

CHATBOT

EXTRA INFO



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Sales Tips

I thought it would be useful to include some reasons why Chat Bots can benefit a business.

From the customers point of view:

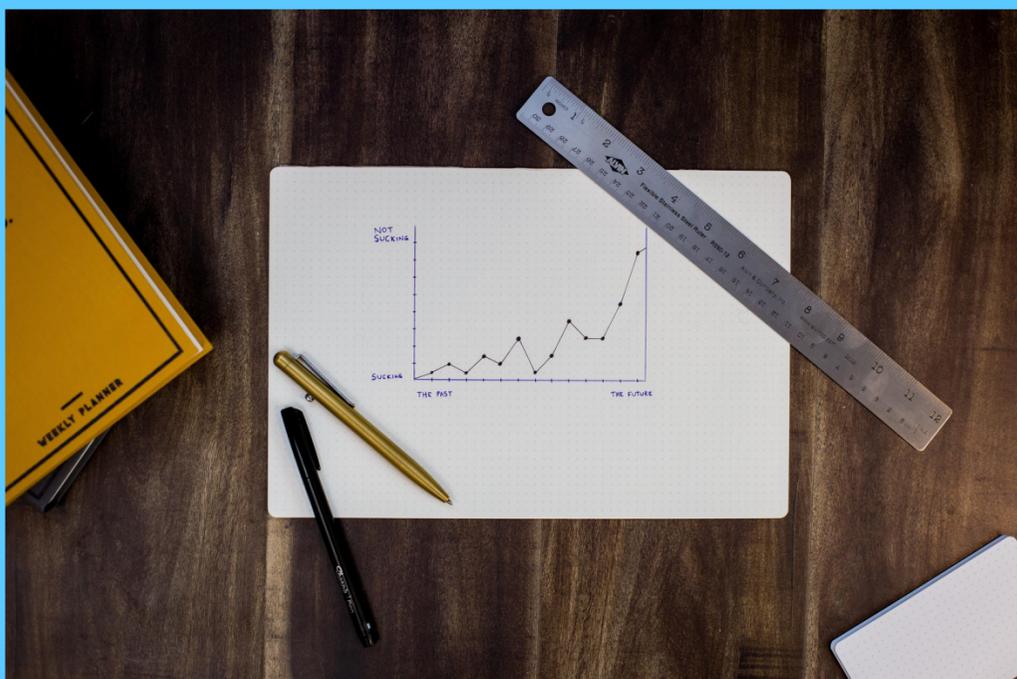
- 67% increase in the use of Messaging apps over past 2 years.
- 69% more confident about brands they can message.
- 51% say messaging has replaced other forms of communications.
- 68% more convenient way to contact a business



Sales Tips (2)

From Business point of view

- **Makes business available 24/7.**
- **Eliminates some of the calls that can be handled through automation.**
- **Automates some of the key tasks.**
- **Can sell through a bot so can eliminate costs elsewhere for example commissions paid to Shopping platforms.**
- **Allows potential clients to book their own appointments.**
- **Chat bots are helping people to shop online.**
- **Provide FAQ.**
- **Assist with Customer Service and Support. Generate sales.**
- **Automatically help customers and brands interact easily.**
- **Remarket to those who engaged but didn't, initially, take your service or product.**
- **Broadcast changes in services e.g. covid or**
- **update on additional products or services**



Key Questions

Why ManyChat?



There are several chatbot building tools available.

You can google this!

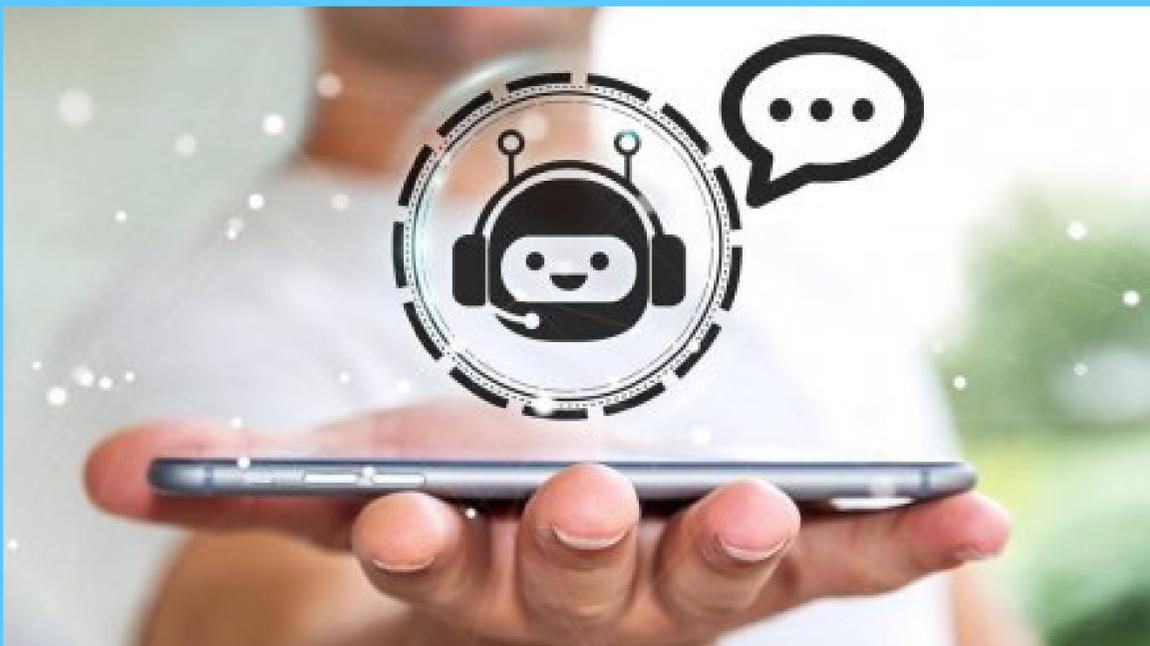
However, the top 2 are *ManyChat* and *Chatfuel*.

They compete well enough, Couple of things that Manychat does better is :

- **Tagging** - This allows you to tag your subscribers and can be used for future marketing. Chatfuel doesn't offer this facility directly. I understand it can be achieved but it is not as straightforward.
- **Pricing** - most bots will need the pro version at some point. ChatFuel has less in the basic offering than Manychat and their pro is 50% dearer per month. So, maintenance will cost more
- **Templates** - cannot make templates yourself. They do offer quite a few in the package. Manychat offer the ability to make templates. This is useful as tool for bot creation.
- **Lastly Manychat offer interface to Email and SMS, Chatfuel doesn't. Having this is a benefit to the customer as a response to a question maybe to send them an email**

I also asked the people I trained with this question and the response was similar, adding that Manychat are better regarding

- Security features,
- New features and
- Compliance.



FAQ



Below are a set of questions that have been asked and I thought it was useful to capture them and the response.

Can ManyChat handle multi languages?

Yes, I believe, they can but I do not have any personal experience on using this facility. But happy to help.

Do you have to have a Facebook account to have a chat BOT?

Yes, you have to have a Facebook Business page to engage with ManyChat.

What kind of access do you have to have to a clients' Facebook account?

The person creating the BOT has to either own the page or if working on behalf of another business, have ADMIN access to their Facebook business page

Sales

Conversation (1)

Y - Would you like to generate more leads and more income while you sleep?

C- Yes that would be great but how?

Y - Well, have a chat bot built, and you can attract and engage your prospects without even being there.

Y - Do you spend too much time running the business rather than doing the work

C- Yes I do, but what are my options the business doesn't run itself

Y- Why don't you automate as many tasks as you can including

- **generating leads while you sleep,**
- **get prospects to automatically book themselves into your calendar**
- **only deal with qualified leads.**

You can do this with a Chat BOT



Sales

Conversation (2)

Y - How do you handle support?

C- We have our tech team speak with the customer

Y- How would you like this to be handled automatically, freeing up your technical staff to do more fee paying work. This means your customers get the help when they need it even if it is out of hours. YOU can do this with a ChatBOT

Y - Do have a sales funnel ?

C- Well sort of!

Y - We could organise that sales funnel for you and then put it on autopilot! What do think of that?

C- How ?

Y - We could build a chat bot that takes your customer through the whole process without you lifting a finger!

