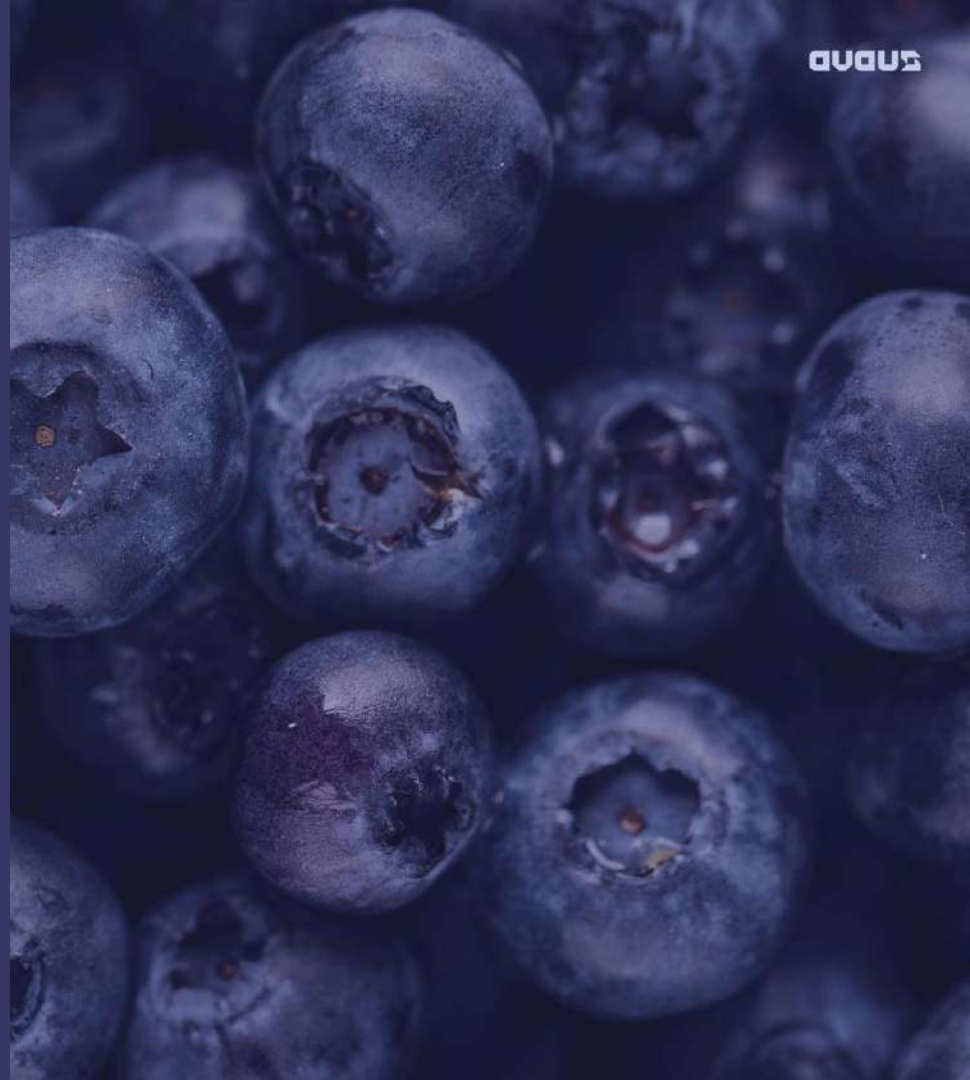



Get started with chatbots in B2B business

Introduction to chatbots

- 01 Background
- 02 Key benefits
- 03 Different chatbots
- 04 Comparison
- 05 Location
- 06 Use cases



A photograph of a dense forest of evergreen trees covered in snow, set against a cloudy sky. The trees are dark green and heavily laden with white snow, creating a textured, wintry scene. The sky is a mix of light and dark clouds, suggesting an overcast day. The overall mood is serene and quiet.

By 2020, over 85% of customer interactions will be handled without a human

Background

Customer behavior is nonlinear and increasingly digital

Personalization and marketing at users own request will be a key success factor



Customers no longer wait for campaigns, they research online at their own pace

Marketing will move from campaigns to on-going processes



As customers move online, executing marketing at local level is no longer a necessity

Marketing will be centrally managed and scaled across regions



Each customer encounter can be tracked and measured using the right technology & tools

Marketers can finally measure ROI and turn marketing into a profit center



What to consider before starting a chatbot project

Framework and examples for key considerations and requirements

Goal & KPIs of chatbot

- Increase revenue from website conversions by X%
- Shorten sales cycle by X days
- Improve customer service satisfaction ratings by X%

Chatbot features

- Live chat
- In-page possibilities
- AI and data driven
- Scripted (simple) chatbot features
- Scalable setup
- Language and context requirements

Collect data

- Which type of data to collect
- What are the security requirements
- GDPR compliant

Technical requirements

- Integrate with CRM system
- Integrate with other MarTech platforms
- Implement on social media platforms

Key benefits of chatbots

24/7 service

Instant replies at the customers preferred time

Fewer errors in dealing in customer requests

Expert answers to customer questions

Proactive

Increase customer engagement

Move from statically informing to actively engaging website visitors

Easy communication

Higher conversion rates and increased lead generation

Time saver

Manage high volumes of requests simultaneous

Handle simple transactions to free up time from sales support

Reduce the number of customer service calls

Focus areas

Social messaging

Designed for social media platforms

E-commerce and customer service

Increase conversion of social media advertising

Lead generation

Increase web conversion

Data gathering and lead qualification

Increase understanding of your target group

Sales support

Handle simple transactions to free up time from sales support

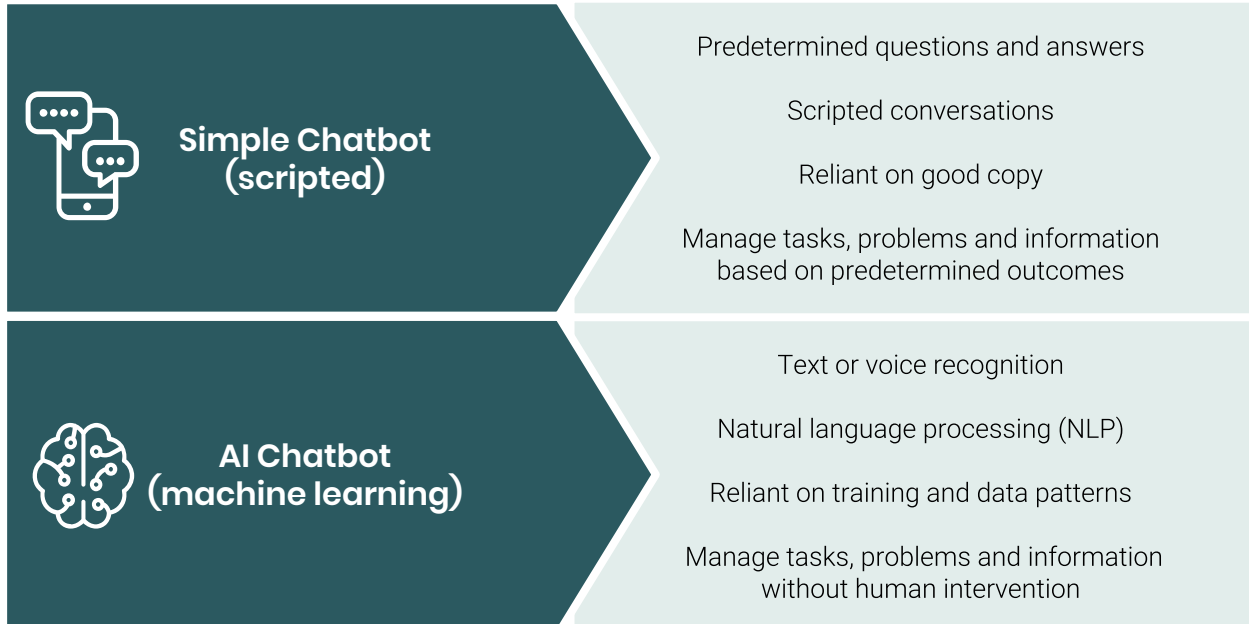
Manage high volumes of requests simultaneous

Customer service

Personalized service based on customer needs

Automate up to 80% of customer service questions

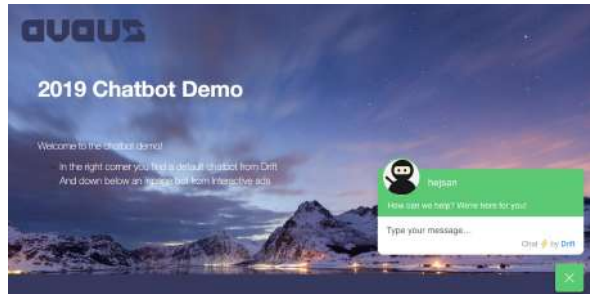
Two types of chatbots



Comparison of scripted chatbots for websites

	DRIFT	LEADOO	FLOW XO	SNATCHBOT
Simple (scripted) chatbot	✓	✓		
Installation through app	✓			
Direct integration with Market, Salesforce etc	✓		Not Marketo	
Inpage chatbot feature		✓		
Livechat	✓	✓	✓	✓
Connect calendar	✓		✓	✓
Privacy consent	✓			
Provides Help Center	✓		✓	✓
Channels	Text, livechat	Text, livechat	Text, livechat	
Basic analytics	✓	✓	✓	✓
Lead scoring	✓	✓		
Social media connections	LinkedIn sales	Via Zapier	✓	✓

Location, location, location – Where to implement your chatbot?

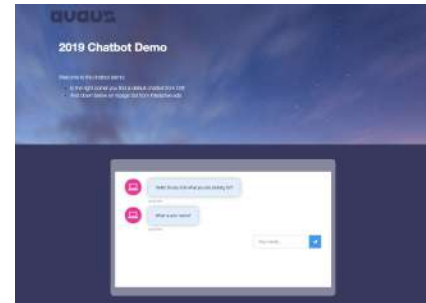


1.

Chatbot

Traditionally bottom right corner of website

- Always accessible - suitable for a variety of use cases and more general inquiries, customer service and FAQs.



2.

Inpage chatbots

Chatbot feature directly on pages

- Targeted chatbot usage - suitable for when you want to increase chatbot usage for a specific end goal related to page content.

Scripted chatbot use case examples

1.

Increasing revenue from web conversions

By growing the sales pipeline and increase website conversion and leads generated.

2.

Shorten sales cycle

Reduce search time on website and help the user navigate to correct content.

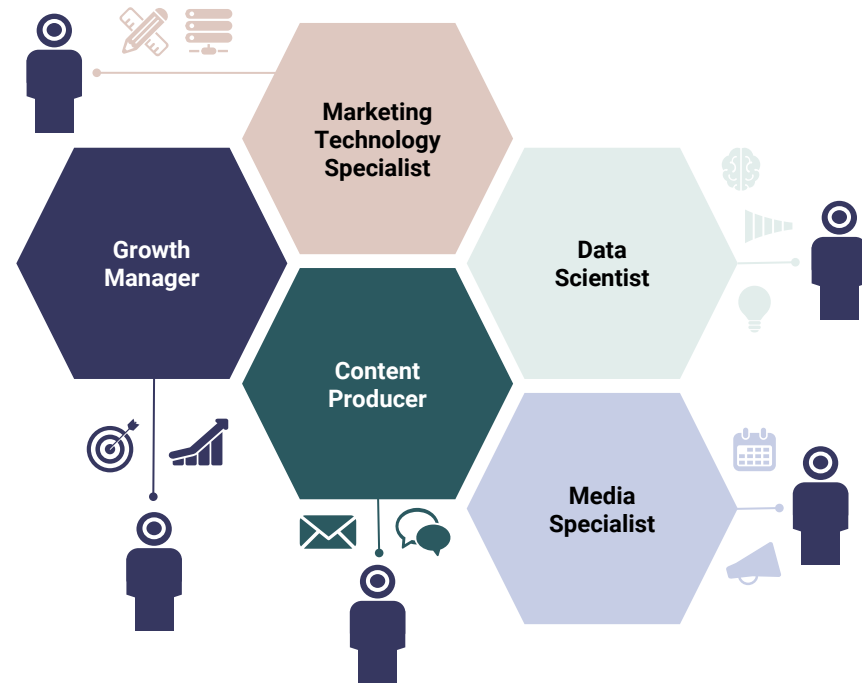
3.

Improve customer satisfaction ratings

Personalized sales/customer support and FAQs.

Avaus growth teams are cross-competence teams that can help with your chatbot implementation

Growth Teams are configured case-by-case based on business requirements and the desired results. The core team is often complemented by experts from the client organization or even multiple different agencies.





Thank you!