

Sound Waves LLC

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

## 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"><li>1. Announcement of the ChatBot across all marketing channels</li><li>2. In the initial quarter: Daily analysis of the chats conducted</li></ol>
Alex	<ol style="list-style-type: none"><li>1. Guarantee 100% availability of the bot during the first week (emergency team is ready)</li></ol>

### Costs (up to 5000 requests/month)

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

### Expected lead generation

Responsible	Measures
Thea, Malik	<ol style="list-style-type: none"><li>1. Evaluation of the chat questions that were asked and a graphical report to the marketing management</li><li>2. Ensuring timely processing of all follow-up inquiries</li></ol>

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## Accompanying Documents

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External studies and surveys:

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