

Chatbots: the future of customer engagement

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**What app has over
1.2 billion active users**

**Some of you are probably
using it right now**

**Or in the next 5 minutes if
this talk is boring**



**9.6 million Facebook users
in Romania**



GENERATION Z

They spend 3+ hours per day on this activity

Ages 18-24 ▼



Watching
videos online



Social networking



Texting

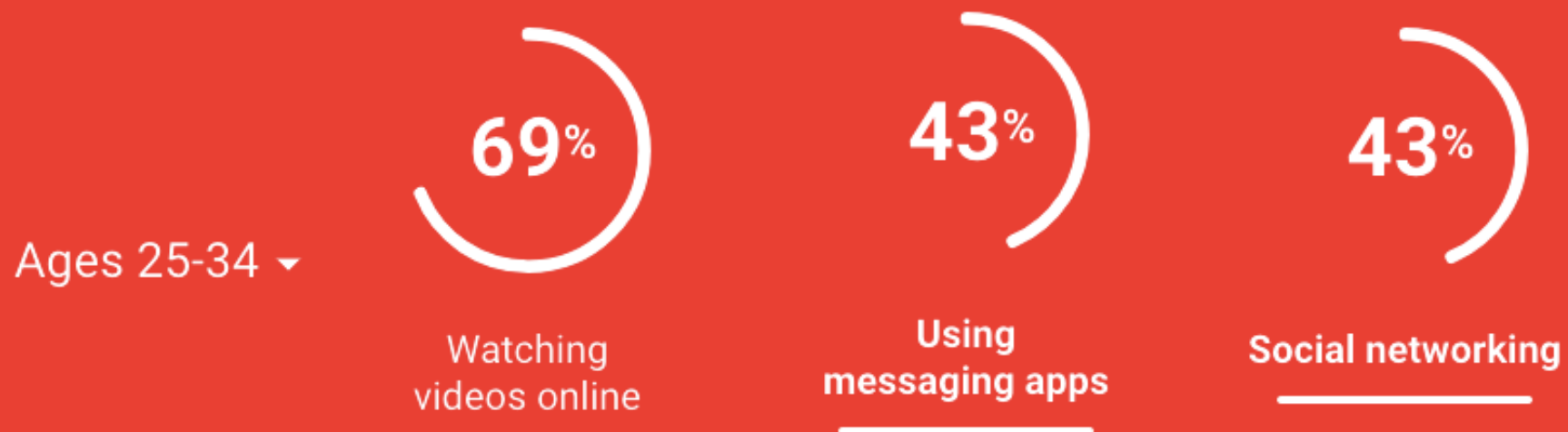
<https://www.thinkwithgoogle.com/interactive-report/gen-z-a-look-inside-its-mobile-first-mindset/>



GENERATION Y

(millennials)

They spend 3+ hours per day on this activity



<https://www.thinkwithgoogle.com/interactive-report/gen-z-a-look-inside-its-mobile-first-mindset/>

The people



The channel



Not a lot of
companies



CHATBOTS

What is a
chatbot?

Why the
chatbot
trends?

Benefits for brands and consumers



Getting 24-hour
service



Getting an
instant response



Getting detailed /
expert answers



Good customer
experience



Ease of
communication



Easily register a
complaint



Efficient complaint
resolution



Quick answers to
complex questions

What consumers say about chatbots

63%

Would use a chatbot to get in contact with a business

75%

Would like to know if they are talking to a chatbot or to a real person

79%

Would prefer to know that they have the option to talk with a person if the chatbot fails

67%

Consider that in the next 5 years chatbots will surpass mobile apps performances

52%

Would offer feedback after an experience with the chatbot

80%

Would use a chatbot to get information faster

Where can chatbots be used



SALES

- ✓ Lead generations
- ✓ Prescoring
- ✓ Initiate sales discussions
- ✓ E-commerce



ADVERTISING

- ✓ Personalized offers
- ✓ Communicate new offers
- ✓ Communicate launches and events



CUSTOMER SERVICE

- ✓ Customer service 24/7
- ✓ Quick responses to customer issues

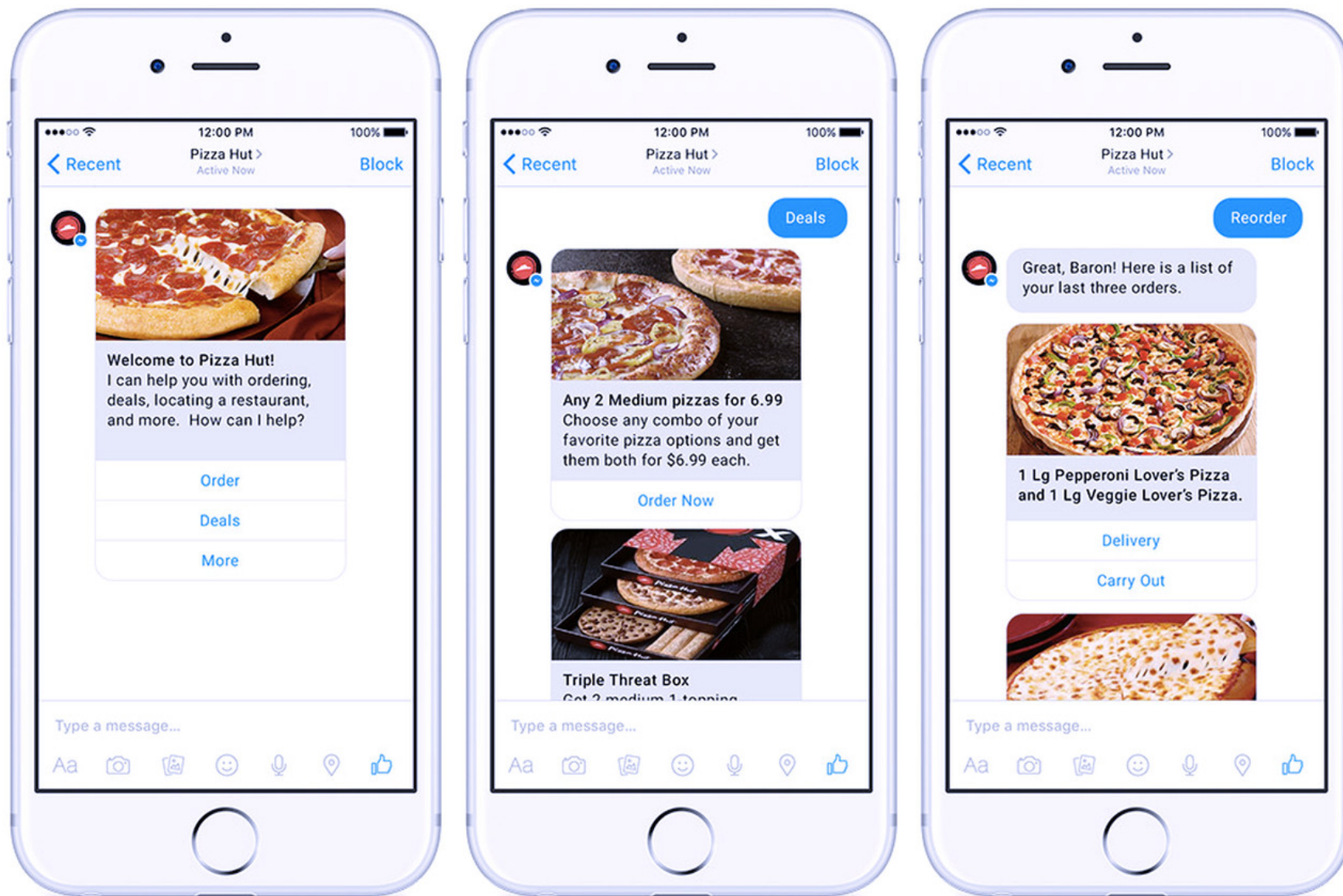


CREATIVE MARKETING

- ✓ Inspirational content
- ✓ Targeted messages
- ✓ Content based on preferences

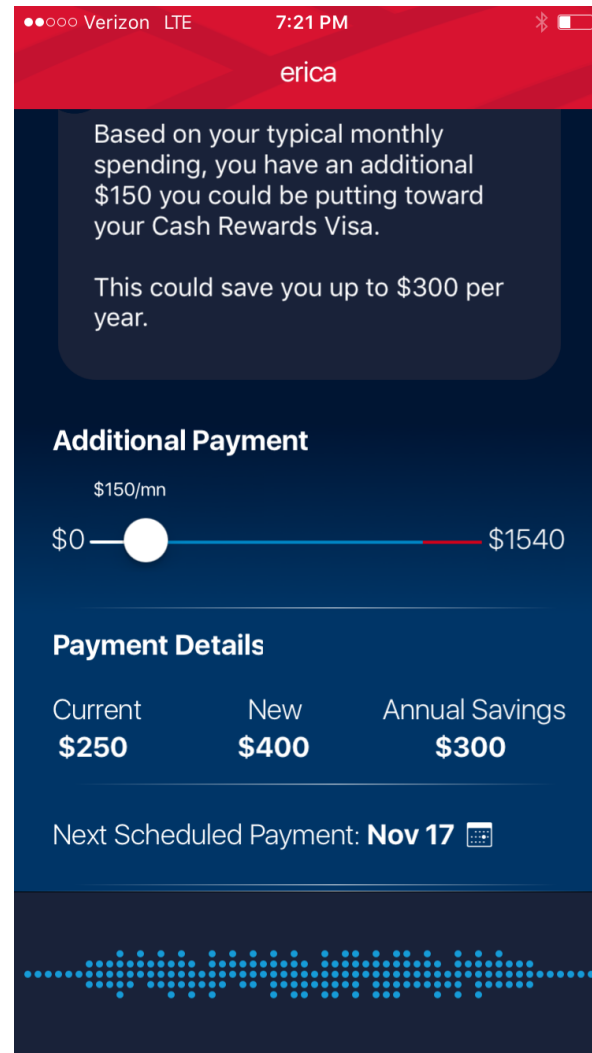
Pizza Hut | Order a pizza in messenger





Bank of America – **ERICA** - intelligent digital assistant

CUSTOMER
SERVICE



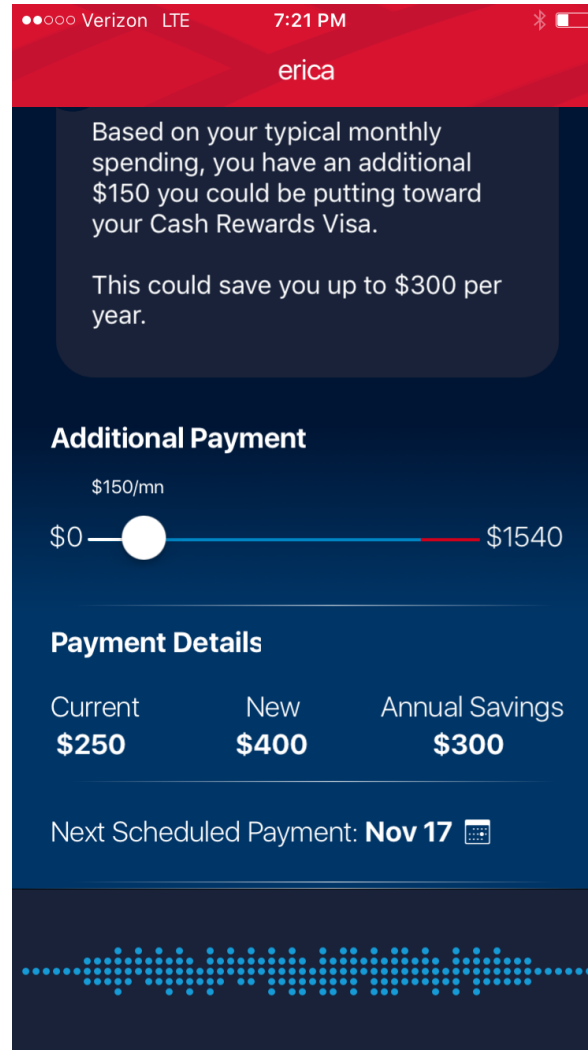
246 billions of
payments Q3 2016

960 mil logins in mobile
app

Logins average of 46
times / month

Bank of America – **ERICA** - intelligent digital assistant

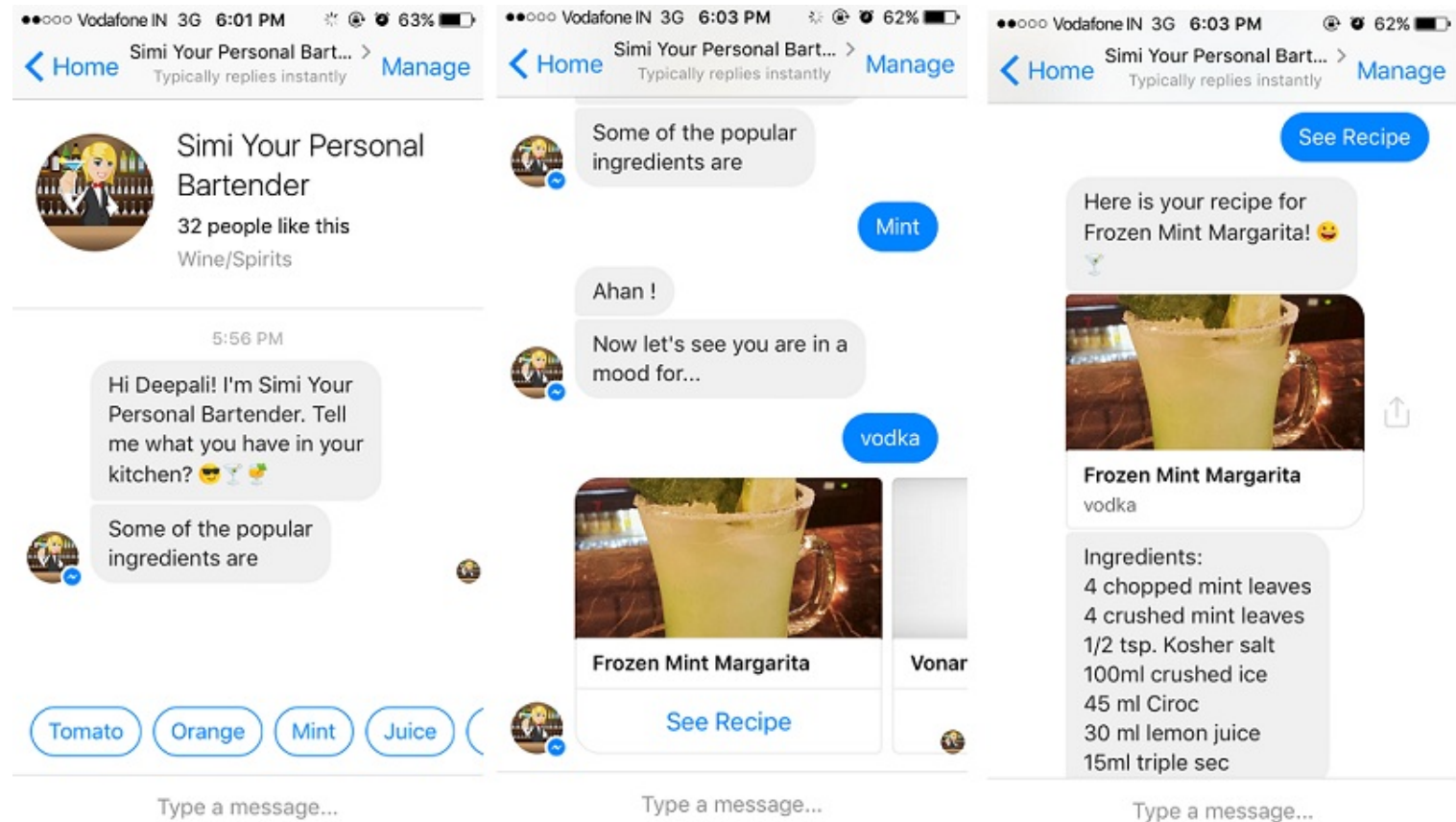
CUSTOMER SERVICE



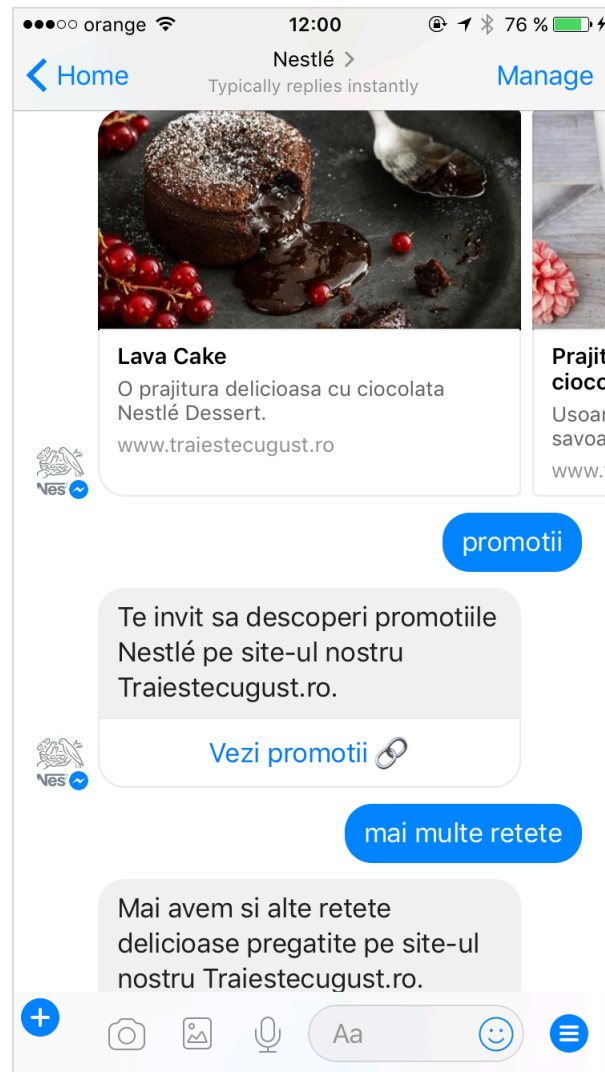
- ✓ They can verify the balance
- ✓ helps clients make payments
- ✓ They can create smart savings plans
- ✓ They can also pay the bills
- ✓ Make recommendations to better manage money

Alcohol brands- **Simi-Your Personal Bartender Chatbot**

CREATIVE
MARKETING



Nestle - GUSTAV Facebook Messenger Chatbot



Chatbots, a new strategy and tactic in your marketing arsenal

Want to talk about chatbots and
the future of your business?

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