



Q&Me is online market research provided by Asia Plus Inc.

Research about Facebook and Messenger usage as support touchpoint

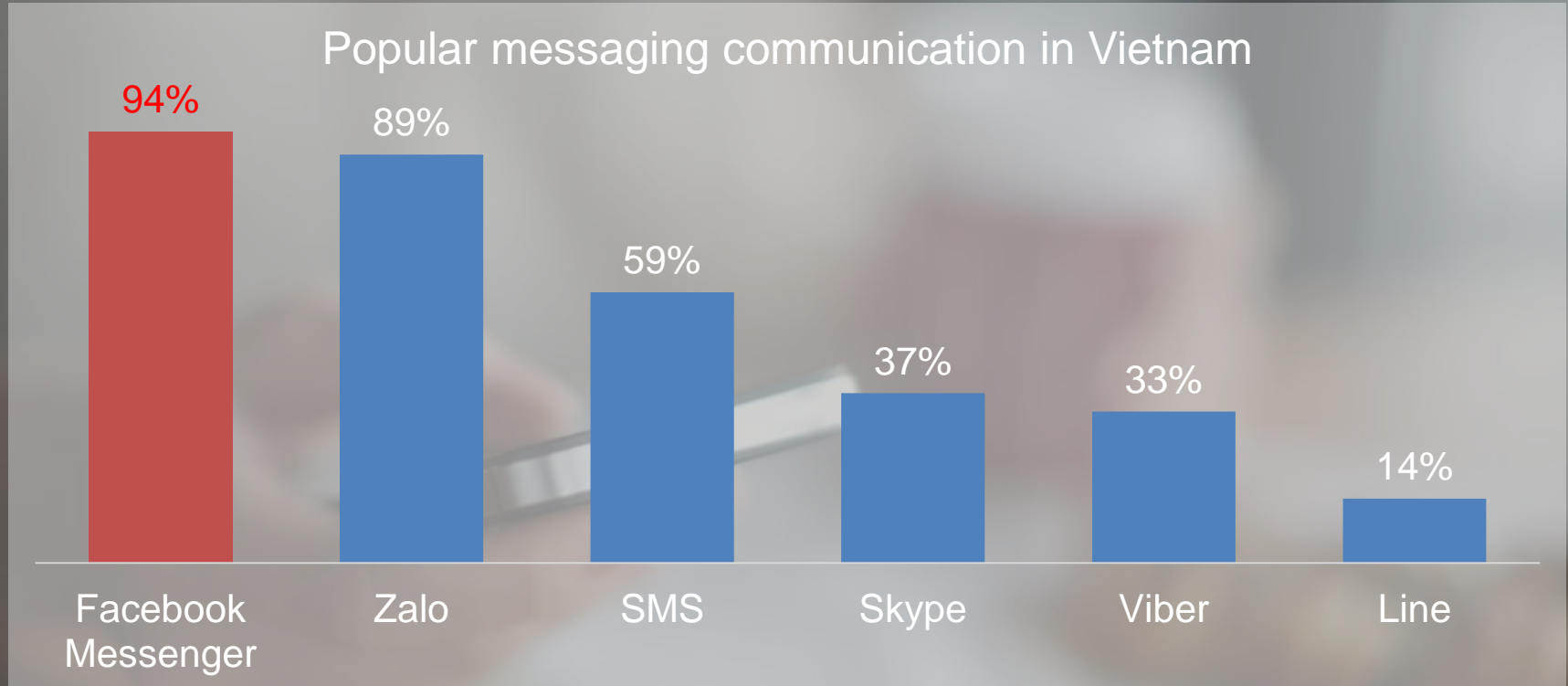


Demand of Facebook page and Messenger as consumer touch point

Vietnamese like social network and spend hours of time at Facebook for every online activities including communications, information and purchasing.

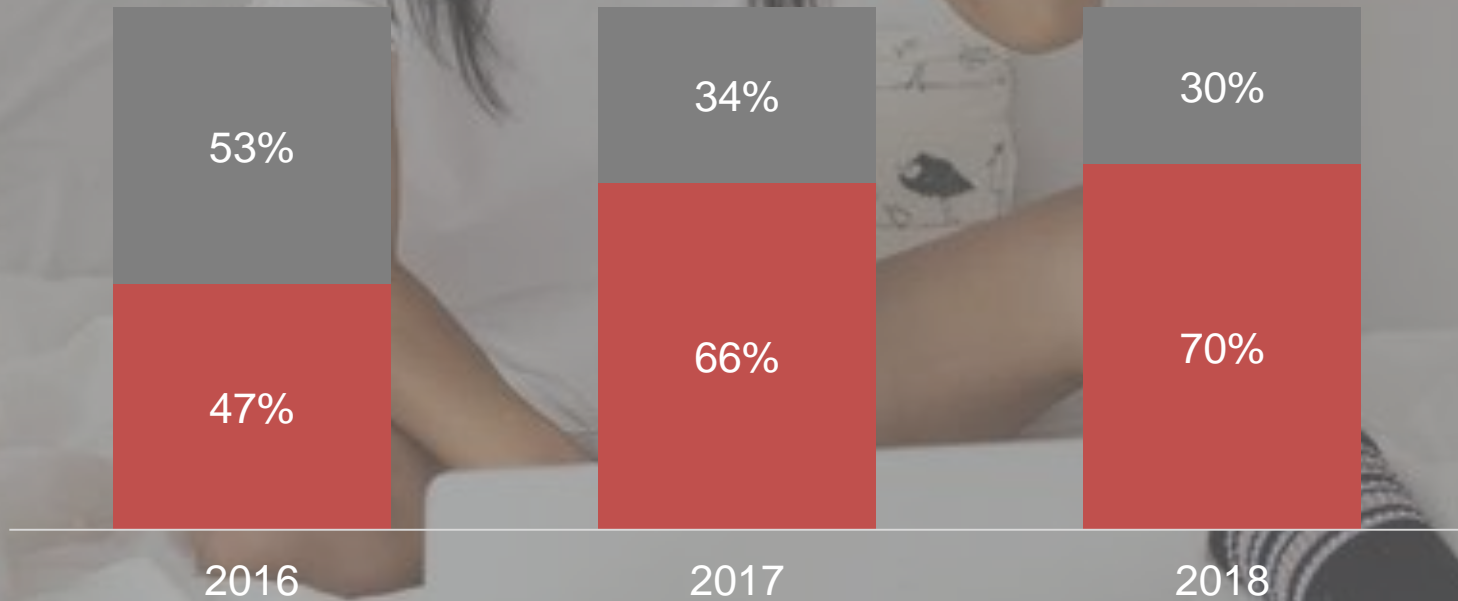
Due to their dependency on Facebook, now Facebook page has increased its importance as the consumer touch point

Facebook Messenger is the most popular messaging application in Vietnam



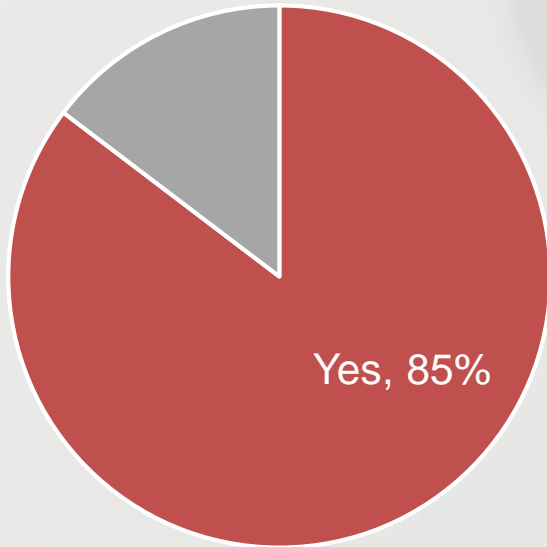
Not only for information sharing, Facebook is common outlet for shopping Vietnam

Those who use Facebook for shopping (among EC users)



Messenger is extremely popular communication tools to connect biz owners and Vietnamese

Experiences of contacting store, brand, business through FB Messenger



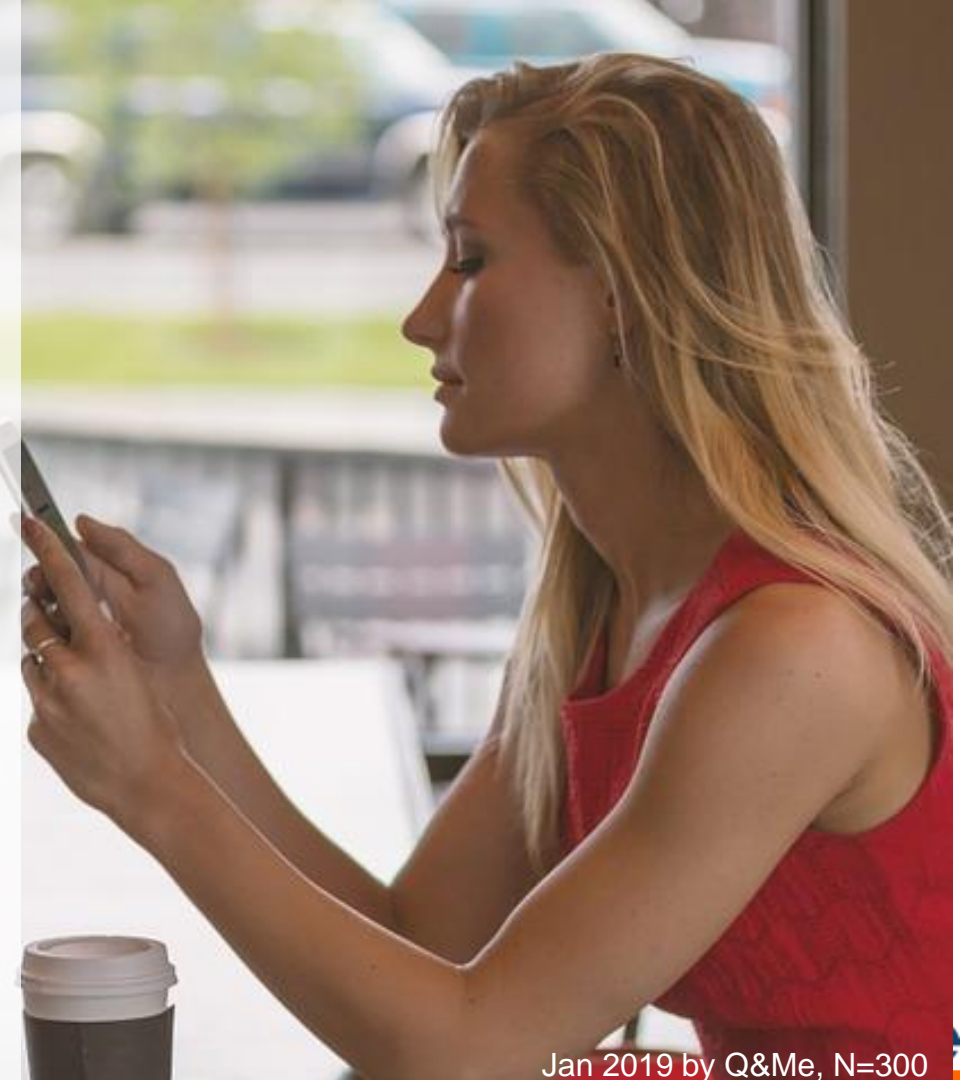
Communication is in every industry

Shops that Vietnamese contact with via Facebook Messenger



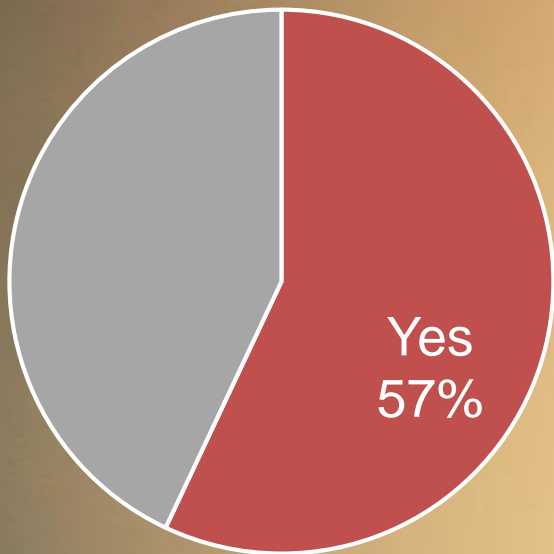
Vietnamese look for product, promotion and store information for chat

Why visiting corporate FB page

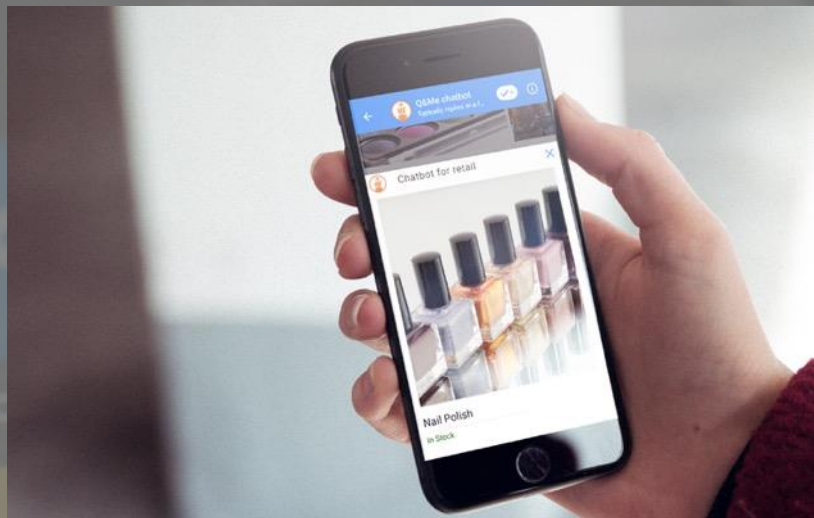


But Chat support does not
always make Vietnamese happy,
contacting and waiting in vain

I have contacted customer support via FB
chat but never get the response

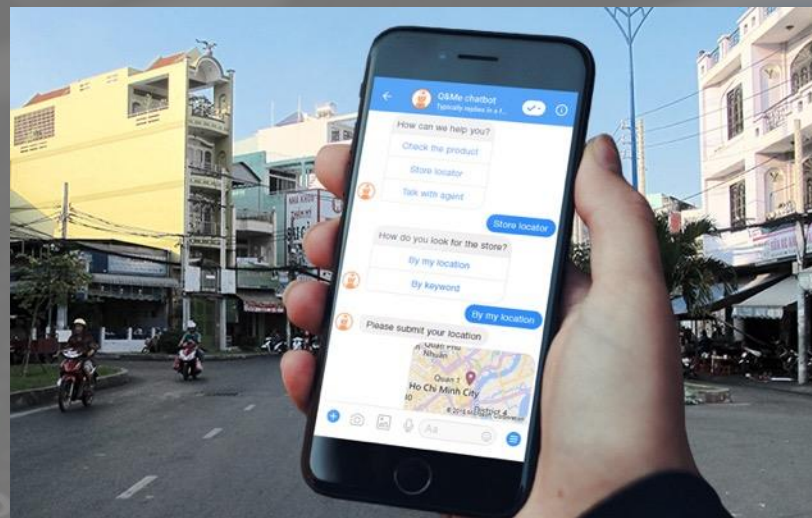


Empower your Facebook page with Q&Me chatbot solutions



Product search

Chatbot recommends the product that users look for through the natural conversations to take them to EC page or product site



Store locator

Chatbot returns the stores nearby, based on users' current location or typed keywords.



Product search

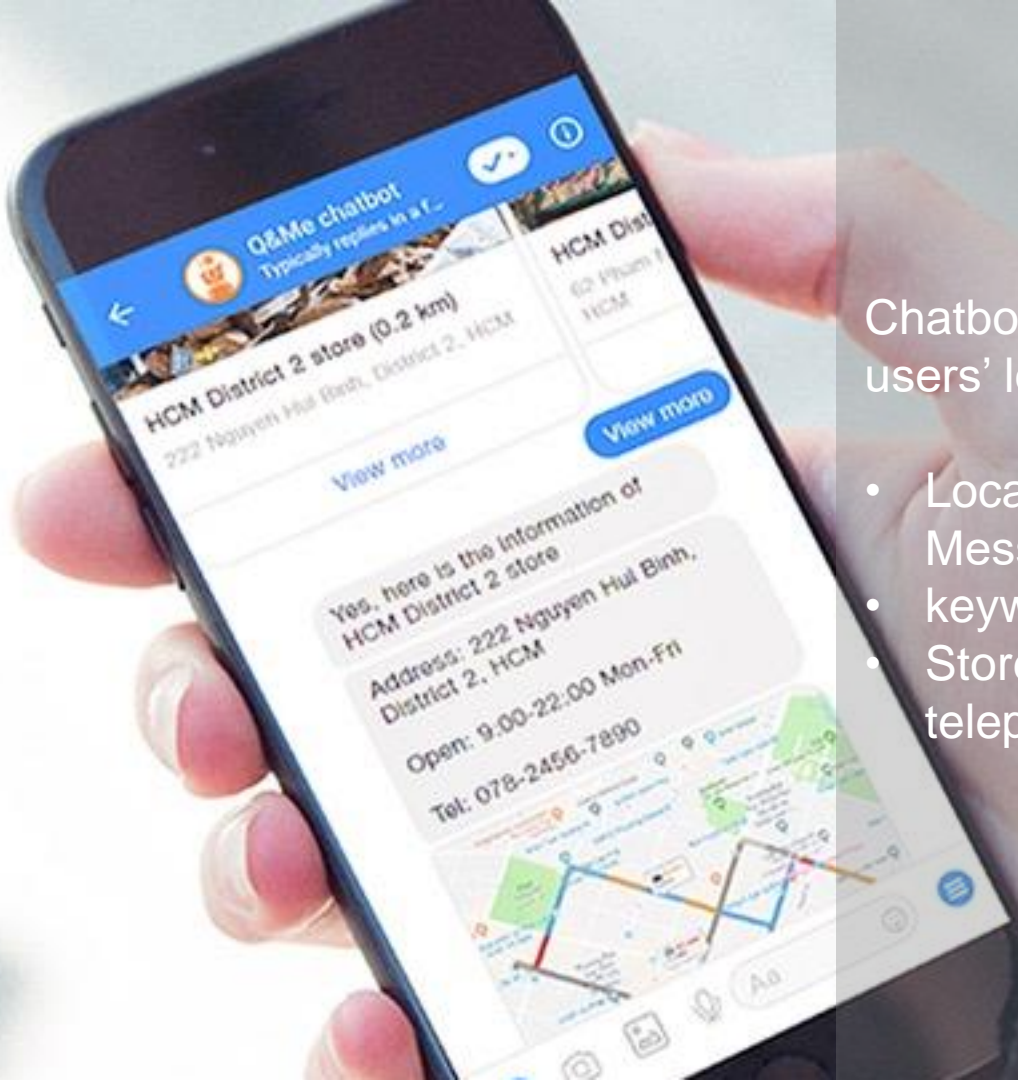
Chatbot helps users' online shopping by helping their product navigations as natural conversations. User will be redirected to the specific EC page after the product selection

- Category / sub-category selection
- Flexible re-direction to the product page
- Keyword search

Store locator

Chatbot return the nearest stores based on users' location or typed keyword

- Location-based search using Facebook Messengers' location feature
- keyword search
- Store detail display (opening hours, telephone numbers)



Contact Us

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