

Smart Chatbot Building 101

How to Design the Right Chatbot for Your Enterprise



Deploying a smart chatbot to take on high-volume/low-complexity interactions can:



improve customer satisfaction



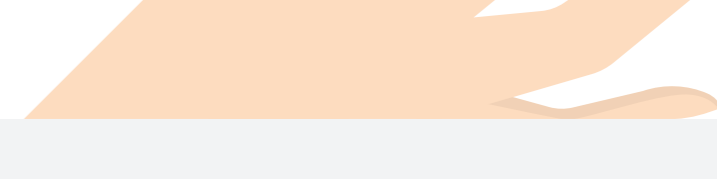
reduce contact center costs



and increase revenue



Use this infographic to better understand how to create a chatbot that lives up to your company's needs and your customers' expectations



1 Give Your Chatbot a Job

A smart chatbot can engage with customers to resolve issues, conduct transactions, answer questions, and more—no matter what your industry:

- RETAIL**
Order status, lost/damaged shipments, warranty queries
- TRAVEL & HOSPITALITY**
Reservations, check-ins, flight status
- COMMUNICATIONS**
International travel plans, billing queries, plan add-ons
- BANKING & FINANCE**
Account balances, payments, market updates, transactions
- INSURANCE**
Coverage questions, claim status, payments

MAKE SURE YOUR CHATBOT IS MOBILE-READY

Integrated into the mobile experience

Designed for optimal use on a small screen

Meets customer expectations about how and where the conversation will unfold

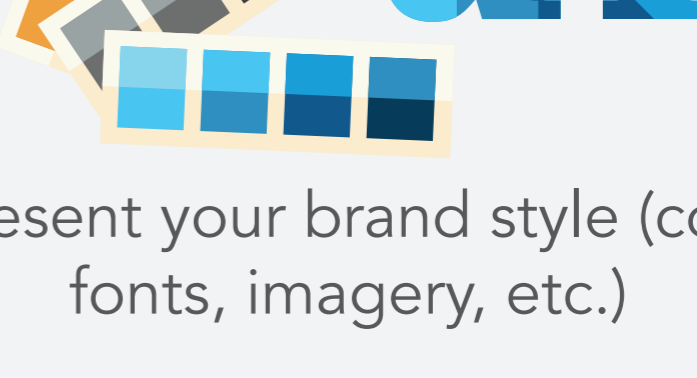
2 Design Your Chatbot for Mobile

In 2016, worldwide internet usage on mobile devices exceeded desktops for the first time

3 Choose the Right Look and Location for Your Chatbot

The design, branding, and placement of your chatbot are critical to seamless customer engagement

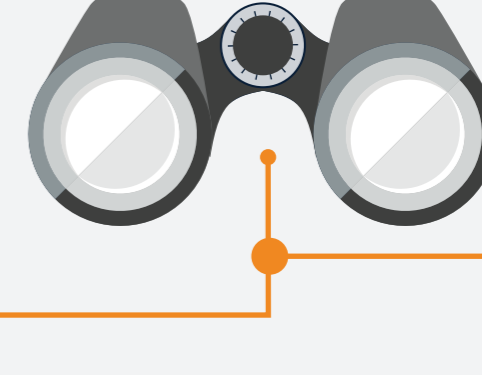
YOUR CHATBOT SHOULD:



Represent your brand style (colors, fonts, imagery, etc.)

Present itself as a chatbot, not a human

Be easy to find and engage with. That means not burying it on your website and having it available on all channels



4 Define Your Chatbot's Conversational Voice and Tone

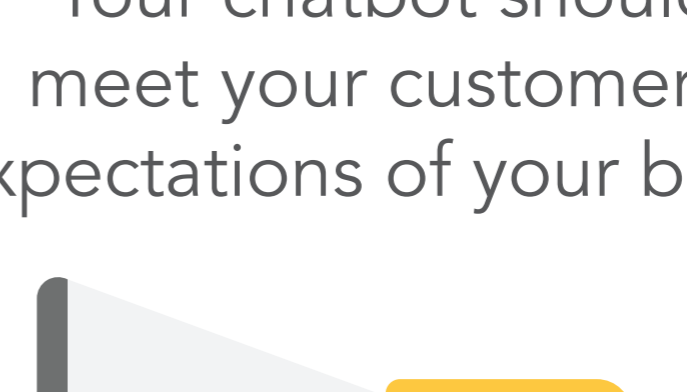
Your chatbot should meet your customers' expectations of your brand

Use a conversational tone that fits your industry (e.g., formal for financial services; casual for entertainment or retail)

Be succinct

Converse in first person ("I");

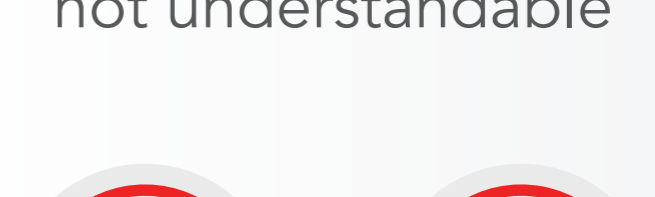
Use first-person plural ("we") when referring to the brand or team



5 Involve Humans When Needed

Design your chatbot to hand off an interaction to a human when necessary:

The customer's request is not understandable

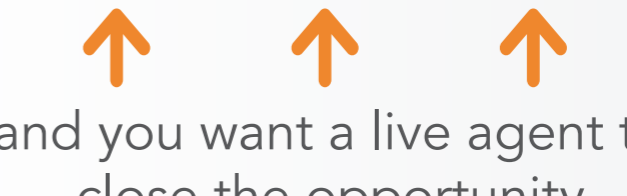


Rules or policies prevent the customer from using self-service

The customer requests a human

The transaction is high-value and you want a live agent to close the opportunity

An agent would better serve the customer's request (e.g., opportunities to convert or retain the customer)



Want to learn more about chatbots? Read our eBook:



EXECUTIVE PRIMER:
Your Best Agent Is a Chatbot
Everything You Should Know About Chatbots for Customer Engagement

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