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Sound Waves LLC

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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
				<ul style="list-style-type: none">• High motivation in the support team

Business area	Topic	Highlights	Major obstacles unexpected project risks	Lessons learned
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"> Support team needs a way to "train" the bot

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

Costs (up to 5000 requests/month)

Responsible	Measures
Angie	1. Daily monitoring of user numbers. Informing marketing management when costs are exceeded.

Expected lead generation

Responsible	Measures
Thea, Malik	1. Evaluation of the chat questions that were asked and a graphical report to the marketing management 2. 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 \(businesswire\)](#)

Sound Waves LLC/Production system

Belongs to:	Sound Waves LLC
First installation:	2019/05/16
Contract start:	2019/05/13
Minimum contract period:	2 Years
Contract type:	Subscription
Performance level:	Standard
Account manager:	Doe, John
Last update:	
Short description	Platform for musicians and event organizers

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History

Minutes by	
First Installation on	
Update on	
Update on	

Installed Programs (Applications)

BlueSpice (Production System)

BlueSpice Version	
MediaWiki Version	
Database	
LDAP	No
SSO	No
Installed Packages	
Customizations	
Remarks	

Backup

Period	
Time	
Data Path	
Remarks	