We Make

Human

Interactions

www.impossibleminds.com
Introduction

Conversational AI

Chatbots are a new, faster and more effective way to interact with people and provide automated services.

Now you can talk with people anytime, anywhere they are, the way they want to connect.

In the recent history of computer science, humans to communicate with machines have had to develop technical skills and learn new languages. Today technological evolution gives us the opportunity to interact with computers in a more natural and humane way.

One of the first evidences of this new trend is the conversational interfaces that are becoming more common. We entered the post-ui/pre-voice era. Human language is the new user interface and chatbots are new applications in the form of virtual assistants.

Our team integrates service design, marketing, technology and artificial intelligence skills to follow all stages of the design process of a multi-touch conversational experience.

We have developed a proprietary platform capable of delivering multi-touch point conversational services.

Chatbots and virtual assistants can be considered a new touchpoint with few barriers to entry. Within a couple of years there will be 3.6 billion people with at least one messaging application installed so companies today have the opportunity to interact where users are already active. Chat will act as a catalyst for multiple actions, and invisible applications will become the norm. Just start the favorite messaging system, connect with the brand bot, and ... start a conversation.

Chatbots are capable of enabling social commerce mechanisms and making online payments. Users can make their purchases directly within chat rooms and all collected data is encrypted to protect the confidentiality of the information.
Impossible Minds is a technology startup founded in 2016 to develop marketing automation platforms based on conversational interfaces and Artificial Intelligence.

“"The best technology is the one you don’t see" The Invisible computer (1998) - D. Norman

Chatbot has everything you need to communicate with people in real time, right where they already are. It gives businesses a fast and convenient way to respond to customer inquiries including questions about products and services, appointments, customer service issues and more.

Now it is possible to talk with people anytime, anywhere they are, the way they want to connect. Using automation or artificial intelligence (AI) to have proactive conversations about common topics and provide even more personalized services by integrating existing customer services workflows.

“MESSAGING APPS

We improve messaging apps through AI conversational content allowing the interaction with people in real time, right where they are already. With Messaging applications companies have a quick and convenient way to respond to any customer request.

“NATIVE APPS

We develop conversational automation systems to create hybrid user interfaces (touch, type and voice) that combine the convenience of applications and chatbot customization within Native Apps and Websites.

“VIRTUAL ASSISTANTS

We are quickly reaching a point where there will be a digital assistant in every home and people will use it as an interface to connect to the internet. There will be a time when inputs will generally be driven by voice.

About Impossible Minds

Impossible Minds is a technology startup founded in 2016 to develop marketing automation platforms based on conversational interfaces and Artificial Intelligence.
Our Skills

SERVICE DESIGN
We analyze users’ behaviors, needs and motivations to develop services in line with business objectives and improve the interaction experience between service providers and users.

COGNITIVE STRATEGY
Cognitive solutions can help to create new experiences for employees and customers, scale skills, improve decision making and streamline processes.

CONVERSATIONAL ARTIFICIAL INTELLIGENCE
Cognitive computing includes a spectrum of capabilities that enables computers to understand the context in a natural language.

MACHINE LEARNING
Chatbots have the ability to learn to improve the quality of conversations through algorithms that can anticipate users’ needs in relation to their context.

INTERACTION DESIGN
Interaction must be quick, contextual and simple in order to allow users to react instantly. Chatbots allow to improve user experience through touch, type and voice interactions.

SYSTEM INTEGRATION
Our design and development team offers a wide range of services and technical advice to implement innovative solutions from existing data.

Meet Our Team

Massimo Falvo
CEO and Founder
My passion is to understand the daily experience of people in order to design useful, simple and pleasant forms of interaction. A good experience improves the lives of people anticipating their expectations.

Michele Caldarone
CTO and Founder
It doesn’t matter how complex things are, but how easy they are made and experienced. My passion comes from the idea of being able to create what I can imagine, hiding any complexity from the outside world.

Umberto Di Romano
COO and Founder
Innovation is not the goal but the starting point for evolution. Moving technological frontiers beyond today’s limits to make tomorrow’s future accessible for everybody. Contributing to its realization is my mission.

Gaetano Cavarretta
CIO and Founder
I really love my job, it stimulates me to study continuously and I believe that I have chosen the right profession for myself. I always want to create something new and highly technological.

Anna Serraino
CMO and Founder
Digital marketing addicted. My ability is to translate ideas into projects, with the capacity to see the big picture and work on multi-interactive projects taking care of every detail.
imFlow makes it easy to create conversational experiences for marketing, sales and support.

Our platform creates digital interactions based on natural language. Through a simple and intuitive interface it is possible to automate complex processes that can be delivered by robotic process automation.

Conversational interfaces can be seamlessly integrated into existing channels (Web, App and Social), increasing engagement, driving transactions through conversations, simplifying access to services and improving user experience.

imFlow integrates third-party services. The conversational experiences provide a higher added value, using the data already present in companies.

imFlow allows to engage conversations with your customers in order to develop a new level of customer experience. Whether you are launching a new product or promoting awareness, the conversation creates a significant connection with your brand.

**Engagement**
Creating a relationship with customers through automatic conversations. 80% of adults and 91% of teens use messaging apps every day.

**Conversion**
Most people say they are more disposed to shop when they can communicate directly with the brand. Chatbots allow people to view products and services and buy them directly in the conversation.

**Customer Care**
Companies that integrate chatbots into their customer service strategy obtain positive results because they allow their customers to interact quickly and easily.

**Analysis**
Increase user engagement, acquisition, and monetization through actionable bot analytics.

**Key Features**

**Interaction Design**
Drawing conversations using multimodal interactions (touch + type + voice).

**Dynamic Segments**
Segment and target your audience and send them engaging personalised content.

**Services Integration**
Possibility to integrate third-party services through dedicated service cards.

**Natural Language**
Knowledge learning module to understand intents within sentences expressed in natural language.

**Machine Learning**
Through an iterative cycle of questions and answers, the knowledge base becomes always more autonomous and self-sufficient.

**Live Chat**
Live Chat module to manage conversations with users in manual mode.

**Behavioral Analytics**
Module dedicated to Behavioral Analytics.

**Growth Tools**
A complete set of tools to grow your audience and increase conversions.

**Media Library**
Digital Asset Management for the organization of all cross chatbot media managed by the same account.

**Push Notifications**
It is possible to send instantaneously and/or schedule the dispatch of specific interactions to specific segments.
DRIVE AWARENESS

Start a dialogue about your products or services - The new generation of chatbots can leverage the huge customer base of messenger applications and use multi-modal interaction based on the touch/type combination. The intelligence of the chatbot is mainly in its ability to implement complex processes and make them available in a simple way through conversations.

ACQUIRE CUSTOMERS

Improve your Facebook Ads – Use the power of ad spots to send customers in a Messenger conversation. These advertisements offer your company a quick and convenient way to generate leads, answer questions, manage transactions and offer support.

ENABLE TRANSACTIONS

Let people find and purchase products right on Messenger - Chatbots through machine learning allow to promote the sale of products and services. Artificial intelligence can classify customer requests to recommend actions to be taken.

CUSTOMER CARE

Help people with ordering issues, give directions and hours and much more - Now you can talk with people anytime, anywhere they are, the way they want to connect. Use automation or artificial intelligence (AI) to have proactive conversations about common topics and provide even more personalized services by integrating existing customer service workflows.

BUILD CUSTOMER RELATIONSHIPS THROUGH CONVERSATION

Through Messaging apps the chatbot can respond to users’ micro interactions in the most practical and fast way as possible. There are a few significant benefits of using this type of interface:

- DON'T NEED TO LEARN NEW SKILLS TO INTERACT WITH AN INTERFACE.
- ALLOWS PERSONALIZATION; CHATBOTS CAN BE ADAPTED TO DIFFERENT TYPES OF USERS.
- NO NEED TO DOWNLOAD A SEparate MOBILE APP; MANY USERS DON'T WANT TO INSTALL A SEparate APP FROM A BRAND ON THEIR PHONE.

Maximize every conversation with automated messaging

- 63% OF PEOPLE ARE MESSAGING MORE THAN THEY DID TWO YEARS AGO
- 80% OF ADULTS AND 91% OF TEENS USE MESSAGING APPS EVERY DAY
- 53% OF PEOPLE ARE MORE LIKELY TO SHOP WITH A BUSINESS THEY CAN MESSAGE
- 56% OF PEOPLE WOULD RATHER MESSAGE THAN CALL CUSTOMER SERVICE

Facebook data, January 2018
Our ImFlow platform can power conversational user interfaces (CUIs) within native applications and websites.

Voice interaction is a new way of connecting with customers; voice experiences work well when they offer a faster, easier, or more enjoyable way of doing things.

Native Chatbot

Hybrid User Interface to improve the User Experience

We develop conversational automation systems to create hybrid user interfaces (touch, type and voice) that combine the convenience of applications and chatbot customization.

The website and mobile applications of many companies today represent the main channels of interaction with customers. The development of conversational mechanisms driven through proprietary channels allows to be less dependent on third-party platforms and have more control over the privacy of conversations.

Our ImFlow platform can power conversational user interfaces (CUIs) within native applications and websites.

We improve the customer experience through conversational experiences on native environments. We design every single interaction with multimodal mechanisms to customize the experience of each individual user.

Virtual Assistant

In the next few years we will see a pervasive use of voice technologies through different devices.

Voice interactions

A voice user interface (VUI) allows people to use voice commands to control computers and various devices. The VUIs are rapidly evolving and are destined to be the next major upheaval in the IT sector. In recent years, the experiences of voice interaction have reached the general public through the diffusion of virtual assistants such as Google Home and Amazon Alexa.

Voice user interfaces allow us to remain completely human in our interactions. Voice user interfaces have become commonplace and are improving accessibility for many consumers.

Web services and the Internet of Things offer great opportunities for voice interactions and a wide range of experiences can be developed with existing hardware.

Impossible Minds is able to take advantage of automatic voice recognition (ASR), natural language understanding (NLU), text to speech (TTS) and in general all the progress of Machine Learning to enable VUIs to learn from user preferences and context of use over time.

Voice interaction is a new way of connecting with customers; voice experiences work well when they offer a faster, easier, or more enjoyable way of doing things.
imEvents

A chatbot platform specialized in managing any type of event.

Our web based console allows to manage every element of the event (location, map, program, speakers, participants, exhibitors, sponsors).

Chatbot works automatically 24/7 and can deliver custom conversations based on user profiles. The channel can send not only text, but also images, links, links to LinkedIn for additional information about a speaker or Google Map to provide directions on how to get to the location.

Build relationships in real time and respond to people right away, right where they are.

Integrating Messenger into existing customer service workflows allows people to get convenient answers from real humans.

Use artificial intelligence to identify what people are saying and create scalable, delightful experiences in an instant. Understanding customer intentions helps shorten the distance between question and answer.

CUSTOMER JOURNEY SERVICES

Customer journey analysis provides insight into the entire end-to-end path of your event participants to identify services that can be automated to improve the user experience.

**Before the event**
Before the event, the chatbot can manage promotional activities by sending coupons, allow the purchase of tickets and provide useful information. In general, all communications can be proactive and customized based on the user profile. The system allows to manage the entire purchase funnel with retargeting actions and activate reminders in push notification mode for those who have already booked.

**During the event**
During the event, the chatbot becomes a personal assistant which can provide information on Hotel Services, Shuttle / Transfers, Registration & Seating, Meeting, Live Questions, Social Sharing, Gamification, Scheduling & Reminder.

**After the event**
After the event, the chatbot can collect feedback from the participants by means of surveys and can distribute information material such as slides presented by the speakers.

ADOBE SUMMIT

Chatbot demo for the Adobe Summit London 2018 developed on Facebook Messenger platform. The chatbot provides personalized and contextual information throughout all phases of the event. Before the event, engage participants through Facebook Ads to encourage registration. During the event, the chat is a dedicated assistant that provides personalized and contextual information for each participant. At the end of the event, it collects feedback from users through simple surveys. During all phases, the chatbot monitors behaviours and collects information about participants in real time.
**imShop**

Conversational ecommerce platform.

imflow is the world’s first conversational social e-commerce platform based on Artificial Intelligence.

Conversational commerce is an advanced solution that does more than provide a quick chatbot answer; our solution segments the audience, keeping users engaged through the sales funnel in order to improve conversions on online sales and ROI as a result of digital experiences.

**CUSTOMER JOURNEY SERVICES**

Capable of enabling social commerce mechanisms and making online payments. Users can make their purchases directly within chat rooms and all collected data is encrypted to protect the confidentiality of the information.

- **Acquire new customers**
  In 2018, online advertising will grow by 13% to 237 billion euro. Messengers Ads offers a quick and convenient way to generate leads and increase customer base and improve ROI by 10 times compared to traditional email campaigns.

- **Increasing sales**
  A chatbot is an interactive way to engage users in the shopping process, keeping customers active and therefore increasing sales.

- **Provide customer service**
  Chatbots are a new channel that intercepts customer needs to answer questions about products and services, appointments, customer service issues and more.

**imShop**

Conversational social e-commerce solution allows to connect brands with their online audience in real time and improve online sales conversion rate. This solution drives personalized interactions and enables brands to bring more engaging experiences online and defies traditional marketing limitations, giving brands the capability to reach hundreds of people at once. This new way of communicating not only increases online sales but also provides a better customer experience, differentiating brands from competitors and building a strong brand awareness.
imFood

A chatbot platform to facilitate food ordering and table reservations at the restaurant.

Just imagine you have some favorite restaurants that offer food delivery. Would you download all their apps or would you simply open Facebook Messenger and start a chat to order dinner?

imFood helps customers to reserve a table at the restaurant, choose and order their favorite dishes from the menu, organize delivery and pick up of the order. The platform works by talking to customers, taking orders, delivering information and integrating all into a system to allow scheduling and ordering for delivery or pick up.

CUSTOMER SERVICES EXPERIENCE

The chatbot developed for BurBaCa provides an automatic service to customers without any additional labor cost. Through conversations customers can send instant feedback that helps the improvement of the service.

Through our web console the restaurant manager can independently update their initiatives, promotions and events. Everything can be handled in real time and customized to different customer segments.

Through a conversational interface customers can browse the menu and make reservations in an easy, fast and fun way. Reservations through a notification system are handled by the restaurant manager via chat.

The integrated payments module allows to purchase orders directly from Facebook Messenger.

Burbaca

BurBaCa is the expression of the habits and tastes of the typical large US cities combined with the excellence of Italian cuisine. We have developed a chatbot that allows customers to be informed about the initiatives of the restaurant, to consult the menu, make a reservation, order and purchase directly via Facebook Messenger.
Fitness clubs have a way of supporting automatically many customer care functions thanks to the advances in artificial intelligence. The chatbot is able to inform, book, sell and learn from customer interactions. Customers and prospects can use Facebook Messenger to request information on activities and courses, consult personalized training cards, book courses and personal trainers, renew subscriptions and purchase products and services.

Chatbots, using information already available in the company, will offer a personalized experience for each user.

Companies have started using messaging services as a "multi-functional" platform to get in touch with their customers.

MANAGE A FITNESS CLUB

Activate a chatbot on your Facebook page to increase visibility, manage reservations, provide customer service and increase sales. The service works automatically 24/7.

Reach more people
Take advantage of the power of targeted ads to attract customers into a Messenger conversation. Messenger Ads allows your fitness center to generate contacts, answer questions, increase transactions and offer assistance quickly and conveniently.

Customer care
Use your Facebook page to communicate with your customers in a simple and automated way. The chatbot will respond to customer requests by providing the latest information on schedules, events, news and offers.

Services and payments
Customers can book courses and activate a push notification service as a personal reminder. Integrated payment services allow to purchase promotions, products, training sections and easily renew subscriptions.

HARD CANDY

Hard Candy Fitness is a global, premium fitness brand with a focus on unique and innovative fitness group programming, stylish and innovative design, and personalized training. The brand was created in partnership with Madonna, who believes that when it comes to working out and in life – Harder is Better®.

We have developed a cloud solution as a service that can handle all communications with their customers, reservation services and purchase of products and services. The payment system integrated into the chat allows to renew subscriptions, purchase lessons with the customers’ favorite personal trainer or other promotions offered by the club. A push notification system can be activated to remember their commitments, events and deadlines.
A chatbot platform specialized in managing flights.

imFly platform not only offers a valuable help to customer service, but also interacts with users to confirm reservations, send them notifications about the opening or closing of the check-in, send them boarding passes and provide real-time updates on flights. imFly platform makes a better customer experience by making it easier for people to book a flight or receive assistance on a reservation.

Build relationships in real time and respond to people right away, right where they are.

A Chatbot platform for airlines plays the role of a Smart Assistant and responds to the different passenger needs quickly and easily. Integrated payment systems allow to offer a simple service for users and to increase revenues from ancillary services. Copourcing and gamification mechanisms contribute to increase the involvement of passengers and partners operating at the airport.

**CUSTOMER JOURNEY SERVICES**

Customer journey analysis provides insight into the entire end-to-end path of the customer, identifying services that can be automated in order to improve the user experience.

- **Better Customer Service**
  Chatbots have the potential to deliver seamless customer service. Chatbots can handle urgent information, providing solutions and recommendations immediately.

- **Improved engagement**
  A chatbot is a customer touchpoint which ensures maximum engagement. It is even more engaging than human assistants because there are no time boundaries.

- **More revenue opportunities**
  Chatbots are capable of taking the consumer from the awareness stage to the conversion stage within few minutes.

**imFly**

Get immediate answers about a flight. Enable flight tracking. Consult departures and arrivals. Receive airport services information that are contextual to your flight. Receive tips for purchases and special offers. Get information on transport and parking. Get suggestions for Eat & Drink at the airport. Fill subscription forms to enable push services. The platform supports multi-language conversations and Live chat in order to enable conversations with a human operator. Customer care services are managed through NLP. Loyalty and payment services are integrated in the chat.
Provide a custom service and automate many processes.

The development of chatbots can be advantageous in customer support services, especially in answering quicker to the simplest and most basic questions, but still very frequent. In this way, the “real” customer care staff can devote themselves with greater efficiency and performance to solving the most delicate and complex problems.

The final effect is the delivery of personalized services.

Chatbots can provide all the information about a medication therapy that is necessary for the doctor to provide the correct prescription and for the patient to follow the treatment. The information can be understood in the broadest sense of the term and therefore, in addition to dosage, it can also include adverse events, tolerability profile, efficacy, precautions for use, etc. A chatbot can help patients by reminding how and when to take a treatment and providing useful information about possible adverse events.

TARGET OF SERVICES

In Pharmaceuticals, chatbots can be used in multiple ways to answer specific questions from physicians, patients, healthcare professionals and authorized personnel.

Doctors
Doctors may obtain information to prescribe a medication or initiate a treatment. Questions may be related to adverse events, tolerability, dosage, efficacy, clinical cases, etc. The chatbot is able to link doctors with product specialists for specific questions.

Patients
Patients can find general information about medications and in case a treatment has been prescribed, the chatbot can inform about potential side effects and how to react, remember when the medication should be administered etc. For specific questions, patients can get in direct contact by chatting with their doctor.

Authorised personnel
Employees can access medical/scientific information, supply chain information or consult information about company regulations, protocols, procedures.

MSD SALUTE

At the end of 2016 MSD Salute, the MSD Italy brand for healthcare professionals, launched the first Chatbot for Physicians in Italy and across MSD. The first focus was Immuno-Oncology and today 8 different therapeutic areas are active. The Bot is running on Facebook Messenger; soon a web version will be available. Currently the MSD Italy ChatBot service is available only for registered physicians. This initiative is now in the center of the MSD Italy’s digital strategy which focuses on new channels and touch-points with healthcare professionals, leveraging on new technologies.
Chatbots have existed for some time, but it is only thanks to the incredible developments of artificial intelligence, apps, messaging services, that the chatbot phenomenon has just begun to showcase the many opportunities it offers and its applications in business. One of the businesses interested in chatbots is the financial and insurance sector.

Chatbots allow a new level of experience. The purchasing process is easier, the information is clear and the customer can pay within minutes.

A virtual assistant is a chatbot with the ability to help users make transactions. It usually works within dedicated messaging apps such as WhatsApp or Facebook Messenger. The shift of the consumer to these platforms represents a huge opportunity for businesses as the chatbot market is on the brink of exponential growth.

Juniper Research estimates that using chatbot conversations will save companies up to $8 billion by 2020.

### INSURANCE CONVERSATIONS

The insurance sector is one of the sectors that will benefit most from this technology to increase sales, reduce costs and improve service efficiency.

- **Buy Renew**
  Chatbots allow insurance companies to connect with customers through messaging applications to purchase or renew policies. Simple conversation can simplify traditionally complex purchasing processes such as life insurance.

- **Assistance**
  The use of chatbots for customer relations will be increasingly used by companies. The reason is simple: it allows a reduction in costs compared to traditional customer service tools and is also much more efficient.

- **Claims**
  Chatbots offer customers a quick and efficient way to file a claim for compensation. Once verified, chatbots guide them through the claim process using decision tree modeling.

### IM INSURANCE

The chatbot is able to analyze customers’ needs and propose the most suitable products and services. The smart assistant responds to users’ questions in natural language and provides links to answers to other frequently asked questions. The system is fully integrated with back-end services and is also able to communicate with users via voice recognition through a skill for Amazon Echo.
Customize your shopping experience across the supply chain.

Chatbots offer consumers various suggestions: from recipes to collaborative shopping carts, helping them find new ways to experience the foods they love.

The challenge is to add a greater visibility and efficiency across the entire supply chain in order to deliver value to customers.

Bringing traceability and accountability to the supply chain through the power of chatbots.

To merge the digital and physical world, Hyperledger Sawtooth records the journey of seafood from ocean to table. Like the fish in this case study, IoT sensors can be attached to any object entrusted to someone else for transport, with trackable ownership, possession, and telemetry parameters such as location, temperature, humidity, motion, shock and tilt. The final buyer can access a complete record of information and trust that the information is accurate and complete.

CERTIFIED SERVICES

Supply chain analysis provides insight into the entire end-to-end path, helping the identification of services that can be automated and improve overall value to the customer.

- Quality and authenticity
  Rediscover the quality and genuineness of the cultivated products by providing transparency on how they are produced, guaranteeing their traceability.

- Sustainability and nature
  We believe that respect for nature and the times is the first step towards producing a quality product.

- Organic food
  Eating a healthy diet provides more nutrients and taking food free of any harmful substance allows a better quality of life.

- Innovation and tradition
  We combine tradition with innovation with conversational applications that can monitor all production and transport to ensure natural interaction.

ORTOLIVE

Ortolive was founded to rediscover once again the quality and genuineness of sustainable agriculture for those who usually do not have access to a piece of land to be cultivated, stressing the importance of healthy food and how healthy it is to follow and respect the rhythms of nature by tasting fruit and seasonal vegetables free of toxins, pesticides and any harmful substances, thus enabling a better quality of life. The facility to view and manage your garden remotely, being at home, is synonymous with transparency and quality, in addition to ensuring the origin of food and the side-effect of reducing the price increases in the entire production chain, promoting and achieving the concept of products at 0 km.
Utilities
Simplifies the daily relationship with customers

Public utility service providers are often critiqued for the quality of customer service. Long waiting times, complicated processes and lack of communication are among the common problems that customers face. In these cases, contacting customer service does not provide an exact sense of security. Chatbots offer a solution to provide customers with the quick answers they need to the most common questions.

Simple customer support requests such as updates on service usage and scheduling of appointments can be managed via messaging and chatbot.

We develop chatbots capable of mastering the context and content of conversations, so that the customer feels heard and understood. Customers can always get assistance when and where they need it. The chatbot offers a personalized self-service solution to customers in order to receive immediate and accurate results through conversation in natural language.

KEY BENEFITS

The main advantage of automation in this scenario is speed and simplicity. By answering some simple questions, customers can submit their requests with a few button clicks.

Customer care
Customers who have a problem often have to contact the appropriate department and wait for an operator. Chatbots can improve this process by responding to first-line technical requests. Simple decision tree models provide customers with the information they need.

Privacy
Customer privacy is essential and it is imperative that companies protect their customers’ information. To maintain privacy, account management chatbots can use custom authentication gateways in order to protect confidential information.

Sales support
Chatbots can be programmed to offer upgrades on subscriptions with increased revenue. In this case, the bot offers integrated payment functionality to ensure that the changeover to the new plan is quick and seamless.

Poste Italiane
The chatbot developed for Poste Italiane is an experiment to test the usability of conversational interfaces on Facebook Platform Messenger. For this new touch point we have integrated several of the Italian Post Office services such as booking of tickets at the post office, shipment tracking service, loyalty program, and other support services.
Bring the **new** interaction to people’s life.

A bot is an automated experience that is designed to help you create meaningful connections with your customers at scale. There are many different types of experiences you could build, ranging from human-powered live chat to fully automated conversations, with a mix of experiences in between.