

Business Model Canvas IDEA: CHATTER

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Iteration: #1

Key Partners



1. Increase in data
2. Customer Engagement
3. Growing complexity of business problems
4. Poor Conversation rate.
5. Inaccuracy and inefficiency

Key Activities



1. AI Chatbots
2. 24/7 availability
3. Large storage of company data
4. Personalized to any sector of work

Key Resources



1. Total number of users
2. Engaged users per Bounce rate
3. Goal Completion Rate (GCR)

Value Proposition



- With chatbots, hitting potential customers is easy by offering required information irrespective of the day or time.
- Bots are less prone to errors, hence, the better customer experience can help to establish a better brand.

Customer Relationships



1. Personalized chatbot
2. Dedicated to business and customer needs
3. No complexity and it will be secure

Channels



1. Social media
2. Newspaper
3. Posters
4. Brochuers
5. Website

Customer Segments



1. Wandering Customer
2. Need –Based Customer
3. Impulsive Shopper
4. Knowledge seeker
5. Millennials

Cost Structure



1. Initial Cost of laptop and Software
2. IT and Marketing Cost

Revenue Streams



1. Monthly Service fees
2. Commission and Fulfilment fees