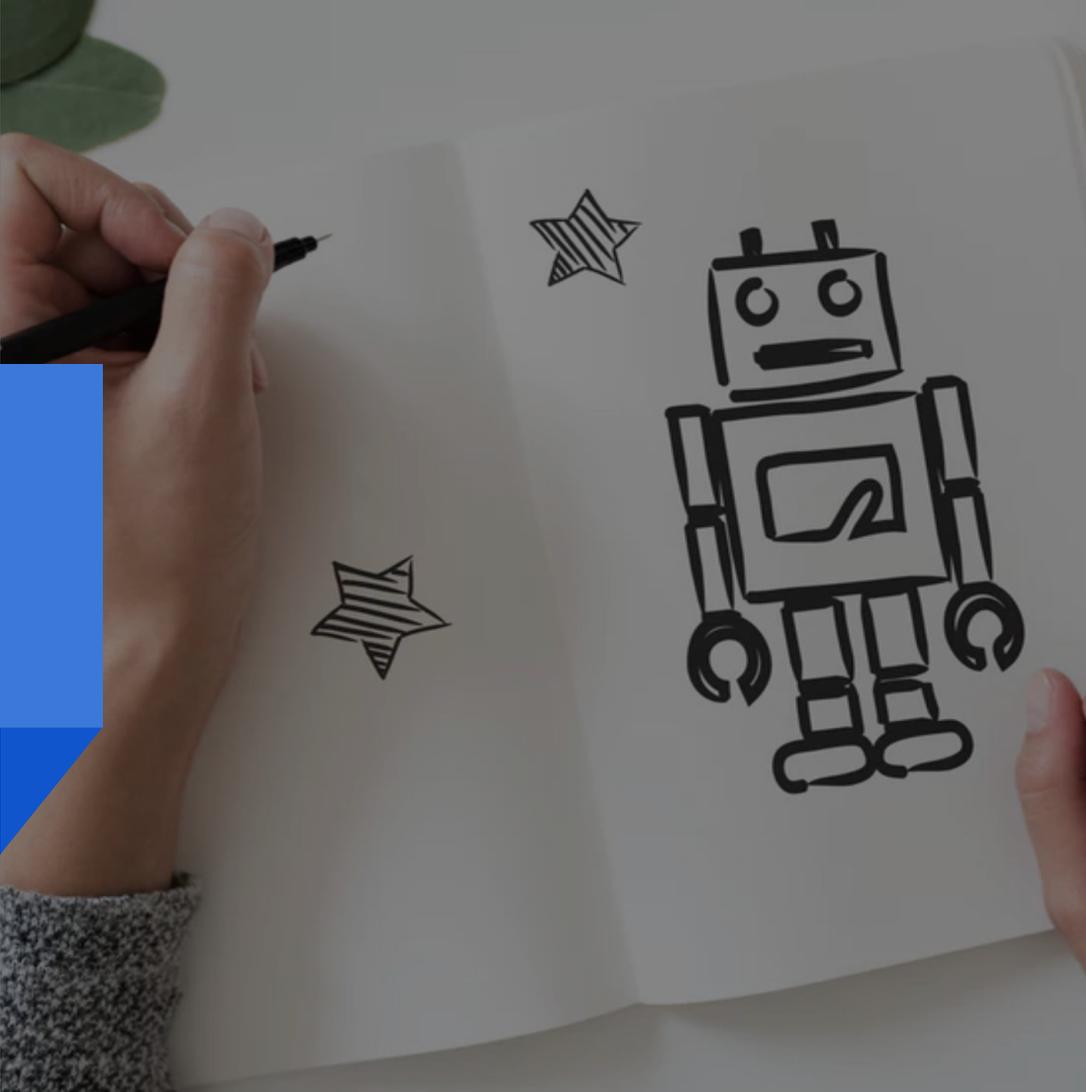




# THE COMPLETE GUIDE TO CHATBOTS





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“55% of consumers are interested in interacting with a business using messaging apps to solve a problem”





# Introduction 🖐️

Today, the world is moving to the place where people appreciate the most speed and quality of products and services. Modern society demands from brands to constantly implement innovations and upgrade their work process to suit their constantly growing needs. Businesses have to adapt and find ways to improve their workflow.



According to the [State of Chatbot](#) research conducted by Drift, the biggest challenges that customers are facing when engaging with a brand online are:

34%

Websites are difficult to navigate

31%

Users can't find answers to simple questions

23%

The services aren't accessible on a mobile device



These statistics show that the most important thing for modern customers is simplicity. Chatbots offer an effortless and intuitively understandable interface, instant responses, 24/7 availability, personalization and they are easy to navigate and use. Moreover, equally important is that bots use social media and messengers which most people already use to communicate with their close ones and friends.



There are over **300,000 chatbots on Facebook Messenger.** Facebook recently released a host of data proving the value of bots for business:

**2 billion**

messages are sent between people and businesses monthly

**56%**

of people would rather message than call customer service

**53%**

of people are more likely to shop with businesses they can message



This gives brands the ultimate possibility to interact with customers on a platform that they already use on a daily basis. Social media enable business owners to reach out an audience of a billion to offer their services and products. 🤝





# What Are Chatbots?



**A chatbot is a service, powered by rules and sometimes artificial intelligence, that you interact with via chat interface.**

Or simply put - a computer program that simulates human conversation through voice command or by text chat. These programs are usually created to simulate how a person would behave as a conversational partner. Chatbots are typically used in dialog systems for different practical purposes including customer service or information acquisition.



According to an upcoming [HubSpot research report](#), of the **71% of people willing to use messaging apps to get customer assistance**, many do it because they want their problem solved, fast.





# Types of chatbots

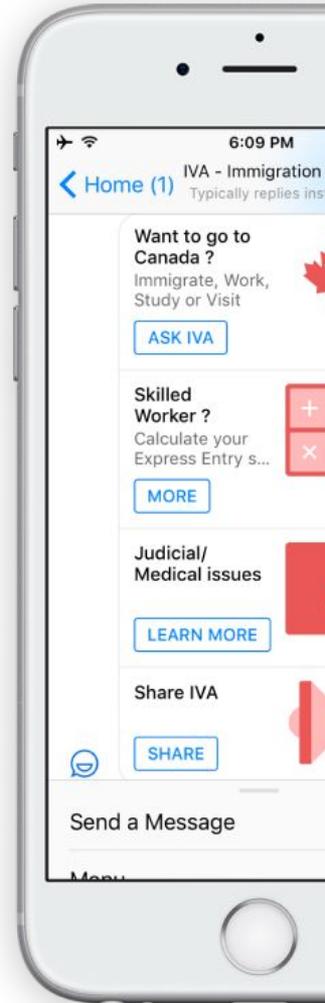
**Rule-based**

**Intellectually independent bots**

**AI-powered chatbots**



**Rule-based chatbots** are the most basic type of chatbots on the market today. In most cases, these chatbots are glorified decision tree hierarchies presented to the user in the form of buttons. Similar to the automated phone menus we all interact with on nearly a daily basis, these chatbots require the user to make several selections to dig deeper towards the ultimate answer.

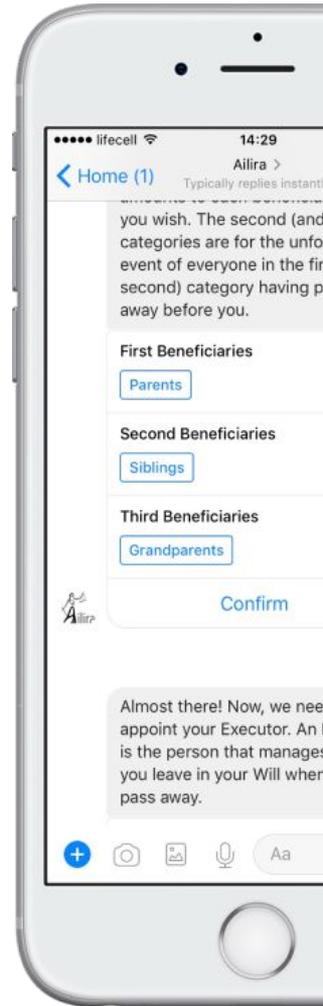


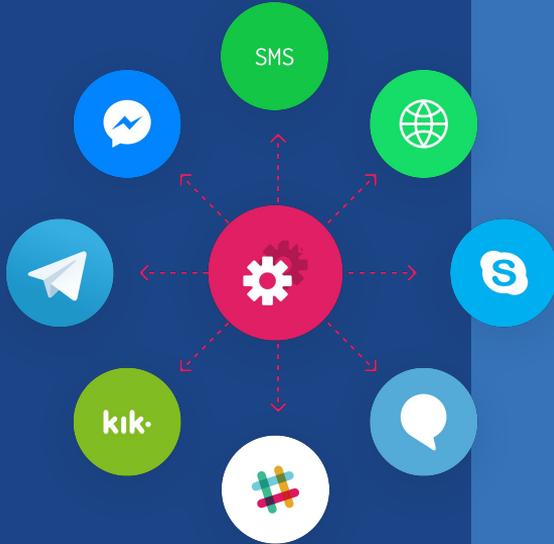


**Intellectually independent chatbots** are based on machine learning. This relies on training a neural network to ‘think’ for itself by providing it with thousands or millions of examples for what it is needed to be able to do. Intellectually independent chatbots self-improve over time and they are mostly used for entertainment and science.



**AI-powered chatbots** are rule-based chatbots mixed with AI. This type of bot has predefined possible scenarios that can be interrupted at any moment by free text. Using Natural Language Processing (NLP), a chatbot can understand the intent of a message, ask for additional information needed for an answer and can be trained to remember the context of the conversation. For example, when speaking to an AI-powered chatbot over a matter such as law, this chatbot would be able to create and save your legal documents. Additionally, you may ask any law question and it will be able to provide answers immediately.





# Chatbot platforms

The Chatbot ecosystem runs deep and they can be launched in almost every messaging platform from Facebook Messenger, Twilio, Slack, Skype, Telegram, Viber, Kik, Website widget and more.

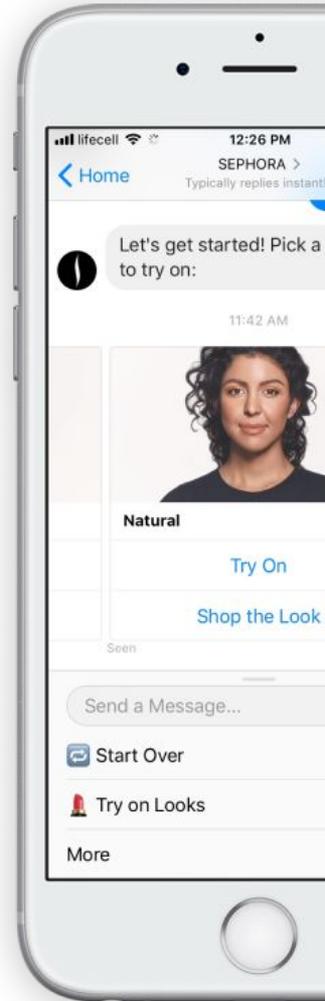


Also, there are voice chatbots or voice assistant skills which are developed for **Amazon Alexa** and **Google Home** voice assistants.

For example, [Sephora](#) is a great example of how a brand can benefit from a FB Messenger chatbot. Sephora wanted to inspire more clients to visit its stores by creating an easy and engaging way to book makeovers. The bot has been launched on November 2, 2016, and has resulted in:

**11% higher booking rate** through Sephora Assistant bot compared to other booking channels.

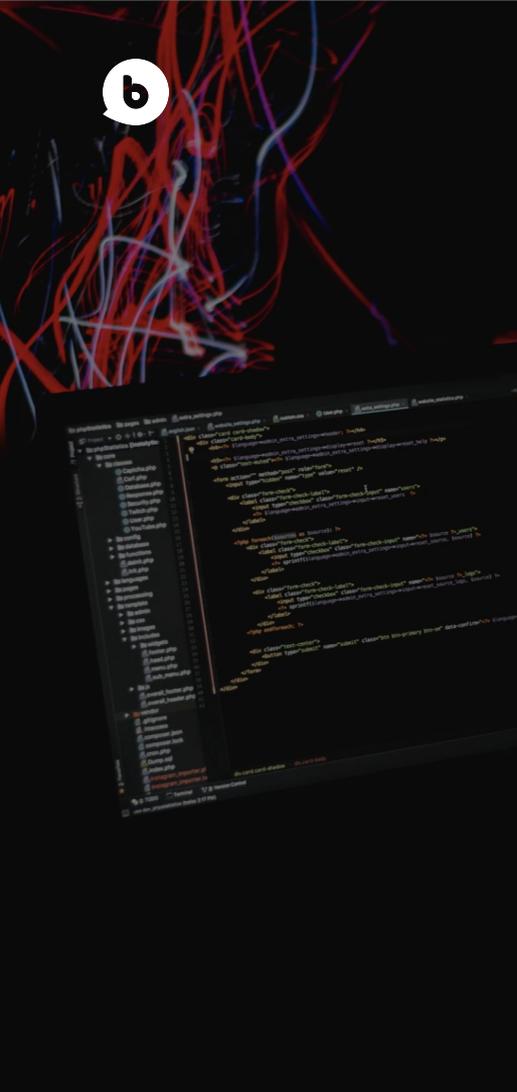
**5 fewer steps** required to book a makeover.





Another great example is [Polly](#), a survey bot on Slack. Polly was created to make it easy for teams to measure their work. Polly is mostly used to collect employee data like employee satisfaction seamlessly on collaboration platforms. Boasting quite a few Fortune 500 references, Polly seems to be gaining traction.





# Top 10 chatbot advantages

Nowadays many companies use chatbots to give customers some info, to notify about updates, to promote the product or to accept payment and for many other purposes. Here are the top 10 business chatbot advantages:

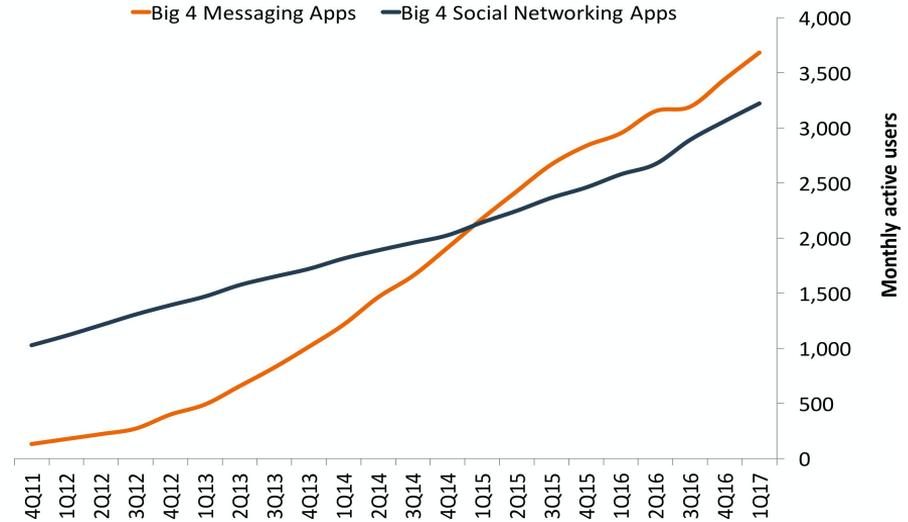


## 1. Growing popularity of messengers

The GlobalWebIndex Statistics says that 75% of Internet users are adopters of one or a few messengers.

### Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks, in millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.  
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn  
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE



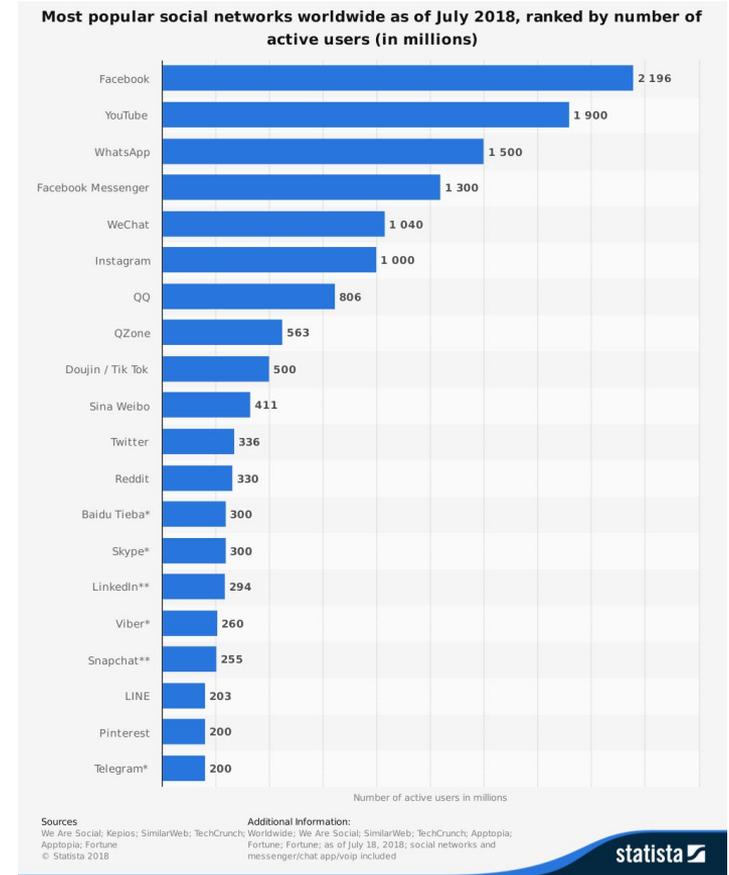
An estimated 67% of consumers now use social media networks like Twitter and Facebook for seeking resolution for issues

People have been using messengers to chat with friends and family, and now they are including brands they like into their circle. When chatting with brands, people can search for products and find content conveniently.





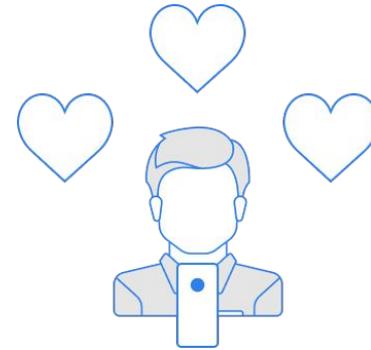
Recent studies show that messengers are more favorable and have higher rates than apps. This goes by noting that most users are of a younger age group which actually is a key demographic for advertisers, publishers, and brands to address.





## 2. Better customer engagement

A study conducted by [Harvard Business Review](#) indicates that many companies are too slow to follow up on their leads.





In today's fast-paced world, people both love and need when everything is done in an instant. This means companies have to figure out how to accelerate their businesses to not fall behind others. There is no denying the faster you can respond to a potential client the more likely the odds will be for closing a deal. 🤸



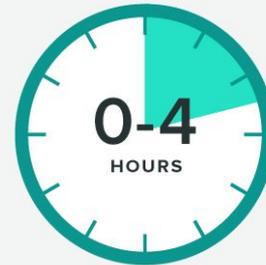
“Firms that tried to contact potential customers within an hour of receiving a query were nearly **7 times** as likely to qualify the lead (which we defined as having a meaningful conversation with a key decision maker) as those that tried to contact the customer even an hour later—and more than **60 times** as likely as companies that waited 24 hours or longer.”





A study conducted by Sprout indicates that most consumers expect to receive a response from a company within the first 4 hours. In reality, the average brand response time is around 10 hours.

### People's Wait Time Expectation vs. Brand Response Time on Social



CONSUMER  
EXPECTATION



AVERAGE BRAND  
RESPONSE TIME

sproutsocial

[sproutsocial.com/index](https://sproutsocial.com/index)



41% of Millennials say that they would be “truly satisfied” if they could use messaging or SMS to connect with companies and organizations where they do business.

People nowadays are not willing to wait on the hours to go by to only receive a response from their email. Customers will naturally choose the vendor that requires less effort to get in touch with and which provides faster support.



### 3. Higher open rates

Chatbots have higher open rates than email due to having an interactive and immediate response. The average chat messenger open rate is 80-90% compared to 20% for email. The average **CTR or (Click Through Rate)** on Messenger is **30%** while email's CTR is only ranking in 3.3%. Chatbots ask questions in real time and are able to solve problems with ease. In this day and age, people shouldn't have to wait to receive answers.

#### EMAIL



Avg Open Rate: 23%

Avg CTR: 3.3%

#### MESSENGER



Avg Open Rate: **90%**

Avg CTR: **30%**



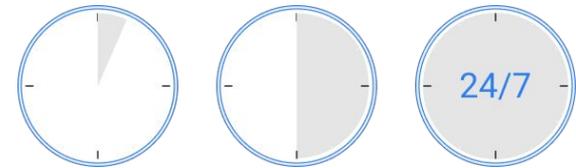
## 4. Interface

The right interface is essential for a great customer experience which will keep customers engaged with a company. Chatbots are built in chat messengers which is why a bot interface will be natural for users since they use messengers every day to communicate and connect with friends and family. This gives a business the opportunity to reach out to customers on a platform they trust and create a personalized conversation that makes users feel at ease and confident when using your services or buying your product.



## 5. 24/7 Availability

Chatbots are your dependable employees. They don't require sleep nor breaks and are always willing to consult and provide clients with instant answers 24/7. Bots create an ultimate customer experience by providing users with relevant information at any time of the day or week. At the same time, they are giving businesses the opportunity to save on costs on customer service and to relieve employees from routinely answering questions.





According to [Twilio's survey](#), **66%** of consumers prefer communicating with brand representatives via messaging applications.

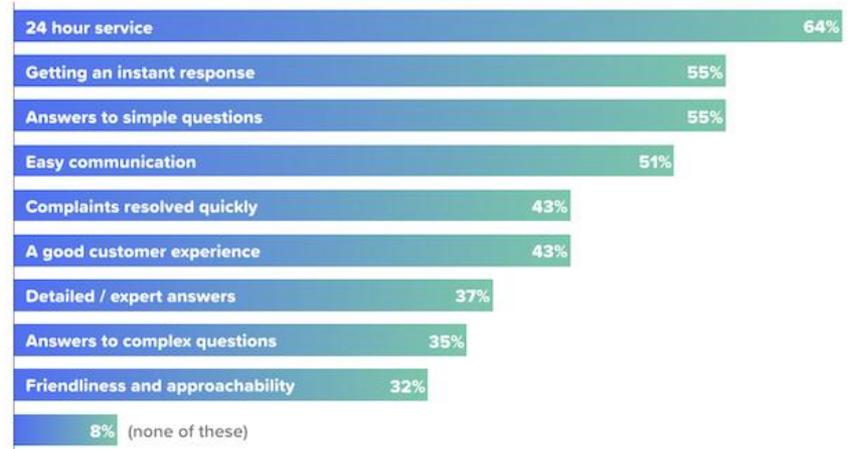
[HubSpot Research](#) found that **57% of consumers are interested in getting real-time answers** from chatbots on a company website. This is the highest level of interest exhibited by our respondents for all of our bot scenarios across e-commerce and service.



In the [recent studies](#), 64% of Americans said 24-hour service is the best feature of chatbots and 55% said that another great benefit is getting an instant response.

## Potential Benefits of Chatbots

*If chatbots were available (and working effectively) for the online services that you use, which of these benefits would you expect to enjoy?*



2018 State of Chatbots Report



## 6. Making adjustments based on client data

Conducting client satisfaction surveys and collecting comments about your services can play a major role in the development of your company. Chatbots can gather and provide feedback collected during conversations to help understand the targeted market better. If allowed by a user, a business may even analyze conversations to better understand customer behavior and methods to provide services or products in a better or different way. Hence to this, you can make adjustments for your business improvement based on your customers' real-time opinions and data and not on hypothetical assumptions.



## 7. Boosting sales and lead qualification

On the other hand, chatting with a chatbot gives more information not only to your business but for your customers as well. This creates the possibility to offer a user a much more personalized solution tailored to their needs.

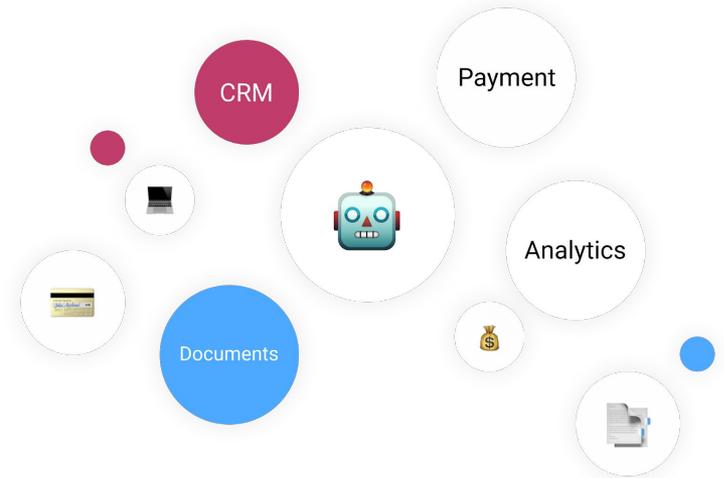
Facebook states that **53% of consumers** are more likely to buy from you if they can message you.



Chatbots guide users through the buying process. Moreover, Messenger supports payments what sets up a hassle-free purchasing opportunity without customers ever leaving Facebook. In the long run, this interaction has a massive positive impact on sales rates.

Chatbots can engage with an extraordinary amount of potential clients and ensure that leads stay connected after initial contact. Bots can collect information such as location, price range, gender, and many more insights.

A chatbot qualifies leads so employees will not spend time on leads that would turn out to be dead ends. A bot would simply gather the necessary data and automatically add new leads or update information on current clients in your CRM.



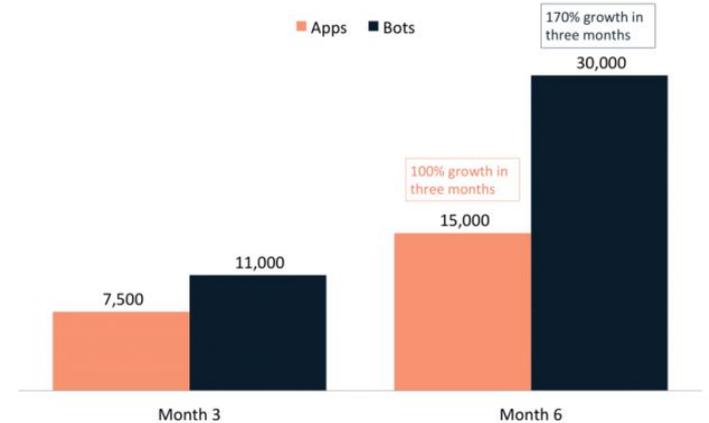


## 8. No need for apps

Chatbots eliminate the necessity to download an array of different apps which can overcrowd a phone. Instead, they connect your business with people where they already spend their time. You don't need any special application to use a chatbot. They already inhabit platforms such as Facebook Messenger, Telegram, Slack, Kik, WhatsApp, etc.

### Initial Growth Of Apps Vs. Messenger Bots

Number of apps and bots available at 3 months vs. 6 months



Source: Citi Research, TechCrunch, Company reports

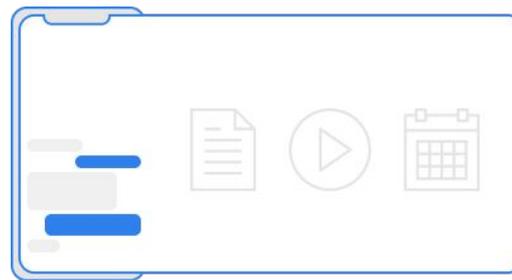
BI INTELLIGENCE



In the USA, chatbots have a higher retention rate compared to top-performing apps.

[Acuvate](#)

If there is no need to download apps, there is no need to delete them as well. When a user stops chatting with a chatbot, it will just hang in old messages waiting for the user to come back.





## 9. Decrease Bounce Rate

A great aspect about chatbots is that they keep users on the same platform. As an outcome, it reduces the bounce rate. Website visitors find it annoying and inconvenient to fill out excessively long and inefficient forms. As a result, a big portion of site users quit halfway through before completing out these forms.

Conversing with a chatbot to collect information about a user is much more convenient than redirecting a person to a different website, page or window so they could fill out a registration form on their own. Messenger enables people to ask questions and get instant answers without leaving the platform. Chatbot can receive payments, generate documents, fill out forms, order products, schedule meetings and many other tasks without leaving messaging apps.



People who have successfully employed the services of a chatbot have seen a **40% increase in the time spent by visitors on a page.**

[Opportunities Planet](#)

Customers spend **20-40%** more with companies that engage and respond to customers via social media.

[Social Media Today](#)



## 10. Additional channel for marketing and retargeting

Using chatbots for marketing is great. A business can reach and re-reach thousands of people with personalized messages and offers. And it is imperative that sending a customized message gives you a better chance at starting meaningful conversations that will convert in the end.

Bots can naturally reach back to leads with direct and personalized messages with discounts, special offers or notifications about updates etc. Chatbots have the opportunity to reach people where they spend most of their time and to create interesting and interactive conversations that will keep leads engaged with the brand.



# Learn how to get this advantages for Your business

Book a Free consultation with  
our chatbot expert now ✨

[Schedule a Call](#)



# Chatbot Benefits For Industries



Law Industry Benefits



Healthcare Industry Benefits



Real Estate Industry Benefits



Customer Service Benefits



Travel Industry Benefits



## Law Industry Benefits:

The McKinsey Global Institute has found that **23% of a lawyer's job can be automated**. Bots will do that.

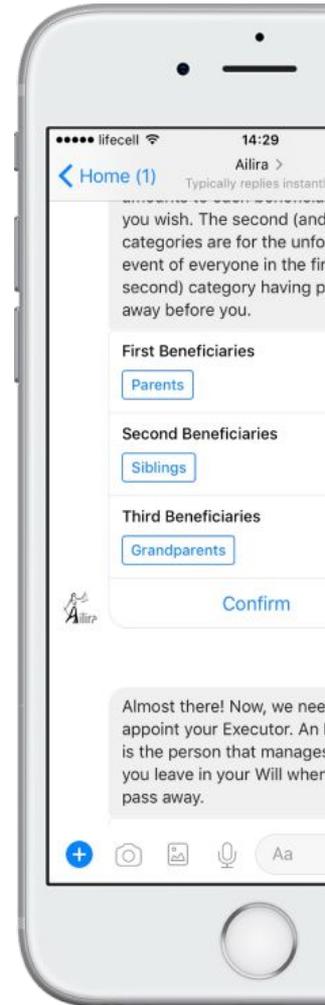
[McKinsley&Company](#)



## Cutting-Edge Effectiveness

Often people need primary legal help in understanding about rights and laws. Attorneys spend much of their work time providing clients with this basic information. Law firms can save on money as well as time by implementing chatbots to provide clients with answers to basic legal questions and to conduct initial consultation.

Chatbots are your dependable employees. They don't require sleep nor breaks and are always willing to consult and provide clients with accurate legal information 24/7.





## Precise Document Generation

**X60 Faster** Lawyer bot get document ready in 3 minutes compared to 3 hours with a lawyer.

Creating documents is a big part of lawyers' daily routine. Law firms can increase work productivity by implementing chatbots into their practice to generate legal documents, reports, and legal briefs. A bot chats with a user to gather the required information and then generates a document in minutes while an attorney would have to spend hours on that.

While creating docs, a chatbot can provide legal help and answer legal questions that a client might have during this process. By using bots, legal companies can free up their workers for more complex tasks.



## Documents Review Automation

[The Law Society](#) claims that it found a **40-50% increase in the firm's efficiency** due to machine learning in chatbots.

Lawyers spend a big part of their work hours analyzing and reviewing documents, contracts, wills and agreements that need to be signed. Chatbots will analyze legal documents and rapidly give results and reports to attorneys, giving them time for things that require their attention the most. Chatbots quickly go through legal papers and analyze whether there are no mistakes or unclear parts in a document and if it's ready to sign.



## Performing Due Diligence

One of the most time consuming and monotonous tasks that lawyers perform is conducting due diligence. Chatbots automate and speed up this process, leaving lawyers time to do more meaningful tasks. Chatbots carry out a broad investigation that includes reviewing tons of documents and asking plenty of questions to uncover background information and create a full report for an attorney.

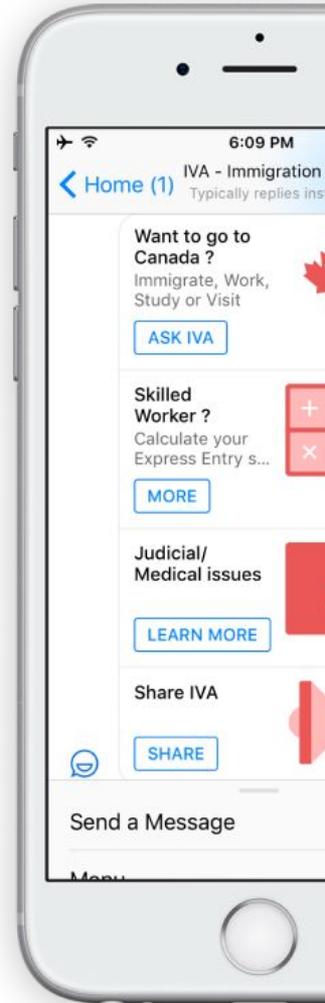
## Fast Access to Information

Daily lawyers and paralegals go through mountains of information. Chatbots can rapidly scan enormous volumes of data to find an accurate and useful answer. They can quickly go over tons of information to provide relevant laws, specific regulations or a similar legal case. Combining chatbot and CRM, attorneys can search through their database to find a related lawsuit in seconds.



## Increase Lead Generation and Qualification

Chatbots create a conversation that leads to conversion. Using natural real-time communication chatbots can solve simple legal violations that people run into every day. By helping users find solutions to very common but concrete cases, chatbots reach and engage with tons of people. Moreover, while interacting with the potential client, a chatbot qualifies the lead by gathering the required for attorneys information.

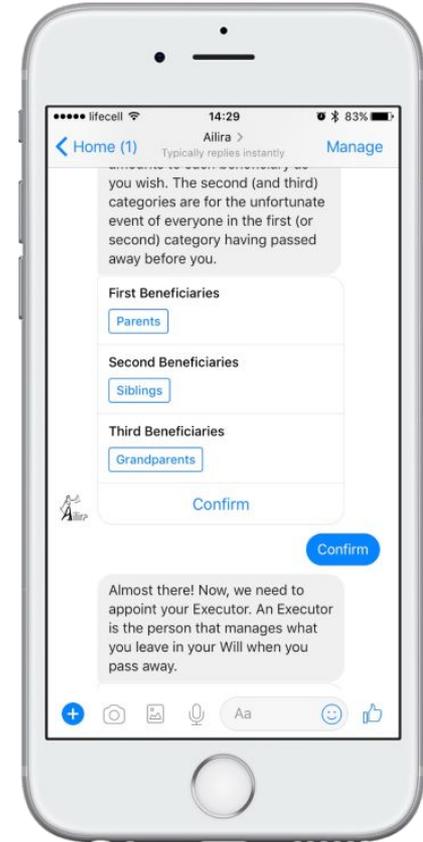




## Law Industry Use Case:

# Ailira

[Ailira](#) is an AI Chatbot which powers the first in the World Law Firm Without Lawyers (ABC News Coverage). It generates legal documents fast and precise and much cheaper than a lawyer would. Chatbot uses natural language processing, and can easily understand even technical and obscure legal questions and respond in plain English with relevant answers.





## Healthcare Industry Benefits:

The annual **cost savings** derived from the adoption of chatbots in healthcare will reach **\$3.6 billion** globally by 2022

[Juniper Research](#)



## **Administrative Tasks Automation**

During patients' visits, doctors have to perform a lot of administrative tasks. To eliminate this problem, medical staff can use voice-assistants to create and fill out documents or reports such as drug prescriptions, summaries of visits or referral letters. In a daily medical practice, voice-assistants enable GPs to make notes, comments and fill out medical forms without causing a distraction during patients' examinations.

## **Excellent Information Exchange**

Chatbots offer quick access to information about patients. Healthcare bots enable medical staff to find patients' medical cards, prescription history, and previous visit reports in a matter of seconds. And it is not only about finding the bunch of text but asking exact questions like “What was the blood pressure of the patient two weeks ago?”



## Managing supplies

Chatbots can keep track of your current supplies and re-order new ones when needed. They can act as your ordering assistants that automatically update necessary drugs or medical tools.

## Caring Remote Treatment

Chatbots can act as a personal nurse for patients and send them medical reminders about pills, medical procedures they need to complete, track patients' moods, diet, training, symptoms and send organized notes to doctors keeping them updated about the statuses of their patients.



## Precise Remote Diagnosis

It often happens that people might not have the time nor the possibility to visit a GP. Instead of getting inaccurate information on the internet, a chatbot will provide trustworthy recommendations and suggestions for the next steps to take.

## Scheduling Healthcare Appointments

Healthcare chatbots and voice-assistants can help organize schedules for medical staff and help patients set up appointments with doctors. They can book meetings with doctors, set reminders about them, and keep everyone updated to allow medical employees to focus on more complex patient requests.

**75% – 90%** The success rates of bot interactions in healthcare and banking

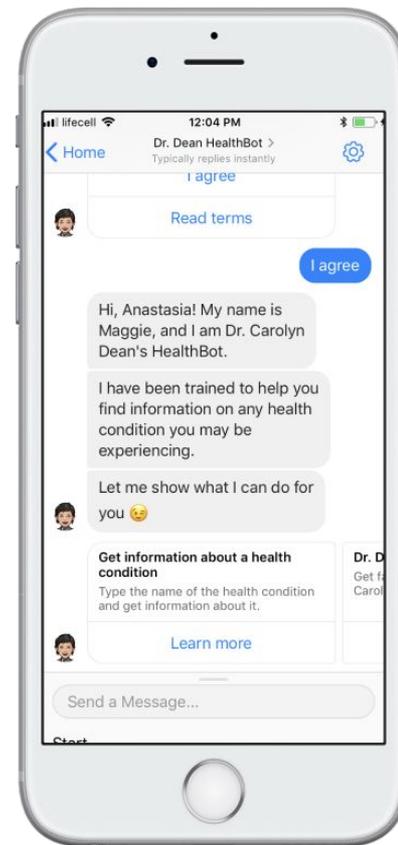
[Acuvate](#)



## Healthcare Industry Use Case:

### Dr. Dean Chatbot

[Maggie](#) is your personal doctor. A chatbot and an IoT device that provides information about symptoms, remedies, and supplements. She gives users information about their health condition and ways of treating it. Also, Maggie checks on the patient within a couple of days and provides additional remedies if needed.





## Real Estate Industry Benefits:

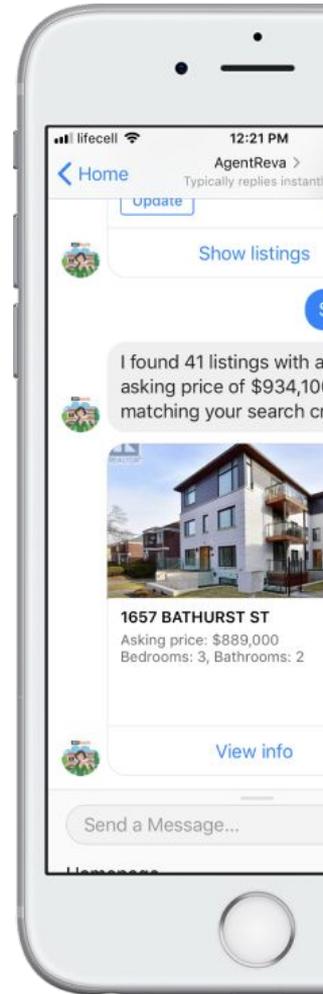
The National Association of Realtors, in a 2017 report, discovered that 56% of buyers 36 years old and younger found their homes on the Internet, while **50% of buyers 37 to 51 years old found their homes online.**



## Lead Generation and Qualification

By answering common questions about buying or selling a house, chatbots engage with customers using conversation that leads to conversion. While interacting with clients, bots collect contact information and data about house preferences and needs and then add the necessary data to your CRM. This enables Real Estate agents to be always prepared for personal meetings with clients as realtors can access all the details and insights that chatbot has collected about lead organized in one place.

Moreover, chatbots qualify leads by asking questions about income, expenses, credit history and ratings, budget for buying a house, etc.





## Automate Follow-Ups and Notifications

Chatbots store all conversations that they have with users and keep information about their preferences and wishes. This enables bots to reach back to clients with a personalized approach and content to offer.

Chatbots can send customized follow-up messages, listing alerts, notifications about house updates and real estate news to remind customers about your company. Notify users when there's a new house available that matches their preferences or a dwelling that they wished for has dropped in price.

## Estimated Home Value

Knowing how much a property is worth is the first step towards making a good sale. Also, a big part of a real estate agent work is estimating home value. Using a natural and engaging conversation, chatbots can quickly calculate property price by analyzing house, latest house sales in the neighborhood, trends on the real estate market. A bot will ask a user the most essential questions for evaluation to collect necessary property details such as house type, square footage, number of bedrooms and bathrooms and information about the neighborhood.



## Mortgage Pre-Approvals

Mortgage pre-approvals can estimate a person's creditworthiness and what their home budget can be. Chatbots can communicate with users to help them indicate if they are financially ready and meet requirements for buying and owning a certain property.

To find out if a person is qualified for mortgage pre-approval, a chatbot collects and then analyzes users information such as a credit profile, annual income, predicted loan period, monthly debt payments and possible house expenses. After that, the bot determines if a person is eligible for a home loan and calculates estimated loan amount.



## Schedule Meetings With Ready-To-Buy Clients

The Real Estate industry is centered around communication and personal approach to every client. Chatbots imitate human interaction and take on the first stages of a sales funnel that can be easily automated: awareness, interest, conversion, qualification and when it comes to closing, chatbots can transfer a ready-to-buy client to a real estate agent to close the deal.

Bots provide users with basic information, learn their preferences and needs, calculate and estimate house values, predict loan amounts, and when it comes to making a sell, they can transfer information that was collected about a certain lead to a broker so he could personally approach a client.



# Sales process funnel





## Real Estate Use Case:

# AgentReva

Real Estate Virtual Assistant simplifies the interaction between buyers, realtors, and brokers. [Reva](#) helps buyers to find their dream home based on their needs, answers questions, and sets appointments with agents. Buyers can choose a preferred property right in the chatbot with expanded options. Potential lead generation increases by 10-15%.





# Customer Service Industry Benefits:

**67%** of consumers worldwide used a chatbot for customer support in the past year

BI



## Brilliant service 24/7

Chatbots bring customer services to a whole new level. They are your most reliable workers that are always on time, ready to work and don't rest nor take breaks. Bots don't require nor sleep nor vacation, they are ready to provide instant help no matter what time of the day or night it is.

## Less outgoings

Chatbots help businesses save on customer service costs by speeding up response times, freeing up agents for more challenging work, and answering up to 80% of routine questions. Chatbots let you save your money on customer service representatives while offering an ultimate experience to your customers 24/7.

## Gather Useful Insights

By having meaningful and engaging conversations with customers, chatbots can gather useful feedback and insight. A business can find the best moment in the conversation to ask users for feedback when it's appropriate. Through chatbots, companies can gather useful analytics that can help them level up their business and know customer behavior better.



## Instant Replies

This is where bots come into effect. Chatbots reply instantly making sure you won't lose prospects ever again. It is obvious that customers will choose a vendor that requires less effort to get in touch with and provides faster support.

61% of “Baby Boomers” says a potential chatbot benefit is **“getting an instant response”**

[C&C](#)

### Consumers are impatient

Speed is everything to today's buyers, and patience wears out at 10 minutes

**82%**

of consumers rate an “immediate” response as important or very important when they have a marketing or sales question.

Percentage of consumers who define “immediate” as 10 minutes or less, by their stage in the customer journey.

**90%**

of consumers rate an “immediate” response as important or very important when they have a customer service question.



Base: 1,000 consumers in the US, UK, Australia, and Singapore  
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

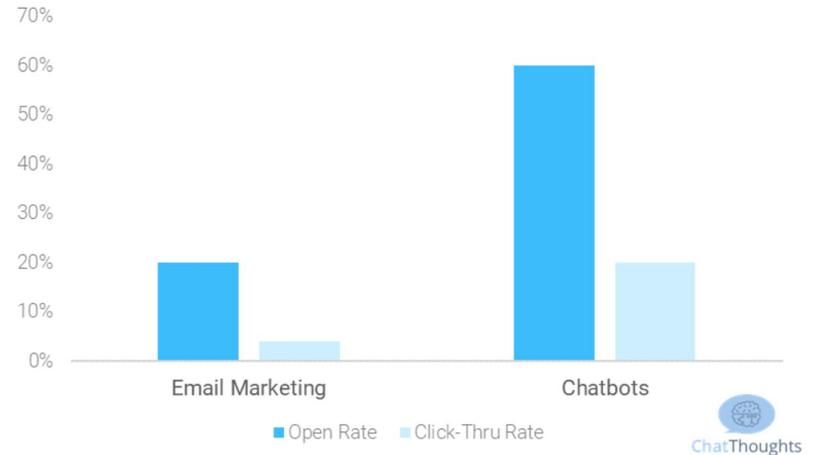
HubSpot Research



## Better Engagement

Conversational marketing or customer service provided by chatbots is an effective way for brands to have a one-on-one conversation with their customers, learn what they care about and build long-term relationships to better serve them. While interacting with users, bots collect customer insights, remembering all their preferences and needs. That way the next time when communicating with the same customer chatbot will be able to provide much more personalized support. Bots help businesses increase engagement with their brand that eventually leads to a boost in sales rates.

Email Marketing vs. Chatbots



Chatbots typically have 3x the engagement of emails



## Customer Service Use Case:

# TecInStore

A customer support bot for people who have problems with their smartphones. If you have any issues with your phone, you can always ask [TecInStore](#) bot what is wrong, how much it will cost to repair it and where should you go to do so.





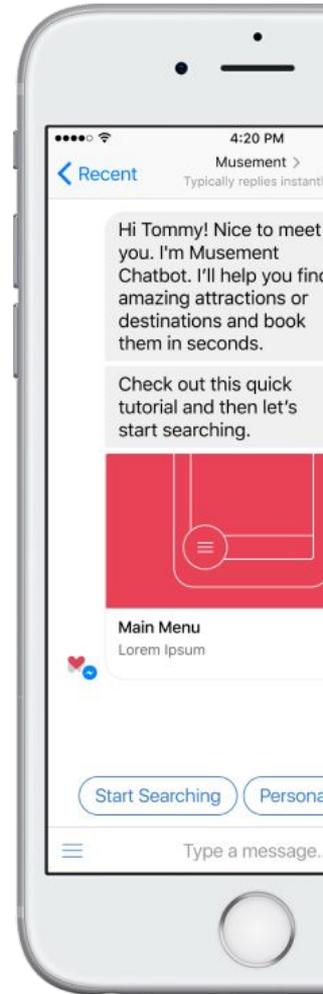
## Travel Industry Benefits:

By 2020, the customer will manage **85%** of its relationship with enterprises without an interaction with a human.



## Personal Travel Assistant

Chatbots act as personal assistants - they will send reminders about your flight or check-in time, suggest nearby sights and attractions. Chatbots can learn users personal preferences and needs. Based on that, they may offer services that suit clients' needs the best. Bots are able to send notifications about changes in a flight schedule, updates and reminders about upcoming trips, tips for different attractions and locations to visit and recommendations on hotels or restaurants to visit.

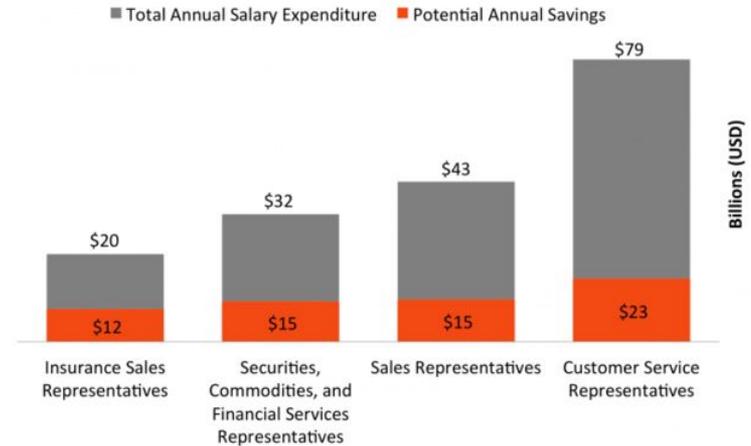




## Cost Savings

A chatbot can answer routine questions, which travelers might have. Moreover, chatbots are capable of solving any queries in a blink of an eye. This means there is no more need to outsource customer support. Also, that frees much time for staff to handle more important and complex tasks.

### Potential Annual US Salary Savings Created By Chatbots



Note: Estimates are calculated against the potential of bots replacing these positions: Insurance sales rep = 60%; Securities, commodities, and financial services rep = 46%; Sales rep = 36%; Customer service rep = 29%.  
Source: McKinsey estimates, US Office of Personnel Management

BI INTELLIGENCE



## Boost In Lead Generation and Qualification

Chatbots create meaningful conversations that lead to conversion. By using communication that feels natural, a business engages with a vast amount of clients offering them a personalized approach for finding customized solutions for their needs.

Chatbots use interaction to help customers find the best matching product or service. While assisting users, a bot can qualify leads by collecting the necessary information and after that automatically adding it to your CRM.

## Engaging Interface

The interface is one of the most crucial factors when it comes to keeping customers engaged. Chatbots inhabit messengers. That's why bots are a fast and simple way to engage an immense amount of people.

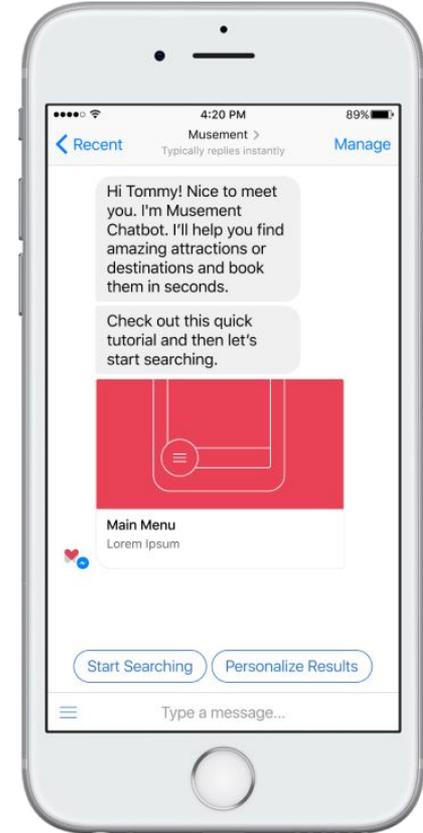
Conversational User Interface (CUI) gives a company the opportunity to reach people on a platform which they trust and creates a conversation that feels natural and makes users feel at ease and confident when communicating with business.



## Travel Industry Use Case:

# Musement

A Travel Assistant for activities, tours, attractions, tickets, city passes and more. [Musement](#) helps travelers get the best from destinations by providing a great choice of local tours and attractions bookable on multiple devices.





# E-commerce Industry Benefits:

**Global revenue** from artificial intelligence is expected to grow rapidly from \$643.7 million in 2016 to **\$36.8 billion by 2025.**



## JACKET ||

Experts will tell you that the best way to have healthy hair is to avoid using chemicals and to avoid heat. An expert opinion would tell it's possible to avoid heat and chemicals and still get and curling iron. So we will give you tips on how to keep your hair healthy without compromising your regular beauty routine. You will not damage your hair every day and it's not fighting back. It just gets better. You need to give it the best styling care it deserves. This product might be your answer. It will clean and moisturize your hair at the same time.

Experts will tell you that the best way to have healthy hair is to avoid using chemicals and to avoid heat. An expert opinion would tell it's possible to avoid heat and chemicals and still get and curling iron. So we will give you tips on how to keep your hair healthy without compromising your regular beauty routine.



## Unmatchable UX

Users are often pushed away by poor retail websites with inadequate search optimization and unwieldy navigation. Chatbots avoid these problems all together as they are searching for goods instead of users. There is no need for users to learn how to use a new interface, you are using the platform that they are already familiar with. Using conversation, bot learns users preferences and wishes which help offer much more tailored solutions.

## Convenient Payment

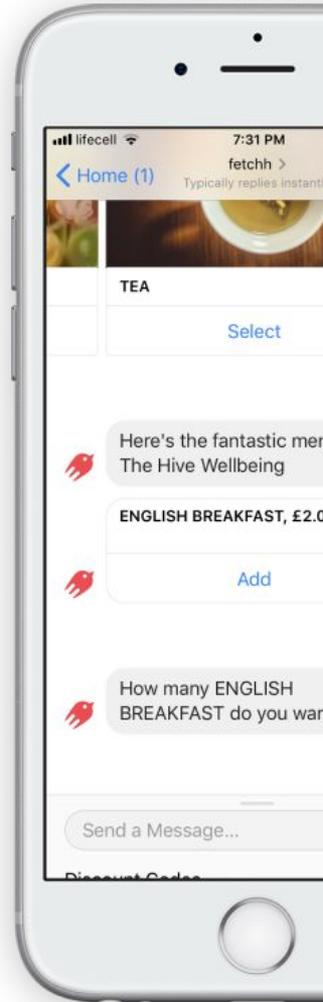
Security, convenience, and speed are key here. Not all websites provide such service; while chatbots do. Integrated payment systems allow users to buy goods without leaving the messenger. Integrated payments have a positive impact on bounce rate as with chatbots business keeps users on the same platform. Moreover, chatbots can remember user's payment details and use it when the client returns to make another purchase.



## Personalization

People don't like filling out never-ending forms, what often ends up happening is their preferences are left blank and shopping carts empty. This dilemma is eliminated with chatbots. Not only do they collect relevant data from users' profiles but also help customers with personalized recommendations and solutions.

Bots use conversation to find about users preferences and tastes and offer a product that matches clients' wishes. That way, a chatbot can help customers quickly find the best matching products tailored to their needs.



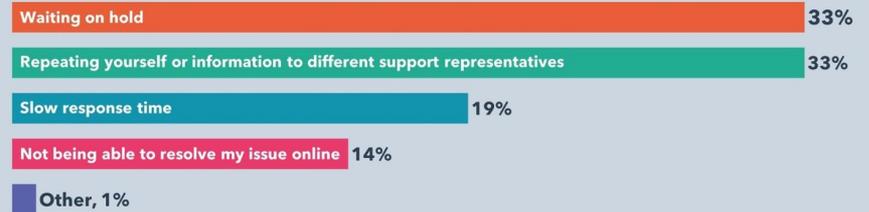


## Instant Replies

A study by Sprout Social found that nearly 90% of messages which require a response are ignored by brands, with an average wait time of 10 hours for those who do get a reply – even though consumers expect a reply within the first four hours. This is where bots come into effect.

Chatbots reply instantly making sure you won't lose prospect never again. It is obvious that customers will choose a vendor that requires less effort to get in touch with and provides faster support.

### What's the most frustrating aspect of getting customer service help?



Base: 1,000 consumers in the US, UK, Australia, and Singapore  
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

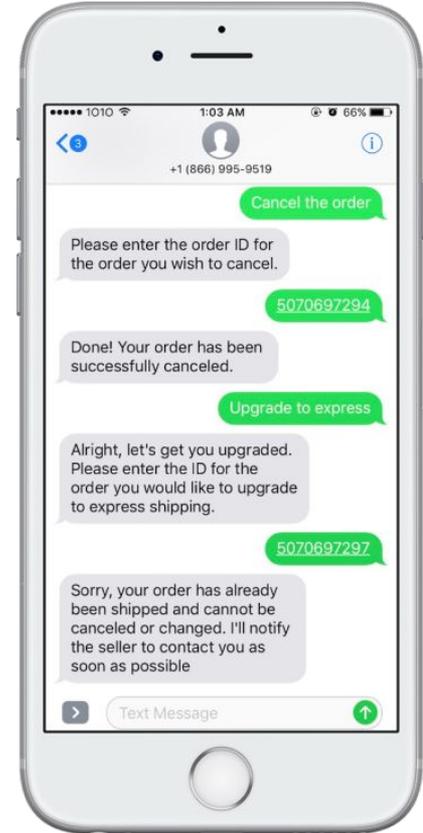
HubSpot Research



## E-commerce Industry Use Case:

# HiSumo

[HiSumo](#) is a Shopify app with a SMS chatbot for online store owners, which allows them to automate customer support, manage shipping, and track customer satisfaction.





# How To Start Developing a Chatbot 🏁



## 1. Find the end-user problem that your chatbot is going to solve

The first thing to do before starting a chatbot development process is to **highlight the reason for implementing a chatbot**. This could be understood as the main goal of your chatbot, namely to understand what problem the chatbot will be tackling.

This is a very important part as for it helps you to define a way of understanding and to move forward. We'd recommend you to answer a few questions first:

“Why are you developing a chatbot?”

“What will exactly a chatbot be doing?”

“Which problem would it solve?”



## **2. Determine the main goal of your chatbot**

The second step is to understand that a chatbot must directly solve the end-user problem or optimize processes inside the company.

Remember, you do not have to overload the chatbot with additional and unnecessary features, especially if solving such problems already exists with more efficient solutions.



### 3. Identify the target audience for your chatbot

The next step will be identifying **a target audience for your bot**. Who will have a need for this bot? Only after that, you may proceed to establish the overall project requirements.

For any type of product, it's important to understand who its end user is. The same applies to chatbots. Take your time and think:

What is an average age of a person who will be communicating with your chatbot?

What kind of job do they have?

What are their interests?

What problems can occur in their everyday life so chatbot can become the best solution for them?

This is a highly important step because based on how you made the buying persona for your chatbot, it will be incorporated into the bot's personality.



## 4. Develop the MVP

When you complete these three important steps, you will be able to move to the fourth step - **developing the minimum viable product** or otherwise known as the “MVP”. This would be the most simple version of the bot that could be made with having all the functionality to carry out its objective function.

Many developers fall into the same trap by beginning to develop a chatbot without the proper knowledge of how to actually start. They do not conduct the preliminary expertise and do not follow these 4 important steps. And as a result, they do end up with a low-quality working chatbot. They get a chatbot which is able to solve different kinds of tasks but all the while offer little to no value to its end user.

We would like to emphasize that the development process for chatbots works the same as for the development process of any other software product. They all require a diligent amount of time and effort to get your chatbot up and running successfully.



Learn how Your business will benefit from using chatbots

**Book a Free consultation with our experts now**

**Schedule a Call**



## Summary:

In the modern world, most of the people are focused on speed and quality of services and products that they are getting. Modern businesses have to adopt innovations and new trends that are appearing on the market to not fall behind competitors. The biggest problems that customers are highlighting in today's online experience of communication with brands are that websites are difficult to navigate, it's hard to find an answer to a simple question or that service isn't accessible by phone.



## Top 10 business advantages of chatbots



Growing popularity of messengers



Better customer engagement



Better open rates



User-friendly interface



24x7 availability



Making adjustments based on clients' data



Boosting sales and lead generation



No need for apps



Decrease bounce rate



Additional channel for marketing and retargeting



## How to start developing a chatbot



**Define the main goal  
of your chatbot**



**Identify a target  
audience  
for your bot**



**Develop an MVP**



## Useful links

Benefits Of Using Chatbots For Your Business

<https://theappsolutions.com/blog/marketing/benefits-of-chatbots-for-business/>

Messaging Apps Are Now Bigger Than Social Networks

<https://www.businessinsider.com/the-messaging-app-report-2015-11>

Chatbots Are Gaining Traction

<https://www.businessinsider.com/chatbots-are-gaining-traction-2017-5>

Social Media Customer Service Statistics and Trends [Infographic]

<https://www.socialmediatoday.com/social-business/social-media-customer-service-statistics-and-trends-infographic>

The 6 Critical Chatbot Statistics for 2018

<https://www.convinceandconvert.com/digital-marketing/6-critical-chatbot-statistics-for-2018/>



## Useful links

Infographic: The Future Of Chatbots Statistics & Trends

<https://acuvate.com/blog/infographic-future-chatbots-statistics-trends/>

Why Are Chatbots Taking Over The World?

<https://botscrew.com/chatbots-taking-world/>

Killer Combination: Facebook Ads And Chatbots

<https://botscrew.com/facebook-ads-chatbots/>

Why Chatbots Are The Future Of M-commerce: Statistics, Benefits, Use Cases & Startups

<https://apiumhub.com/tech-blog-barcelona/chatbots/>

26 Need to Know Chatbot Statistics

<https://www.digitalmarketingfunnels.co/26-need-to-know-chatbot-statistics/>



## Useful links

The 2018 State of Chatbots Report: How Chatbots Are Reshaping Online Experiences

<https://www.drift.com/blog/chatbots-report/>

Messenger

Have ongoing conversations that get results.

<https://www.facebook.com/business/products/messenger-for-business>



Still have questions?

**Contact us to learn how Your business can  
grow with chatbots**

**Schedule a Call**