TOP 10 CHATBOT ADVANTAGES

01

Growing popularity of messengers

More people are connected through messaging apps than any other medium. Messaging apps have surpassed social networks in usage.

Why Messaging?

Reason 1

More people try to solve their problems through messaging, both text and voice.

Reason 2

Many times people trust technology more than human agents due to consistency.

Reason 3

Best chatbots offer smooth transition to human agents if needed.

02

Quicker response to customer queries

A study conducted by Harvard Business School reveals that many companies are too slow to follow up on leads and give responses. Chatbot can solve this issue by giving almost immediate response to about 80% of queries.

https://hbr.org/2011/03/the-short-life-of-online-sales-leads

03

Higher open rates than emails etc.

Chatbots can have higher open rates than emails due to having an interactive and immediate response like messenger applications. The average chat messenger open rate is 80-90% compared to 20% for email.

04

Interesting and Interactive Interfaces

Chatbots have a familiar interface similar to most messenger applications, which is familiar to most people than complex interfaces of email applications.

05

Round the clock availability

Chatbots are available 24/7. They are your digital colleagues that will respond to any queries, irrespective of time of the day or whether it is working day or not.

06

Possibility of data analysis

Data analytics modules can be integrated with chatbot to get insights from customer interaction, like location, gender, mostly asked queries, pattern of interaction etc.

07

Boost sales with personalized offers

Chatbot through a series of queries can extract exact user requirements and tastes, so that products can be offered exactly matching the requirements.

08

Easy interaction than apps

We use many apps daily, but as we know, the interaction is not always humanly friendly . Sometimes we have to search for an option spending lot of time. Chatbot gives a human approach to app interface.

09

Make websites dynamic and active

Many website visitors quit browsing after sometime because of difficulty in finding required information. This may be because of poor layout of contents or lengthy contents etc. Chatbot provide the most relevant information to the site visitor as well as collect visitor information without filling lengthy forms.

10

Integrate multiple functionalities

Chatbots by Chatbotku is modular. You can add many features like automated marketing, e-commerce, automated interviews, personalized online classes etc.

Contact Us

+6 03 4131 5120

info@robo.my

www.chatbotku | www.robo.my