14th September- 18th September

this week in digital

rewire customer interaction with chatbots
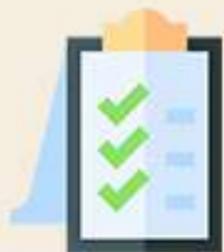
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matter of fact

The global chatbot market is expected to reach $1.23 billion by 2025.

64% consumers turn to chatbots for 24 hours service.

55% consumers prefer chatbots to get instant responses to inquiries.

Chatbot interaction is expected to increase from 20% in 2017 to 93% in 2022.

Source: Business Insider, Drift

#1

trends to track

Businesses are focused on building chatbots that are indistinguishable from humans with the help of ML, AI & NLP.

Voice bots are becoming mainstream to facilitate a seamless user experience.

Chatbots will automate payments, resulting in happy customers & improved customer satisfaction.

Messaging platforms are emerging as a growth driver for chatbots to boost engagement & increase loyalty.

Social media will dominate the adoption of AI, using chatbots to facilitate interaction.
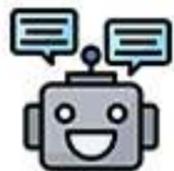
#2

did you know

A chatbot campaign has a 98% open rate.

Chatbots will be indistinguishable from humans by 2029.

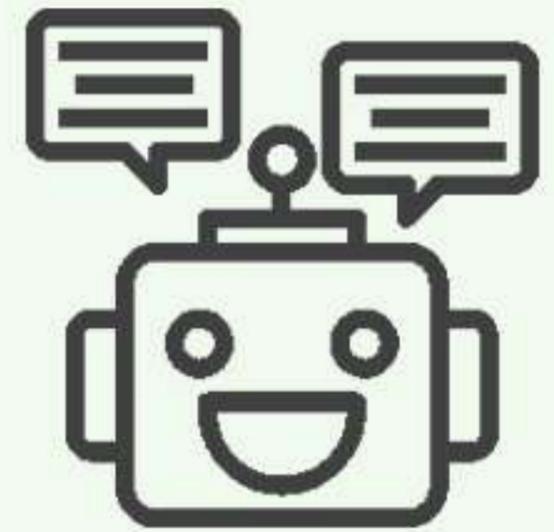Approximately 1.4 billion people use messaging apps & are willing to talk to chatbots.

Customers prefer chatbots 29 times over the traditional method.

Source: Score, Chatbots Magazine, Acquire, BarnRaisers

#3

benefits of adopting chatbots

Save time & money by automating conversations that would otherwise require an employee to answer.

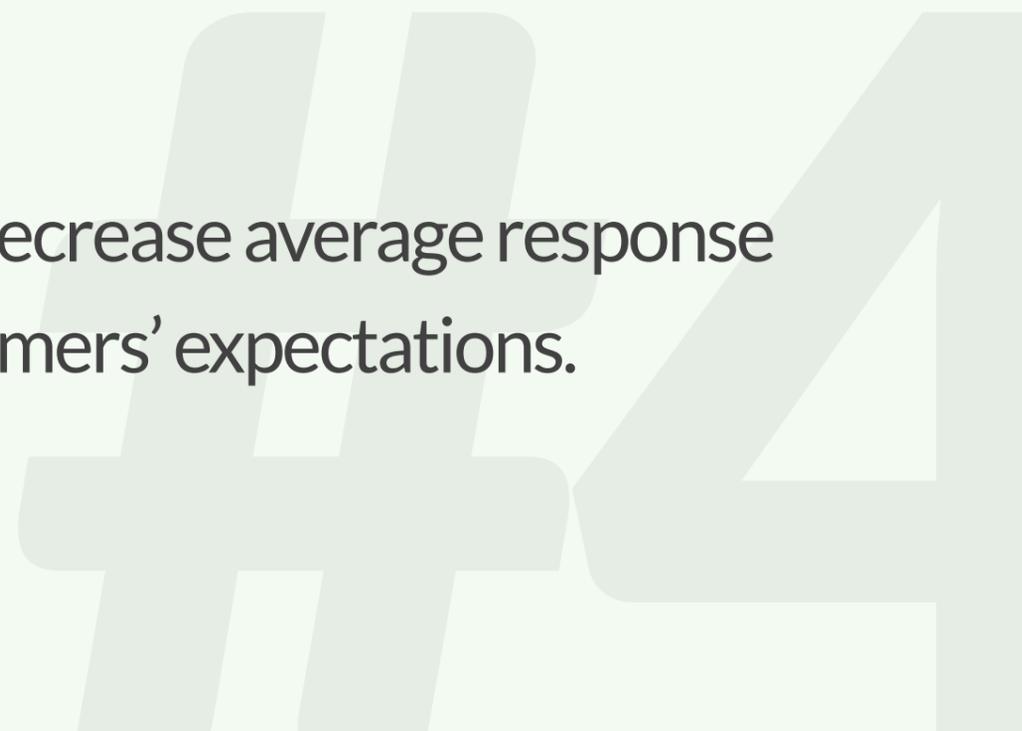Generate leads & revenue by gathering information necessary to provide effective support.

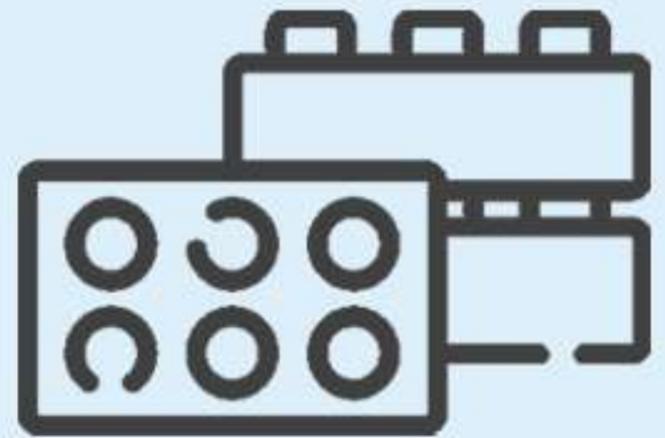Guide users to better outcomes by asking a series of qualifying questions.

Provide 'after hours' support to decrease average response time, bringing you closer to customers' expectations.

#4

basics of building

Craft the bot's voice & personality to humanize the experience & align the chatbot with the brand.

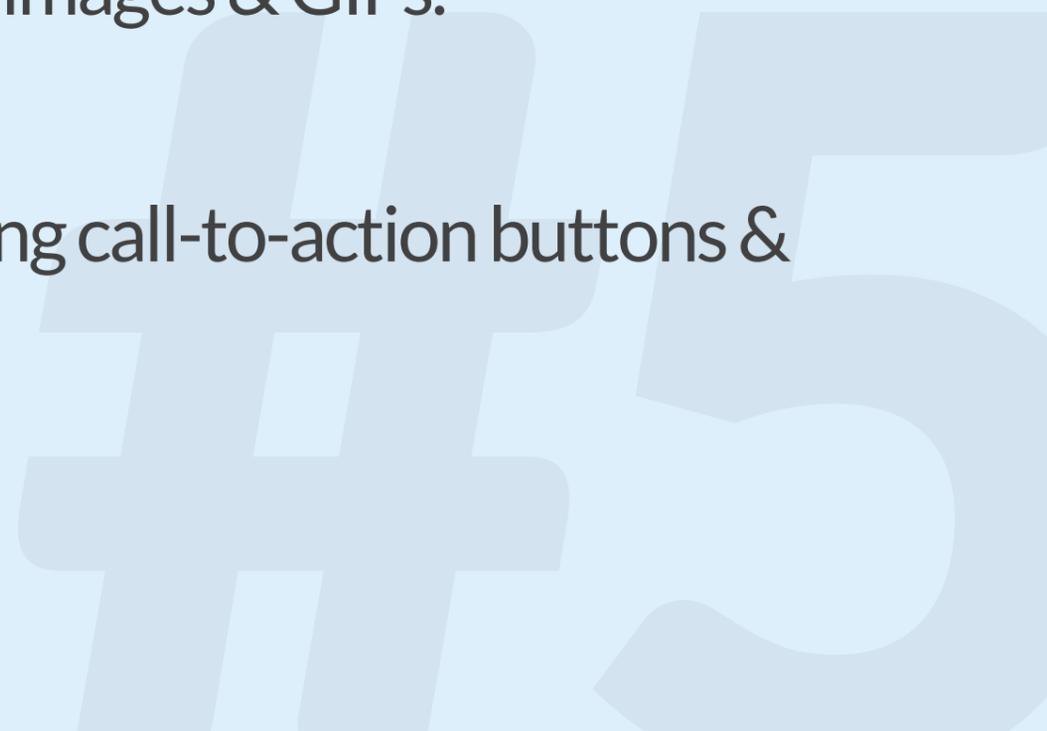Map customer journeys & create responses that are likely to satisfy the user's needs.

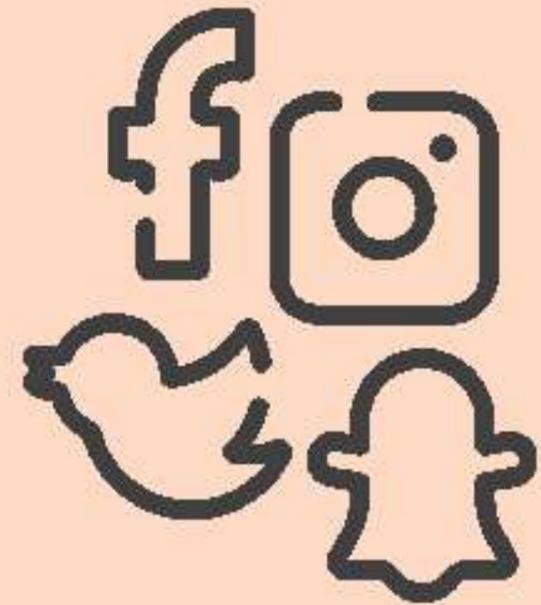Bring personality to messages & increase conversation conversion rates by using emojis, images & GIFs.

Guide customers to checkout using call-to-action buttons & drive users to a specific goal.

social media integration

Utilize chatbots on Facebook Messenger to hack into micro-targeted audiences from a pool of over 900 million MAUs.

Leverage Whatsapp bots to facilitate connection with customers through an interactive & visual medium.

Use Twitter bots to assist the customer's needs at any time of the day, demonstrating care & professionalism.

Leverage Instagram bots to automate sales scripts & provide fast replies for increased customer engagement & success.

fails to avoid

Neglecting to inject personality or programming the bot to handle unpredictable commands results in users getting bored.

Overwhelming customers with floods of text results in users abandoning the platform.

Failing to connect the chatbot to a live-chat solution results in unresolved queries.

A malfunctioning chatbot that isn't ready for the real world can risk ruining brand image & frustrating customers.

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As India's annual cricket festival has dawned upon us, do you wish to jump on all the hottest trends to transform your marketing game?
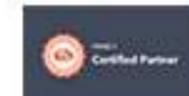
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