



# What chatbots can teach you about yourself

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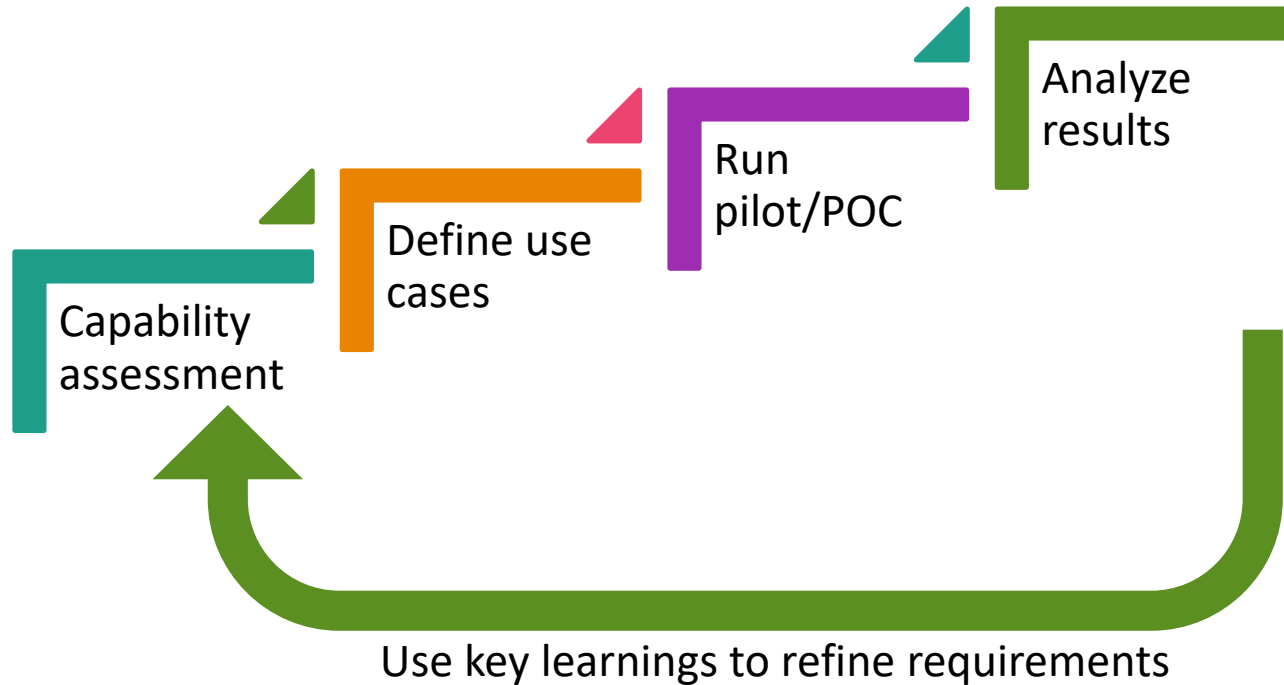
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\*Add the number +447585328315 to your contact list and contact us through WhatsApp.

# Consumer care have run several pilots & proof of concepts





# Start from the voice of the customer



What is the first question your customers ask when starting a conversation with your agents?



Can you find 10 different ways they ask the same question?



Can you extract & feed this information into your AI at scale?

# Build the conversational flow



Does every question lead down the same decision-tree?



What information do you need to collect from the consumer in order to identify their issue properly?

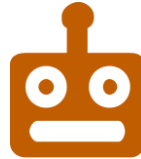


Is your existing content phrased in a conversational manner?

# Build your organization



At which point do you want to handover to a human?



How much of your existing content building capability can you use for bots?



Who will build and maintain the bot?

# Ask yourself the fundamental questions



How will you know this is a success?



Does the volume of conversations in each specific flow justify the work needed to automate it?



Is this good enough?

# Our 'small' messenger greeter bot

