



# Your Customers' Bill Payment Chatbot

We live in a world of connected experiences. Now more than ever, customers expect real-time, personalized, and context-aware interactions in their preferred digital environments. Chatbots powered by artificial intelligence are designed to deliver experiences that can transform everyday tasks into rich customer touchpoints. Billing and payments are just one area where chatbots are transforming customer expectations by delivering intuitive, always-on service and support.

Ella is a chatbot that facilitates seamless interactions between you and your customers through messaging platforms and intelligent personal assistants. Customers communicate with Ella naturally to perform tasks such as making account inquiries, resolving issues, and paying bills. Ella makes it easy for your customers to access billing and payment services via Facebook Messenger, Amazon Alexa, and Google Assistant.

Ella enables you to deliver innovative, on-demand, and frictionless customer experiences through the power of conversation.

## Features

**Integration to Emerging Payment Channels** – Ella is integrated with popular messaging platforms and intelligent personal assistants including Facebook Messenger, Amazon Alexa, and Google Assistant.

**Bill and Payment-Related Notifications and Reminders** – Customers can receive bill-ready and payment-related notifications and reminders once their accounts are linked.

**Integration to Multiple Funding Sources** – Customers can make payments using the funding sources they've established in their Orbipay wallets.

**Always-On Service and Support** – Customers can have context-aware conversations with Ella whenever they have questions or want to make payments. Ella's artificial intelligence (AI) and natural language processing (NLP) capabilities facilitate an intuitive conversational experience.

**Customizable Branding** – Ella can be customized to match your company's branding.



✔ Offer Innovative Bill Payment Experiences

✔ Engage with Customers on Their Preferred Digital Platforms

✔ Gain Insight & Leverage Data for Increased Personalization

✔ Deliver Seamless Customer Service in Real-time

## See Ella in Action

### Facebook Messenger

“What is my payment due date?”

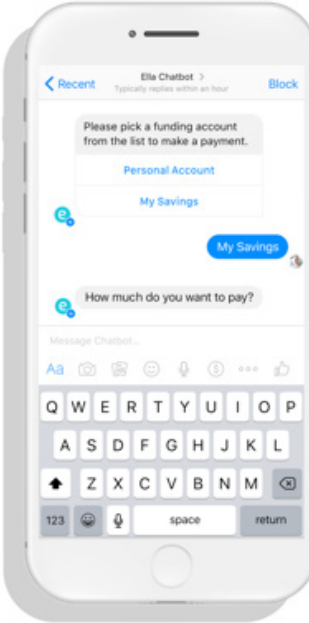
“Your payment is due on July 20, 2017”

“How much do I owe?”

“The amount due is \$286”

“I want to make a payment”

“How much would you like to pay?”



### Intelligent Personal Assistants

“Alexa, Open Green Auto Finance”

“Welcome to Green Auto Finance. How can I help you?”

“When is my bill due?”

“Your bill is due on July 15<sup>th</sup>”

“Make a payment for the entire balance due now.”

“Please confirm your payment of \$150 using account ending in 2345 scheduled for today.”

