

10 TIPS FOR CREATING A GREAT CHATBOT

1

DEFINE GOALS & STRATEGY

Before creating your chatbot, define your business needs and objectives. Decide what problems your chatbot would focus on, and develop a step-by-step plan for adopting and measuring chatbots' contribution to business performance.



2

USE A BOT CREATION PLATFORM

Choose an AI-powered omnichannel platform that will allow you to quickly create, customize and personalize your bot on multiple channels, without any coding skills needed. Check the platform has a CRM integration feature to use chatbots directly from your existing systems.



3

UTILIZE AI CAPABILITIES

Enhance your chatbot with AI and machine-learning capabilities to allow it to understand human intents, solve problems faster, automate tasks and get smarter over time.



4

GIVE YOUR BOT A PERSONALITY

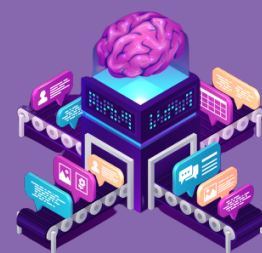
Name your chatbot to reflect your brand's identity through specific voice, tone, wording, phrases and style. Adjust your chatbot's messaging according to your target audience.



5

FOCUS ON SPECIFIC EXPERTISE

Turn your bot to an expert by focusing it to solve 1-2 areas of problems. Constantly update your chatbot with the latest data and professional knowledge required to ensure maximum efficiency.



6

MAKE YOUR BOT APPROACHABLE

Use clear wording to make your bot understandable and simple. Encourage users to engage your chatbot and ask questions while keeping a friendly tone and voice.



7

DIVERT TO HUMAN AGENTS

Measure the duration of your conversations to identify exceptionally long conversations and automatically offer human assistance. Include a "Go Live" button to allow users to ask for human assistance.



8

RECEIVE FEEDBACK

Use your chatbot to receive fast customer feedback and conduct satisfaction surveys with a press of a button. Optimize your bot's messaging according to reviews and achieve better results with no extra costs.



9

MEASURE & OPTIMIZE

Identify the bots your customers like best and the one they don't. Test your bots with different wording and style to find the best for your business. Constantly optimize your bots based on result.



10

STAY AHEAD OF COMPETITION

Check your competitors' chatbots to find room for improvements and adjust your bot's messaging and features accordingly. Track your competitors' updates and stay ahead.

