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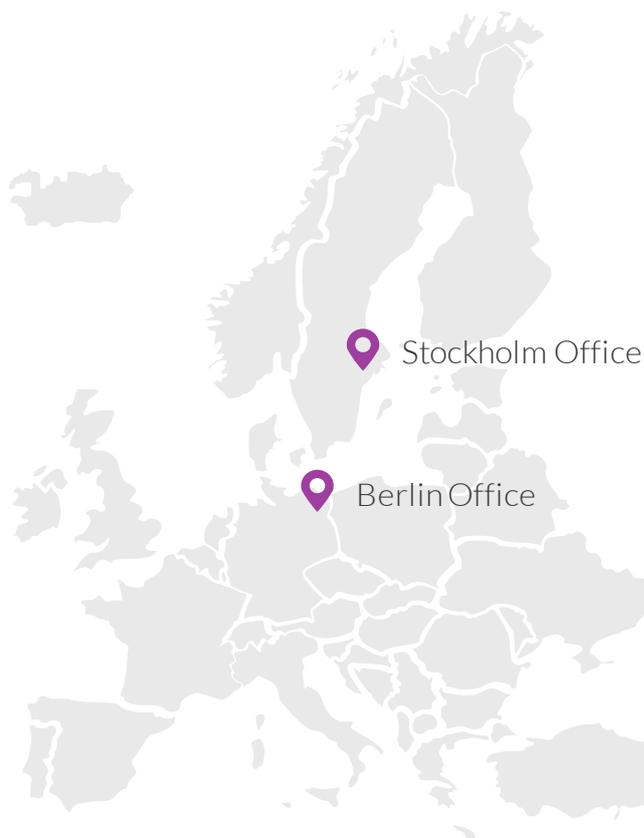
A WHITE PAPER FROM
INGAGER INSIGHTS

**A NEW CHATBOT
REVOLUTION**

THE INDUSTRY LEADER IN **FACEBOOK MARKETING**

Ingager is a fast-growing digital communications agency exclusively focused on the Facebook platform. Using in-house technology, Ingager provides its clients throughout Europe with profitable and measurable marketing services on Facebook, Instagram, Messenger, and WhatsApp. The company has offices in Stockholm and Berlin.

Ingager is part of Egmont, a leading Nordic media group.



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CHATBOTS

A NEW WAY TO COMMUNICATE WITH CUSTOMERS.

In business, relationships are everything. And every relationship starts with a conversation. This has been true since the dawn of commerce. But today, people and businesses are increasingly connecting through a powerful, personal new medium: messaging.

People's use of mobile messaging apps has been on a meteoric rise over the last years. 82% of the world's smartphone users are predicted to message every month during 2020. And the growth is only expected to continue

To shine a light on the new opportunities that messaging is unlocking, we have several different companies done research to better understand different ways business can benefit from this trend.

One conclusion that was made is that people's expectations for communicating with each other are funda-

mentally transforming the way they expect to communicate with businesses. And while the apps people use and the frequency with which they message businesses may vary by region, messaging's global momentum is undeniable. Crucially, messaging is creating momentous opportunities for businesses of all types and sizes.

"Welcome to the future of consumer communication" has for many years been a phrase used by supporters of the chatbot movement. In theory has chatbots been a no-brainer, messaging apps are popular among most users so there ought to be a place for chatbots in the market. The revolution didn't take off as planned two years ago but since we live in a world that always changes can now be the right time to re-evaluate Messenger and chatbots.

We hope that you'll find new insights and inspiration.



SIMON BEYERS

CHIEF STRATEGY OFFICER

CHATBOT - WHAT IS IT?

At the most fundamental level, chatbots offer a way for organizations to automate many low-level customer service functions.

Instead of waiting on hold to speak to a service agent, customers can chat with a bot to answer basic pre-purchase questions, or to complete the early stages of an RMA returns request.

Chatbots are supported by a range of different platforms, but Facebook Messenger is probably the most important when it comes to dealing with shoppers in the Western world.

Customers simply click the “Message” button on your Facebook page (or website) and a Messenger session is launched automatically, allowing them to type a question and begin chatting with your bot.

With the right chatbot in place, virtually any customer interaction can be initiated and automated using Messenger.

With a well-staffed customer service department, bots may seem like a pointless extravagance—but they offer all businesses significant benefits, including:



Reducing the workload for frontline staff, allowing them to focus on more complicated customer issues



Being available 24/7/365—even when your staffed service desk is not



Letting customers access basic information quickly and easily, increasing the convenience of your offering

Chatbots have been estimated to cut global business costs by \$8 billion a year by 2022 so the effects can potentially be significant.

LET'S BUILD A CHATBOT

Even though Facebook has been heavily pushing chatbots on its Facebook Messenger platform for a few years now, adoption has been slow due to the relative complexity of building a chatbot. Today it is a lot easier to set up a chatbot since there are several solutions on the market that will help you build a chatbot.

There are dozens of chatbot-building solutions out there, with three of the most popular for Facebook Messenger chatbots being Chatfuel, ManyChat, and Dialogflow. Each of these solutions provides point-and-click, no-coding-necessary options for creating an interactive chatbot on the Facebook Messenger platform.

After choosing one of the available solutions, let's say you went for Chatfuel, you will be prompted to log in to your Facebook account and grant Chatfuel permission to access your public profile and email address.

LINK YOUR FACEBOOK PAGE

With your Facebook login confirmed, you will be redirected to your Chatfuel account dashboard. Click "Connect" to add your Facebook page. Chatfuel will show a welcome message to confirm the page has been linked successfully.

CREATE A MESSENGER GREETING

The next step is to create a welcome message that will be shown to your customers when they launch a Messenger chatbot session. This message is extremely important because it tells users what to do and what to expect.



Go back to your Facebook page and click Settings -> Messaging



Set the Show a Messenger Greeting switch to Yes



Now when a customer clicks the Message button (see stage 6) on your Facebook page, this message will be displayed first.



Enter your welcome message into the box, and click Save.



Click Change



CREATE A WELCOME MESSAGE

When a chatbot session is launched, your user is shown a 'welcome message'. This is where you can greet the customer by name and provide further hints about how to get the most from their chatbot session.



In your Chatfuel dashboard, click Welcome Message



HI!

Add your desired copy to the box—for example, "Hi {{first name}}, how can I help you?"

And that's it—the changes are saved automatically. You can test the welcome message yourself by visiting your Facebook page and clicking the Message button.

CREATE A DEFAULT REPLY

Sometimes a user will ask a question that the Facebook Messenger chatbot cannot answer. When this happens, you will need a default reply to tell them what to do next (email support, reword their question, call your helpdesk, etc.).



In your Chatfuel dashboard, click the Default Answer button.

ABC

Change the placeholder text to something more friendly ("Sorry, I'm still learning the ropes. Please try again!")

Chatbots using AI

The true power of chatbots comes from their use of Artificial Intelligence (AI) to fully understand what your customers are asking. Chat-

fuel, which still functions as an example, uses keywords to train the AI system, so you will need to give your chatbot some to work with.

- 1** From the Chatfuel dashboard, select **Set Up AI -> Add AI Rule**
- 2** Enter a keyword that you expect your customers to use like 'Shipping' in the **If User Says Something Similar To** box
- 3** In the accompanying **Bot Replies with Text** box, enter a useful reply like "All orders over \$10 qualify for free shipping. You can find out more about our shipping policies here," along with a link to your shipping info page.
- 4** Keep repeating this process for as many keywords as you like. Because these changes are made in real time, you can test chatbot responses as you go.

53%

Of people are more likely to shop with a business they can manage directly

ADD A MESSAGE BUTTON TO YOUR FACEBOOK PAGE

Unfortunately, the Message button mentioned above does not magically appear on your Facebook page—you have to add it yourself. Here's how:

- 1** Go back to Facebook and click **Add a Button**
- 2** In the popup window, select **Contact You** and **Send Message**
- 3** When asked where the button should send people, select **Messenger**
- 4** The **Send Message** button is now displayed on your page—try clicking it to launch your Facebook Messenger chatbot.

JUST THE BEGINNING

There is much, much more that can be done with Facebook Messenger chatbots, including creating galleries and other 'visual' elements to make the customer experience more pleasant.

Once you've set up your chatbot is it time to let the world know about your latest invention. One pragmatic approach is to use ads that drives "Click to Messenger".

If you ever experience challenges when working on the Instagram platform please give us a call – we are here to help.



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BEST PRACTICES FOR ADS THAT CLICK TO MESSENGER

These are tips for optimizing your ads that click to Messenger: Use the Messages objective to optimize delivery of your ads: This objective optimizes to show ads to people more likely to respond to your business in Messenger.

Advertisers should use the Conversions objective if they're tracking events with a Facebook pixel and driving conversions event at scale.

Include the Messenger Inbox placement: If people are already in Messenger, ads in Inbox will be a seamless transition to start a conversation with your business. Use Automatic Placements to take advantage of the Messenger Inbox placement. If you Edit Placements, Facebook Feed will also need to be selected since Inbox is not available as a standalone placement yet.

Set expectations that your ad will open a conversation in Messenger: Add text, images, and CTAs to set expectations for a conversation with your business in Messenger. Set up Messenger to greet people after they click on your ad: Set up a welcome experience in Messenger that encourages customers to start a conversation with your business. Because of privacy settings, a customer must reply to your business before you can start communicating with them.

SUCCESS STORIES

There are many businesses that have proved that chatbots can be a powerful tool – get some inspiration by clicking here.

SUMMARY - NEXT STEP

Billions of users are active on different messaging platforms every single day, hence there should be a business case in adding chatbots to your communication strategy. If done in a correct manner can the results be of great positive effect for you and your business. Even if it is technically manageable to create and market your chatbot is it important to team up with people that possess relevant competences, adequate experience and state of the art Facebook skills.

The pace of development and new opportunities presented to us will only increase from here on. This is why it is crucial for all of us to start preparing and adjusting now – and not later. Ad spending on social media is predicted to increase with 20 percent globally during 2020, hence competition will increase.

Understand the expectations and needs that your customers experience, meet their expectations and you will be more likely to succeed.

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