NO LIMIT
SOFTWARE

Rakuten Viber

Rakuten Viber runs global campaigns with the help of No Limit’s AI systems



Viber is a cross-platform P2P voice over IP and instant messaging software application, adding users via their cellular telephone number. Their secure, private, fun messaging and calling app, connects over a billion people worldwide.

REACTJS | HTML | CSS | MONGODB | FIGMA | AI SYSTEMS

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Disrupting key areas with better products.

Challenge

With their worldwide coverage and billion user data base, Rakuten Viber is looking for a way to keep them engaged and renew their interest across all regions and demographic groups. This is a constant process, which relies on innovative campaigns and technology solutions that provide better interactions and functionalities to users.

After several successful pilot projects No Limit Software became a valuable service vendor for Viber Rakuten back in 2018. As such we were entrusted with proposing key chatbot solutions and AI enhanced systems, scaling up to 10 million users in a single instance.

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Solution

Working closely with the organization, No Limit managed to participate in the initial ideation and collaboration phases of each campaign definition process. Based on our findings during these meetings, we managed to create several chatbot systems, based on the NodeJS technology, with which we could handle large volumes of users at once. For this we also prepared the necessary server infrastructure using sharding practices and auto load balancers. At the end of each development phase we had a fully functioning chatbot, which could automatically send broadcast messages and answer user requests on the spot. Later on we added an AI enhancement, so the system can follow conversation flows and take decisions on its own, based on the user interactions.

Result

No Limit managed to deliver a powerful tool to Rakuten Viber, with which the company can easily reach and reengage users for promotional purposes. These outreach campaigns, proved valuable as they ensured and sometimes increased the usage and market share of the Viber application.

Based on the provided solutions, Viber’s users gained several different functionality updates and interaction options. The chatbots also allowed for cross-promotion campaigns between different customer channels and customized ad targeting of preferred user segments.

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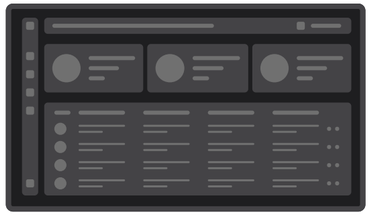
The Solutions we used for this project



Dashboards

Create a dashboard combining data from modules accross the system



AI Enhanced Systems

Implement DataScrappers, Smart Analytics and more automation features

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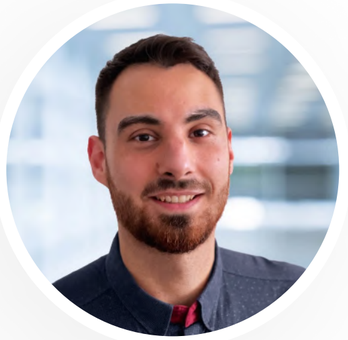

Angel Velikov

Co-founder / CEO

“Explore the digital scene with us and find the best concepts. Let’s work together!”

At No Limit Software we truly believe that highly effective teams bring highly valued results. We tap into your product vision and build a plan targeting the key areas, that will bring the most result.

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