



Transforming Marketing, Sales, and Customer Service With Intelligent Chatbots



By Pejman Rajabian
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"I have a passion for helping businesses evolve into better versions of themselves. I believe businesses that fulfill their visions collectively enhance human lives and make the world a better place for all people."



Pejman Rajabian
Founder, Zebyl

Why Should You Care?

AS COVID-19 CONTINUES TO SHOCK BUSINESS OPERATIONS AROUND THE PLANET ON AN UNPRECEDENTED SCALE, THE CONTINUITY OF OPERATIONS AND PRESERVING COMMUNICATION CHANNELS AND SYSTEMS ARE AMONGST THE BIGGEST CHALLENGES BUSINESSES ARE FACING TODAY.

At the same time, customer expectations have reached new highs as they demand the highest level of convenience and service. This is raising the bar for all businesses that want to keep their customers engaged and satisfied.

For many businesses, expanding operations to 24/7 is nothing less than a dream due to the prohibitive cost and scarcity of human resources.

THE GOOD NEWS IS THAT "MACHINE TALENT" HAS COME TO THE RESCUE.

Advancements in technology have enabled businesses to affordably augment their operations without expanding their HR footprint. There is an unprecedented level of power that is now accessible to businesses of all sizes.

In this eBook, you will learn how any business can transform sales, marketing, and customer service using trained Chatbots. Enjoy!

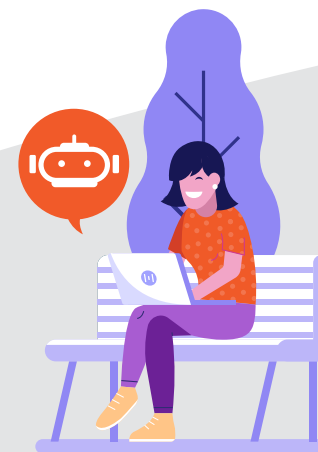















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Introduction

ACCORDING TO
GARTNER,
BY THIS YEAR,

30%

OF OUR
INTERACTIONS
WITH TECHNOLOGY
WILL BE THROUGH
“CONVERSATIONS”
WITH SMART
MACHINES.



BY 2022:

72%

of customer interactions will involve an emerging technology such as machine learning applications, chatbots, and mobile messaging

16%

of all consumer tasks will be fully automated and run on conversational platforms

30%

of customer service experiences will be handled by conversational agents

AS FOR CUSTOMER EXPECTATIONS AND EXPERIENCES AT PRESENT:

80%

of business buyers currently expect companies to respond to and interact with them in real time

76%

of customers said they receive conflicting answers from different support agents when asking the same questions

40%

of enterprises have already added chatbots to facilitate business processes using natural-language interactions

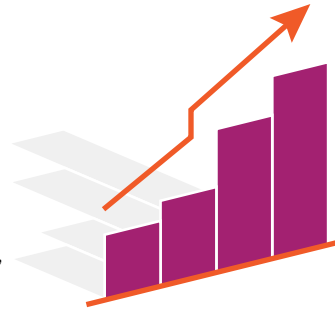
If you haven't added chatbots, you're behind the curve

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Consumer Expectations Reach a New High

WE'RE IN THE MIDST OF A SIGNIFICANT SHIFT IN CONSUMER BEHAVIOR, AS CUSTOMERS DEMAND HIGHER-THAN-EVER LEVELS OF CONVENIENCE AND SERVICE WHEN DOING BUSINESS.

Driven in no small degree by the behavioral shift from desktop to mobile computing, consumers are no longer willing to be limited by time of day or wait to get answers to questions, make purchases, and receive support.



They want to do business on their schedule, without the pressure of speaking with someone they view as just another sales rep.

These demanding consumers insist on engaging with companies using their preferred method of contact and on receiving the same exceptional experience across channels.

This paradigm shift is raising the bar for businesses that want to keep their customers engaged and satisfied. It means businesses of all sizes must provide more convenient methods of engagement and an improved ability to fulfill high customer expectations.

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Rising to the Occasion

BUSINESSES THAT FAIL TO EVOLVE AND MEET TODAY'S CONSUMER EXPECTATIONS RISK LOSING THEIR COMPETITIVE EDGE.

They may also see an unacceptably high customer churn rate. In this hyper-competitive environment, it's essential for customer needs and wants to be met swiftly, accurately, and completely.

Thus, the pressure is on growth-oriented businesses to expand their ability to meet and even exceed customer expectations swiftly.

In the past, this type of expansion required significant and often cost-prohibitive increases in the corporate headcount.



In today's environment, where managers need to do more with less, the process of recruiting, hiring, and training reps to fulfill the need for added availability—including new channels for marketing, sales, and customer service—is a financial burden that's simply out of reach for many businesses.



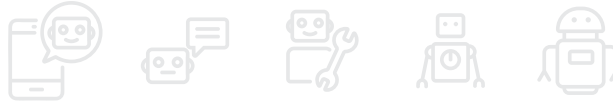
Fortunately, a solution is at hand.

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Machines to the Rescue

ADVANCEMENTS IN TECHNOLOGY NOW ENABLE BUSINESSES TO EXPAND *WITHOUT* EXPANDING THEIR HR FOOTPRINT.

The solution is
INTELLIGENT CHATBOTS:
advanced software programs trained
to conduct natural conversations
with humans.



Besides understanding customer intentions, intelligent chatbots are capable of responding to inquiries conversationally and even execute sophisticated multi-step tasks.

To schedule a complimentary consultation on how Zebyl can transform your business, click in the following link:
<https://consult.zebyl.com/meeting>



**WHAT ELSE CAN
CHATBOTS DO?**



**HOW CAN CHATBOTS
HELP MY BUSINESS?**



**WHEN SHOULD I
TAKE ADVANTAGE?**



Machines to the Rescue

ADVANCING
EXPANDED



With these capabilities, machines can:

- intercept requests
 - comprehend them
 - make decisions (by referring to a knowledge domain to find the best answer)
 - and execute complex tasks.
- ✓ They can augment human teams to cover extra shifts and expand available hours to 'round-the-clock' coverage: precisely what today's consumers demand.

- ✓ Because they're machines and not human beings, they're entirely consistent and disciplined.
- ✓ They remember each step of a process, and when properly trained, they're free of mistakes.
- ✓ They're always punctual, never absent, and incapable of becoming fatigued.
- ✓ They don't even require a coffee break.
- ✓ Plus, these machines cannot produce unproductive emotional responses.



WHAT ELSE CAN CHATBOTS DO?

HOW CAN CHATBOTS HELP MY BUSINESS?

WHEN SHOULD I TAKE ADVANTAGE?

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- Rising to the Occasion
- Machines to the Rescue**
- Conversations
- Training Chatbots
- Making the Most of Chatbots
- Giving Chatbots a Hand
- Campaigns and Conversations
- Conversations
- Live Chat
- COOP and Disaster Recovery
- Zebyl Transforms Businesses

Machines to the Rescue

ADVANCED
EXPANSION



**WHAT ELSE CAN
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**HOW CAN CHATBOTS
HELP MY BUSINESS?**



**WHEN SHOULD I
TAKE ADVANTAGE?**

This level of precision opens up the possibility to transition mundane, repetitive, and undesirable tasks to machines, so human team members take on more sophisticated tasks requiring creativity.

As a result, your customers—and team—are more satisfied.

What’s more, machines featuring chatbots can engage in parallel conversations with a virtually unlimited number of customers and prospects in real time, and thus, increase your

capacity to unheard-of levels at a cost of ownership that works for businesses of every size.

Thanks to cloud technology, even the smallest businesses can now afford and access advanced tools capable of performing complex tasks with surprising ease.



Machines to the Rescue

ADVANCING
EXPANDED



Introduction



Customer Expectations



Rising to the Occasion



Machines



Conversations

Training Chatbots



Making



Giving

Campaigns and Conversations



Conversations



Live Chat

COOP and Disaster Recovery



Zebyl Transforms Businesses



**WHAT ELSE CAN
CHATBOTS DO?**

**HOW CAN CHATBOTS
HELP MY BUSINESS?**

**WHEN SHOULD I
TAKE ADVANTAGE?**

That's why, regardless of your company size, it's an ideal time to start implementing a smart messaging strategy.

And it's an ideal time to dip a proverbial toe in the water by training an automated conversational platform to transition simple tasks from humans to machines and build on successful experiences over time.

With the right conversational platform and intelligent chatbots, your business can jump-start rapid growth without expanding staff, and in the process, transform your marketing, sales, and customer service.



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Conversational Marketing Has Arrived

CONVERSATIONAL MARKETING IS ABOUT ENGAGING AUDIENCES IN ONE-ON-ONE CONVERSATIONS TO UNDERSTAND INDIVIDUAL NEEDS AND PROVIDE PERSONALIZED INFORMATION THAT ENABLES GOOD BUYING DECISIONS. AND IT COMES WITH A BONUS.

Marshall McLuhan famously said, “The medium is the message.” By engaging in conversational marketing, you tell your customers and prospects you’ll meet them where they are: on ubiquitous messaging applications.

HOW PREVALENT ARE MESSAGING APPS?

So popular, their usage has surpassed social networks in total usage across the globe. Conversational marketing is now a critical element in the marketing mix of enlightened businesses, for a variety of good reasons.

YOU CAN DEPLOY TEXT MESSAGING CAMPAIGNS IN MINUTES.

And with texting, segmentation possibilities are only limited by the fields maintained in your marketing database. Unlike email that often produces a single-

digit open rate, **more than 95% of text messages are seen and read.**

BUT SMS MESSAGES AREN'T MERELY VIEWED BY USERS.

Enhanced user experiences – including product/service ordering and payment handling using tools provided by messaging apps – are motivating consumers to buy products and services (and even pay for them) during chat sessions.



With 51% of consumers demanding 24-hour availability from businesses and a clear preference for messaging over other channels, chatbots running on automated conversational platforms are a key way to satisfy this demand.

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Training Chatbots to Exceed Human Potential

LIKE HUMANS, INTELLIGENT CHATBOTS ARE CAPABLE OF UNDERSTANDING THE DESIRES OF CUSTOMERS AND PROSPECTS FROM TEXT MESSAGES.

But unlike employees who at times make inaccurate guesses and require distressingly long periods to provide answers, trained chatbots refer to a knowledge domain and pull up the best solution . . . every time.

From there, in a human-like conversation, they detail the optimal path forward.

In these interactions between humans and machines, chatbots consistently provide what's needed to make a buying decision.



INSTANTLY
PROVIDE
ANSWERS



HANDLE
ANY
VOLUME



MAINTAIN
100%
ACCURACY



ENHANCE
LEAD
QUALIFICATION



OPTIMIZE
YOUR
TOUCHPOINTS

UNLIKE HUMANS, CHATBOTS ARE ABLE TO:

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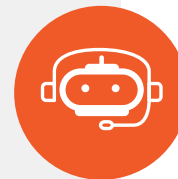
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LIKE HUMANS, INTELLIGENT CHATBOTS ARE CAPABLE OF UNDERSTANDING THE DESIRES OF CUSTOMERS AND PROSPECTS FROM TEXT MESSAGES.

Today's consumers demand answers without delay. Very often, they won't wait for a customer service rep or "live agent" to become available.

Rather than wait, these impatient buyers will contact your competition.

With intelligent chatbots, those lost opportunities largely become a thing of the past.



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Inquiry volume from customers and prospects isn't a straight line. Nor is it entirely predictable.



Traditionally, when you launched a new campaign, it was impossible to predict response with complete accuracy.

Intelligent chatbots can handle a virtually unlimited number of parallel conversations in real time. You gain nearly limitless capacity.



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LIKE HUMANS, INTELLIGENT CHATBOTS ARE CAPABLE OF UNDERSTANDING THE DESIRES OF CUSTOMERS AND PROSPECTS FROM TEXT MESSAGES.

Even your best rep will deviate from approved best practices and make mistakes from time to time.

Mistakes are part of the human condition. But errors can be costly.



Intelligent chatbots follow a conversation flow put in place for the best possible results. They take errors out of the equation.



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Training Chatbots to Exceed Human Potential

LIKE HUMANS, INTELLIGENT CHATBOTS ARE CAPABLE OF UNDERSTANDING THE DESIRES OF CUSTOMERS AND PROSPECTS FROM TEXT MESSAGES.

Trained chatbots end worries about mishandled and neglected opportunities that often occur in traditional marketing.



Chatbots consistently follow a disciplined process that records leads in a CRM or marketing automation system and automatically nurtures leads over time using a "best practices" approach to optimize conversions.



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Making Website Visitors Go From Unknown to Known and Beyond

EVEN WITH DAZZLING ADVANCES IN DIGITAL MARKETING, MANY BUSINESSES STILL DEAL WITH AN UNACCEPTABLY HIGH PERCENTAGE OF WEBSITE VISITORS THAT REMAIN ANONYMOUS.

With click-to-text buttons and intelligent chatbots sitting on your website, prospects are far more likely to engage with your business, and in the process, provide contact information.

They'll even profile themselves to provide rich information that vastly improves the relevance of your marketing and sales.

When well over 99% of site traffic is unknown, marketers generally achieve only a modest fraction of their ROI potential.

Intelligent chatbots can change all that.

BUY

Indeed, chatbots can make it far easier for you to take prospects from where they are—even if they're at the start of the sales process—to where you want them to be.

Businesses are now using intelligent chatbots to turn suspects into buyers in the span of a single human-like conversation, with payment data collected!

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Giving Customers and Prospects What They Prefer

FROM A GENERATION OF DIGITAL EXPERIENCE, WE'VE LEARNED WHAT BUYERS WANT AND DON'T WANT.

They don't want to fill out landing page forms—especially when requests for information feel overwhelming. That's why many online marketers see disappointing form completion rates.

When would-be buyers abandon your landing pages, where do they go? In many cases, these individuals head to your competition, where, if they get what they need, they become someone else's customer.

CONVERSATIONAL MARKETING

Conversational marketing with intelligent chatbots reduces these undesirable occurrences. You end the need for prospects to expend precious energy searching, sorting, comparing, and digging for the information they want and need. Chatbots enable you to virtually hand your audiences curated information on a silver platter.

MAXIMIZING USER REVIEWS

When these intelligent interactions are complete, collecting feedback on your performance is easier than ever. And rather than have feedback from delighted users end up in a spreadsheet or PowerPoint presentation, you automatically send these users to the review sites you prefer. Via resulting customer reviews, you align public perception of your business with reality and optimize your online reputation.



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Launching Campaigns—and Intelligent Conversations

TRADITIONAL MARKETING HAS MOSTLY BEEN ONE BIG MONOLOGUE. OPTIMAL? OF COURSE NOT. FORTUNATELY, IT'S EASY TO MOVE TO A NEW MODEL.

With chatbot technology running on a conversational platform, you initiate conversations rather than passively respond to users.

You're able to quickly launch campaigns to your prospect list—or a segment of it.

When interested prospects respond, trained chatbots are capable of intelligently handling a virtually unlimited volume of inbound traffic and working seamlessly with your other automation tools, including email marketing.

Take, for example, a home repair service business. With a conversational platform, this business can deploy a text messaging campaign with tips on draining exterior faucets to protect against waterline damage when freezing temperatures are in the forecast.

But there's no need to stop there. A trained chatbot

can answer questions from prospects and even book service requests. Plus, it can feed the marketing database so customers receive a relevant and timely nurture series that maximizes repeat business.



The business obtains the desired result from a higher-than-usual share of the database—without the hard sell.

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Welcome to the Era of Conversational Commerce

CONVERSATIONAL COMMERCE IS A WELCOME ALTERNATIVE TO TRADITIONAL ONLINE BUYING EXPERIENCES.

People prefer to buy items during conversations, where they get a chance to ask questions, receive to-the-point information, or even update a purchase during a pleasant chat session.

With the ability to conduct conversations as well as execute tasks such as placing orders and providing payment options (as well as completing transactions), chatbots can sell products and services whenever the customer is ready to buy, regardless of the time of day.

With trained chatbots, you're able to massively augment your sales team and expand to 'round-the-clock sales hours at very little added expense.

A trained chatbot on your website can make your customers and prospects feel as if they're speaking to a personal shopper who spends as much time as necessary to ensure the purchase experience is excellent.

Of course, an important component of selling is customer support, which you can now automate to a substantial degree with live (and intelligent) chat agents.



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Live Chat Support Finally Meets Today's Customer Expectations—and Small Business Budgets

KNOWLEDGE BASES ARE GREAT, BUT FOR MANY BUSINESSES, THEY'RE OUT OF REACH.

CONSUMERS PREFER TO MESSAGE A BUSINESS FOR AN IMMEDIATE ANSWER

And as consumers ourselves, we know people don't want to spend lots of time searching through a knowledge base for the answer to a question. They generally prefer to message a business and get an immediate answer.

Conversational marketing with intelligent chatbots

makes that happen—at a price virtually any business can afford.

How big a priority are these chatbots? Consider this: Very often, people interact with your business shortly after an experience on Amazon. This digital pioneer, with a nine-digit market cap, provides

incredible customer support experiences. When Amazon customers reach your site, they bring with them a lofty set of support expectations.



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Live Chat Support Finally Meets Today's Customer Expectations—and Small Business Budgets

KNOWLEDGE BASES ARE GREAT, BUT FOR MANY BUSINESSES, THEY'RE OUT OF REACH.

TRAIN INTELLIGENT CHATBOTS TO INSTANTLY RESPOND TO HUGE RANGE OF QUESTIONS

Giants of digital commerce are raising the bar for all businesses. Today's consumers want what they want when they want it. They don't want to make a phone call, wait on hold, speak with an untrained rep unable to answer their question, and walk away frustrated.

In many cases, if they receive that sort of

treatment, they'll take their business elsewhere.

Intelligent chatbots enable human-like conversations involving a series of questions to arrive at an individual's intention. A natural language processing engine receives the responses and parses the query into information it uses to consult its knowledge domain or third-

party systems to find the best answer or solution.

This means you can train intelligent chatbots to instantly respond to huge range of questions and requests—while fielding a virtually unlimited number of customer support requests and offering 23/7/365 support to keep your business competitive.



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KNOWLEDGE BASES ARE GREAT, BUT FOR MANY BUSINESSES, THEY'RE OUT OF REACH.

CHATBOTS PROVIDE A CONSISTENTLY EXCELLENT CUSTOMER SUPPORT EXPERIENCE

What happens when it's best for a customer or prospect to speak with an actual human? Build that into the logic, and when human support is needed, humans take over. Your chatbot can automatically open a support ticket, dispatch a service technician, or launch a

collaboration between members of your team for timely problem-solving.

Chatbots can answer common (and not-so-common) customer support questions, provide troubleshooting tips, handle returns, collect feedback, and more. And with the right conversational

platform, you can now provide a consistently excellent customer support experience across a full range of messaging tools, including your website, Facebook Messenger, and even your phone system. Speaking of which . . .





Continuity of Operations and Disaster Recovery During the Time of Crisis

CONVERSATIONAL PLATFORMS DRAMATICALLY INCREASE HUMAN WORKFORCE BANDWIDTH

Business communications is arguably one of the most important factors for business continuity.

To weather the COVID-19 crisis, businesses must support new channels of communication to improve collaboration between internal employees and connect with customers.



CHATBOTS INCREASE CUSTOMER CONTACT



CHATBOTS ELICIT CUSTOMER NEEDS



CHATBOTS REDUCE STRESS FOR EMPLOYEES

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Continuity of Operations and Disaster Recovery During the Time of Crisis

CONVERSATIONAL PLATFORMS DRAMATICALLY INCREASE
WORKFORCE BANDWIDTH



**CHATBOTS INCREASE
CUSTOMER CONTACT**

business continuity.



**CHATBOTS ELICIT
CUSTOMER NEEDS**

with customers.



**CHATBOTS REDUCE
STRESS FOR EMPLOYEES**

Chatbots can handle multiple channels of customer contact including:

- ✓ Text messaging
- ✓ Website live chat
- ✓ Mobile apps
- ✓ Social networks
- ✓ Messaging applications
- ✓ Phone trees
- ✓ Kiosks and more



... to provide a consistent level of customer service.

Customers receive the same real-time support experience regardless of the contact channel used.



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Continuity of Operations and Disaster Recovery During the Time of Crisis

CONVERSATIONAL PLATFORMS DRAMATICALLY INCREASE
WORKFORCE BANDWIDTH



**CHATBOTS INCREASE
CUSTOMER CONTACT**

business continuity.



**CHATBOTS ELICIT
CUSTOMER NEEDS**

with customers.

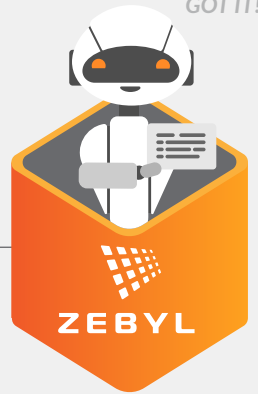


**CHATBOTS REDUCE
STRESS FOR EMPLOYEES**

Chatbots can intercept inquiries across channels **to understand customer needs** and start natural conversations to:

- ✓ Provide service
- ✓ Execute tasks
- ✓ Take action on behalf of customers

Handling customer inquiries in real time with no human help, dramatically increases business bandwidth and resiliency in this time of global crisis.



Introduction



Customer Expectations



Rising to the Occasion



Machines to the Rescue



Conversational Marketing



Training Chabots



Making Website Visitors Known



Giving What Customers Prefer



Campaigns and Conversations



Conversational Commerce



Live Chat Support

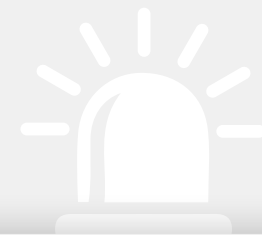


COOP and Disaster Recovery



Zebyl Transforms Businesses





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with customers.



**CHATBOTS REDUCE
STRESS FOR EMPLOYEES**

Automation and conversational platforms like:

- ✓ VCAs (Virtual Customer Assistants) and
- ✓ VEAs (Virtual Employee Assistants)

... **empower employees to work in a stress-free environment** while enabling customers to continue receiving service.



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COOP and Disaster Recovery	➤
Zebyl Transforms Businesses	➤

We're Zebyl: the Messaging Platform With the Power to Transform Businesses of All Sizes—Including Yours

We developed Zebyl to give businesses of every size and shape access to intelligent communication tools that empower businesses to market more effectively, increase engagement with customers and prospects, and sell more with less human intervention.

Zebyl text messaging tools with artificial intelligence and machine learning enable you to:

- ✓ Turn a higher share of your web visitors into known leads to improve sales
- ✓ Obtain profile information from prospects for more targeted marketing and selling
- ✓ Automate customer support with intelligence that exceeds human potential
- ✓ Provide customers with 'round-the-clock support at a highly economical rate
- ✓ Garner more reviews from satisfied customers on review sites that matter most
- ✓ Sell directly from chat conversations – and even receive payment
- ✓ Bring reminder text notification to a new level of relevancy, for best-ever outcomes
- ✓ Enhance your data protection while improving user security with two-step verification
- ✓ Provide your audiences with a consistent cross-channel text messaging experience
- ✓ Simplify and enhance management of your text messaging via one easy-to-use portal
- ✓ And more

GET THE REST OF THE STORY ON HOW TO OPTIMIZE YOUR BOTTOM LINE FROM MARKETING, SALES, AND CUSTOMER SERVICE WITH INTELLIGENT COMMUNICATION TOOLS FROM ZEBYL.

Go to <https://zebyl.com/chatbots> for more information.

HOW IS YOUR BUSINESS COPING WITH COVID-19?

If your business operation has shut down and business communications have failed during this crisis, then it's time for a digital transformation.

**To schedule a complimentary consultation on
how Zebyl can transform your business,
click in the following link:**

<https://consult.zebyl.com/meeting>

