

Enrich Customer Experiences for Media & Entertainment brands with Conversational AI

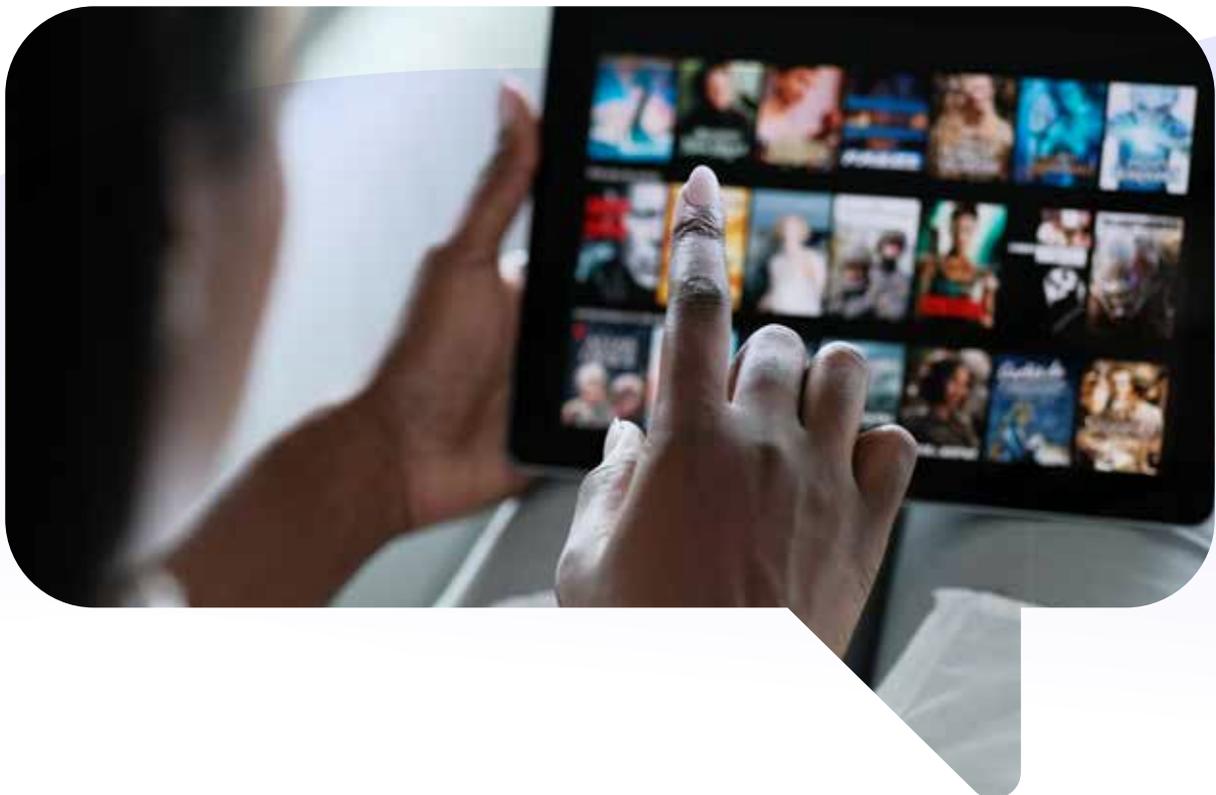
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Introduction

The rise of Artificial Intelligence (AI) in the media & entertainment world is not something new; in fact, it has always been a part of the industry in the best possible way. Due to that particular reason, we have witnessed some of the iconic movies like Avengers, Star Wars, WALL-E, The Terminator, The Matrix etc. But, what if the broad term of AI can be used to enrich the customer experience, increase productivity and generate more revenue?

As the industry is ever-evolving with movies, music, gaming, OTT, news, and more, the role of AI is of manifold importance. Businesses across the globe are leveraging this innovative technology at scale to improve customer experiences and generate revenues. According to the [Brandessence Market Research report](#), the global Conversational AI market is anticipated to garner \$32.30 by 2028, growing at a CAGR of 21.5% from 2022 to 2028. Another [study](#) suggests that by adding chatbots, businesses in the media and entertainment industry can achieve a 30% increase in customer engagement and a 45% increase in customer query resolution.



Businesses in the media and entertainment industry often combat to achieve personalization while communicating with their customers, leading to lower consumption. This is where Conversational AI can play a huge role in offering mass personalisation at scale. It provides a wide range of benefits to media companies. From information dissemination to advertising and promotion, to product discovery and more - there is a wide range of applications for Conversational AI that businesses in the fast-growing media and entertainment industry can leverage.

So, how can businesses transform subscribers and audience experience with chatbots? Think no more!

This ebook explores why Conversational AI is crucial for the media and entertainment industry and how businesses can leverage conversational solutions to enrich customer experiences. We'll also walk you through some features, benefits and use cases of the conversational messaging solutions for the industry.

Why Conversational AI Is Crucial For Media & Entertainment

With numerous new entrants and the introduction of new business and delivery models by several entities, the media and entertainment landscape has changed radically in the past few decades. Once a field with relatively limited competition defined by limited distribution capacity, the rise of broadband internet and ubiquitous fast, wireless connections enabled greater competition in this space than ever before. Pioneered by YouTube and Netflix, OTT services established direct-to-consumer relationships and launched the ultimate unbundling of broadcast media.

This process accelerated as the technological advancements unbundled offerings spread, increased delivery speeds and merged the barriers between mediums. For example, brands like ESPN that formerly delivered only via cable channels now have their own premiums online and video offerings, even as they maintain existing broadcast relationships.

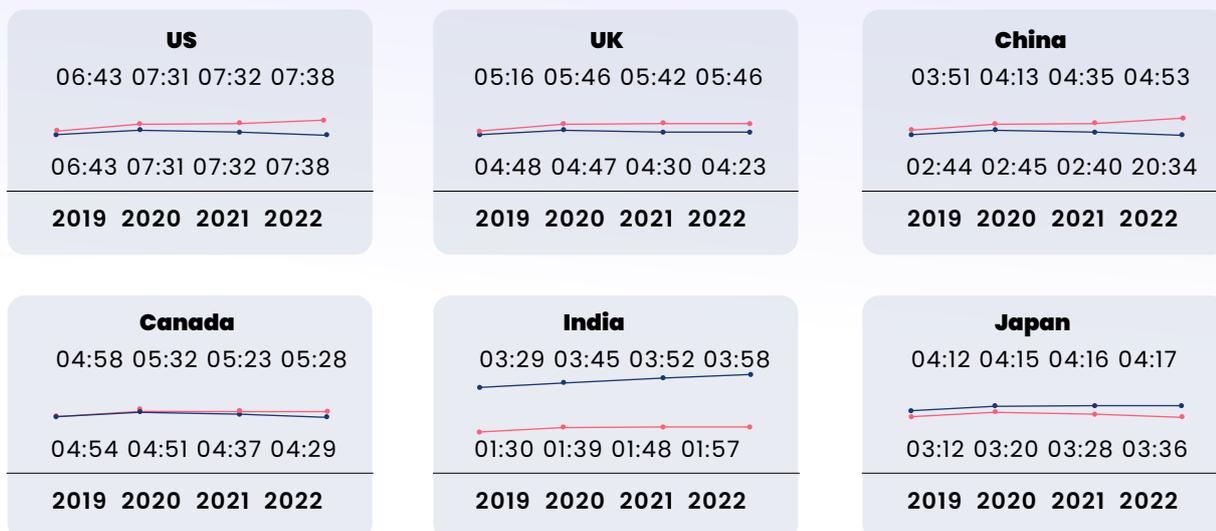
Furthermore, with theatres, cinemas, music concerts, shows and other events closed and new releases and productions put on hold due to the COVID-19 pandemic imposed lockdowns, consumers flocked to streaming services. In 2021, global streaming subscriptions topped the 1.3 billion mark, up by 14% from 2020, according to [Motion Picture Association](#).

Globally, Digital Media Adoption Accelerated

27%

of people say media consumption habits have permanently changed due to impact of COVID-19

(Average (time spent) per day)



● Traditional media (TV, Newspapers, Radio, Magazines) ● Digital media (audio, video, Social across mobile, desktop other connected devices)

* Includes all time spent with each medium, regardless of multitasking. For instances, one hour of multitasking on a mobile device while watching TV is counted as one hour TV and one hour for mobile.

Time spent with Media 2020, eMarketer, April 2020

Source: EY

With numerous OTT platforms breaking into the industry today, customer experience and customer support have become even more crucial to competing because there are now dozens of relatively similar services competing for customer attention and wallet.

Customers today expect immediate response times on every channel for every query or issue, including WhatsApp, SMS, Instagram, voice, email, etc. Recent studies suggest that **96%** of consumers across the globe consider customer service as a key aspect of deserved loyalty to a brand. Moreover, about 72% of them expect customer service staff to know everything about them. These trends are all driving towards a future where better customer experience and service are essential to customer satisfaction and retention on any media and entertainment platform. One scalable, economical and effective way to move the needle on this is Conversational AI.

Conversational AI, in the form of chatbots, can serve as a reliable means of providing customers with instant solutions at scale. Today, offering personalized service is not an option; it has become a must-have element to guarantee business success. For example, **Netflix** uses the technology for offering its 100 million+ users recommendations on what they are more likely to view again. **IRIS** is another platform that matches content to the users' preferences based on their earlier viewing choices.

Conversational Solutions For Media & Entertainment Industry

There are several ways to get your message across these days. Businesses are considering using an AI chatbot, powered by deep learning neural networks, that can deliver customized services (across marketing, commerce & support) that are tailored for each user, based on complex factors. And the best part is that it will likely reduce costs while offering more value at once.

Conversational messaging solutions provider such as Gupshup provides media and entertainment companies with a solution to transform subscriber and audience experience with AI-driven chatbots. The solution enriches the customer experience with personalized conversations across every stage of the customer journey.

Marketing



Offer Free Trials

Acquire OTT platforms and channel subscribers through chats, offer free trials, register them on your platform, and so on. This will increase customer engagement and retention.

Vast Content Promotion

Businesses can easily create excitement around upcoming content, nudge trailers and short clips over 30+ messaging channels like **WhatsApp, Telegram, Instagram**, etc.

Commerce



Get Subscriptions

Replicate the subscription and payment workflows over a conversational workflow. Businesses can also publish the same on all messaging handles.

Upsell And Renew

Upsell to existing customers for higher packages or longer subscription durations. Nudge renewal notifications on **WhatsApp, SMS** and other popular messaging channels.

Support



Offer Subscriber Support

Businesses can integrate trained AI models that can handle subscriber or viewer FAQs with context changes and pass on complex queries to human agents.

Conduct feedback and surveys

Businesses can run surveys, capture NPS, record subscriber or viewer feedback through a conversational workflow and monitor these for future nurture.

Chatbot Features

When building a business online, it is crucial that your target audience can quickly and easily find you or get in touch with you. For millennials, who make up today's leading viewership across many digital channels, speed and convenience trump all other considerations when interacting with media companies. The information we want tends to be the same: cancellations, feedback and **appointments**, to name a few. This is where AI comes in: chatbots can enable millennials to get what they need faster than ever before - by delivering any information via messaging apps such as Meta Messenger, text message, Snapchat and even within an app itself.



Some chatbot features for the media and entertainment industry include:

- › Choosing from a list of pre-built bot templates, customizing its content and instantly publishing it
- › Launching a fully functional media bot in minutes
- › Automating support, content nudging, and user feedback workflows
- › Availing AI-powered self-serve conversational tools
- › Offering customers easy payment options via payment messages like **1-click bill pay**
- › With **Advanced APIs**, get pre-built, customizable sequences to plugin, use and accelerate the automation of key subscriber workflows
- › Interacting and transacting with your customers across 30+ messaging channels

Benefits Of Conversational Messaging Solutions

For the media and entertainment industry, conversational messaging offers an abundance of potential advantages and a new way of audience engagement. A chatbot that's conversational in nature can help streamline communication on any platform, especially at this moment when companies are looking to prioritize the primary engagement metric of millennial and Gen Z audiences.



Smooth Integration

Integrate your API with your existing CMS, website/app and IT infrastructure so that your API can work alongside it to give a wholesome experience to the consumers of content.



Availability Round The Clock

By providing 24x7 assistance, you can reduce the likelihood of errors when it comes to issues such as payments and access to the platform.



Automate The Workflows

Convert your digital workflows on the website/app to be conversational with purchase workflows.



Reduce Engagement Costs

Control overheads at all levels by having fewer staff members involved in any given area of the business. Automate your processes by deploying artificial intelligence tools that are capable of intelligent conversations with customers.



Leverage And Gain Against Competition

Gain a competitive edge above your competition by developing smarter technology for OTT platforms.

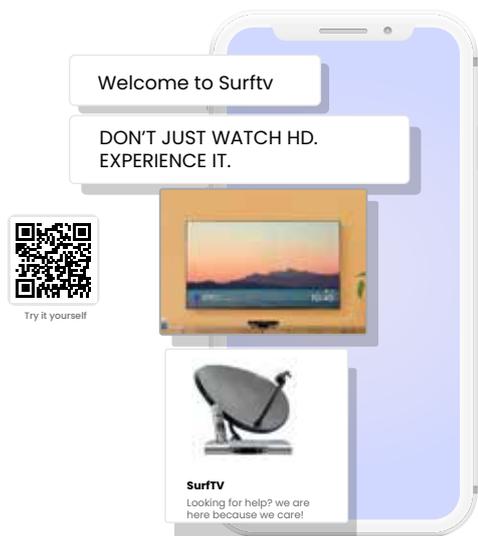


Leverage The Power Of Omni-channels

Through **cross channel** consistency and making sure customers don't fall through the cracks, you can appeal to customers where they happen to be.

Conversational AI In Media and Entertainment: Use Cases

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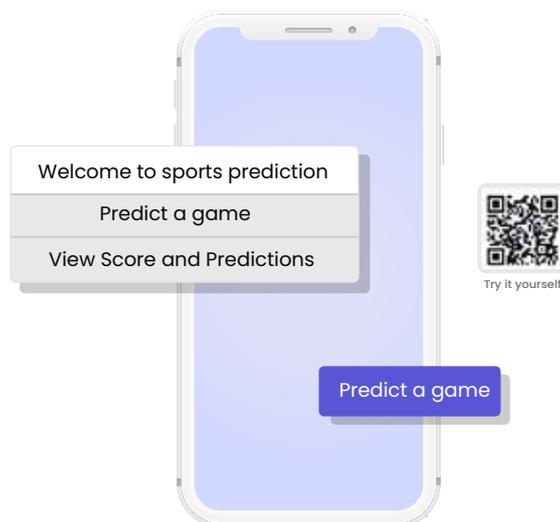
DTH Bot

> Broadcasting Worldwide

Multimedia organizations can utilize chatbots to disseminate their production to a wider audience. Bots deliver customized material and enhance the viewer's interactive entertainment experience.

> Involvement Of The Spectator

Because chatbots are so simple to integrate with social media sites, they get superior click-through rates and engagement. They can also be used by businesses to communicate with customers on a large scale. For live events, chatbots also facilitate collecting registrations and sending push notifications throughout the day that keep users aware and notified about various activities in different sections of the exhibition and booking timeslots for interaction with booths!



Sports Prediction & Fantasy League Bot



FM Channel Bot

> Browsing Made Simple

Chatbots also end the need for consumers to navigate the website or download a separate app to browse and find material. Users can easily question the chatbots inside their favourite chat app and receive the information they require. If an FM radio station wishes to launch podcasts, they can help consumers find those via Whatsapp!



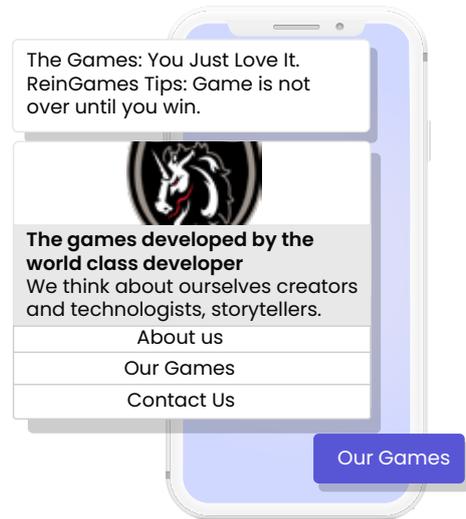
News Channel Bot

> Tailored Notifications

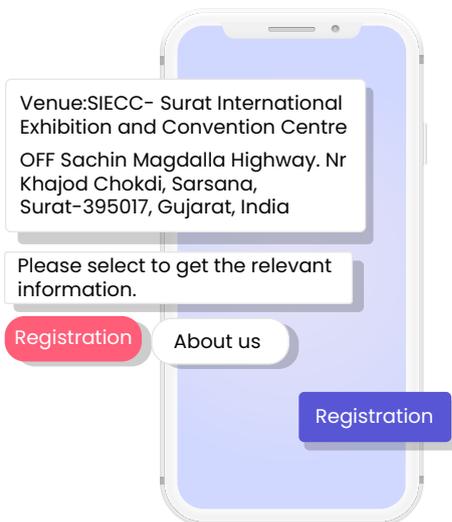
Chatbots can predict users' interests when they pick their preferences and offer them customised live updates, movie selections and showtimes, event information, and so on. For news channels, this is a boon as consumers now have a new way of interacting and consuming media via simple texts on demand.

> Managing And Curating Content

The transmission of content to humans can be controlled by a chatbot. They can utilize it to escape the onslaught of content and only listen to and consume what they want. Let's take an example of a game being promoted; here, the consumer chooses what information he/she wants to know and only gets that, as opposed to a full-page ad that has a higher chance of being neglected and skipped altogether.



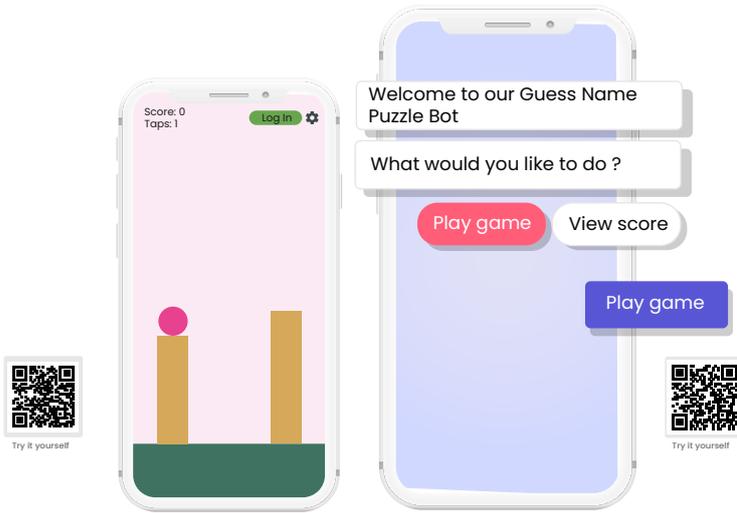
Bot For Gaming Company



Events/Exhibitions Bot

> Registration For Events

Users can leverage chatbots to search for tours and programs based on their preferences, geography, cost, and other factors and then purchase a ticket for them. Chatbots can also support organizers in keeping track of ticket revenue.



Gaming Bots

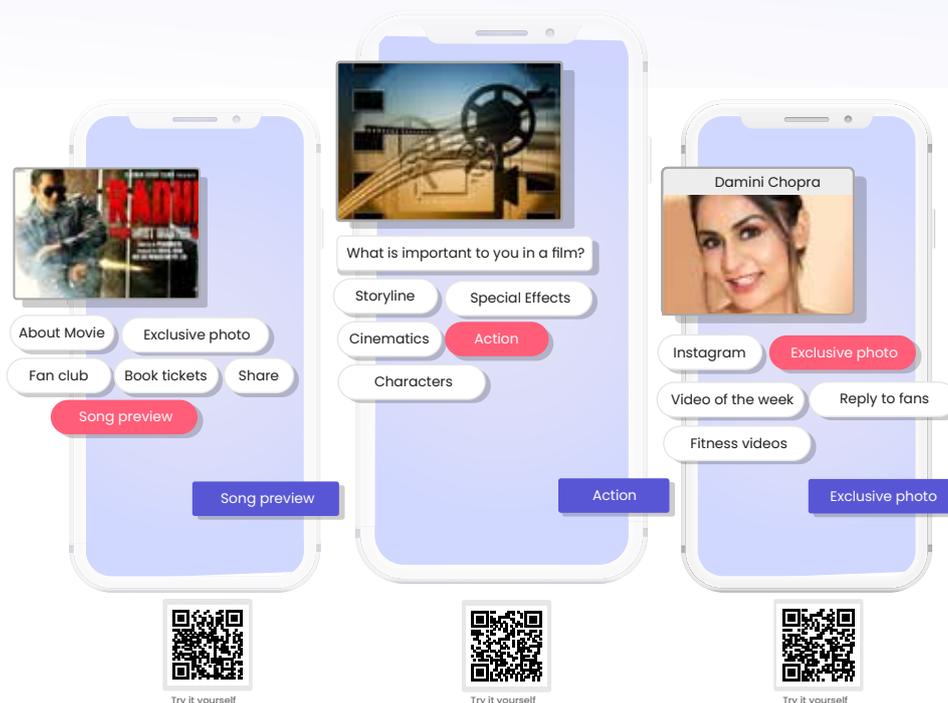
> Change the Way People Play Games

Right from discovery, a chatbot can help a player engage with a game better. Using Conversational AI to deliver win/loss messages, or congratulate users on their purchases helps add a personal touch and reminds the user to play more games while maintaining active conversation! Remember **Ready Player One?**

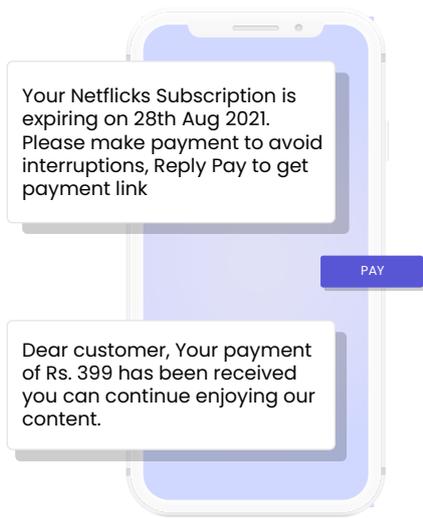
Merge a chatbot with augmented reality technology or virtual reality techniques to develop an immersive experience that will morph any gameplay, whether it's a sports betting facility that provides the entire gambling experience or a character game that allows the player to hold a conversation naturally with quasi/non-playing characters.

> Targeted Content

By understanding the user's past behaviour on a content platform, Conversational AI can learn about their preferences. With countless media works and digital copies of video, audio and textual content, chatbots can suggest to users new content that they would love to consume while maintaining a conversational tone. This will help businesses elevate their infotainment experience to new heights.



Movie Promotion & Recommendations Bots and Celebrity Bot

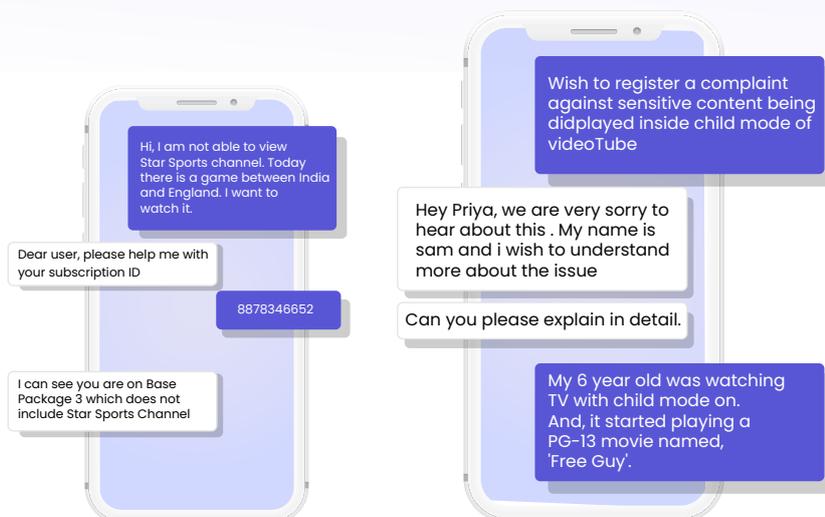


> Increase Conversions

With the help of a smart chatbot, which can manage the entire sales funnel, from product discovery to final order, you can increase the volume of profitability opportunities, such as subscriptions, plan renewals, and other promotional materials.

> Live Support

For OTT/DTH service providers, customers demand quick resolutions as any disruption in service results in missing out on content they consume as a part of their daily schedule. The AI Chatbot can help with ticketing, FAQs, and even payment collection for subscription management.



Gupshup Advantage

Media and entertainment have long been the trailblazers for industries that are now increasingly adopting Conversational AI solutions. It's not hard to see why. It's a way to engage and interact with the audience in a way that seems engaging and human. The media and entertainment sector is brimming with data that is scattered across several departments. The need to collate and use this data uniformly is critical in understanding the performance of the company and the industry in general.

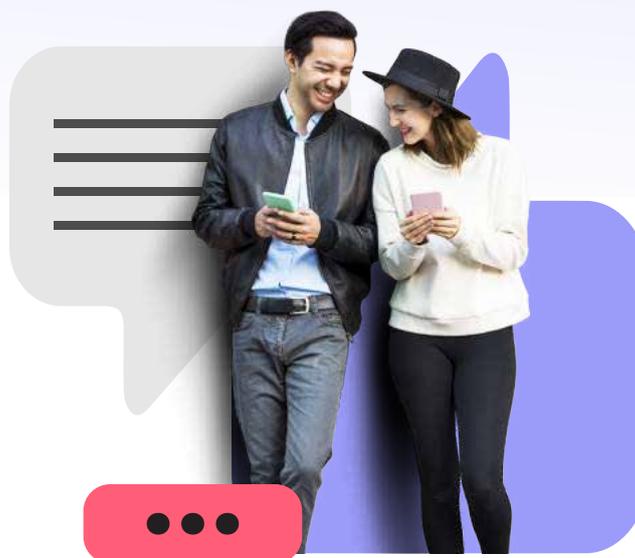
Gupshup works with various media and entertainment companies like OTT platforms, cable operators, radio stations, film/tv production houses, digital content creators and event producers. Through our conversational messaging platform and the conversational experiences on messaging apps, players in the media and entertainment industry can now converse with their audiences and engage with them in a personalized way.

Learn how with the help of **conversational messaging**, the entire media consumption experience can be made easy.

#LetsGupshup to get started.

Talk to Us

Get Started



References

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