

GETTING THE BEST FROM CHATBOTS



For Your Business Strategy



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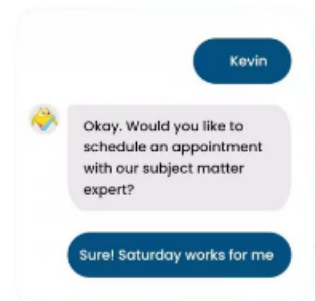
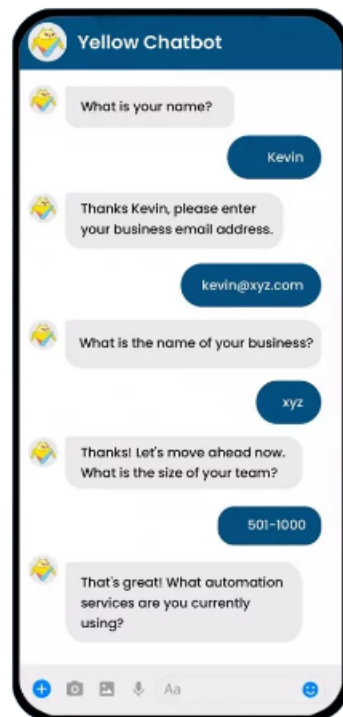
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You're sure to have heard the word "chatbot."

You may also understand what a chatbot is – perhaps you know it has something to do with AI or machine learning.

Or you may know it's a way for businesses to engage directly with millions of customers without their physical presence.

So, what exactly is a chatbot?

What do they do?

How can they benefit your business?

When should you use a chatbot, and when shouldn't you?

We'll answer all these questions and more in this comprehensive guide to chatbots.

By the end of this guide, we aim to provide you with an understanding of what chatbots are:

What they do,

How they can benefit your business,

Why and how to measure their performance.

There is a lot of talk about Machine Learning AI Bots and course the fastest growing ChatGPT.

We have a separate eBook that we would recommend for people that are interested in ChatGPT. See [Understanding ChatGPT & What It Can Do For Your Business](#)

What Are Chatbots and What Do They Do?

A bot is software that performs automatic tasks. It's a computer program that communicates with people through the internet.

A chatbot is a developed program that can have a "conversation" or a "discussion" with humans.

For instance, any user can ask the chatbot a question, and the chatbot will respond or perform the appropriate activity.

Chatbots are programmed to answer certain questions in specific ways.

However, they aren't limited to this functionality, because chatbots can access and use all of a company's resources to answer dynamic questions. Also, chatbots can use many systems and files simultaneously to find answers.

The work of a chatbot is to interact with website visitors like a human would and answer any questions they may have.

Thus, chatbots are typically used to automate customer service interactions for brands with a high volume of online inquiries.

Also, you can use them to make it easier for prospective customers to get timely answers to their queries.

To scale your business, you need to leverage chatbots to streamline customer communications, marketing, and sales.

