CONVERSATIONAL BOTS FOR BRANDS

HOW THE RISE OF CHATBOTS IS FUELING EVERYTHING FROM LEAD GENERATION TO RELATIONSHIP MARKETING

Seth Greenfield, Co-Founder & CEO, imperson

imperson

im**person**

Enterprise Chatbots
for Brands

Since 2015, leading brands trust imperson to power their enterprise chatbots
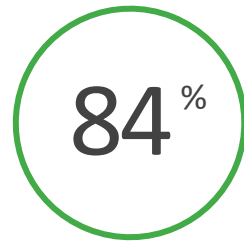
CONSUMER
BEHAVIOR

Shift to Conversational interactions
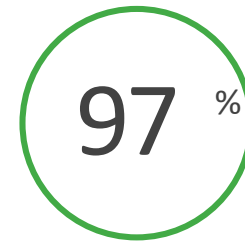
26B
Texts sent every day

200M+
Smart speakers sold to date

84 %

of businesses use or plan to use texting in their sales and marketing efforts

#1

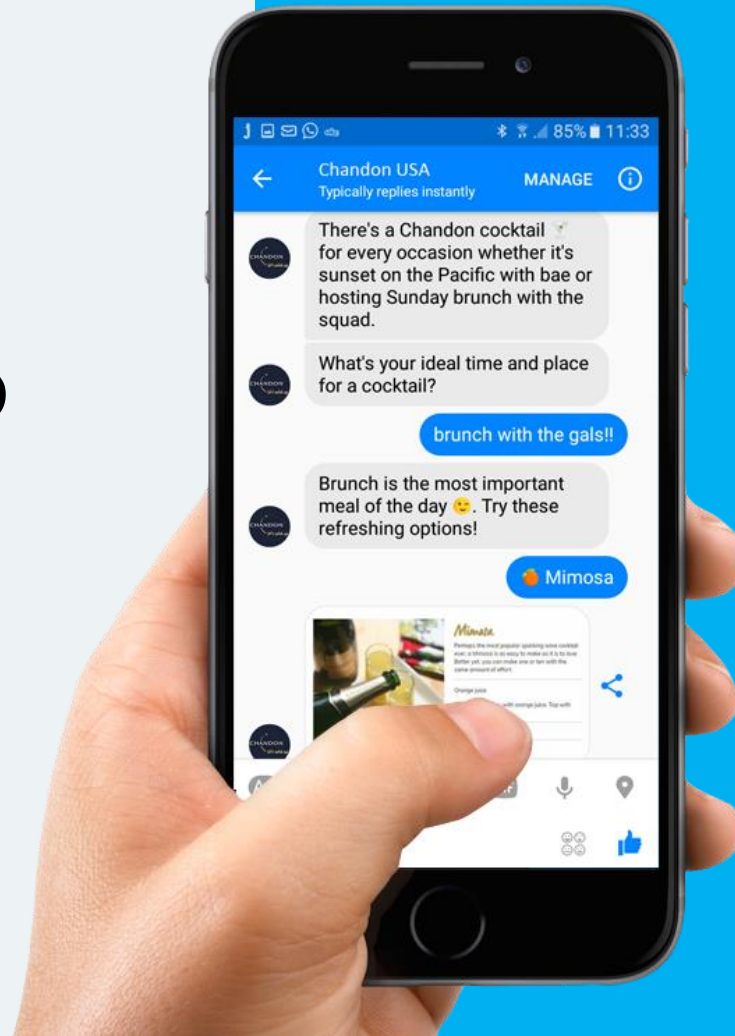Text messaging is the #1 preferred communication channel for millennials

97 %

of Americans text at least once a day

128

Millennials send 128 texts per day

Forbes: 95% of texts from businesses are read within 3 minutes of being sent
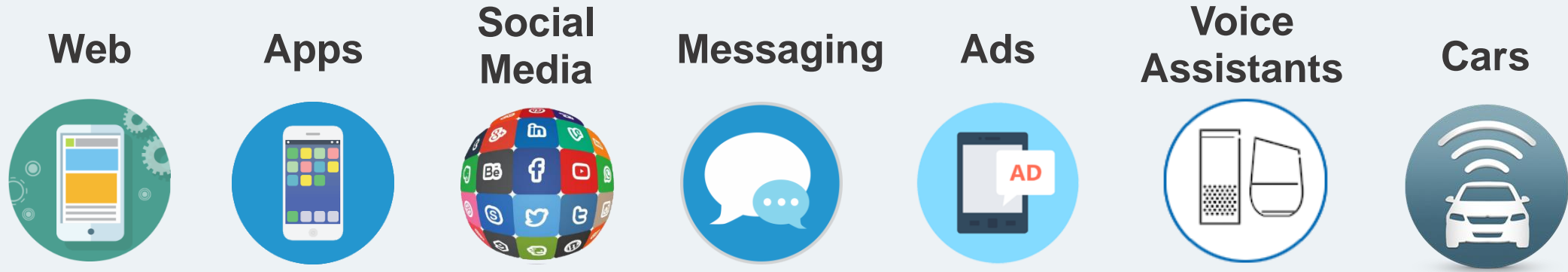
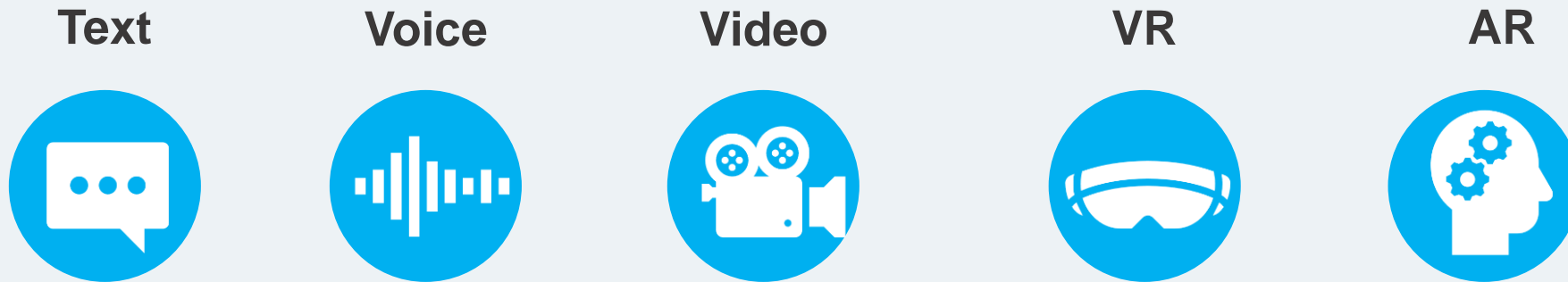imperson

OUR
METRICS

High Engagement Rates
4-9min

Recurring Users
35-50% Re-engagement
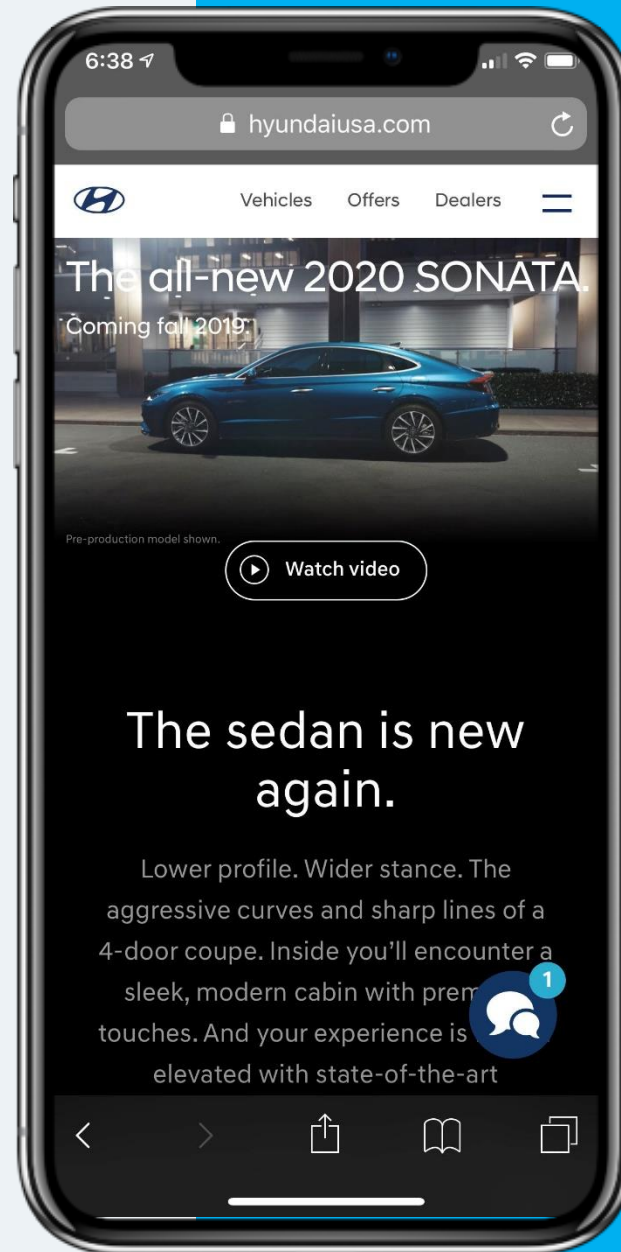
Data Collection
70% Answered questions

imperson

Connecting Consumers

Web

Apps

Social Media

Messaging

Ads

Voice Assistants

Cars

Chatbots can use ALL conversation interface modalities

Text

Voice

Video

VR

AR

CHATBOTS

THE OPPORTUNITY FOR BRANDS

The most intuitive channel for customer communication

Engage your customers where they live: messaging, web and voice

Eliminate frustration and wait times

Get to know users, gather information and personalize offerings

Multi platform, no download, easy to use, no learning curve

Pro-actively re-engage customers: news, promotions, updates and more

imperson

Hennessy

Deployed on:

The Hennessy Stories Chatbot is an interactive, educational tool created to teach bartenders and waitstaff about the world of Hennessy. The experience takes the user through tastings, how-to videos, a tip calculator, and more. It is an easily accessible way to improve product knowledge and increase sales.

- Tip calculator – comparing tips received from serving Hennessy to other alcoholic beverages

- Interactive tasting experience

- How-to videos

- Educational conversations about Hennessy's collection and heritage.

- Free-flowing FAQs
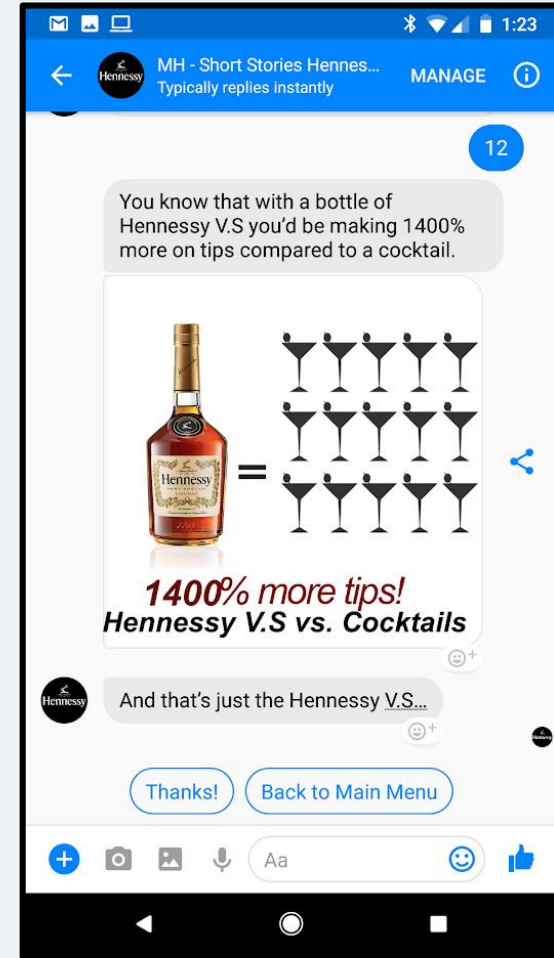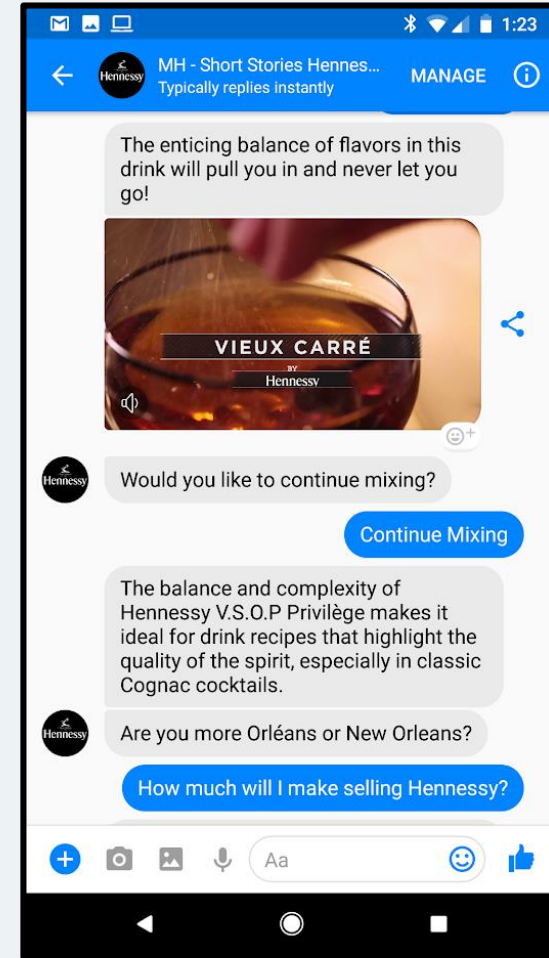
Moët Hennessy

WHAT CAN **CHATBOTS DO**
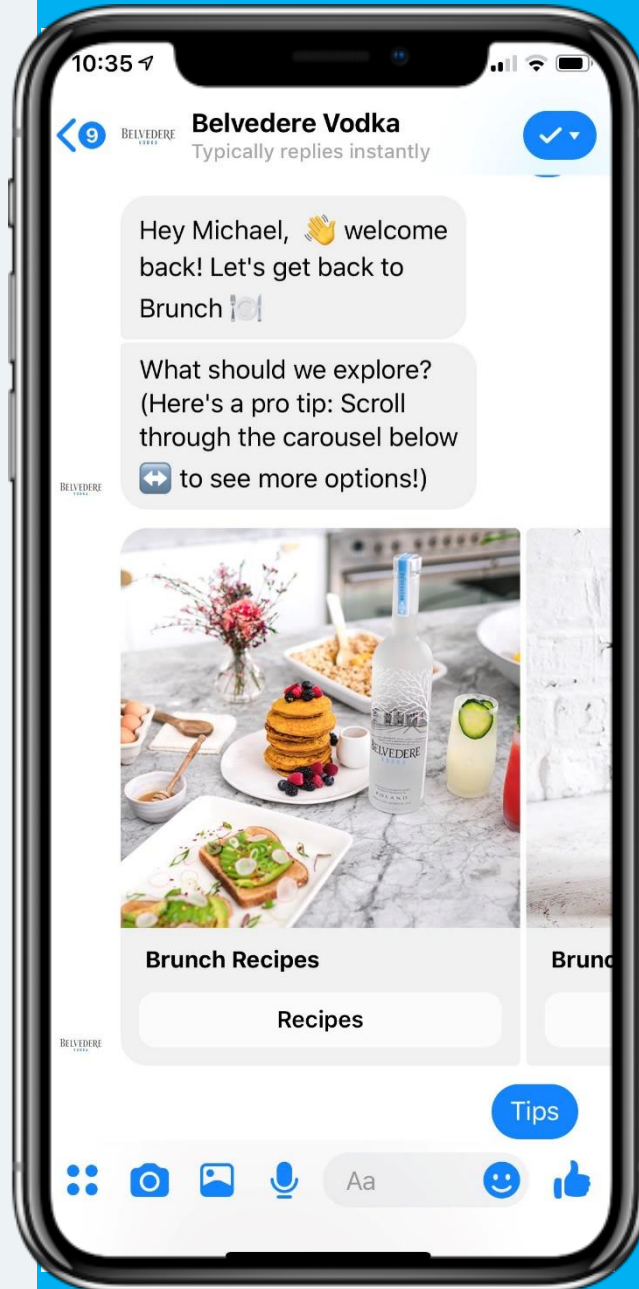
Use Cases Include

Run Loyalty Programs

Generate & Qualify Leads

Event and Experiential Support

Promote Products & Services

Train and Educate

Customer Service

Data Collection & Surveys

Online Ordering & Payments

Engage and Entertain

imperson

CREATING A CHATBOT

Our trusted and proven process

1
Set Chatbot Objectives & Goals

Engagement / Entertainment
Education / Exploration
Lead Generation
Promotion / Sales
Customer Loyalty / Service

Define target audience

2
Define the Experience

Define the conversational experience interface: voice, text, video and other targeted platforms like Alexa, GHome, FB Messenger, website...

3
Create the Chatbot

Define the brand voice, the world of the chatbot, and the conversational experience
Development
Testing cycles

Launch & Manage

Deploy & Host
Monitor, Analyze & Optimize
Feedback-loop

what
where
how

imperson

THE TECHNOLOGY
YOU NEED

End-to-end Solution
Creating, developing, deploying, hosting, monitoring

The Art of Conversation
Use Machine Learning and AI to understand the user and generate the right response in order to create a natural, free-flowing conversation

Trained NLP
Understanding specific verticals
Understand emoji and "texting language"

Belvedere Brunch Bot

Deployed on:

Belvedere and imperson partnered to create the "Belvedere Brunch Bot," hosted by wellness guru and influencer, Candace Kumai. The bot provided the user with a guide to hosting the perfect brunch, beginning with a survey about lifestyle preferences and leading to carousel menus for food recipes, cocktail recipes, and brunch hosting tips.

- Increase the perceived value of the Belvedere brand

- Deliver a meaningful customer experience

- Amplify the brand message and help connect it to the consumer creating an emotional bond to the brand

- Recruit new fans

- Provide practical, actionable tips for integrating Belvedere into a consumer diet
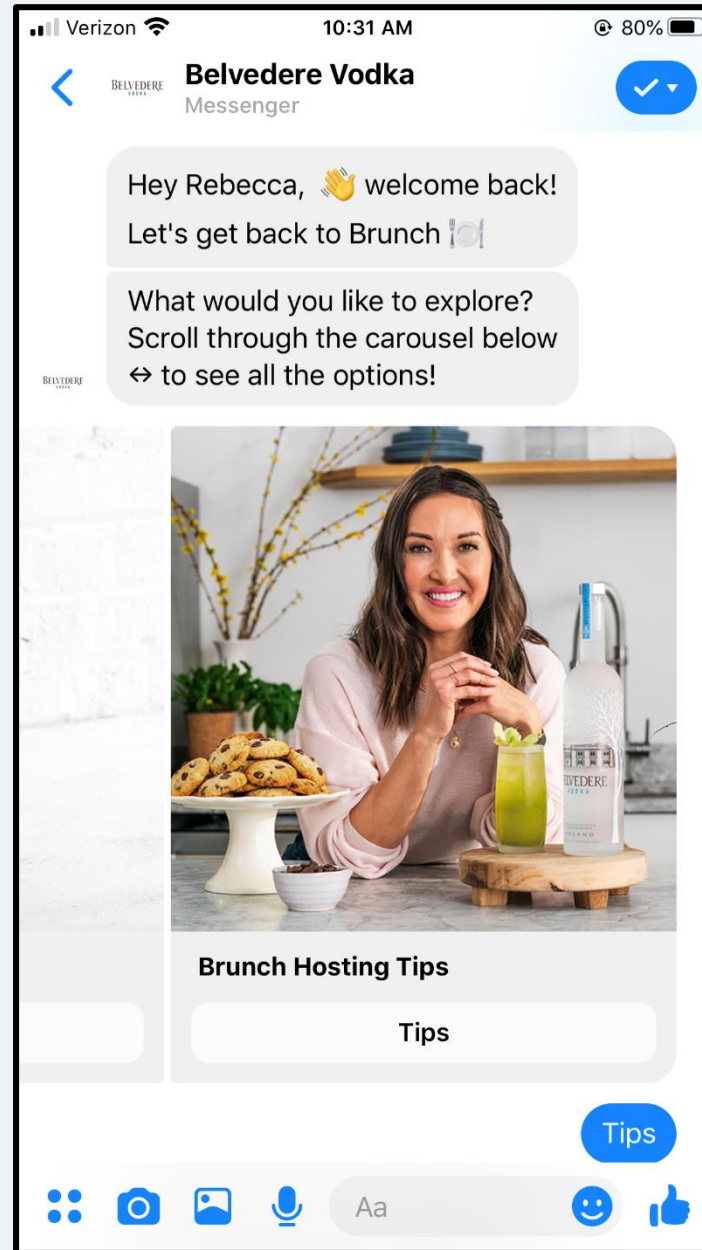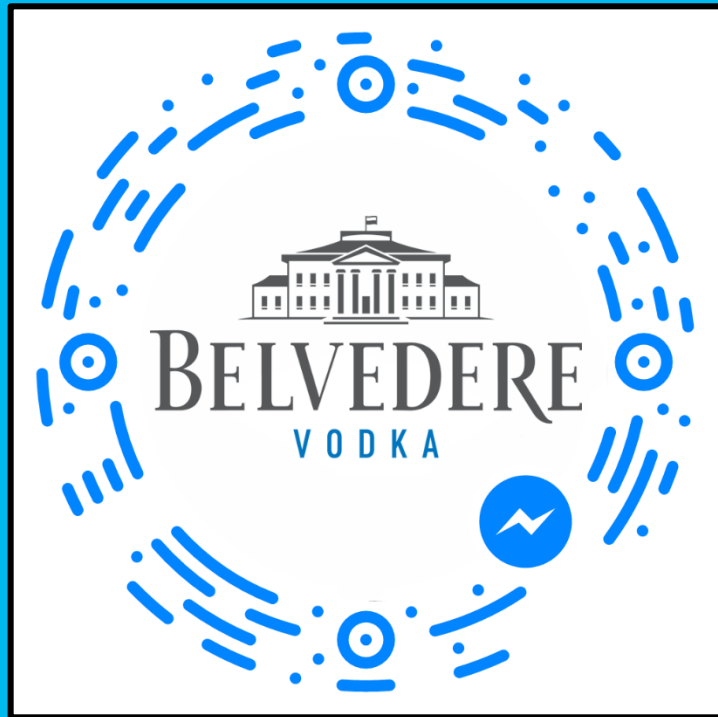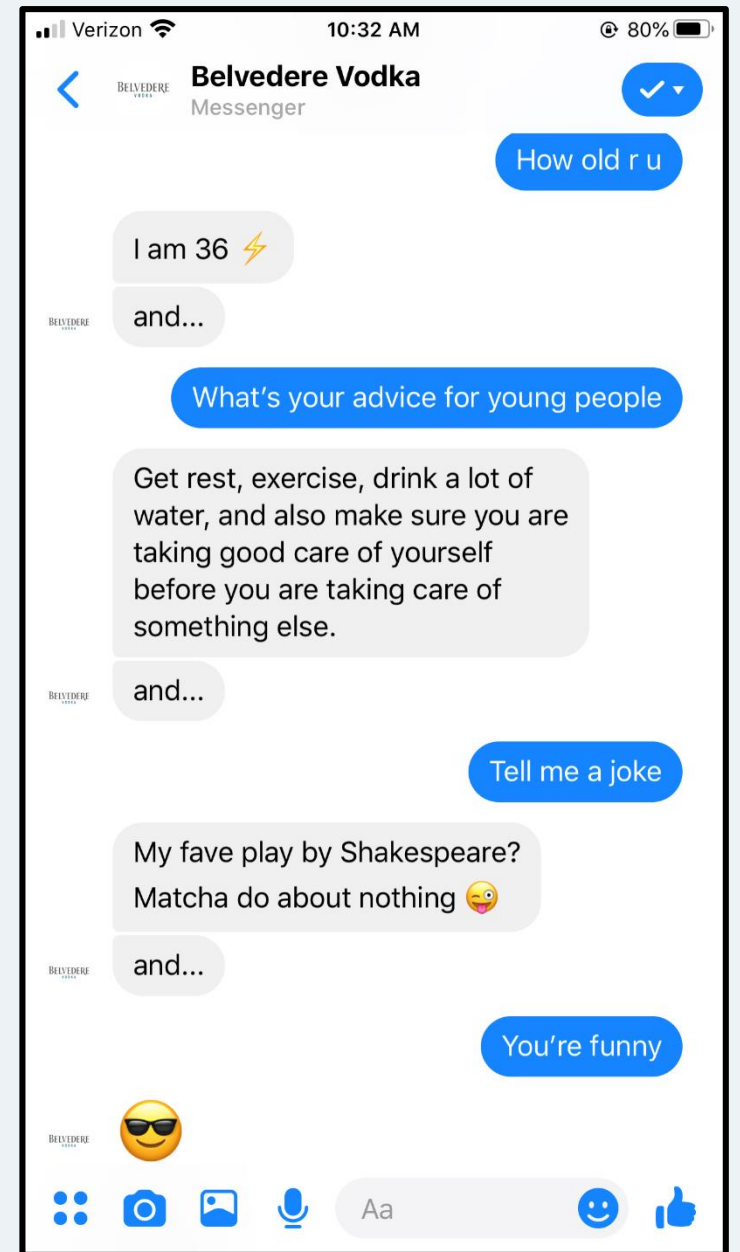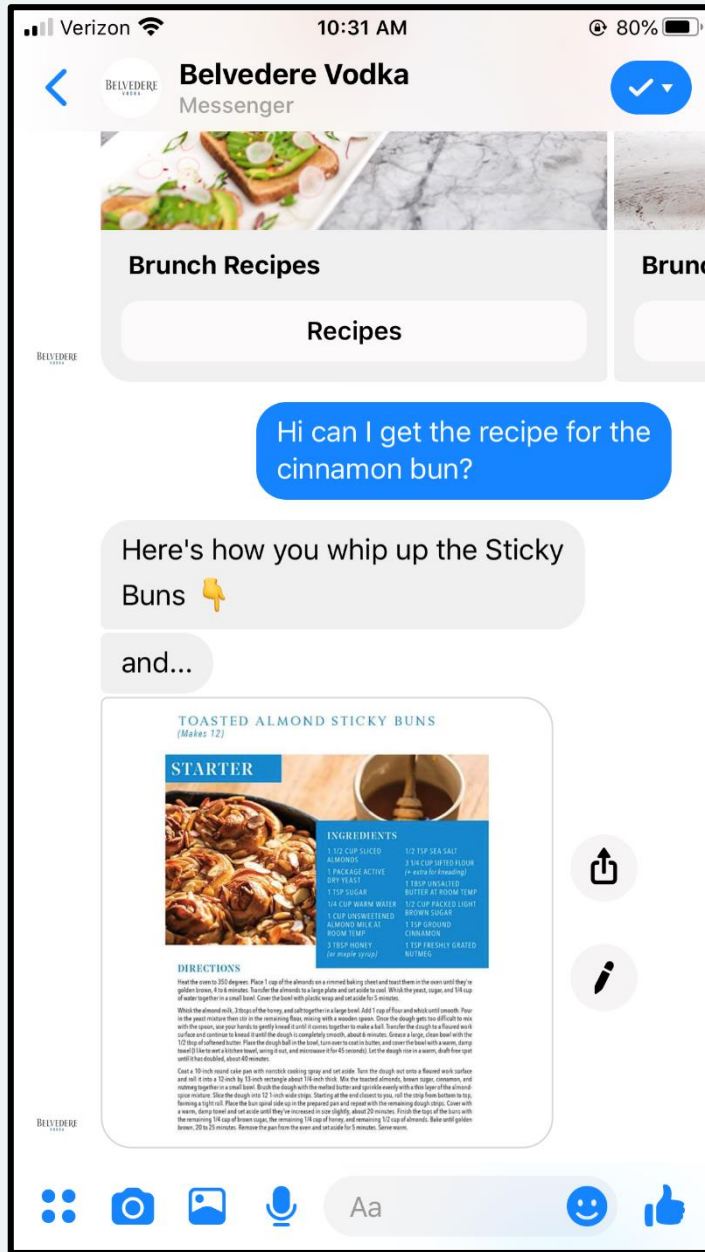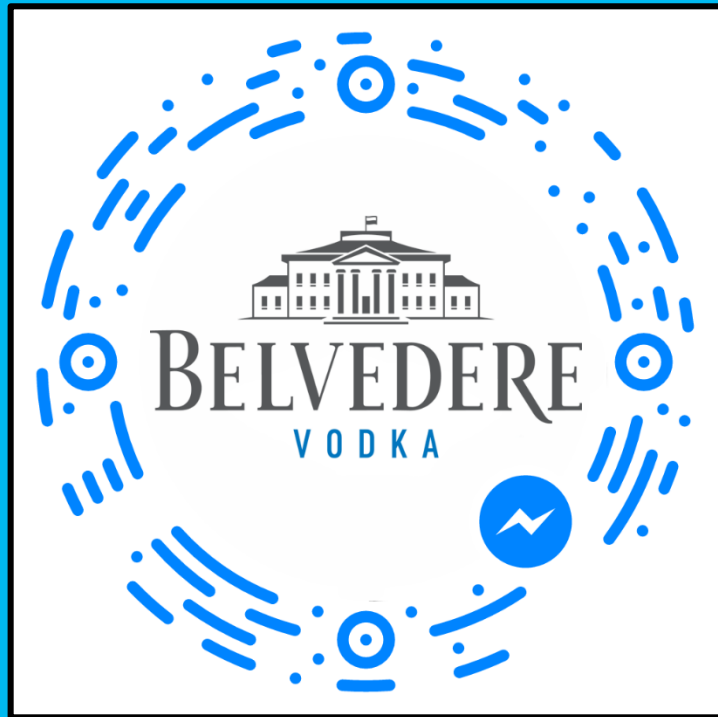

BELVEDERE
VODKA

Moët Hennessy

Belvedere Brunch Bot

- Educate the user
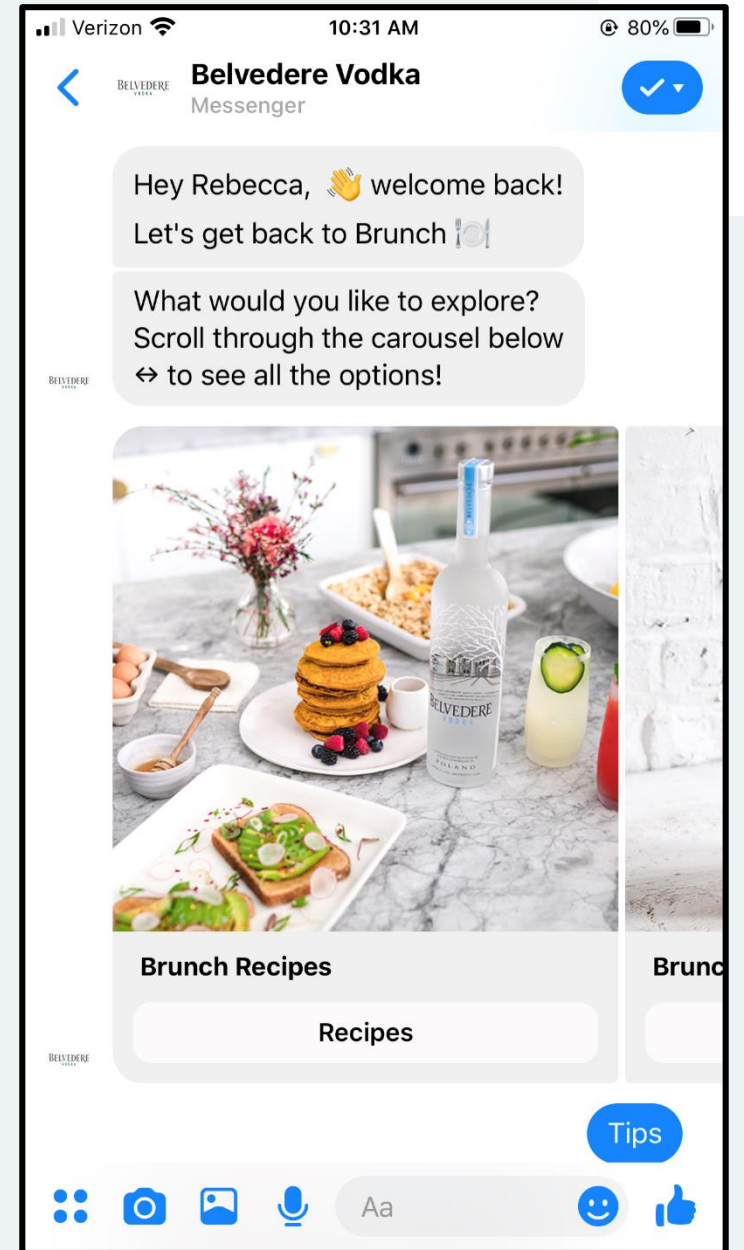
# Belvedere Brunch Bot

- Respond to open-ended questions

Hyundai
(Kona, Veloster, Veloster N, Santa Fe, Palisade, Sonata)

Deployed on:

To introduce new car models pre-launch, Hyundai partnered with imperson to create an enterprise chatbot solution for a number of vehicles in their fleet. From the Kona to the Sonata, each model's chatbot provides information on the vehicle with the primary goal of generating buyer leads and scheduling test drives.

- Educates customers on the vehicle features and technology

- Generates leads

- Sign-up option for exclusive test drive
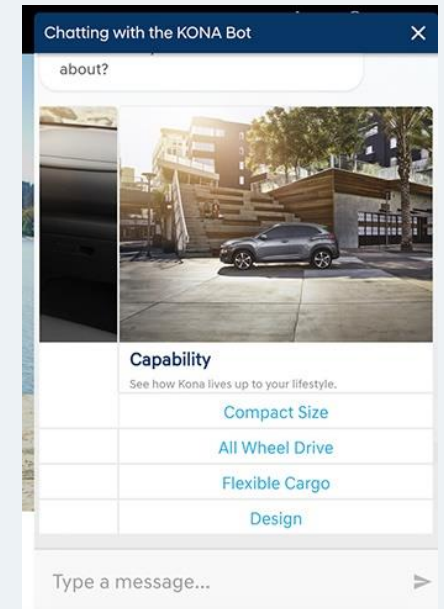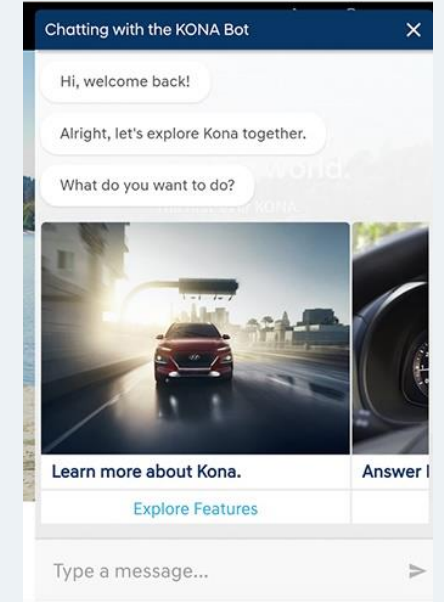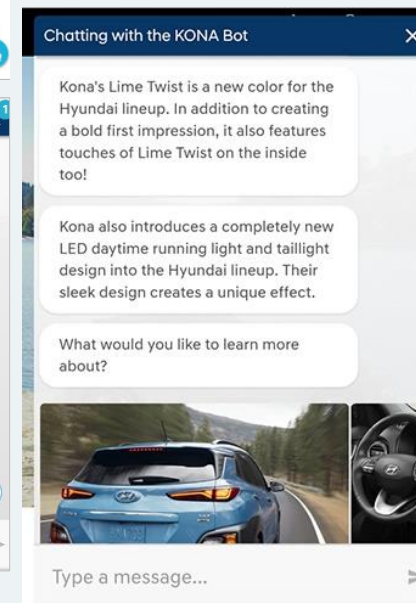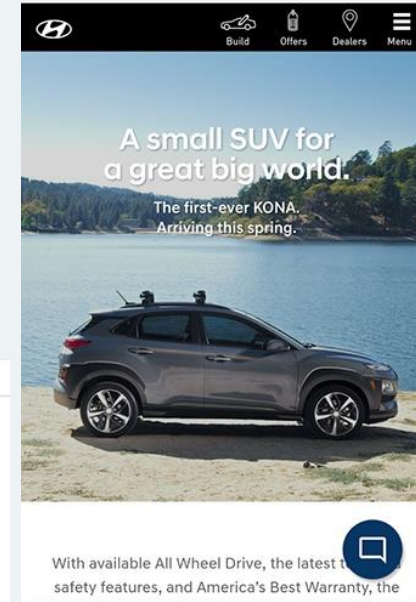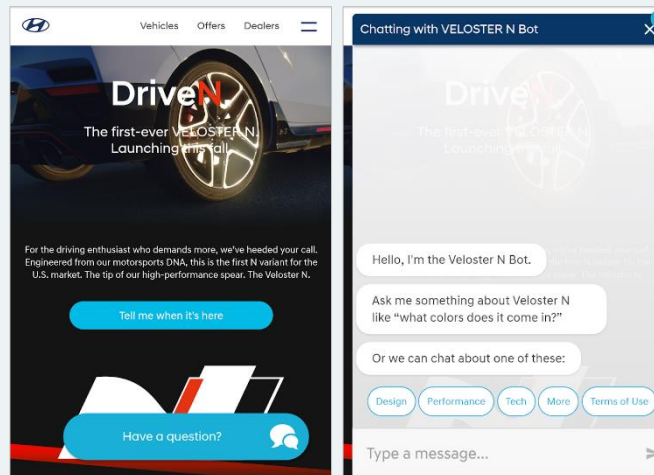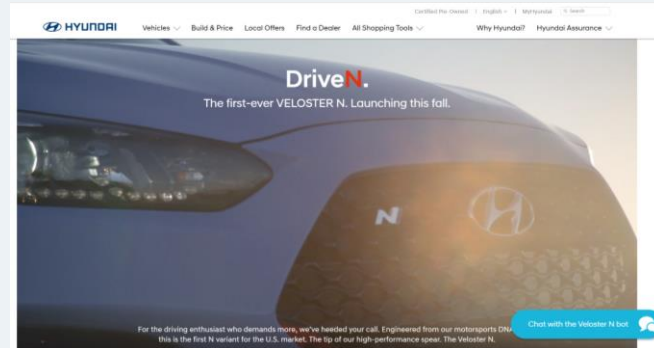
Einstein

Deployed on:

As part of a campaign to promote Nat Geo's new show "Genius", Einstein came back to life in chatbot form. Using natural text input, the chatbot engaged with users in the voice of the show's protagonist, chatting about his early life, his views on science and discussing the series' major plot points between episodes.

- Cultivated hype for the new show on social platforms

- Episodic experience that followed the show's narrative

- Re-engaged fans between episodes

- Embodied the unique voice and personality of Einstein from the show

- Educated the audience on Albert Einstein

- Leveraged exclusive content to excite fans

NATIONAL GEOGRAPHIC

360i
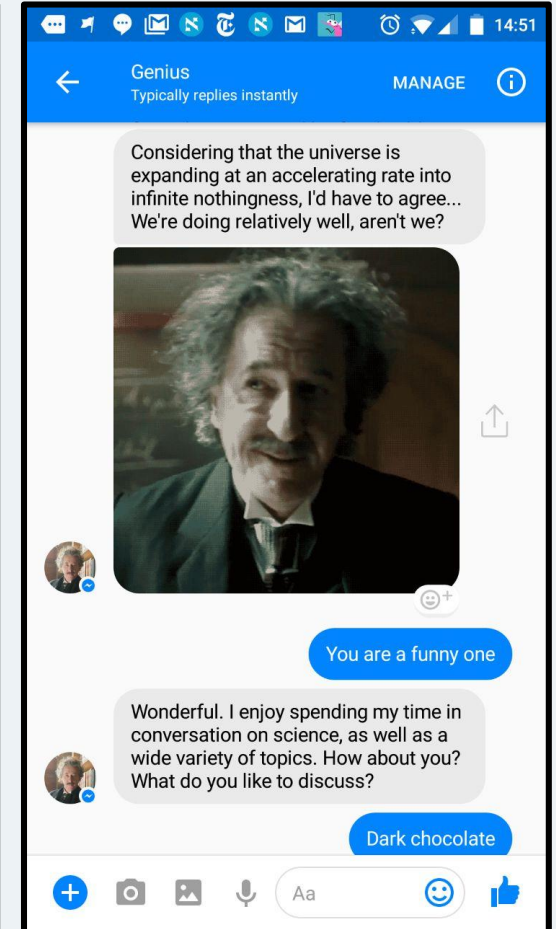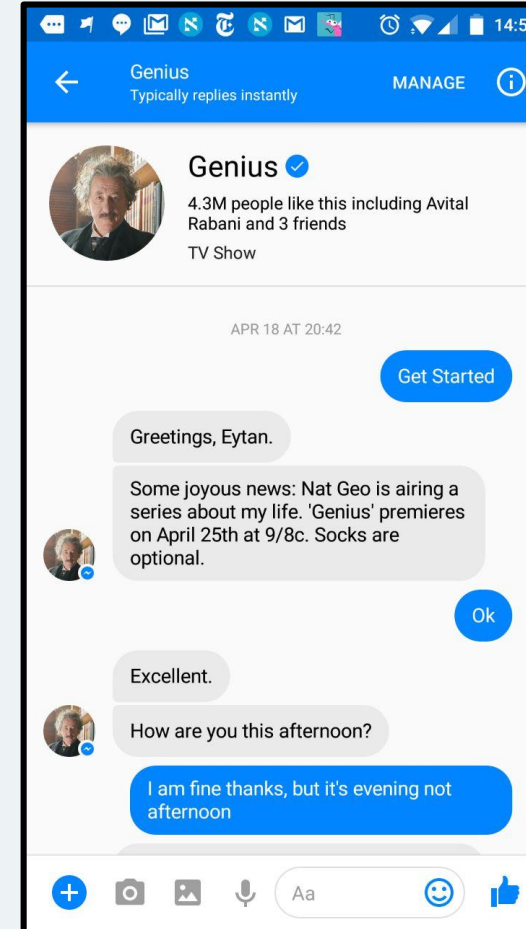
SUMMARY

- Messaging is a significant space where your target audiences spend their time

- One-on-one chat is how consumers communicate with their friends and family and expect to communicate with brands

- Chatbots enable you to connect one-on-one at scale with always-on technology

- Chatbots create ongoing relationships, learn about the users, and gather information

- Chatbots also drive brand goals and KPIs

Creating compelling brand engagements has become the need of the hour for brands today

CHATBOTS ARE AN EFFECTIVE MEDIUM OF COMMUNICATION

Conversational AI Solutions, Infinite Possibilities

seth@imperson.com