smart labels

Product Conversational Agents to dialogue with your customers

WHAT IS IT

A digital and conversational dimension for every physical product. By adding a QR-code to the product label, it is possible to associate a conversational agent with the product itself. The user can scan the QR-Code and chat with the product asking for the information needed: origin, contacts, features, tips and so on.

dando voce ad ogni cosa è nato un nuovo marketing

PROBLEM SOLVED

Customers are not interested in reading manuals or web pages or pdf documents associated with a product, or in scrolling through menus to seek what they need. Users do not want to install apps that occupy memory on their smartphone and will be used only occasionally. **When the user has a question what he wants is an answer**. By associating a dialog agent to the label, you can dialogue with your customer and find a solution to her/his problem.

TARGET

Information intensive products. Manufacturers and communication agencies active in high-added-value food products, cosmetic and herbal products, household appliances, industrial machinery, etc.

EXAMPLES

Kapamo's team has developed conversational labels for **extra virgin olive oils** produced by the Association of Oil Women Entrepreneurs. Its smart labels have been presented at severals fairs and exhibitions. Kapamo is developing a smart label research project for **coffee** too; it's a conversational agent that tells you about the origin and characteristics of coffees.

Products include also **cosmetic** and **herbal medicine** as well as manuals for coffee- or washing machines.
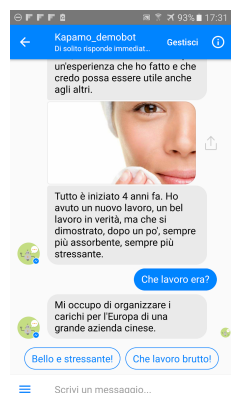
DO YOU HAVE AN INFORMATION INTENSIVE PRODUCT?

Kapamo focuses on conversational user interface (CUI) i.e. chatbot and "voice first" interfaces. The team at Kapamo has designed and developed CUI for Telecom Italia, EXPO2015, Lactalis Italia, bTicino-Legrand and other companies.
Kapamo is a startup company based in Trieste (Italy): www.kapamo.org .
Contacts us at info@kapamo.org