JSEcoin Submission for Oracle Cloud Excellence Awards

Customer Information

Nominee Name: James Bachini & John Sim

Nominee Job Title: Founder & Chief Technology Officer

Nominee Company Name: JSECOIN LTD

Nominee Company Address: Cambridge, United Kingdom

Executive Summary

Describe your solution. Please provide an overview of the primary business drivers and objectives your organization is trying to achieve with this initiative.

JSEcoin Response:

Founded in August of 2017, JSEcoin develops next generation blockchain technology for the web.

The JSEcoin project includes an Enterprise Sidechain, digital currency, wallet, mining, ecommerce and developer platforms - where any business or individual with an email address can generate tokens as well as securely and cost-effectively send and receive cryptocurrency payments online.

The size of our network and widening acceptance of our product have helped us become one of the leading cryptocurrency networks for web-based mining. We are leading the way in promoting ethical opt-in web-based mining to our publishers which drive traffic and computation power to the network.

Headquartered in Cambridge, United Kingdom our team are working towards building a world class payments solution for the web utilizing the latest developments in artificial intelligence and blockchain technology. The world is changing and how we store value, trade and use money is going to be disrupted in the next decade. The emergence of cryptocurrencies provides a unique opportunity for us to change the world and make a difference.

JSEcoin purchased Oracle's Digital Assistant to help support its ever growing community new to the world of Cryptocurrencies and blockchain technology. With now over 107 MILLION

miners located globally - support across its various social channels (facebook, discord, telegram, reddit etc) was becoming near to impossible for the team to manage with the majority of questions being repetitive and time consuming for the team to handle - it was decided a new approach was needed to support our ever growing community of over 150,000 platform users.

Technology Drivers

What were your key technology goals for this project (e.g., modernization, cloud strategy, etc.)? What did you hope to accomplish by changing your technology landscape? Please describe your IT environment prior to the adoption of this Oracle technology.

JSEcoin Response:

As a startup the cloud is a key part of our strategy and we are continually investing in new technologies that show that we are leaders in innovation when it comes to blockchain and web based crypto technologies. As well as using leading built platforms and solutions that can help to grow our company further and let us focus on our key business drivers.

As part of this the team spent 3 months trialing and reviewing the different chatbot platforms, IBM Watson, Google Dialogue Flow and Oracle's Digital Assistant. We decided on ODA for its ease of use, setup capabilities and channels that it could easily integrate with.

Our first step was to provide our digital assistant with the ability to easily answer common repetitive questions that we received from the community. And so we used the FAQ capabilities from within ODA this allowed our team to manage and write up a simple spreadsheet that we could upload onto the JSEcoin website as a dynamic store for our FAQ page but additionally could be used as a knowledge base for our digital assistant to use to help our community.

Next we wanted to expose our chatbot to our website as this is our primary channel for learning about JSEcoin and solutions that we offer - we worked closely with the Fishbowl Solutions team as they were the recommended partner for developing integrations with ODA using Oracle's SDK they wrote our web based chatbot interface.

We then expanded block to also support our other social channels like facebook.

Solution Uniqueness

Please describe the solution, including functionality, users and unique features. Please include any solution overview diagrams, workflows, or images that will help to illustrate your solution.

JSEcoin Response:

JSEcoin developed a platform agnostic chat bot support agent to handle all incoming support queries. The chatbot continually improves due to back-end optimisation and further development of the Oracle Digital Assistant.

During the later stage of 2018 the development team reached a stage where they were unable to handle the incoming support queries effectively. These peaked at around 100 new requests per day which was taking up valuable time and resources to process.

The Digital Assistant solution now handles 100% of incoming queries freeing up developer time to work on building the project.

ROI

(return on investment)

JSEcoin Response:

The application was developed in less than a month by one developer, our CTO John Sim. We leveraged the existing FAQ to provide the support database and expanded it as we went. Compared to the cost of hiring, training, managing support staff the setup and maintenance of a digital assistant provides exceptional return on investment for both time and capital resources employed.

We believe since we launched the chatbot in January 2019 we have saved approximately 1280 man hours a month. Using conservative developer salary estimates we believe this has saved the project $32,000 USD.

Reduction in time to complete a business transaction or process

JSEcoin Response:

For companies that have a small workforce but large expanding user base it is impossible to offer one on one support. While we value our interactions with our users and the feedback from their problems it does not scale as the user base grows. This leaves companies with only two real options:-

- Hire or outsource
- Automate with AI

We considered the option to outsource the support to overseas call centers but felt that the level of service would not be on par with what we could develop with a digital support assistant. Factor in the time and financial cost of training, managing staff, covering staff shortages, hiring, human resources and there was a clear advantage to the automation route. Automating the support reduced the team time required in this area from approximately 1280 man hours a month to less than 20. Our users now have exceptional 24/7 access to our entire knowledge base.

Increase in employee / partner / customer satisfaction

JSEcoin Response:

We measured the accuracy in which the Oracle Digital Assistant answered queries to gain insights into the effectiveness of the support programme. While initially the chatbot was answering approximately 50% of queries we now have a figure closer to 80%. This is due to the response optimisation where we add new intelligence links based upon the real queries we receive. Additional optimisation is made to the phrasing of questions that initially are not recognised by the machine learning software.

Improvement in employee productivity

JSEcoin Response:

The small team at JSE went from being overwhelmed with queries and a work atmosphere that was chaotic and reactive to having additional time on our hands and being able to focus on proactive development. This has not only made an immeasurable impact on productivity but has made it a much better place to work.

Risk reduction for future projects due to standardized architecture and processes

JSEcoin Response:

The Oracle Digital Assistant is the only chatbot that offers an out-of-the-box integration with Oracle Service Cloud. With this integration built and in production, Universal can focus on adding additional capabilities to their HR digital assistant (new intents, etc.) instead of managing/customizing such integrations.

Future Plans

What is the future plan/roadmap to expand this solution footprint? What are your next steps?

JSEcoin Response:

While the Oracle Digital Assistant provides an out of the box solution to automating an entire support department we believe it is critical to continue to improve our support center. The chatbot is only as good as the information and support database on which it is built and we will continue to expand, improve and update this to offer the best possible support to our users.

Our next step is working on Alexa skills to provide voice interaction to extend our enterprise solutions for our registered users so that they can retrieve information on their account and quickly find out information on price of JSE.

Supporting Materials

Ask our digital assistant a question at https://jsecoin.com

Screenshots: