

# Why you need a chatbot now

*Webinar series*

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*Followed by a Q&A panel being hosted by :*

Amy Springhall (The Edge PR)

When: Oct 2021

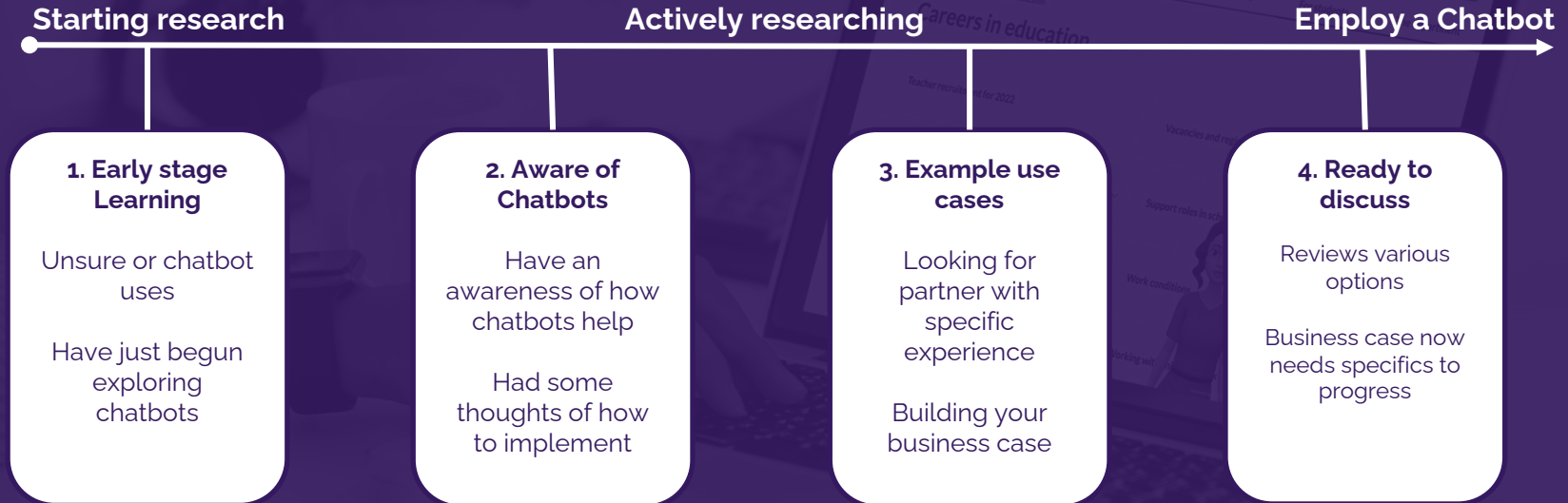
Start: 11am AEST

Duration: 45 mins



# Quick Poll...

What stage is your chatbot journey at?



# Triggers for a business case



ROI stacks up  
when 2 or more are  
present

- Webchat in demand
- Out-of-hours web traffic
- Need to escalate high-value conversations
- Variable demand / stressed customer support teams
- Customer frustration with self-support options

Key to CX



# Lean chatbot projects

*Learn fast from real customers*



Our approach

## What's a Minimum Viable Bot?

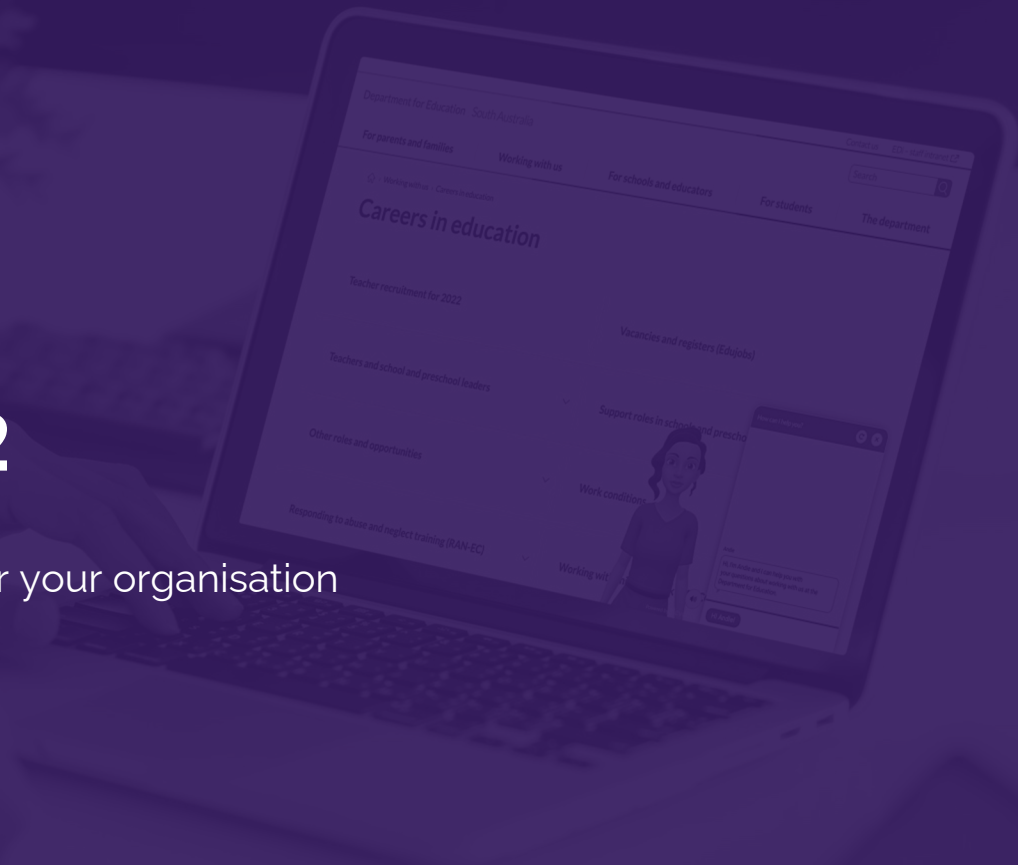
- An engaging experience
- Delivered in days or a few weeks (not months)
- To get metrics on usage, customer satisfaction and agent experience
- Designed to iterate

## The importance of customer voice

- People are honest with chatbots – find out what they think in their own words
- Use data to direct CX resources

# Quick Poll part 2

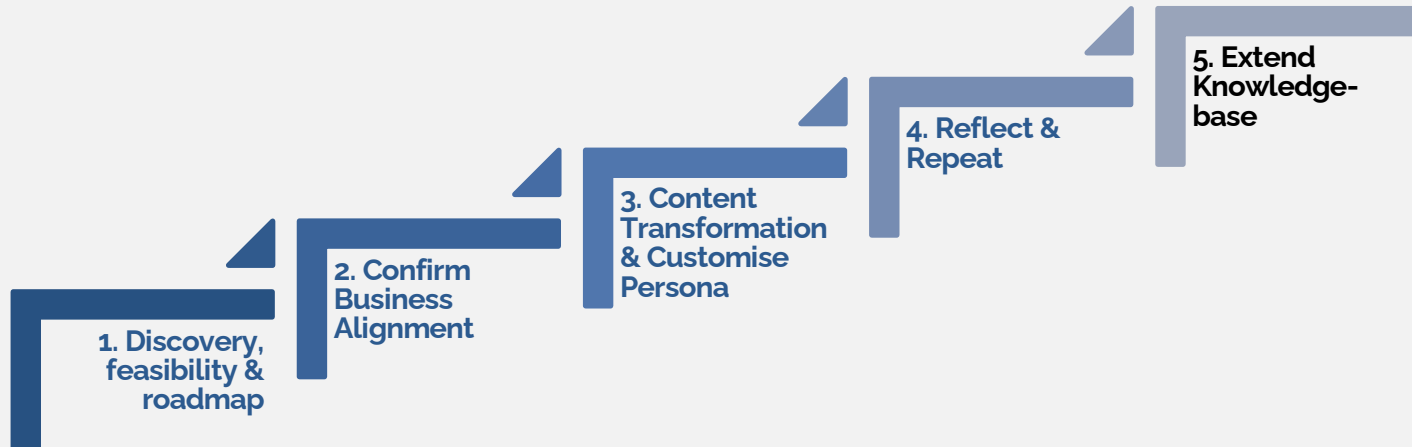
What's your biggest challenge for your organisation to creating a chatbot channel?



# Clevertar 5 step process



Methodology



# Chatbot Panel Q&A

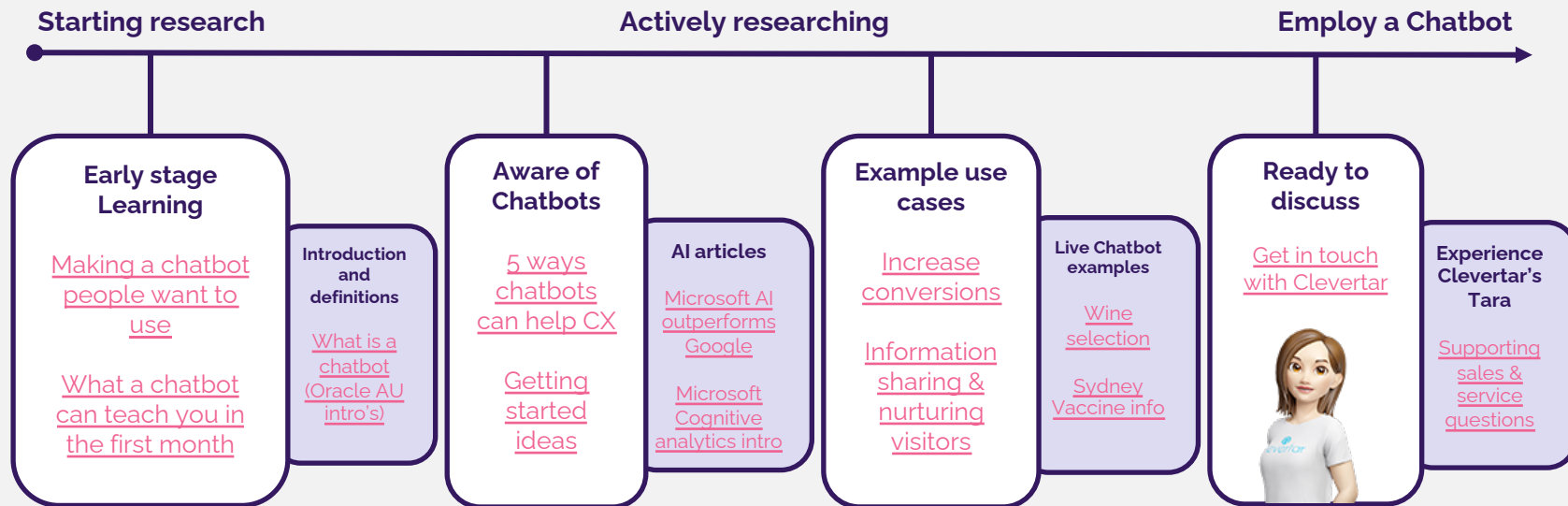
Treats will be sent to the best  
Questions asked.

What would you like to know?

Hosted by Amy



# Chatbot Resources... What stage is your CX Evolution journey at?





# Next steps

- ❑ Visit our very own Tara for a [chatbot experience](#)
- ❑ Use the previous slide to further your research
- ❑ Talk to your team about how a chatbot could help your audience and your bottom line
- ❑ Book-in a [call with JX](#) to have an open discussion of your project ideas
- ❑ On [clevertar.com](#) you can subscribe to our news to not miss any articles or webinars
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**Chatbots that work**

*Thanks*

Further questions can be answered by  
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