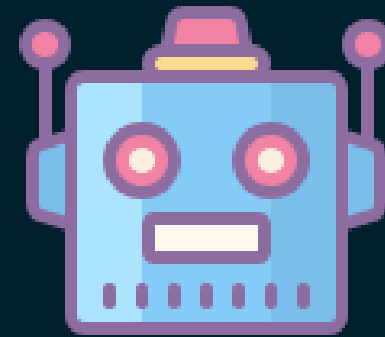


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data driven digital marketing

Conversational Commerce & Chatbots

Silverstone Seminar/ June 2019 / Stefan Bercik



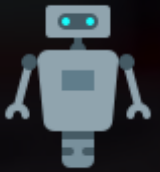


“By **2020**, an average person will have more **conversations** a day with **bots** than they do with their **spouse**” (L. Heather Pemberton, Gartner)

What is a chat bot you ask?

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, talk bot or interactive agent – “conversational technology”



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?



Car Dealership Scenario 2

Scenario 2:

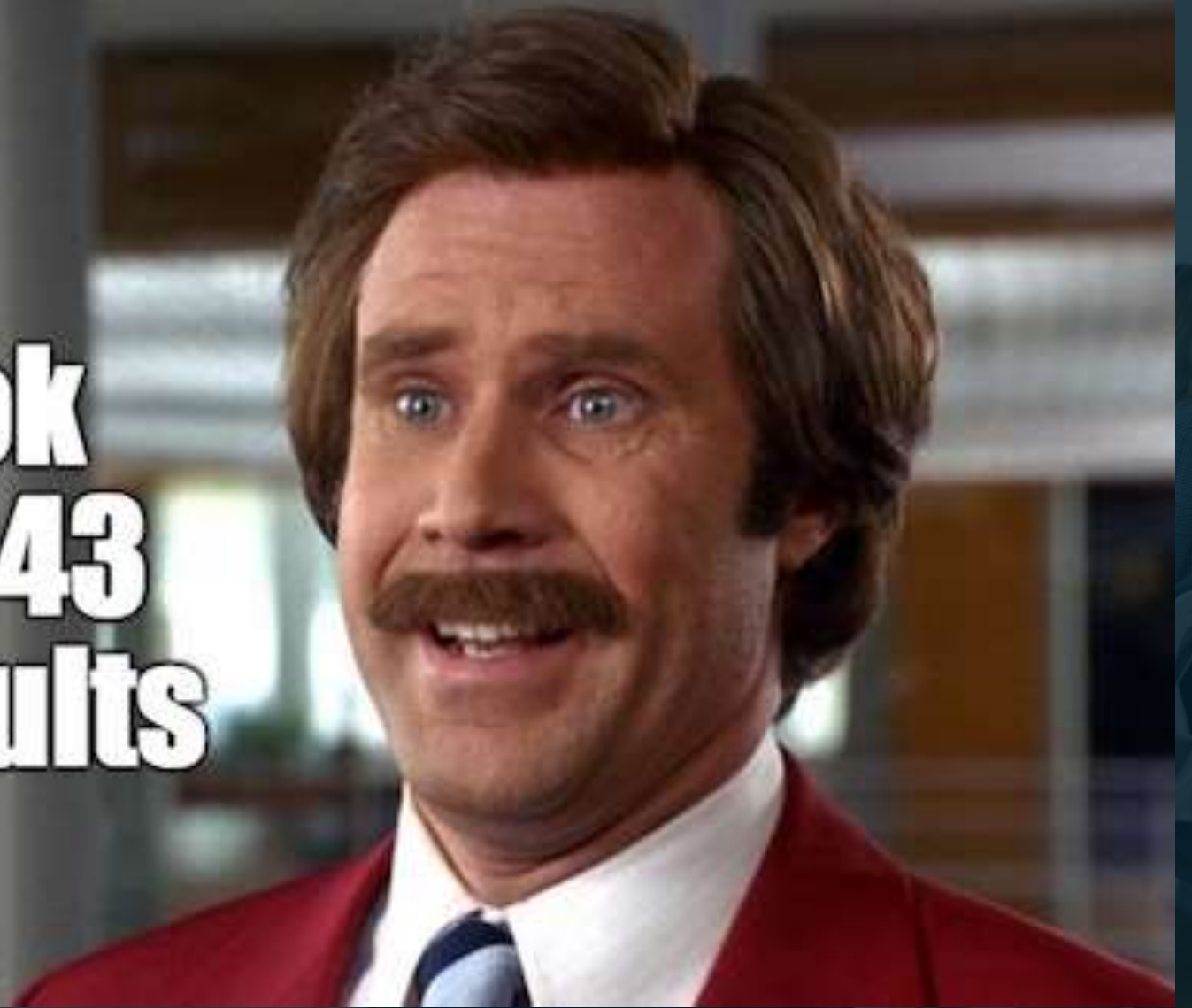
Salesman: *Hi, can I help you?*

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.*



**Sure, I'd
love to look
through 7,243
product results**



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

OLD WAY

TRADITIONAL MARKETING

BEFORE DRIFT

Visitor



Customer



TIME

Days to Weeks

NEW WAY

CONVERSATIONAL MARKETING

AFTER DRIFT

Visitor



Customer



TIME

Minutes

Source: www.drift.com

Other Uses of Chatbots

- Lead qualification
- On-boarding
- Using storytelling
- Product info
- Customer Service
- FAQ
- Amazon Sales & Reviews

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



A dimly lit office environment with several people working at computers. In the foreground, a wooden table holds a laptop and a bouquet of flowers. The background shows a person standing near a whiteboard and other employees at their desks. The scene is overlaid with a dark blue tint.

Demo



Thank you *Any Questions?*

Stefan Bercik
stefan@anicca.co.uk
0116 254 7224