Hippo

CHATBOT

An Introduction

TABLE OF CONTENTS

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INTRODUCTION

Have you ever heard of chatbots? One of the most well-known examples of artificial intelligence (AI) and automation, businesses around the world have found numerous uses for virtual assistants.

The increasing popularity of chatbots is an exciting development. As more and more businesses and customers rely on them, chatbots will become a staple of customer service. But what are they? What advantages do they offer? And how can we build them? Let's take a closer look.

WHAT IS AN INTELLIGENT CHATBOT?

Chatbots, also known as chat agents, are computer programs that interact with online users. Chatbots are capable of engaging visitors by answering their questions, providing directions, or helping with product searches. Chatbots use artificial intelligence and natural language processing to provide answers to their visitors. They can be set up using a set of predefined rules, or they can be developed using machine learning and AI.

In a paper that was recently published on the International Conference on Internet Science website , one participant described his chatbot experience as -

"It saves me from the hassle of having to call someone, waiting to speak to them, then having to go through mountains of text. It saves time by not having to search for information."

According to Gartner,

85% of customer service interactions will be handled by artificial intelligence within just one year. The research firm estimates that 95% of consumers realize Chatbots can make them more efficient.

- 59% have interacted with a Chatbot
- 70% had positive experiences.

BENEFITS OF CHATBOTS

Chatbots are designed to work alongside human agents. The technology is fast and intuitive and can provide an exceptionally convenient customer experience, while remaining cost-effective for the company.

We all have different needs and expectations when it comes to technology. Here are some of the most common benefits chatbots can provide:

- Quick customer service to simpler queries
- Buying products, renewing subscriptions
- Making reservations, booking tickets
- Talking about the latest products
- Track order status
- Shipping, returns, and refunds
- Provide customer feedback
- Promote products and promotions to customers

CHATBOTS HELP TO DECREASE CUSTOMER SERVICE PROCESSING TIME

Chatbots help decrease the number of customer service inquiries. 70% of the time, customers ask the same exact questions over and over again. Chatbots can be programmed to handle common questions based on past interactions. Custom chatbots can also automate common transactions and custom interactions.

A chatbot-powered customer service solution reduces the number of customer service requests and creates a more efficient customer service process.

CHATBOTS LOWER THE COST OF CUSTOMER SERVICE, INCREASE CUSTOMER SATISFACTION AND PROVIDE A MORE USER-FRIENDLY EXPERIENCE

Your customers will love you if you could lower their support wait times. Faster resolution means less time wasting for your customer and more time helping them solve issues. Chatbots can help with common customer queries such as billing or product stock, and can even detect more complex requests. The faster you can resolve issues, the greater your customer's satisfaction and loyalty.

CHATBOTS HELP YOU LEVERAGE YOUR EXISTING KNOWLEDGE BASE AND FAQS

Customers often have the same questions. An automated chatbot can simply ask customers whether they have any queries. The chatbot could then redirect customers to FAQs or support tools — saving businesses time and money by reducing customer service costs.

CHATBOTS HELP YOU TO CONVERT MORE VISITORS INTO CUSTOMERS

Chatbots are one of the most popular tools for improving conversions. By proactively answering customer questions and assisting customers, chatbots can improve conversions by up to 30 percent. A chatbot can help you convert more of your inbound website traffic by pointing customers to the correct web page.

CHATBOTS ARE A GREAT WAY TO GENERATE QUALIFIED LEADS

Landing pages are an important marketing tool for most businesses. When visitors land on your page, you want to give them as many answers as they need and keep them engaged. Chatbots can be a great way to improve a landing page conversion rates. They can answer the most common questions in a conversational way.

CHATBOTS WORK 24/7 AROUND THE CLOCK

Running a live chat support channel with only humans can be very costly. Chatbots, though automated, can help businesses answer questions 24/7 at a low cost. They are available to answer customer inquiries anytime of the day or night and will continue to operate even when you are out of the office. The amount of work that is needed for staffing and training can be greatly reduced during non-peak hours.

CHATBOTS ULTIMATELY HELP IMPROVE COST SAVINGS AND DRIVE UP REVENUE

Chatbots directly benefit your bottom-line by providing uninterrupted services and more efficient human resource allocation. There is a cost-saving as your team's time and energy are better utilized. A study published by Business Insider shows chatbots cut customer service costs up to 29% – 46%, depending on your business.

At the same time, opportunities for revenue increase as your agents shift their focus from reactive to proactive and jumping on opportunities for upsells or special offers. Chatbots can also automate up-sell and targeted promotions. As customer satisfaction (CSAT) grows, the benefits of greater customer retention will also be seen on the bottom line.
"Convince and Convert reports that 15% of American adults have used a chatbot last year; 37% see themselves using one to get a quick answer in an emergency."

TYPES OF CHATBOT

Chatbot software is broadly divided into two types:

- Decision-Tree &
- Natural Language Processing-based chatbots.

Let's see what these two mean:

DECISION-TREE BASED CHATBOTS

Often also referred to as "rule-based" chatbots are a great way to engage customers. They make it user-friendly and cost-effective to get a large number of conversations and responses out of the gate quickly. Chatbots are an ideal solution for companies that are looking to automate customer service procedures without requiring significant up-front investment.

NLP - BASED CHATBOTS

An AI chatbot is a piece of software that can freely communicate with users. AI chatbots are much better conversationalists than their rule-based counterparts because they leverage machine learning, natural language processing (NLP), and sentiment analysis.

Can I help?

HOW TO BUILD A CHATBOT

Chatbots are gaining popularity as a way to automate customer service. Since they can be deployed quickly, chatbots can help businesses deliver an exceptional customer experience that is accessed all over the world. With many choices available, it's best to consult a professional chatbot builder to create your own customized chatbot for your business.

Chatbot platforms make business automation accessible. Many allow users to create chatbots without programming skills, simplifying the process for beginners and those who want to build their own bots. These platforms allow users to build and implement chatbots with little or no coding experience.

DETERMINE THE SCOPE OF THE CHATBOT

The most important step of implementing a chatbot for your organization is figuring out what questions it would be used to answer. Once you know the right questions, you can make sure your chatbot is built with the right capabilities. For a chatbot to be effective, it must have the capabilities to answer the right questions.

Determine whether you want to be more specific in how you respond to questions or more vague. While a more specific chatbot will be more reliable, it may also require more training and development.

EVALUATE AND CHOOSE A COMMUNITY CHANNEL

Text-based chatbots are designed to live on any communication channel. They can be programmed to work with any application, like Facebook Messenger, WhatsApp, Twitter, or Amazon Alexa. The chatbot capabilities are determined by the channel it lives on and the options available for interaction.

Sometimes the right channel of communication is instant messaging. In the chatbot era, real-time communication is not only vital; it is essential. When customers log into their accounts to get answers, they will expect a consistent tone from chatbot to chatbot.

MAKE CHATBOTS MORE HUMAN

To make a chatbot useful, it needs to have a personality. By developing a chatbot that feels like a real-time conversation with a human agent, you can create an unforgettable experience for your customers.

It is crucial for your chatbot to be able to connect with your target audience. You can enhance its personality by incorporating emotions and empathy into its responses or even by giving it a memorable name.

WHY IS CHATBOT TECHNOLOGY IMPORTANT TO BUSINESSES?

Technological advances have made communication far faster. Communication has become largely online rather than face-to-face. Because of this, you can no longer rely upon marketing campaigns to get your message across. Businesses need to consistently respond to customers' questions and comments online so that they can provide a seamless, multi-channel buyer's journey.
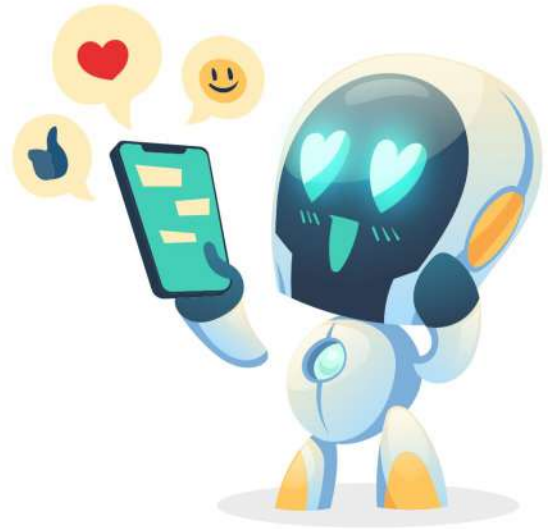
"Chatbots are a low-cost and efficient way to automate business processes and improve customer experience. With improved customer service, businesses can better differentiate their brands and attract more visitors to their sites."

But modernizing your customer service is not as straightforward as it may seem. Especially when you are a rapidly growing business, it costs a lot to provide 24/7 customer support. Here's where AI can come in handy. Chatbots allow companies to scale up their customer service at a low cost without compromising the quality of care they offer.

More and more companies are launching chatbots into their marketing strategies because it allows for delivering a consistent experience for customers. It's also a great way to boost brand perception and increase customer loyalty.

EVALUATING YOUR CHATBOT SUCCESS

If you want your chatbot to be a success, it needs to be tested carefully before launch. Without proper user testing, you run the risk of bot errors or incorrect responses that negatively impact consumer experience. However, if you don't measure the success of your chatbot, it will likely fail to meet expectations.

Analyzing chatbot data helps businesses understand their customers better and achieve more brand loyalty. It also helps businesses build better messaging strategies for engaging consumers and carving out a competitive advantage.

Here are some of the top metrics to track and understand your consumers, such as:

TOTAL CHAT

Keep track of every conversation your chatbot has with a customer. This way, you'll know exactly how many conversations your bot is engaging in over a specific period of time.

OVERALL CUSTOMER SATISFACTION

Get a snapshot of how your customers feel about your chatbot. This KPI measures the collective satisfaction of every customer who has interacted with your chatbot.

TOP CUSTOMER ISSUES

Get in tune with the customer's current queries and use this information to develop what you sell or offer.

DEFLECTION RATE

A metric that lets you know how well the chatbot is at responding to the user's questions and helping them resolve issues.

BEFORE CHOOSING A CHAT PLATFORM, YOU SHOULD CONSIDER DIFFERENT FACTORS.

CHATBOTS CAPABILITIES

Chatbots are tools that can be used to provide customers with a smooth experience, reduce the cost of customer support, increase lead generation, and enhance the overall customer experience. Chatbots should be able to complete a variety of tasks such as gathering information (e.g., for lead generation), answering FAQs, processing payments, and other common tasks.

MULTI-CHANNEL SUPPORT

Another key step in considering which chatbot platform to use is to understand the type of channel you want to implement your chatbot on. It's important to be aware of the types of channels where chatbots can best work and how a potential bot will interact with customers, such as mobile apps, websites, messaging platforms, and social media.

INTEGRATIONS ARE AN ESSENTIAL TOOL FOR BUSINESSES

They enable businesses to communicate with and connect with customers, increase productivity, and improve quality. Chatbot platforms like Hippo have numerous integrations that businesses can use to access data from their own systems and exchange it with other systems such as Salesforce, Shopify, Wordpress, etc. This enables businesses to access and act on information that is relevant to them and provide better customer service.

INDUSTRY EXPERIENCE

Hippo is a leading Help Desk and Live Chat platform. Our engineers are aware of the ills of today's bot-building platforms and have created an award-winning enterprise chat solution.

THE HIGHLIGHTS OF THIS GUIDE AND WHAT TO EXPECT FROM IT

Chatbots are virtual live agents that interact with customers on your website, providing them with instant access to information about your products and services, encouraging customers to make a purchase, to even offering coupons or discounts.

Chatbots are a useful way to engage customers by interacting with them in real time. By providing advice and assistance with a number of business activities, chatbots can create positive customer experiences, increase sales, reduce costs, reduce shopping cart abandonment and even automate various business processes.

The best customer service set-up is one that combines automated and personal interactions. By using a combination of online conversations and human assistants, customers can get the answers they need in an efficient process.

Hippo Chatbot is a chatbot service that helps companies find suitable chatbots that offer them a whole lot of fun. Our Product Specialists are happy to help you figure out the best chatbot product for your unique business needs.

https://jungleworks.com/hippo/