

Sound Waves LLC

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Revision as of 15:21, 9 February 2023 (view source)
Demo writer (talk | contribs)
m ((username removed) (log details removed))
← Older edit

Line 1:

```
<div class="databox">  
<div class="tbl">
```

Line 153:

```
*[https://www.simplr.ai/blog/22-chatbot-statistics-for-2022 Chatbot statistics (simplr.ai)]  
  
*[https://www.businesswire.com/news/home/20230201005218/en/New-Survey-Finds-Chatbots-Are-Still-Falling-Short-of-Consumer-Expectations Customer satisfaction survey (businesswire)]
```

Revision as of 15:22, 9 February 2023 (view source)
Demo writer (talk | contribs)
No edit summary
Tag: 2017 source edit
Newer edit →

Line 1:

```
<bs:uenoexport>  
{{ContentNav|homelink=Knowledge Base|hometext=1|pagePrevious=Onboarding{{!}}Checklist (Form)|pageNext=Travel reimbursement{{!}}Policy}}</bs:uenoexport>  
<div class="databox">  
<div class="tbl">
```

Line 154:

```
*[https://www.simplr.ai/blog/22-chatbot-statistics-for-2022 Chatbot statistics (simplr.ai)]  
  
*[https://www.businesswire.com/news/home/20230201005218/en/New-Survey-Finds-Chatbots-Are-Still-Falling-Short-of-Consumer-Expectations Customer satisfaction survey (businesswire)]  
  
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[[Category:Status report]]
```

Revision as of 15:22, 9 February 2023

Author:	Robert Dirigl
Reports to:	Marketing Team
Report date:	04/10/23
Project:	ChatBot
Reporting period / milestone:	Q1-2023
Report status:	finished

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Executive summary

The introduction of a chat bot as marketing/sales support was decided by management in 2022. The evaluation of various possible uses and different ChatBot services has progressed so far that a decision can be made. The following information provides an overview of the findings from the evaluation phase.

Details

Major tasks that have been completed:

Business area	Topic	Highlights	Major obstacles unexpected project risks	Lessons learned
Marketing	Marketing /sales decided as the first user of the ChatBot technology	<ul style="list-style-type: none"> Determination of the tasks of the ChatBot Ad Campaign: Planning complete Designs for ChatBot CI: Drafts are available 	<ul style="list-style-type: none"> Cost per use varies greatly depending on the bot Inclusion in website: time depends on website provider 	<ul style="list-style-type: none"> Good time to enter the AI world Risks rather minimal as costs can be planned incrementally
IT	Evaluation of the different providers	<ul style="list-style-type: none"> Shortlisted (xyAI, ChatSale, WinChat) 	<ul style="list-style-type: none"> Inclusion in CRM and ERM unclear Absence of admin staff in Q2 	<ul style="list-style-type: none"> In general, implementation within 3 months is conceivable
Support	Processing and evaluation of chat contacts	<ul style="list-style-type: none"> 3 support staff will be trained accordingly 	<ul style="list-style-type: none"> no 	<ul style="list-style-type: none"> High motivation in the support team Support team needs a way to "train" the bots

Business review

Assess the impact of the key findings for the reporting period.

Metric	Target	Previous period	Current period	Change	New target
Number of ChatBot requests per month	4000	-	-	+ 3000	7000
Costs (up to 50000 requests /month)	-	-	-	-	€400 /month
Expected lead generation	150	-	-	-	400

Measures

Based on the performance of the reporting period, the following actions are implemented for the above metrics.

Number of ChatBot requests per month

Responsible	Measures
Sibylle	<ol style="list-style-type: none">1. Announcement of the ChatBot across all marketing channels2. In the initial quarter: Daily analysis of the chats conducted
Alex	<ol style="list-style-type: none">1. Guarantee 100% availability of the bot during the first week (emergency team is ready)

Costs (up to 5000 requests/month)

Responsible	Measures
Angie	<ol style="list-style-type: none">1. Daily monitoring of user numbers. Informing marketing management when costs are exceeded.

Expected lead generation

Responsible	Measures
Thea, Malik	<ol style="list-style-type: none">1. Evaluation of the chat questions that were asked and a graphical report to the marketing management2. Ensuring timely processing of all follow-up inquiries

Accompanying Documents

External studies and surveys:

- [EOS Chatbot Studie 2021](#)
- [Chatbot statistics \(simplr.ai\)](#)
- [Customer satisfaction survey \(businesswire\)](#)