



Bot brand: Branding with Bots



SnatchBot

Expanding Your Brand with Bots

Brands the world over are utilizing the impressive marketing power of bots to expand their brand, and the results are undeniable. Typically when one hears the term “marketing,” what comes to mind are tactics and gimmicks designed to push sales or inspire purchases, but chatbots are quite the opposite: they’re giving the consumer what they want, enabling them to communicate with brands in a way that turns transactions into interactions. Best of all, bots accomplish this easily, efficiently, and cost-effectively.

Based on the multitude of new use cases emerging daily from dozens of industries, any brand can benefit from bots—not only in marketing and promotion, but to improve the overall experience of their customer base by creating a meaningful interaction.



Turn Transactions into Interactions

In this digital age, one-way transactions have been the model for several years. Websites, apps, and other GUIs (graphical user interfaces) have created a situation in which would-be consumers interact with a computer. But the problem with computers is that they speak computer language, and navigating menus and screens in search of a particular product or service has grown tedious for the modern customer.

Today’s consumers crave a personalized approach, one in which they feel engaged and valued. Chatbots provide such a frictionless approach, making ordinary tasks even simpler and responding to questions in seconds—anytime, from anywhere.

Typically, when one hears of a “bot,” they may be inclined to think of a lifeless program pre-loaded with automated responses, but the chatbots of today are capable of so much more. Using machine learning and artificial intelligence technologies, modern bots can draw context from a user’s input and reply accordingly and accurately, as if conversing with another person.

Those that underestimate the capability of bots are missing out on a powerful marketing tool that is employed by industry leaders from Amazon to American Express, Microsoft to Lexus. Even the current use cases for bots are merely scratching the surface on their full potential, which is why becoming an early adopter of this technology can offer some very exciting benefits.

The Great Bot Myth: Cost and Coding

Digital marketing routes of old can be costly and development cycles are measured in months. The cost of creating a competitive app can be staggering, only to launch it in an oversaturated market that makes it nearly impossible to make a marked difference.

Bots reduce that development cycle from months into days—or even hours. There is little to no cost to get started, and with the SnatchBot bot-building platform comes a “no coding required” approach that means enterprises can design, build and deploy their own bots without the need of a developer.

With SnatchBot’s newest venture, Bot Store, accessibility is greater than ever. Bot Store is the world’s first-ever free bot marketplace, and as such will offer turnkey templates for an assortment of use cases in areas like customer service, banking, healthcare, insurance, and many more. Brands can customize pre-built bots and publish them to almost any channel they choose, including Slack, Twitter, SMS, Facebook Messenger, and many others.

The Great Bot Myth: Cost and Coding

Bot usage exceeds just spreading brand awareness and answering consumer questions. Chatbots can collect and analyze customer data, recognize trends, accept e-commerce payments, and much more. Here are a few of the ways that bots can offer a competitive edge in the market:

✓ **Bots can draw consumers to your brand.** The multi-channel capabilities of bots mean that they can be where the customers are, be it on a messaging app like Slack or Skype, SMS, email, or the web. This ease of access means that a customer doesn’t have to go to a website or download an app; the bot is already where they are, available in their favourite app or just a text message away. Facebook Messenger alone sees approximately 1.2 billion users monthly; having a bot available only a message away creates a huge opportunity to draw users and recruit consumers.

✓ **Bots are available anytime, from anywhere.** A chatbot offers twenty-four-hour service, plain and simple. Even on Sundays or holidays, the bot will be there to answer questions, accept payments, update an account, or whatever a consumer might need. That sort of anytime availability can greatly boost a brand's reputation.

✓ **Bots provide automated customer service.** Research shows that up to eighty percent of any industry's consumer inquiries tend to be repetitive, which means that even a simplistic bot could handle a majority of customer questions. Advanced bots are capable of much more, and if the need ever arises for human intervention, bots can be programmed to divert a query to a live agent, which alleviates stress on service representatives. This streamlines the customer service hierarchy, reducing the need for escalation and increasing efficiency.

✓ **Bots can collect and analyze data.** Chatbots are able to automatically log communications between consumer and brand, which is useful for several reasons. First and foremost, it allows human agents the ability to quickly review information in the event they need to intervene. That data can later be used by the bot to "learn" a particular customer's preferences and history, which means that bots will only deliver updates, offers, and promotions that are relevant to that customer's interests, which further personalizes the interaction. Lastly, collected data can be analyzed on an ongoing basis to ensure satisfaction, improve the overall experience, and recognize trends.



The Interactive Advantage

Because chatbots are interactive, they inherently increase user engagement from traditional digital marketing means, like apps, websites or social media pages. Essentially a bot allows a brand to interact with more than just their direct consumer base, but all potential consumers as well. By delivering personalization and engagement in a self-service option, chatbots are giving each user the individual attention they want—which is something that no website, video or app can boast.

If it still doesn't seem that a chatbot is the right tool for your brand's needs, consider that the capabilities of bots are still being discovered and the technology advances daily. More and more companies are deploying bots to assist with their service needs, and chances are good that competitors will be launching—or have already launched—bots of their own to gain a market edge.

Below are just a few popular use cases for bots, in practice currently:



Financial institutions

Banks, credit card companies and other institutions are using bots to offer real-time financial services and advice, deliver policy updates, remediate fraud, and much more.



Entertainment

Film studios are using bots to promote movies in an engaging and entertaining way that allows users to converse with fictional characters. Movie theatres use bots to provide ticket information, locations and trailers. Video game publishers are employing bots to create more immersive experiences.



Sports

With bots, fans can receive schedules, highlights, rosters, updates, game-day information, and scores about their favourite teams and players.



Travel

Bots are permeating the travel and tourism industries by giving consumers fast, easy choices in air travel, hotels, parking information, dining, excursions, and more. Travellers are using bots to check in and out of resorts, find events, and book reservations.

Simply put, bots are capable of much more than just providing quick answers to important questions. Today's chatbots offer solutions, alleviate frustrations, and offer consumers peace of mind in the personal, engaging manner that they desire. Our goal at Snatchbot is to make the process of building your own chatbot as easy and user-friendly as possible for anyone, regardless of the size of your enterprise, user base, or industry. If your brand isn't enhancing its digital strategy with bots, visit SnatchBot today to discover how you can build and deploy bots across multiple channels in minutes.

“ About SnatchBot

SnatchBot's revolutionary platform streamlines business workflows and communications with a single message based interface. With SnatchBot's omni-channel platform, customers can specify the channels through which they'd like to connect. SnatchBot's tools support the entire lifecycle of a bot, from developing and testing to deploying, publishing, hosting, tracking, and monitoring. The platform provides robust administrative features and enterprise-grade security that comply with all regulatory mandates.



For more information about SnatchBot's bot-building platform, please visit our website at <https://Snatchbot.me>. If you don't know how to start building your bot contact us today and we will build your bot for you. webuildforyou@snatchbot.me