

Chatbot Best Practices: The Ultimate List to Maximize Success

What are Chatbots?

Chatbots are fundamental tools for companies receiving high customer contact volumes. These conversational robots, using Artificial Intelligence, allow to automate repetitive interactions effectively, optimize Customer Support and provide an excellent and 24*7 service while helping save on operational resources.

Why do you need a Chatbot?

24*7

According to consumers, the #1 chatbot benefit is 24/7 support. ([ThriveMyWay](#))

68%

Of consumers say they like chatbots because they provide speedy answers. ([ThriveMyWay](#))

75-90%

Of questions are expected to be handled by chatbots. ([Juniper Research](#))

\$8 billion

Will be saved annually by businesses thanks to chatbots. ([Juniper Research](#))

800 million

Users in over 190 countries will use chatbots for various activities. ([OnPassive](#))

The 12 Chatbot Best Practices

- Understand who your customers are**
 Identify clearly who your target audience is; who are the people who communicate most with your Customer Service, their ages, level of education, interests, preferences, habits, ambitions, challenges, etc.
- Set goals for your chatbot**
 Based on the requests you typically receive in your contact center, define which use cases can be automated using your chatbot.
- Choosing the most suitable platform**
 Select which [digital communication channels](#) are the most appropriate to include your chatbot, consider your target audience, and [select the platform](#) that allows you to develop it quickly, autonomously, and efficiently.
- Offer the best user experience**
 Simplify the interactions of the chatbot. This will be a customer support tool, so the more intuitive it is, the better.
- Always be available**
 One of the advantages of chatbots is that they are always available at any time. And when they still don't know the answer, they refer your customer to a human assistant. If it's no longer business hours, they save the request so customers can be contacted later.
- Consider the frequently asked questions**
 Use the chatbot to handle the most repetitive and easy-to-resolve queries and optimize the work of your Customer Support team.
- Add other visuals**
 Supplement your conversational flows with images and video tutorials. It will be much easier for your customer to understand specific topics and make your chatbot more dynamic and appealing.
- Integrate the Conversational AI platform with your systems**
 You can automate countless cases (documentation requests, payments, etc.) by integrating your chatbot with your company's platforms. This way, you don't need to involve your contact center assistants, and your customers get what they need immediately.
- Gather information about your customers**
 One of your chatbot's most essential roles is collecting data from your customers and prospects. With information such as age, localization, and products they are interested in, you can optimize your marketing strategies and create tailor-made offers for each type of profile.
- Make personalized recommendations**
 Make the most of knowing which products your customers have purchased to recommend other suitable opportunities that may interest them.
- Put your customer at the center**
 Ask your users for their opinion. Find out how satisfied they are with the solution and your brand, either by CSAT (Customer Satisfaction Score) or NPS (Net Promoter Score). Find out the strengths and weaknesses of the chatbot interactions and use those opinions to improve conversational flows.
- Keep on improving**
 Use the countless message exchanges to increase your chatbot's knowledge base. Analyze your conversational AI platform's metrics to improve how you provide information to your customers.

 Visor.ai Customer Service Automation

In addition to carrying out these best practices, Visor.ai has a team that is always ready to help and support you throughout the implementation and evolution of your chatbot.

Ask for a demo and step into the Customer Service of the future.

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