

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?

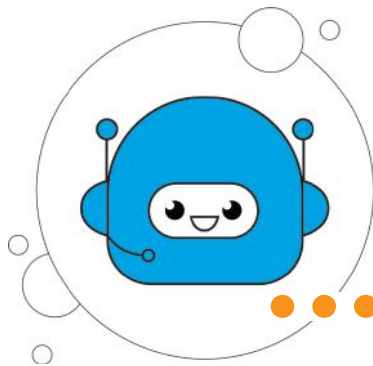
Chatbots are considered conversational marketing tools, meaning they can drive conversations between you and your customers, closing sales and providing **quality customer service**.

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.