MARCONI and its chatbot service

Reducing the workload and increasing listener interaction with radio station Studio Brussel

As of 2006, Flemish radio station Studio Brussels organises the yearly charity event Music for Life, as part of the “Warmest Week”. Studio Brussel calls on their listeners to set up a campaign for a cause that lies close to their hearts.
Since 2015, these campaigners have their own app, which enables them to share their story and better connect with their radio station. Behind this app lies the technology of MARCONI and a chatbot called “Flammie”.

With the app, campaigners could make footage, capture their activities and ask questions to the editorial team. Here, the chatbot “Flammie” provided first line support in the app. Only when Flammie was not able to answer a question, it was forwarded to the editorial team itself.

On the terrain of the event, about thirty iBeacons were installed to transfer signals to the app. This enabled the radio station to have a view on where the campaigners were located on the terrain and how they were moving around. In addition, pictures sent in by campaigners present on the terrain were also shown more frequently on the screens onsite.

CHATBOT IN THE MUSIC FOR LIFE APP

"The chatbot is a huge help for the Conversation Team, it made our workload easier to handle."
Jasmien Kuipers, Conversation Manager
Studio Brussel

Enabling a personal service for NPO Radio 5 listeners with more time for radio editors to get creative

As part of MARCONI, public broadcaster NPO and service provider Faktion developed a chatbot for the Dutch radio station NPO Radio 5. Listeners are able to ask questions about the different radio shows, the DJ’s, songs, competitions as well as more general frequently asked questions such as “How can I listen to the station abroad?”.

Via a smart connection with the editorial radio system, questions about programmes, songs and DJ’s could be automatically answered, as all the information is already available. With the chatbot, the radio station can also engage listeners with a service that takes their profile and personal interests into account.

Lister-generated content on screens at the festival

Integrated dashboard for the editorial team

Bringing radio stations and listeners closer together

Join the open pilots!

projectmarconi.eu
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Collect all listener-generated content on a single platform

available components:

- Metadata extraction
- Geolocation extraction
- Visual quality detection
- Message searching, and more

Get to know your listeners with valuable analytics, and GDPR compliant

Pluxbox introduces PriVaults, a storage service that focuses on Privacy by Default and Privacy by Design. It has a single sign-on authentication service and offers tools that allow users to easily see which data is stored and request for information to be deleted.

Seize new opportunities to connect with listeners

Detect and create new listener experiences, across different platforms and devices.

Manage and increase interaction with your listeners in a smart way

available components:

- Integrated live view of multipleplatforms (Facebook, Twitter, your own app)
- Smart analysis of conversions with natural language processing
- Configure automations (chatbots)
- Semantic services
- Photo and video analysis
- Topic detection, and more

Engage with listeners and their interests

available components:

- Contests & Polls
- Smart assistent
- Push notifications, based on user profiling, and more

Create targeted content

Be part of your listener's inner circle by providing them the latest ins and outs of their favorite artist.

About MARCONI

MARCONI enables fully interactive and personalised radio solutions.

By integrating broadcast radio with digital and social media, your listeners will be able to interact with your radio station through their preferred communication channel in various ways.

Provide your radio presenters and editorial team with an integrated view on listener interactions and support them by smart interaction automation services.

The team behind MARCONI:

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