

# Take a Chance on Chatbots

HOW CHATBOTS CAN ASSIST YOUR OPERATION

**ACCORDING TO INSIDER INTELLIGENCE**, a research firm that analyzes digital opportunities, by 2024 consumer retail spend via chatbots will reach \$142 billion worldwide—a sharp increase from the \$2.8 billion spent in 2019. With continuing staffing issues and increasing demand for technology from customers, chatbots provide an opportunity for more efficient customer service, boosted sales and reduced costs.



## Why add chatbots?

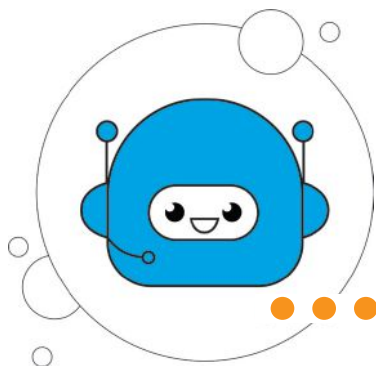
Chatbots are considered conversational marketing tools, meaning they can drive conversations between you and your customers, closing sales and providing **quality customer service**.

**56%**

of users would rather use chatbots than call customer support.

**87%**

of consumers have neutral or positive experiences with chatbots.



## How can chatbots improve your business?

With chatbots answering basic questions and assisting customers online for free, fewer employees are necessary, and **paid staff are free to use their time more efficiently**.

**41%**

of consumers use conversational marketing tools for purchases.

**30%**

of customer service costs can be reduced by the use of chatbots.

Sources: Insider Intelligence; Outgrow; State of Conversational Marketing report, 2020; Drift; Digital Customer Care in the Age of AI, 2018, IBM

## Additional Benefits



**Instant Responses**



**24/7 Support**



## Where to add a chatbot?



**Your Operation's Facebook Page**



**Your Store's Website**



Scan the QR code above to read about best practices when using chatbots.