

What's On



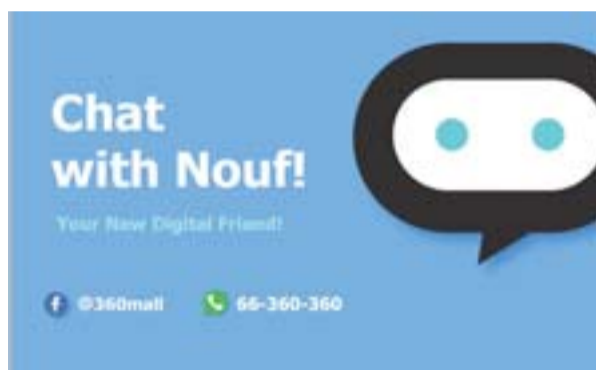
360 Mall launches region's first-of-its-kind AI Chatbot

Kuwait's 360 Mall has become the region's first shopping and leisure destination to launch an AI-driven, bilingual chatbot - 'Nouf' - available on customers' most used and favorite platforms, which makes it easier than ever for customers to engage with the iconic retail and entertainment centre.

Nouf was introduced to the public last week through an interactive activation at 360 Mall where the mall initiated a call-out for all Noufs in Kuwait. With the participation of over 360 Noufs, the announcement of the launch of the Nouf Chatbot was made to a crowd of anticipating customers who were also celebrated by the mall through branded giveaways and gifts.

360 Mall customers now have instant access to 'Nouf' who can talk to them in both Arabic and English, via a range of the region's most popular social media and digital platforms without having to download apps. Once Nouf's number is stored, customers can immediately talk to her, at any time of the day or night, on WhatsApp or via Facebook and Webchat.

"We're using transformative and game-changing AI technology to make our customer-experience and journey as simple and easy as possible, which is a winning combination for our visitors and our tenants alike,"



explained Aram Mkrtychyan, Deputy General Manager - Marketing. "Nouf is currently in its beta version and will continue to evolve and develop to better serve our customers."

Chatting to 'Nouf' is almost like talking to a friendly, human personal assistant, through the use of artificial intelligence. "This means 'Nouf' can listen carefully to customers, understand their precise needs and provide far greater insight on the brands and services available than is provided on standard, script-fed chatbots, which

are usually just a re-run of website text," added Mkrtychyan. "Nouf goes much beyond this, just as 360 Mall has gone beyond the norm to ensure the utmost convenience. What's more, 'Nouf' has a bright and witty personality, which makes her fun to talk to."

For instance, on learning of a customer's food preferences, 'Nouf' can make dining recommendations, or she can suggest brands for certain items and give directions to any store, restaurant or facility from the precise place in the mall the visitor is communicating from. 'Nouf' can also direct customers to specific outlet types, provide their contact numbers and website addresses and guide shoppers through 360 Mall's many event and entertainment options.

"It's almost like having a personal assistant that is entirely dedicated to you on the other end of the line," said Mkrtychyan. "Nouf will hugely improve the shopping experience for all 360 Mall visitors, which is also a big boost for our tenants. She knows where specific brands can be found and can direct shoppers to their websites to discover the latest deals."

360 Mall's investment in 'Nouf' is part of its ongoing aim of setting a new standard for the shopping experience and the entire customer's journey. "We have set

benchmarks for luxury, facilities, dining and entertainment and are now adopting the very latest in technological advancements to thrust our customer's journey forward," said Mkrtychyan.

Though 'Nouf' is a beta-chatbot under test mode with 360 Mall, there are already plans to further extend her range. "We are embracing the convenience of the conversational commerce era ensuring customers will no longer have to send enquiries via emails or call our customer service to obtain information from the mall. We are committed to providing customers with a more interactive experience as a first stop on the way to full digitisation and gamification of shopping," he added.

'Nouf's' chat channels were chosen because of their high penetration in Kuwait and the wider region. WhatsApp has the Middle East's highest active user penetration rate, averaging three hours a day. 360 Mall Facebook followers can also interact with 'Nouf' on Facebook Messenger and the bot is available via 360 Mall's website - www.360mall.com. "Customers can start chatting with 'Nouf' by simply visiting www.360mall.com/nouf and choosing their preferred social media messaging platform," explained Mkrtychyan.

GUST Computer Science students recognized for outstanding Capstone projects

Gulf University for Science and Technology (GUST) recognized its Senior Computer Science students in a ceremony led by GUST President, Professor Walid Bouhamra and university management for their out-

standing achievements on their capstone projects last semester. The students were praised by the President and faculty alike, and were awarded certificates and a cash prize of KD50 for each student as a token of encouragement and appreciation. The projects divided 27 students into eight different groups to work on varying projects. In addition to using posters and fliers, seniors conducted live tests of their apps to the audience to fully explain the idea behind their creations, and how they could be used to benefit their communities. The university continuously strives to support its students' talents and hone them into practical skills to use as tools for a successful future.



The outgoing German Ambassador Karl Berger hosted a luncheon for local media at Babel restaurant.



Jabriya to be listed among healthy cities

The 'Positive Kuwaiti' voluntary team recently responded to the wishes of Sheikha Azza Jaber Al-Ali and of Jabriya residents to register their area on the list of healthy international cities. Headed by Narjis Al-Shatti, the team explained the significance of healthy cities on both individuals and

societies, adding that the program also helps achieve HH the Amir's vision in turning Kuwait into an international financial hub as part of Kuwait's 2035 vision. The team also explained the conditions of registration and the coordination needed amongst various government bodies to do so.

Greetings



Happy birthday to our little princess Aamina Imran who is turning 3 today. God Bless you and may you have a prosperous future ahead. Best wishes and love from Papa, Mama, Grand Parents, Aunties, Uncles and Cousin Brothers Abdullah, Osama, Ali, Umar, Hassan, Mohsin, Talha and Sisters Fatima, Ayesha, Meeqat.