



CHATBOT SERVICES

FROM VERTICAL LEAP

**VERTICAL
LEAP**

Chatbots: The basics answered



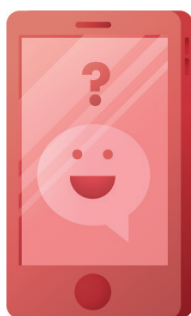
What is a chatbot?

A chatbot is a service, powered by rules and sometimes artificial intelligence, that you interact with via a chat interface such as Facebook Messenger, Kik or Slack. It mimics human conversation by providing information and reacting to prompts, as if you were talking to an actual person.



What are chatbots used for?

They can be used in any sales or customer service situation, or to simply provide information. They enable people to instantly connect with your company, make purchases, access information and so on. Examples include: shopping bots, weather bots, news bots, advice bots and campus bots.



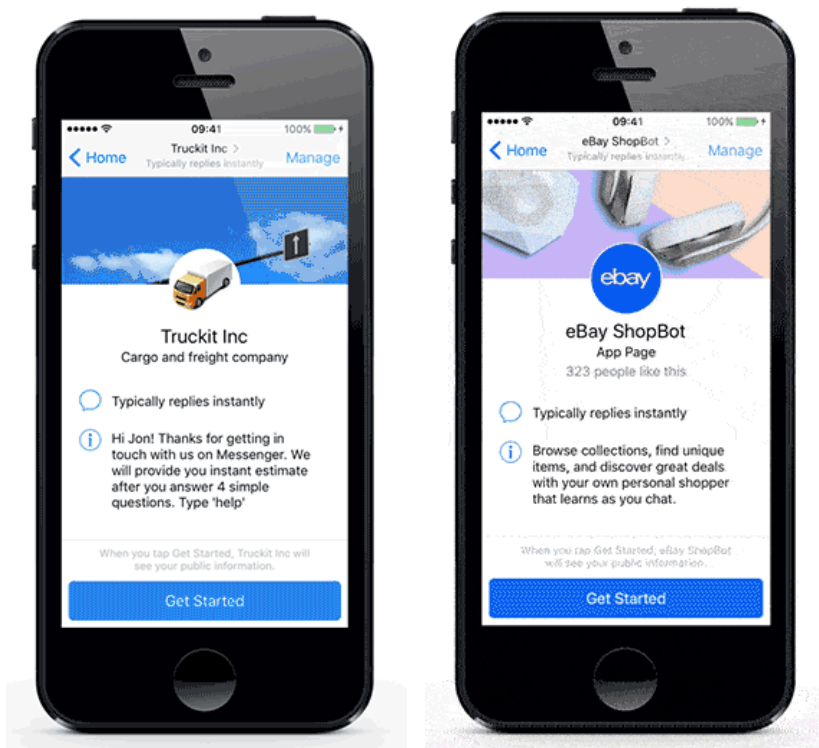
Why should you care?

For the first time ever people are using messenger apps more than social networks; 1 billion people are now on Facebook Messenger alone! For companies, this presents a huge opportunity to hang out where your customers are hanging out.

Chatbots: See them in action

If you're new to chatbots then it might help at this stage to see one in action.

Take a look at this article on our website What are chatbots and why do you need one? which features eBay's ShopBot and the Truckit chatbot.



[Watch chatbots in action](#)



Chatbots: The benefits

Marketers have been quick to recognise the benefits of chatbots, so much so that there are now 30,000 chatbots on Facebook alone. It is easy to see why: They allow you to provide an instant service to customers in an environment where they regularly hang-out, are highly engaged and happy to provide you with useful data.



Always on

Provide a faster and more interactive service to your prospects and customers that is 'always on'.



Right place

Be where your prospects and customers are.



Highly engaged

Connect with prospects and customers in a highly-engaged environment without the need for them to download an app



Insight

Gain access to increased amounts of customer data, enabling more effective targeting and personalisation.

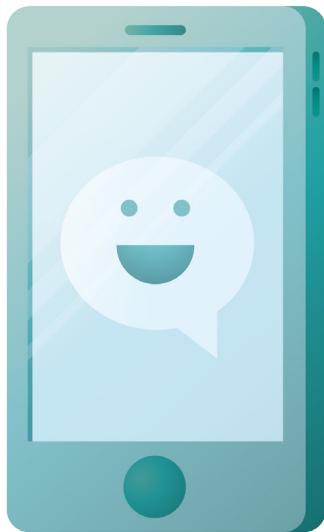


Less friction

Make the path to purchase shorter and more relevant to your customers

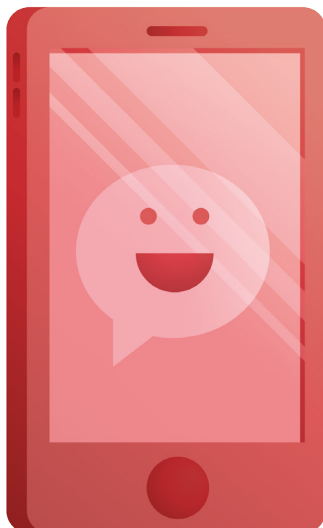
Chatbots: Two types of chatbots

There are 2 types of chatbots: One is linear and rule-based where the conversation is fully controlled by you, the other uses artificial intelligence (AI) and machine learning and is capable of having more open conversations.



Linear chatbots

- You control the conversation by providing clickable options
- Cost-effective
- Shorter build time
- Encourages fast path to purchase



AI chatbots

- Higher levels of interaction
- Understands language, not just commands
- Learns from conversations and gets smarter over time
- Fluid, decision engine

Chatbots: How we work

Phase 1

Workshop

- Identify opportunities
- Ideation & mind mapping
- Conversation flows
- Features & functionality
- Feasibility
- MVP & iterations
- Wireframe
- Comprehensive proposal document

Phase 3

Build

- Design
- Templates
- Software integration
- Connection to existing consumer programmes
- Security
- UX testing

Phase 2

Strategy

- Iterative project plan
- Recommendations
- Budget
- Timeline
- Platform options
- Delivery best practices
- Success metrics

Phase 4

Optimisation

- Web plugins
- On-platform optimisation
- On-going performance
- Supporting content

Chatbots: Take the first step

We fully appreciate that the decision to create a chatbot requires time, money and resource so it's imperative that your bot is purposeful and adds value to your business.

That's why with Vertical Leap the first stage of any chatbot project involves a **1-2 day workshop** with our experts to scope out the project, brainstorm ideas, discuss features, conversation flows, feasibility and so on.

Following this, we provide you with a wireframe and a comprehensive document detailing everything covered in the workshop. We are then ready to progress to phase two, although there is absolutely **no obligation** to do so.

Why book a workshop?



Determine whether a chatbot is right for your business



Brainstorm with our chatbot experts



Cost-effective first step without commitment to build



Comprehensive post-workshop document for you to run with when you're ready



To book your workshop or for more
information, contact us on
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