

# THE ANATOMY OF A Chatbot

## What are chatbots?

### How can they be used to benefit my business?

Chatbots are computer programs designed to simulate conversations with human users. Chatbots can simulate humans, brands, or characters and allow for individual communication with each consumer seamlessly for businesses.

## C-3PO & Chatbots

"Don't blame me. I'm an interpreter. I'm not supposed to know a power socket from a computer terminal." Chatbots know everything they should and nothing they shouldn't.



#### Chatbot Customization

If created correctly a chatbot can help to alleviate some of your common business problems.



#### Individualized Conversations

As a B2C or B2B provider, chatbots allow for individualized conversations with each and every customer, automatically.



#### Learn From Clients

Chatbots allow businesses to learn about clients/customers through conversing with them, learning likes & dislikes.



#### 24/7 Consumer Support

Chatbots allow for customers to find the answers they need at any time immediately.



#### Build New Marketing Audiences

Chatbots can collect customer information in a restriction free environment, like Facebook.



#### Frequently Asked Questions

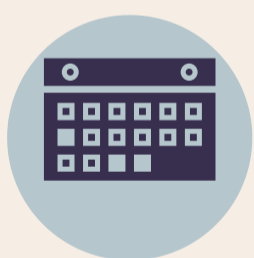
Answering the same questions everyday like, price or hours? Chatbots can answer those same q's for you, consistently.

## 6 Practical Uses Of Chatbots



### Answering FAQ's

Chatbots can be programmed to consistently answer customer questions on everything to hours, prices, and even provide recommendations.



### Schedule Appointments

Chatbots can be used for a variety of scheduling events including showings for real estate agents, salon appointments, and webinar events.



### Restaurant Booking

Chatbots can display menu information, reserve tables, order food, and even send previous customers an update on special deals straight from Facebook.



### Capture Leads

Are you in a B2B market? Do you regularly provide phone calls to close deals? Chatbots can schedule those phone calls or collect data so your team can follow up and close that deal later.



### Event Registrations

Chatbots can register customers for events and provide push notifications in the days leading up to the event so attendance is higher.



### E-commerce Solutions

Chatbots for e-commerce companies can display product categories, specific product options, complete orders, show reviews, and provide users with previous purchase tracking information.

#### SOURCES

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