



MINISTRY OF FINANCE REPUBLIC OF INDONESIA  
DIRECTORATE GENERAL CUSTOMS AND EXCISE

# BENEDICTUS JACKSON

HEAD SECTION OF MANAGEMENT SERVICE  
AND QUALITY ASSURANCE

“ Change is your friend not  
your foe, change is a  
brilliant opportunity to  
grow. ”

Simon T. Bailey



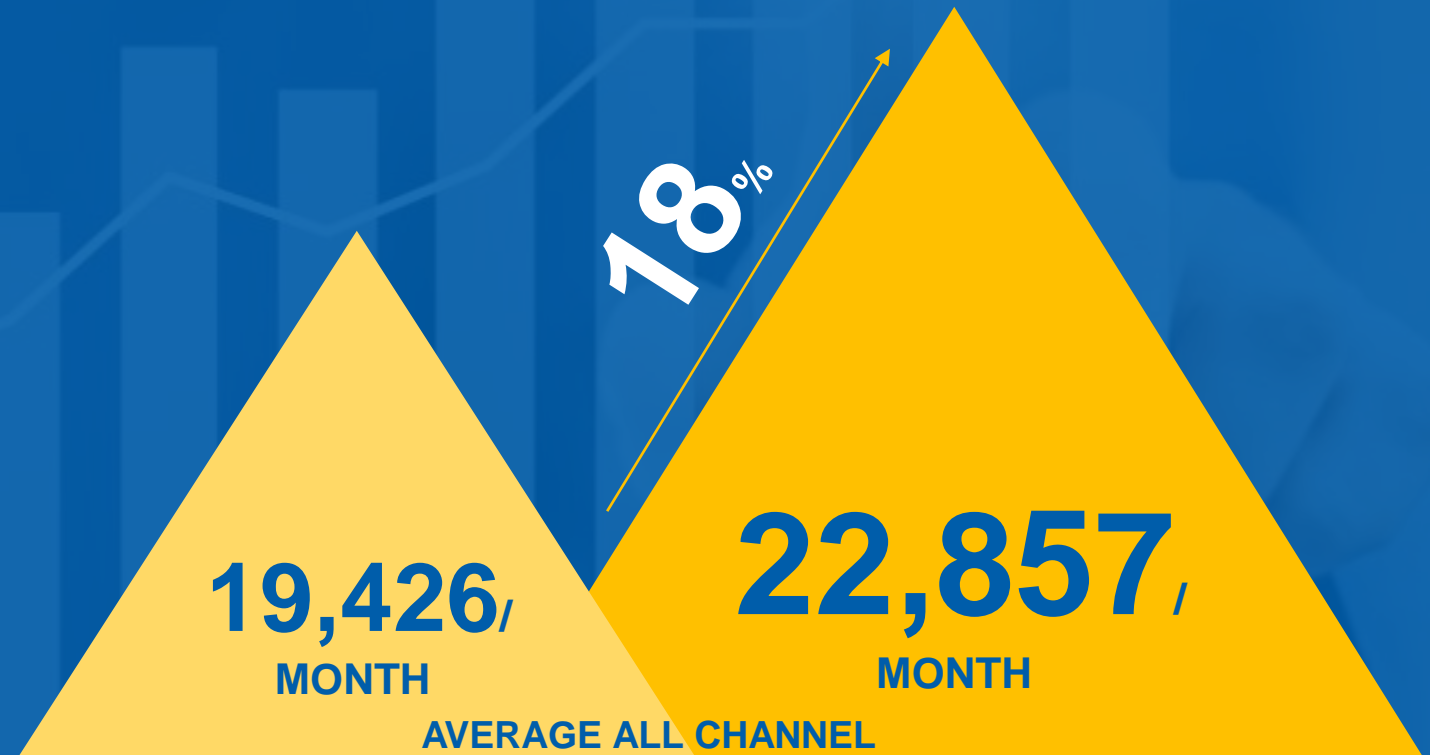
# INCREASING OF



B  
A  
C  
K  
G  
R  
O  
U  
N  
D



# DEMAND FOR INFORMATION

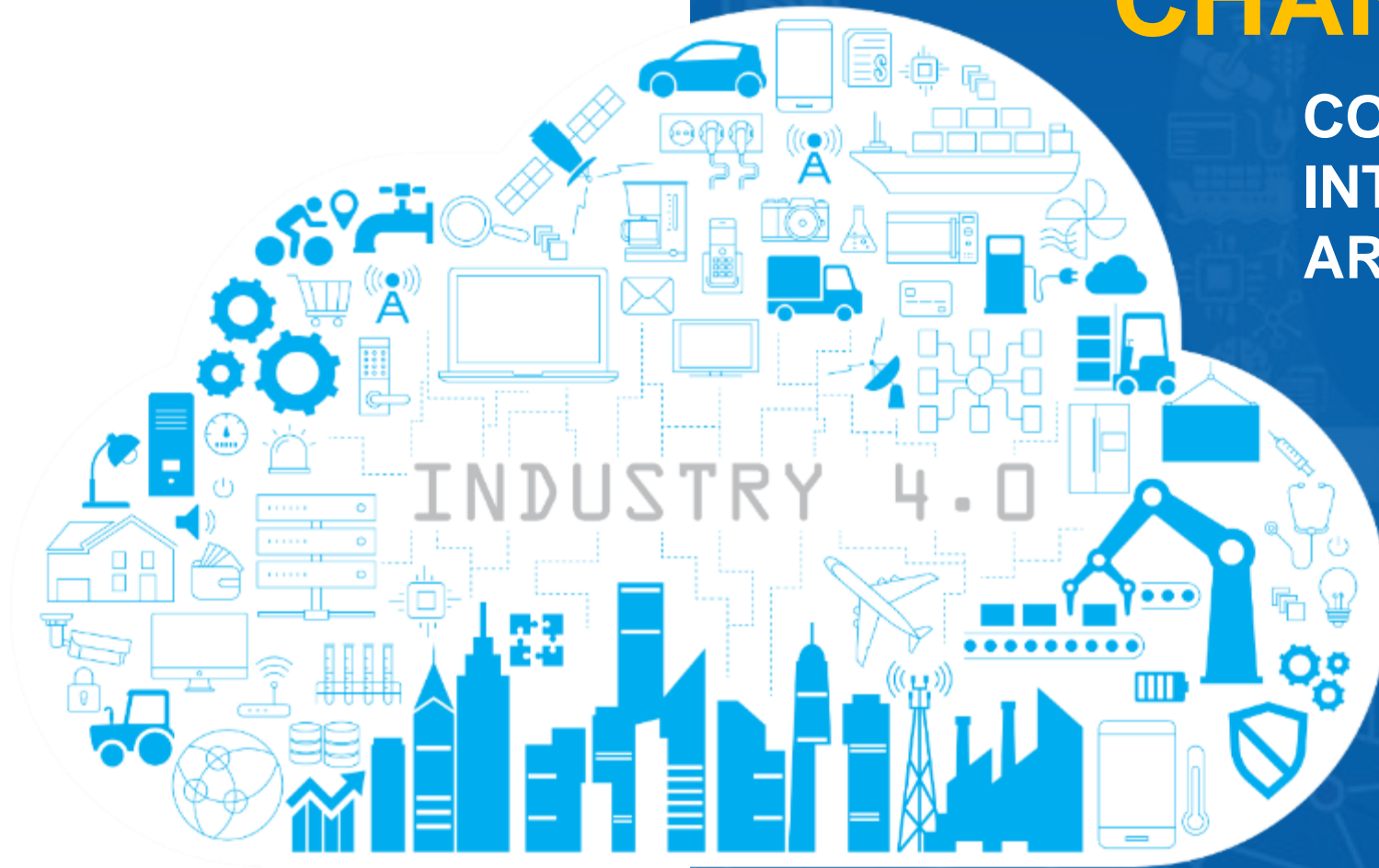


JULY  
2017 - JUNE  
2018

JULY  
2018 - JUNE  
2019



B  
A  
C  
K  
G  
R  
O  
U  
N  
D



**INDUSTRY 4.0**

# CHANGE OF

COMMUNICATION STYLE  
INTERNET OF THINGS  
ARTIFICIAL INTELLIGENCE



B  
A  
C  
K  
G  
R  
O  
U  
N  
D



1%

# GEN Y

CLOSE WITH TECHNOLOGY

21-30<sub>y.o.</sub>



46.4%

31-40<sub>y.o.</sub>



34.4%

41-50<sub>y.o.</sub>



13.5%

>50<sub>y.o.</sub>



4.7%

DEMOGRAPHY  
OF CUSTOMER BY AGE

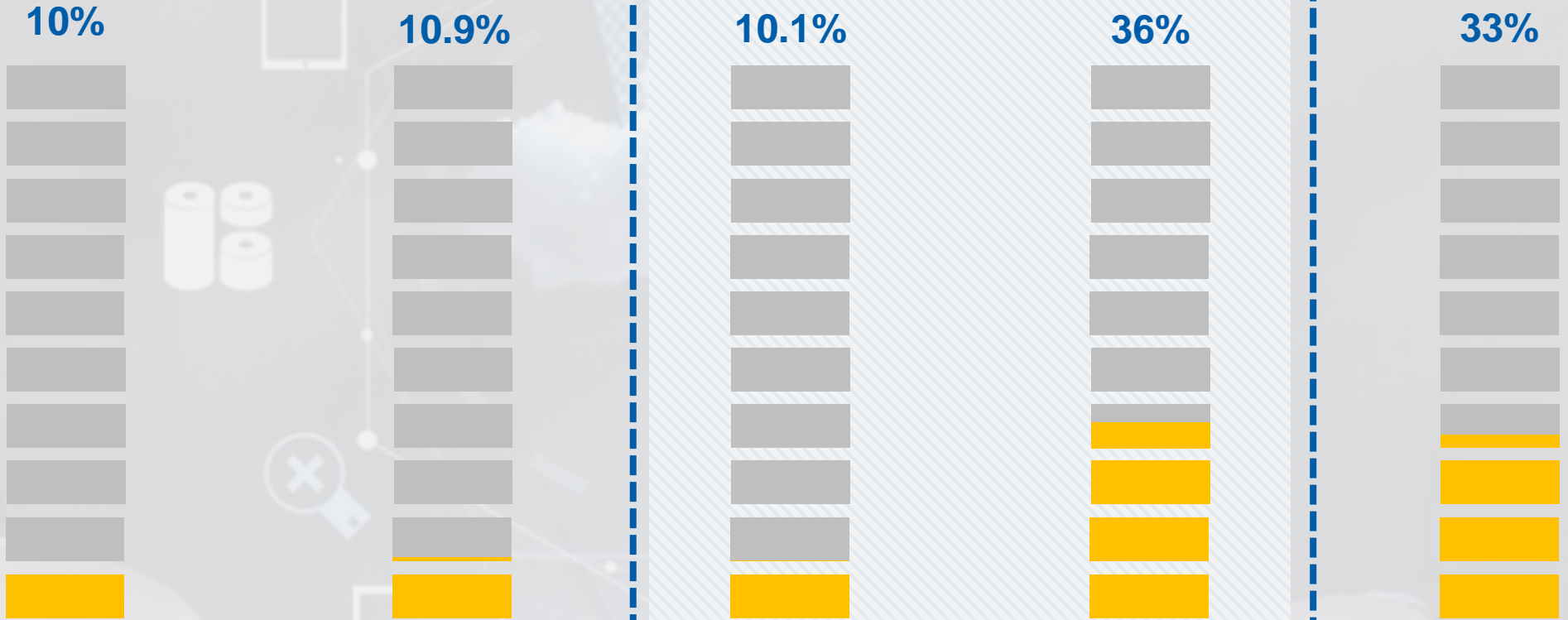


# AVERAGE OF TYPE OF SERVICE



B  
A  
C  
K  
G  
R  
O  
U  
N  
D

\*) 46.1% can be handle by machine



APPLICATIONS



REGISTRATION



DELIVERY GOODS  
AND POST \*)



IMPORT  
STATUS \*)



OTHER  
INFORMATION



# NONI BRAVO

## CHATBOT BEA CUKAI

Hai...  
Selamat datang di Noni Bravo.

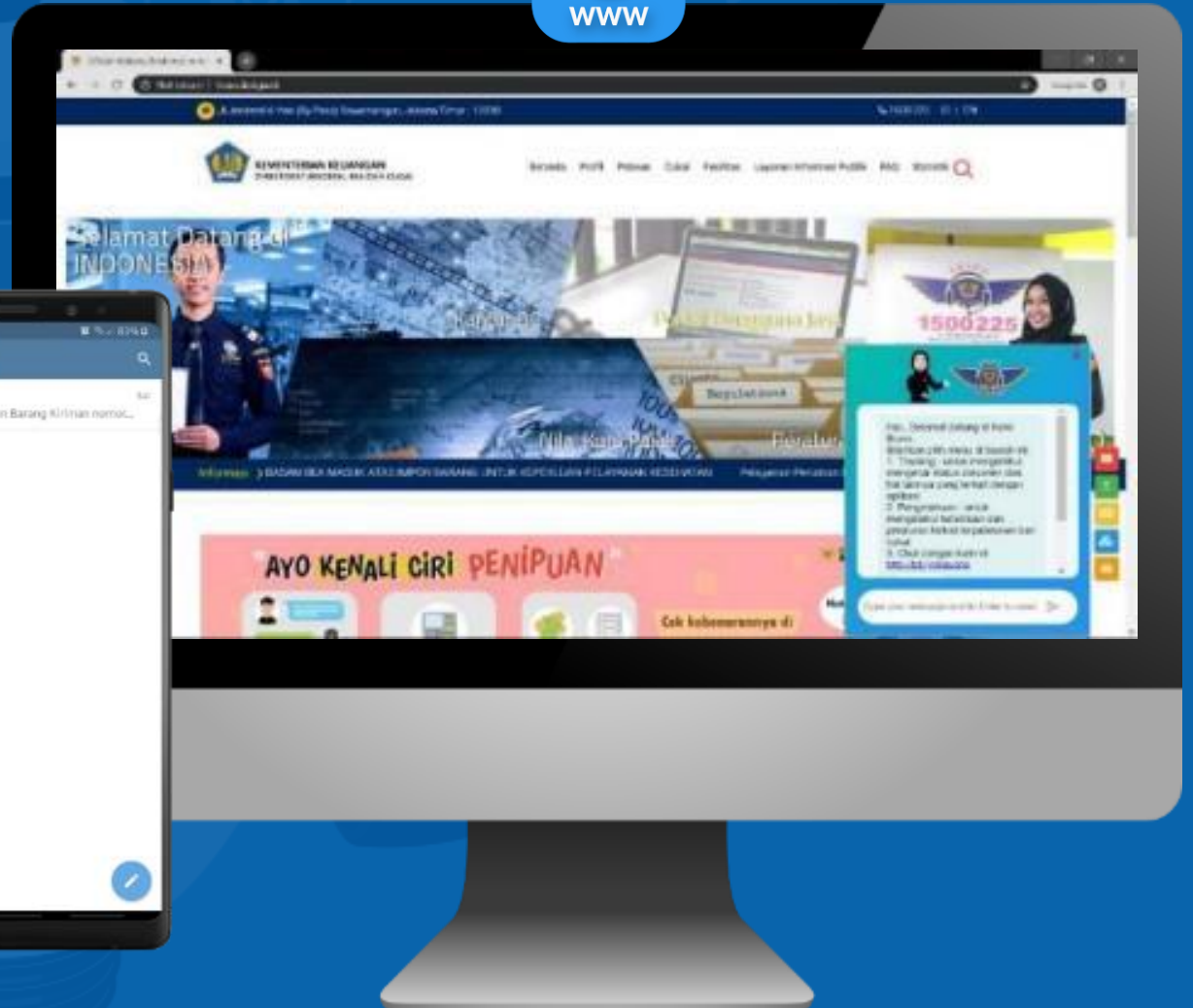


NONI IS  
OUR MASCOT

@nonibravo\_bot



[www.beacukai.go.id](http://www.beacukai.go.id)







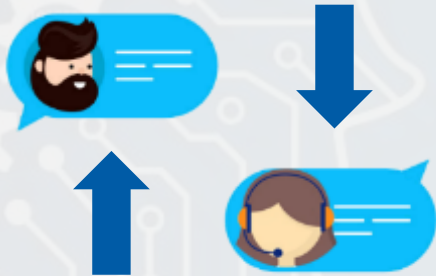
T  
H  
E  
D  
I  
F  
F  
E  
R  
E  
N  
C  
E

# WEBCHAT



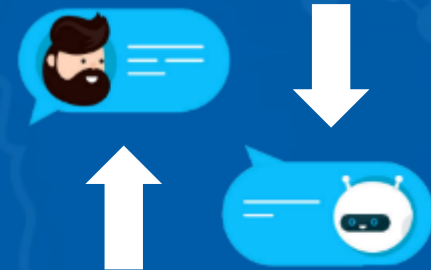
# CHATBOT

AGENT  
WEB CHAT  
BRAVO



CUSTOMER

CHAT BOT  
NONI BRAVO (AI)



CUSTOMER

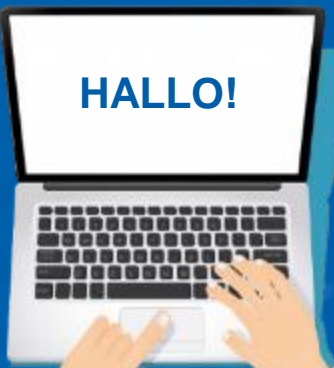
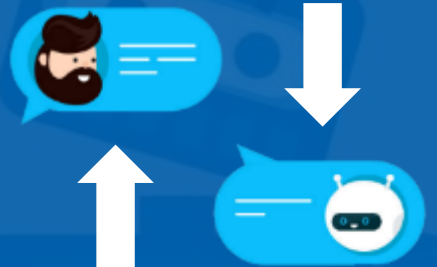


# HOW IT WORKS?

CHAT BOT  
NONI BRAVO (A/I)



DATABASE



CUSTOMER



BOTMASTER





# OUR JOURNEY



PLANNING &  
DESIGNING



PILOTING



What's next?

2020



OPERATING



DEVELOPING





R  
E  
S  
O  
U  
R  
C  
E  
S

# 5M



## MAN

3 Programmers and 4 Supporting Staffs



## METHOD

Self Management



## MATERIAL

CEISA, F.A.Q, Regulation Database



## MACHINE

Existing Machine Optimization



## MONEY

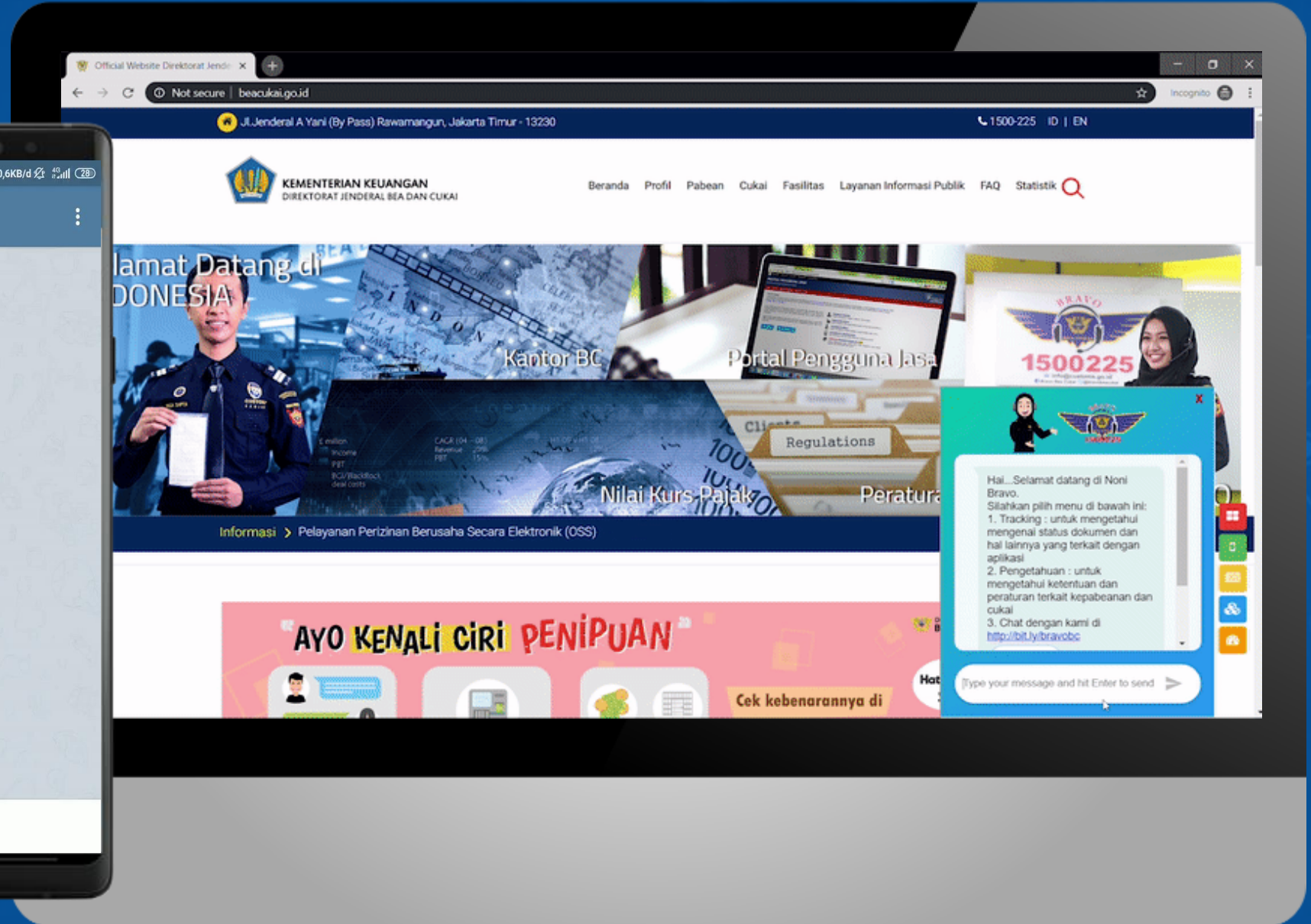
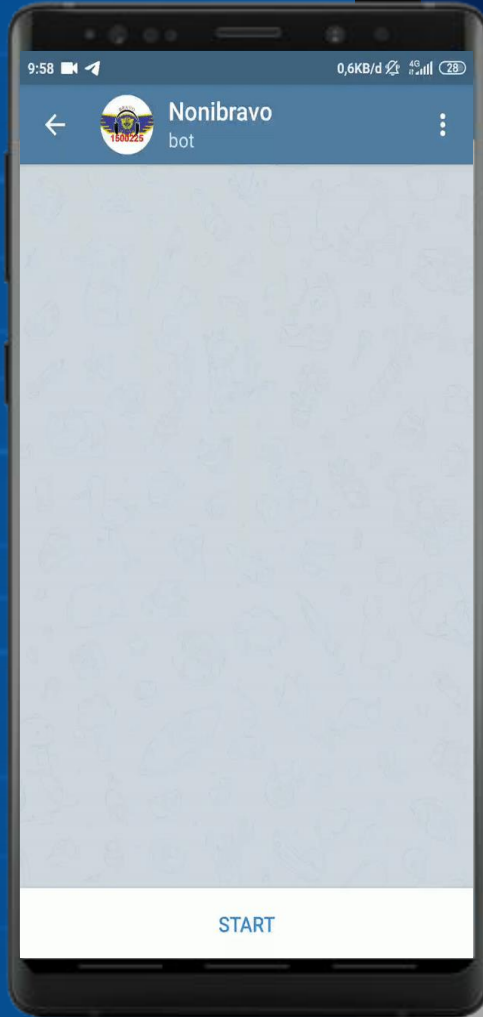
Rp. 0,-



R  
E  
V  
I  
E  
W

@nonibravo\_bot

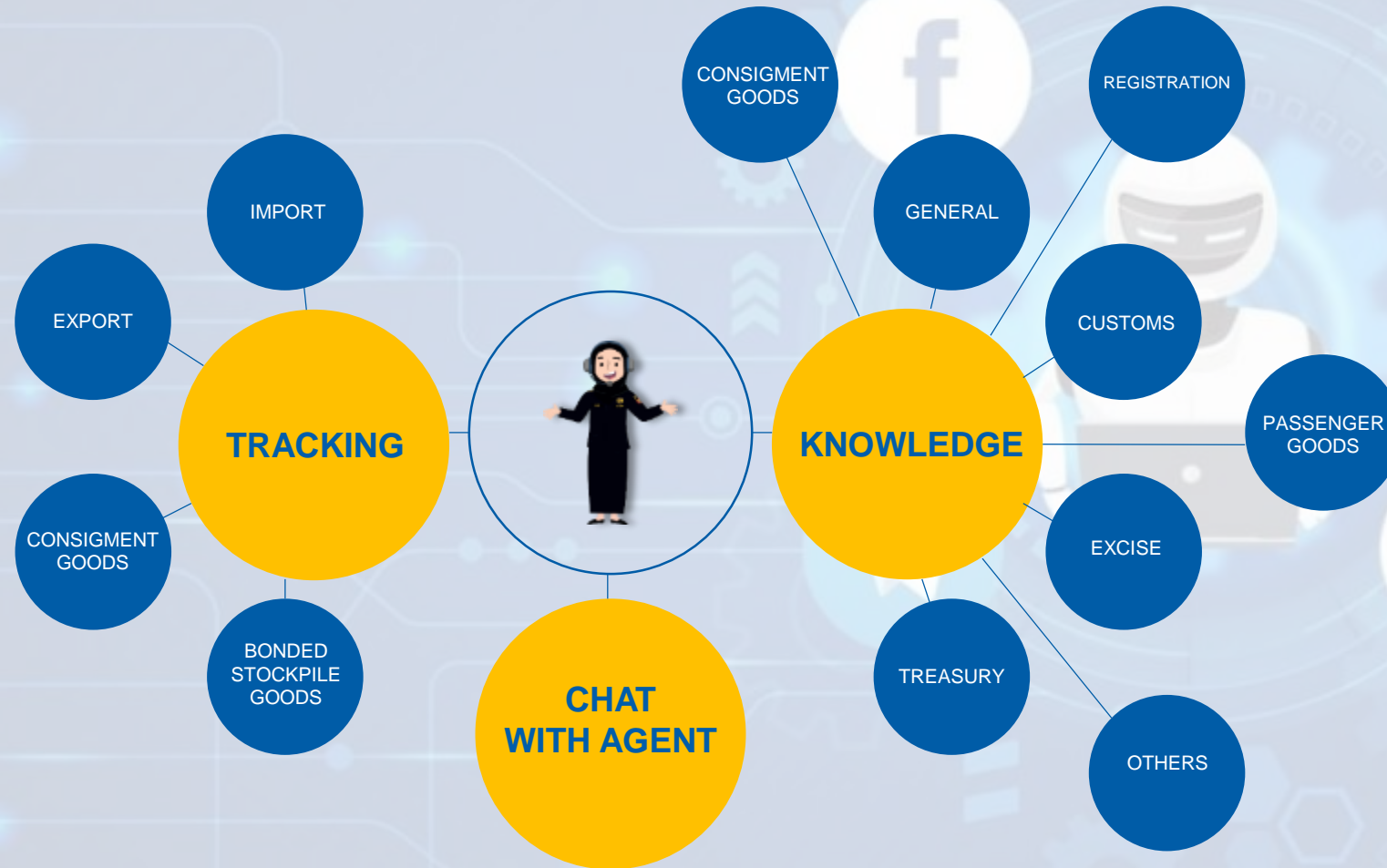
Telegram



www.beacukai.go.id



# WHAT OUR CHATBOT CAN PROVIDE?







I  
M  
P  
A  
C  
T

# COST EFFICIENCY



**IDR 22,500/service\***  
(\*agent salary, telecommunication provider, space, infrastucture and IT)

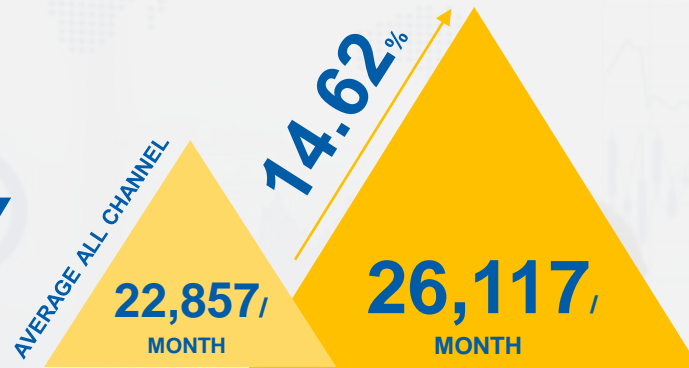
SERVICE ▲ COST ▲



**IDR 3,000/service\***  
(\*botmaster salary)

SERVICE ▲ COST ▼

# INCREASED CAPACITY



**CHAT BOT**  
**4,532**  
MONTH  
**17.35%**  
FROM ALL CHANNEL



DECREASED TYPE OF SERVICE



DELIVERY GOODS AND IMPORT STATUS

**46.1%** ► **28.9%**

# INCREASING CUSTOMER SATISFACTION

ALL CHANNEL

**80.14%**



**85.10%**







# WHAT'S NEXT?

INTERNATIONAL LANGUAGE  
(ENGLISH)

ENHANCE THE CHANNEL

ADD MENU

VOICE CHATBOT

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# THANK YOU

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 **Bravo Bea Cukai**

 **@bravobeacukai**



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