Labiba for Artificial Intelligence

Profile
About Us
Labiba is an artificial intelligence and robotic process automation company specialized in building virtual agents that can emulate human actions in executing business processes and interacting with customers. Labiba was launched in 2016 and has offices in Bahrain, Saudi Arabia, United Arab Emirates and Jordan.

Built with 20 years of experience in technology and digital communications, Labiba.ai is an enterprise-level bot management platform including all the functions needed to harvest conversational interface opportunities such as visual builder, human agents, broadcasting, system integrations and more.

Our enterprise-level bot management platform, with native Arabic language understanding, includes all the functions needed to create voice & text conversational experiences.

We have developed a start-of-the-art chatbot builder which allows organizations to build smart interfaces for a smart future. Customers want simplicity, ease and a general good feel when interacting with any organization and the conversational interface is the answer.

Labiba brings the powers of AI/NLP in an easy to use visual builder along with the tools and integrations around it to provide smart bots that can answer queries and perform actions.

Today it is more important than ever before for organizations to create a unique experiences for their customers; since users are now spending time on messaging platforms more than all other digital channels combined it becomes vital for organizations to offer their content utilizing the conversational interface.

**Experience and background**

Labiba is a subsidiary of Imagine Technologies, an award-winning company which received international awards such as Sheikh Mohammad bin Rashid’s award in the World Government Summit as well as international organizations such as Expedia for best performing digital campaign on Europe, Middle East and Africa.
About Imagine Technologies

Imagine Technologies was founded in 2001 by a team of engineers, designers and marketing experts, combining technology and marketing concepts to provide our clients with high-impact internet marketing solutions.

Imagine creates powerful dynamic communication tools that improve business and increase digital revenue. Our full in-house solutions are designed to go beyond traditional marketing to develop complete strategies that win customers and develop on-going client relationships. Imagine has helped several local and International entities to implement strong and effective communication tools to successfully promote their services.

By combining excellence in site creation, e-marketing plans development, search engine marketing, technical implementation and online marketing, our goal is to offer a complete solution and create the online tools clients need to streamline its services and communicate confidently with prospects.

We serve industry leaders in Jordan including the Royal Hashemite Court, the Jordan Tourism Board, The Jordan River Foundation, The Royal Health Awareness Society, several ministries and around other 300 clients and we look forward to implement our knowledge and expertise in service of developing this portal.

Our work in the artificial intelligence field and chatbots started in 2016 when we implemented the first tourism chatbot for the Ministry of Economy in the UAE, as a mobile application “Be Happy - Visit UAE”.

The application was featured in the UAE Innovation Week at the Tourism Innovation and Transformation Forum.

The mobile application was developed to measure the satisfaction of visitors and tourists during their stay. Its interactive features enable users to indicate their satisfaction and happiness depending on their location.

The application’s user-friendly interactive platform features an avatar of an Emirati character, designed to represent the chatbot character which assists the tourists.

An innovative engaging function was also developed in the application that detects the mood of the user by prompting him/her to take a selfie and then the system used image recognition to determine if the user is happy or not and based on that it directs the conversation flow to different features of the app.
Labiba is a Microsoft AI Solutions Partner

Labiba was selected as a Microsoft AI solutions partner, working closely with the Microsoft teams regionally in bringing AI solutions to enterprise in various sectors. All our applications are developed using next generation platforms in order to achieve best results for the client.

The below screen is our AI solution in a campaign by Microsoft for the top artificial intelligence solutions.

A tweet from the Microsoft global account promoting our chatbot building platform Labiba.ai
FINTECH Expertise
The Dubai International Financial Centre (DIFC) selected Labiba.ai for their FinTech Hive Accelerator Program, managed in partnership with Accenture. The accelerator is aimed to accelerate innovation in the region, bringing together the next generation of technology leaders and entrepreneurs to address the needs of the region’s financial services industry.

The 11 finalists were each selected on the basis of their level of business maturity, potential to thrive in the FinTech Hive's ecosystem, and the degree of their compatibility in partnering with participating financial institutions. The accelerator programme received more than 100 applications from 30 countries around the world. We are very proud that Labiba.ai was one of the eleven startups to be selected for the program.

As part of the program we implemented multiple POC projects and were mentored by Mashreq Bank, HSBC, Standard Chartered Bank, RAKBANK in addition to other financial institutions.
Labiba was one of the founding partners of the Bahrain FinTech Bay (“BFB”), the largest Fintech hub in the Middle East & Africa.

BFB is the region’s largest fintech hub that works with established industry leaders and new entrants from Bahrain, the region and around the world to drive innovation and create opportunities for growth.

BFB’s founding partners represent a broad cross-section of Bahraini and global financial services and technology industry leaders. They will collaborate with BFB in accelerating Bahrain’s position as a leading regional fintech hub. The Bahrain Fintech Bay will play a central role in growing the supportive ecosystem that is necessary for innovation to thrive.
As part of the FINTECH Accelerator program, Labiba worked with the financial institutions above in customizing the platform to better meet the needs of banking and financial institutions. This includes platform enhancements on 3 levels:

- Different Banking functions.
- NLP for banking including training the bot for understanding banking lingo.
- Security requirement to meet banking standards.
Selected Clients
Selected Clients
LABIBA.AI
The Most Advanced Chatbot Platform
Customer Service

Provide better customer service, and give your customers a personalized experience 24x7 on their preferred channel using their natural language.

24/7
Today’s customers are expecting 24/7 service availability, provided in a personalized way and on their preferred channels. Artificially Intelligent Virtual Agents is the answer for that, and by implementing that you will not only provide a better customer experience, but also save on customer service costs.

Human Agents
Empowering the call center team and turning them from repetitive question takers to problem solvers, therefore, human agents is an integral part of our system and are available for the more complex problems or qualified leads.
Visual Bot Builder
Using our platform to build the AI-powered chatbot experience to making it quick, easy and delightful.
With a visual conversation builder that allows creating conversations as you think of them, without the need of any coding knowledge.

From Cost Center to Profit Center
It doesn’t stop at cost savings, each conversation collects information and traits about your users, analyzes them and stores them in a database of audience segmentation. Having the segmentation gives insights on your users and allows you to broadcast relevant, personalized marketing messages for your users, turning your customer service from a cost center to a data and profit center.
Marketing
Experiencing a new level of customer engagement on the most popular channels, virtual agents that can capture leads, inform, engage and entertain.

The Right Channels
Today your audience is on messaging platforms, people spend on messaging more than they spend on all digital channels combined. Building virtual agents that engage with your customers on messaging platforms puts your brand in the right position to grab the attention of your users and engage with them in conversations on their preferred channels.

Unprecedented Reach
It's a tough time when it comes to reaching your audience, ads viewability is going down, getting relevant traffic to your website is harder than ever and Facebook posts reach usually 1-2% of your audience.

With messaging platforms, your virtual agents reach to 100% of your audience for all messages with relevance, personalization and engagement opportunities up to the individual customer.
Engagement

Intelligent chatbots can literally engage your users in conversations about your product or service. Provide information or answer questions all through conversations that engage your users, because this is how you will be memorable, and as the old saying goes “Tell me and I will forget, show me and I may remember, involve me and I will understand”

Customer Segmentation

Labiba doesn't only offer the ability to converse with customers, but it harnesses these conversations and collects insights on your audience. This gives you the ability to segment customers based on interest and other traits collected through these conversations, giving you a great opportunity to use the segmentation for personalized relevant messages in the future.
These are the high-level features of the chatbot solution:

**Multi Language Natural Language Understanding**
Our platform works in English and Arabic with 19 different Arabic dialects as well as other 70 other languages.

**Artificial Intelligence & Machine Learning**
Put Artificial Intelligence to work for you. Enjoy our library of understanding and train the bots to understand the natural language of your users, users will be able to converse with the bot using text and voice commands. Utilize sentiment analysis to enhance emotional satisfaction.

**One Engine, All the Channels**
The conversation can be built once and published on multiple platforms including, websites and portals, mobile apps and messaging apps such as Facebook Messenger, Twitter, Whatsapp and more. Our library for mobile apps is built using native code that can be imported to any mobile app.

**Dialogue Management**
Our feature-rich visual dialogue management platform for building chatbot conversations allows you to create smart conversations with easy drag and drop. Both artificial intelligence and the guided flow work together to allow structured and unstructured communication and navigation flow through the chatbot conversation, creating a unique experience for the user conversing with the bot.

**Rich Audience Insights**
Leverage progressive profiling through conversations, segment your users for better understanding in future conversations and personalized messaging.

**Broadcasting**
Target your audience with personalized marketing messages based on traits collected through previous conversations or segments from your CRM. Reach 100% of your audience.

**Man & Machine United**
Whether you want to transfer certain leads to your human agents, or if the bot doesn’t understand something. Labiba allows for human agents chat. A comprehensive chatting system via the web and as a smartphone app to talk on the go.
Why Choose Labiba.ai
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We are leaders Arabic artificial intelligence applications for enterprises with more than 3 years’ experience in AI implementations for leading organizations in KSA, UAE and the region.

- Part of Imagine Technologies, a leading digital transformation company with a team of more than 25 engineers with 20 years of experience in creating web portals for government entities and leading brands.

- Fastest 3rd party and API integrations compared to competitors in the market.

- State of the art platform that is intelligent and easy to use with multilingual support including native Arabic.

- Support for multiple collaborative chatbots which allows for multiple organizations to work on different bots of the same platform.

- Native Arabic language support.

- Voice support.

- Visual Bot platform: The chatbot builder Labiba.ai is developed by our in-house team of engineers, and we are utilizing Cognitive Services to boost intelligence for organizations in different industries including tourism, banking, publishing, and commerce.
Innovation
Our investment in R&D and innovation

We are constantly improving our AI conversational agents powered with cognitive capabilities and RPA to exponentially increase productivity and improve service delivery in the enterprise.

We have extensive investment in R&D, which include implementing more than virtual chatbots such as physical Robots. We recently launched Robot implementations for experiences like the visitor registration, navigation and more.

We are also continuously working on adding new modules and features to the platform.

We are integrating the platform with all major social media and community management platform such as Lithuim to give a holistic view of the customer interactions.

We are also constantly improving on the NLP engine and how to ensure an engaging omni-channel experience for the users.

We are launching a robotic process automation module to be interlinked with the Chabot to further emulate human actions in executing business processes and interact with customers.