



LIVECHAT VS. CHATBOT?


How to create a united strategy for business success



Businesses need to respond with speed to answer challenges with costs and online demand.


Chat bots provide a very low-cost option to meet the majority of customer needs. This can lead to a quick implementation of a stand-alone bot without considering how it fits in across the digital self-serve and assisted channels.

Here are some steps to take when adding a new channel to engage with your customers:



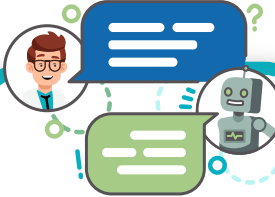
1

Identify where you service your customers



2

Go through each touchpoint and determine the best channels to utilise



3

Know the strengths of live chat and chatbots



4

Integrate your live chat and chatbots with your CRM platform

Whichever way you start, always think **across your customer's journey.**



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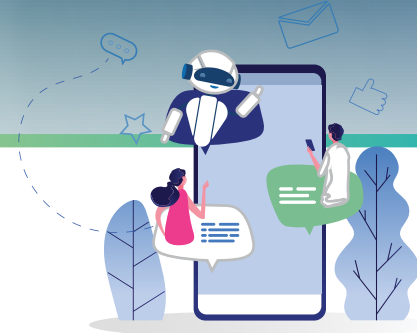


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What you need to consider when choosing a livechat/chatbot platform

- 1** Omnichannel support to create a unified experience across not just the website but also one messaging apps
- 2** The ability to bring Context-Specific customer information
- 3** Add-on capabilities such as co-browsing and calendar integrations for smoother and faster interactions
- 4** Customization options for branding
- 5** Functions that allow you to connect customers with the right representatives like Intelligent Chat Routing and Assignments
- 6** Built-in capabilities like analytics and deployment options across different channels



What you need to consider when choosing a livechat/chatbot platform

- 1** Your bot should provide answers and not articles.
- 2** Bots that learn and adapt. Bots can't afford to be static
- 3** The ability to personalize interactions
- 4** Bots shouldn't replace human agents but should assist and co-exist with them
- 5** Capability to assist internal stakeholders such as customer support agents for quick onboarding, thereby reducing agent training time and costs for businesses.
- 6** Scalability
- 7** The ability to co-exist with your existing IT and Business Systems



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How to create a united strategy for business success

A unified CX strategy that fully integrates live chat and chatbots create a seamless customer experience and gives you a 360-view of the entire journey.



businesses with omnichannel engagement have **91% greater year-over-year customer retention rates.**



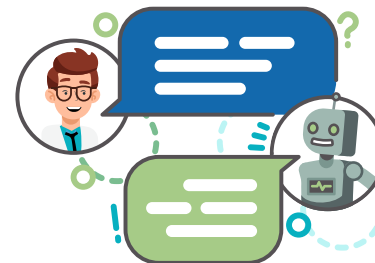
45% of Aussies would prefer talking to a chatbot instead of a human being if they can get an answer faster.



61% of customers struggle with changing preferred channels to contact customer service.



So what's the answer to live chat vs chatbots?



BOTH!