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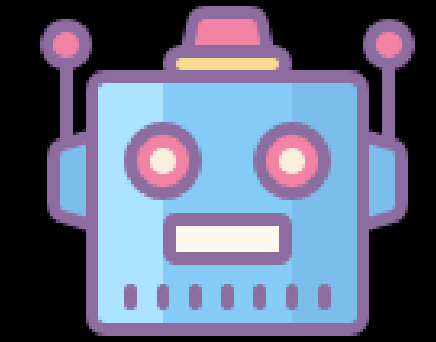
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Conversational Commerce & Chatbots

April 2019
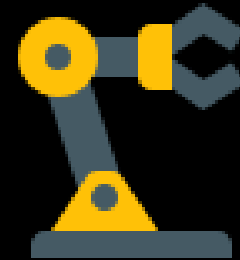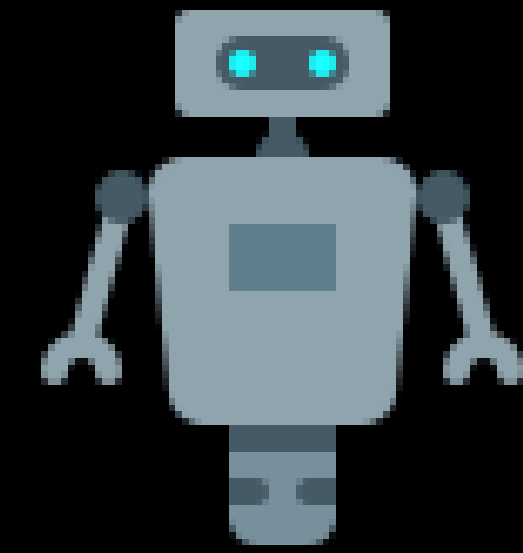
Conversational Commerce & Chatbots

"By 2020, an average person will have more conversations a day with bots than they do with their spouse" (L. Heather Pemberton, Gartner)

What is a chat bot you ask?

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A chatbot is a programmed application that can talk to a customer based on pre-prepared scenarios either by voice or text .

Also known as virtual assistant, IM bot, talkbot, interactive agent – "conversational technology"

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Car Dealership Example

Car Dealership Scenario 1

Scenario 1:

Salesman: Hi, I'm Stefan. What's your name? What brings you in today?

You: I'm here to buy my first car.

Salesman: What type of vehicle can I help you find today? Are you looking for a sedan, minivan, or SUV?

You: I would like to check out your sedans.

Salesman: That's great! Are there any specific makes or models you are interested in?

You: I'm not really sure…

Salesman: What are the top 3 things you'd love to see in your new vehicle?

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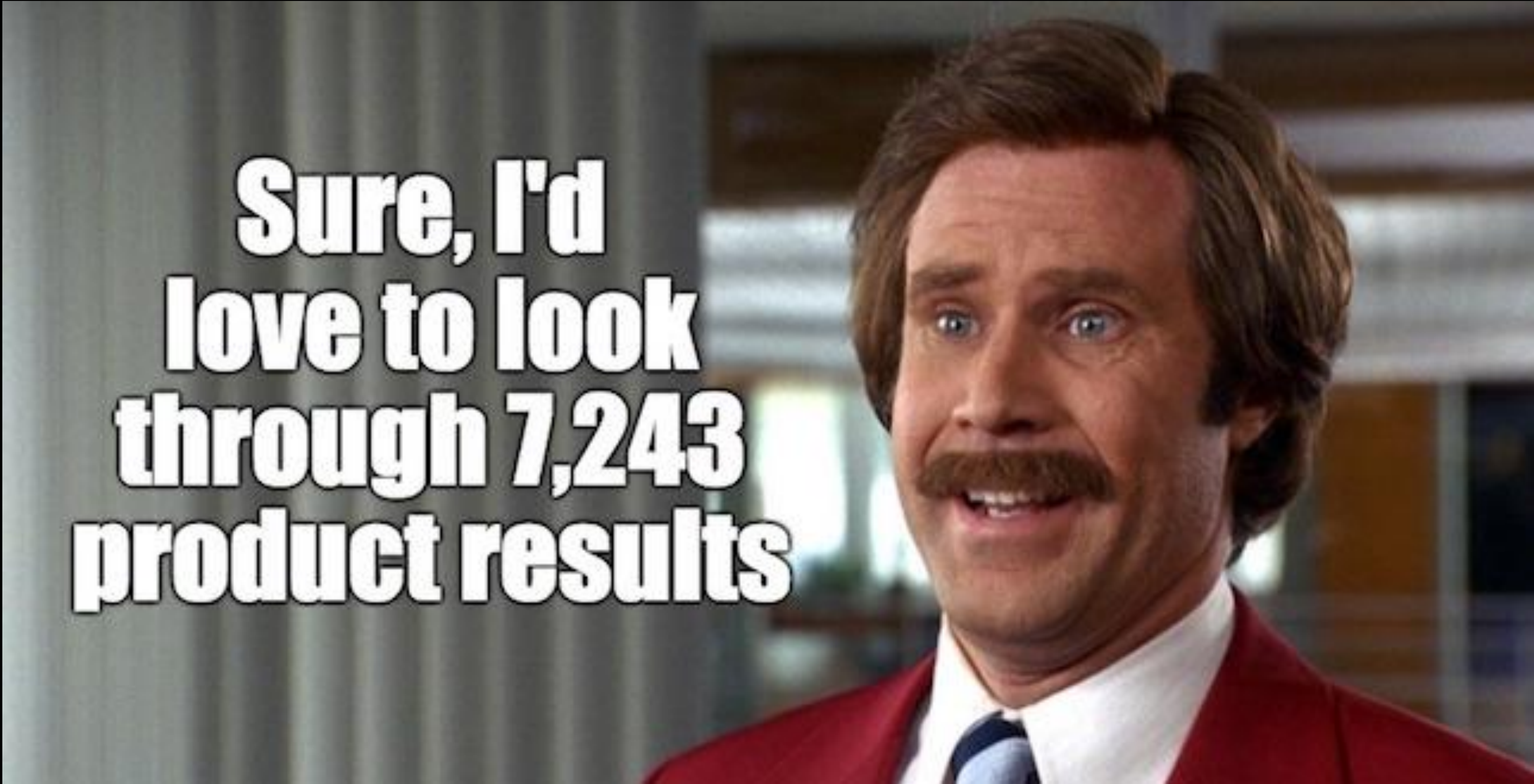data driven digital marketing
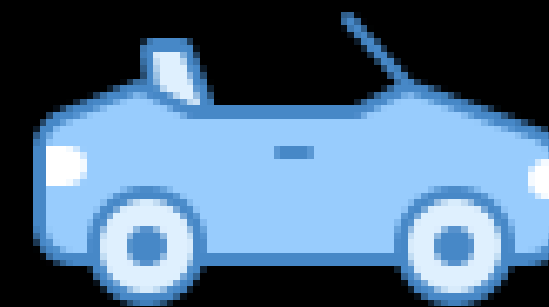
Car Dealership Scenario 2

Scenario 2:
Salesman: Hi, can I help you?
You: I want to buy a car.
Salesman: My desk is over there, take a look around and approach me when you've found something you like.

Source: www.manychat.com

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Which Scenario Are You?

Chatbots can help you make your site more helpful, engaging and trustworthy. They are great at starting a conversation with your visitors

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Source: www.Drift.com
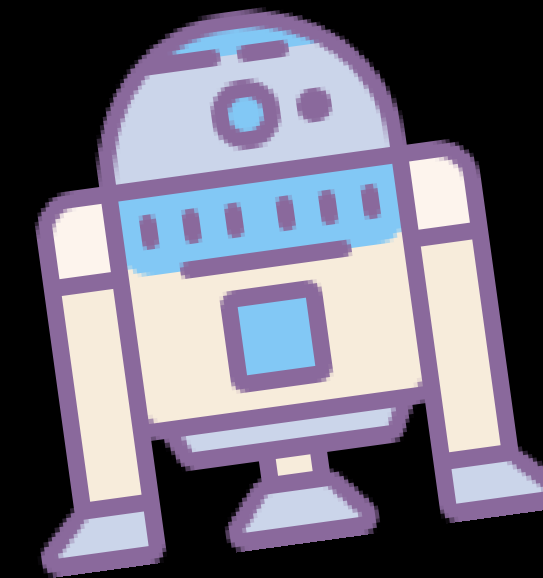
Other Uses of Chatbots

- Lead qualification

- On-boarding

- Using storytelling

- Product info

- Customer Service

- FAQ

- How to guides

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Facebook Messenger Bots

- **Popularity of messaging platforms** – over 1 Billion active users, 80% open rates, x4 -10 CTR (Email)

- **Get straight to the customer** – Mostly 1 account per customer, virtually no spam due to personal protection

- **Personalised 1 to 1 conversation** – for content promotion and proactive reach

- **Powerful segmentation** – ability to segment and tag visitors based on their responses

- **Ideal entry platform** – Independent from Facebook website with endless possibilities through API integrations, including taking payments
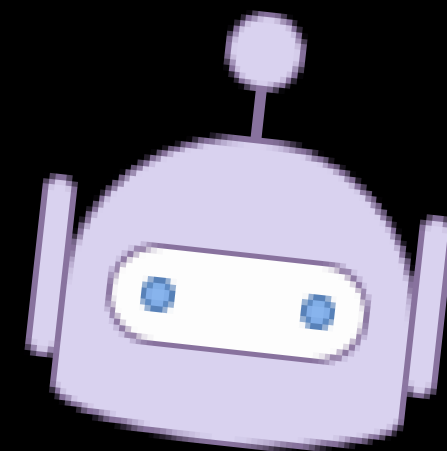
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Click the button to open Messenger

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