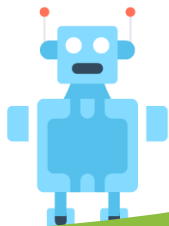




Bring Your Chatbot to Life

Produce a conversational journey that parallels your customer's journey. As consumers shift their communication preferences and expect you to be always there for an answer, you have to use chatbots as part of your cost control and customer experience strategy.

Hold your customer's attention with **Active Attention Design (A2D)**. Your chatbot can leverage animated characters, neuroscience, cognitive biases, and artificial intelligence to create an interactive brand experience. A2D is the 'secret sauce' that delivers that exceptional customer experience.



Business Impact

Customer Experience

- Intelligent, accurate, human-like self-service option
- Fast, accurate, always available answers, task Completion
- Improving self-service resolution as smart agents adaptively learn
- Seamless, contextual escalation to live agent when desired

Sales – Service - Support

- Reduce call, email, live chat volume by 50% or more
- Efficiently handle explosive messaging and chat growth
- Maximize highly skilled/ high cost live agent spend, saving live agents for complex, sensitive, interesting interactions
- Decrease live handle time, with complementary self and assisted service

Top & Bottom Line

- Engage more customers with fewer resources
- Realize quick ROI in monthly savings
- Increase brand loyalty, Net Promoter and CSAT with better CX
- Increase self-serve sales conversion with purchase guidance
- Value that compounds over time

Unlock Your Brand Power

By utilizing advanced technologies such as Machine Learning, (ML), Animation, Conversational User Interface (CUI), Graphical User Interface (GUI), Natural Language Understanding (NLU), Customer Experience (CX) and other forms of Artificial Intelligence (AI) **we are able to further humanize the customer experience to unlock the power of your brand to connect with customers on a level that was never possible before with chatbot interactions.**



Bot Frameworks – Abilities and Possibilities



ChatbotStrategy

We have developed several chatbot frameworks. Each framework is like a set of skills that is based on your intended use case.



ChatbotDesign

We'll work with you to best understand your desired business outcome of your Interactive Conversational Chatbot Experience. Then we will leverage a baseline framework and start customizing your bot to unlock your brand power.



ChatbotDev

Each framework has a focused set of capabilities that represent the possibilities of your unique chatbot. We'll customize each framework as we learn more about your specific needs and then build appropriately upon our proprietary frameworks.

The Chatbots

- **ConciergeBot** - Designed to care for your internal or external customer. The chatbot utilizes machine learning and AI to learn from the user as they interact.
- **ImpactBot** - Designed to showcase a brand's impact on the environment, community, and any individual or group involved in the supply of goods or services.
- **BrandBot** - Designed to promote internal Brand Culture adoption and ensure that the brand's vision and values trickle down to the furthest extensions of the brand's reach.
- **Guidebot** - Designed to teach, guide, direct, and generally help people navigate complex information and learn a new job or task.



In addition to our proprietary bot frameworks, we develop chatbots for other use cases.

Your Launch Plan

Our process allows for adaptations based on your desired business outcome and unique organizational landscape and brand. We apply the latest research in neuroscience and persuasion that will deliver your competitive advantage.

The chatbot experience will differentiate your brand. Soon, 85% of all customer interactions will be handled by automation. So, throughout the process we continually apply ways in which your chatbot will engage...better.

"We will develop an Interactive Conversational Chatbot Experience catered specifically to your needs."



85% of customer service interactions will be powered by Chatbots (Gartner)

ONGOING SUPPORT

A chatbot is not a static solution. Your customers adapt and adjust their expectations. So we provide ongoing support to analyze and interpret data and performance analytics to teach your AI chatbot how to respond to your growing customer demands and competitive threats.



MORE INFO - www.AiforCX.com

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INFOGRAPHIC
Starting a Successful
Chatbot Program

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