

Custom Chatbots

bonny
read

LEGENDARY
BRAND STORIES.

Custom Chatbots

Bonny Read Inc. designs and builds affordable, custom B2B and B2C chatbots for websites and social media.

While there are many different bot builders on the market, our builder of choice is Landbot. Chatbots come in several different flavors, including: natural language processing, live chat, voice and rule-based. Since we've started working with small to mid-sized companies, we've discovered that Landbot's combined rule-based and live chat model works best for most businesses because:

- An affordable bot can be deployed quickly with just a snippet of embedded code.
- Even a simple flow with a few selection buttons prevents spammers and bots from clogging up the live chat.
- It guides users through a branded, controlled and automated conversation, all the while, collecting valuable information.
- It's multi-purpose and offers users more value than a search bar or form.

Chatbot use cases

Lead Generation

New research recommends that companies respond to inbound leads in 5 minutes for the greatest chance of conversion. A lead generation bot can gather qualifying information, score the lead and route the most valuable prospects to a representative for follow up or live chat.

Content Recommendation

For visitors at the top or middle of the sales funnel, a chatbot can recommend relevant videos, blogs or e-books. Bots are quickly replacing forms for gated content.

Demo Scheduling

Cut out the middleman and let prospects book a demo time that works best for them.

Product Recommendation

Separate incoming inquiries by customer segment and recommend the right solution or product for them in real time.

FAQ

Answer prospects and current customers' most commonly asked questions in a more human and interactive way. It's also a great way to keep sensitive copy from being indexed or scrubbed.

Customer Service

Gather details about issues or concerns before the ticket is submitted to customer service. The bot can also recommend next steps that the user can try in the meantime.

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Expected Timeline

A standard chatbot with few integrations takes a minimum of 2 weeks to complete.

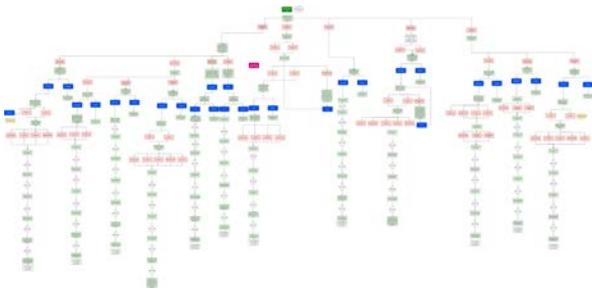
Chatbot Development Process

Scope of Work

In our first meeting, we'll work with you to define your use case and desired outcomes. We also review your sales process, key marketing messages, data points that must be captured and required integrations.

Draft Flow

We design all the conversational flows for your bot in a diagram that looks something like this:



Flow Review

We walk you through each and every flow, gathering feedback and ensuring the user experience meets your brand standards. Your feedback at this stage is crucial!

Flow Revision

We edit the flow, integrating all of your feedback. We'll send you a copy of the flow so you can approve it and change any copy or assets.

Build and Test

We build the chatbot in the bot builder, and it looks a little something like this:



Deploy

We provide you with a snippet of code that you embed on your website. Voila! Your chatbot is complete!