	✓
KPI Reports		✓	✓
Feedback Anywhere – Off-Premises Short URL based feedback		✓	✓
VIP Recognition		✓	✓
Consumer Behavior Analysis of Users			✓
Profiling and Classifications of Users			✓
Location based Services* (Preference/Interest Tracking, Messaging)			✓
AI Based automated marketing			✓
Content Filter*	Optional	Optional	Optional
Digital Signage License*	1 Free	1 Free	1 Free

\* - Conditions Apply



# Why Shining Bot ...





## ShiningBot Data Analytics (P) Limited

F3 – Nathigam Building, 97/55, NSK Salai (Arcot Road),  
Kodambakkam, Chennai – 600 024, TN, India



[www.shiningbot.com](http://www.shiningbot.com) | [info@shiningbot.com](mailto:info@shiningbot.com)