

**AN ULTIMATE GUIDE TO**



**BOTS**

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# ALRIGHT BUT WHAT IS A BOT ??

A chatbot is a service, powered by rules and sometimes artificial intelligence, that you interact with via a chat interface.

<https://chatbotsmagazine.com>

# CHATBOT TECH STACK

WHAT IS THE BEST TECHNOLOGY  
TO POWER MY BOT?



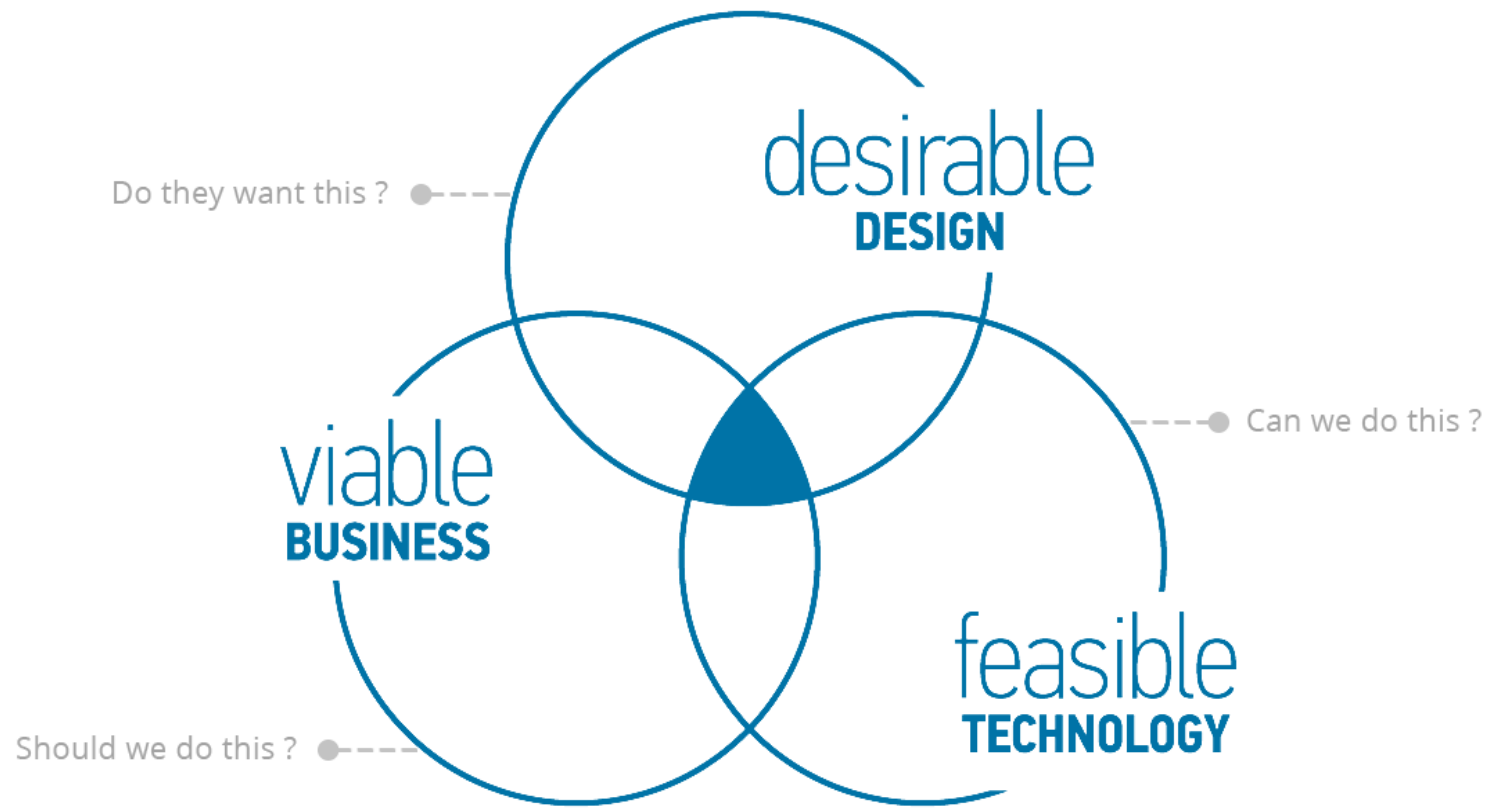
**IDENTIFY THE  
RIGHT USE CASE**



**DESIGN THE  
CONVERSATION  
FLOWS**

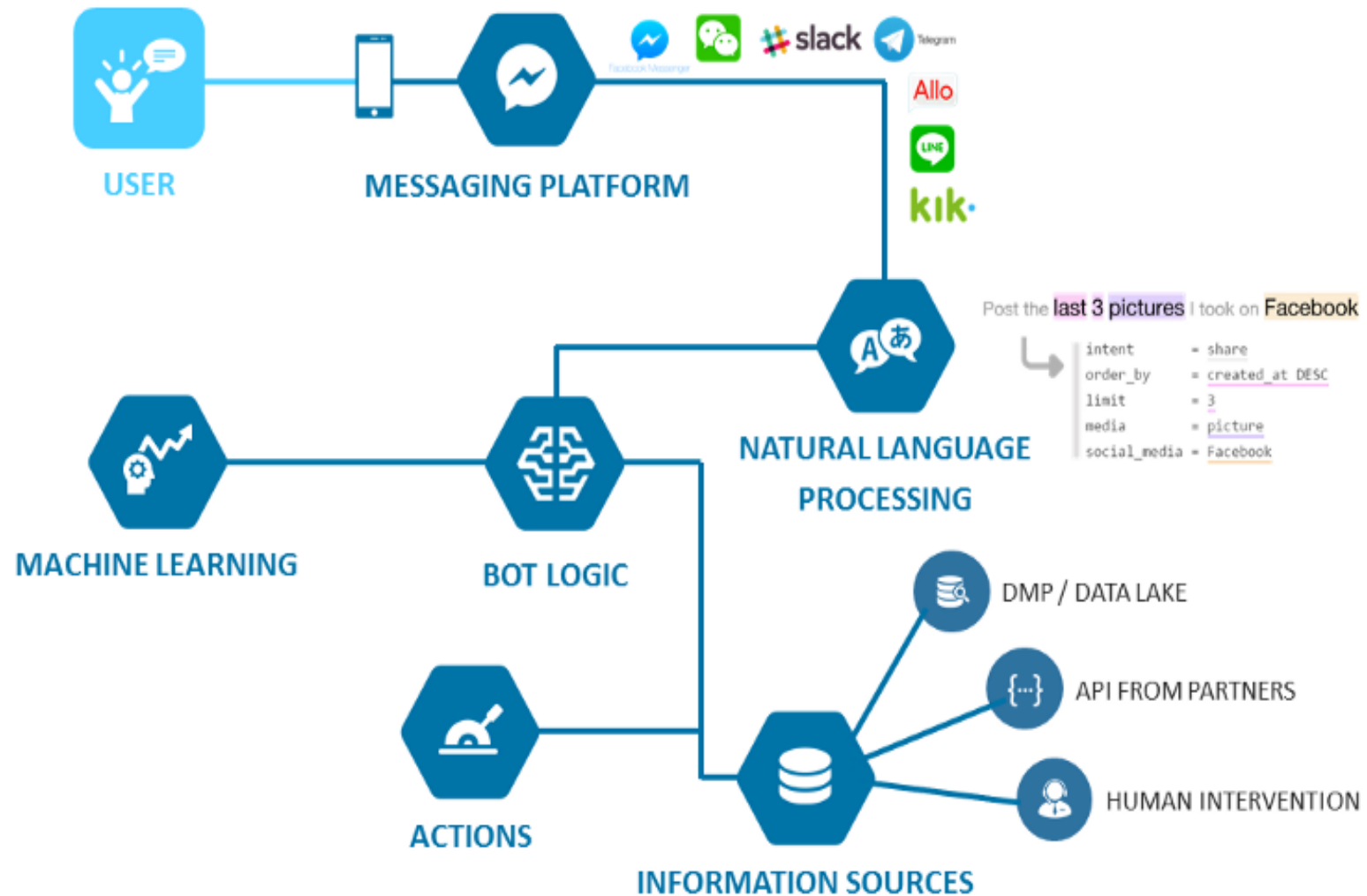


**SCALE UP,  
FOLLOW  
ANALYTICS/KPI**



Goal





# Technologies Powering a Chatbot?

**“THE DIFFICULTY IN BUILDING A CHATBOT IS LESS A TECHNICAL ONE AND MORE AN ISSUE OF USER EXPERIENCE. THE MOST SUCCESSFUL BOTS WILL BE THE ONES THAT USERS WANT TO COME BACK TO REGULARLY AND THAT PROVIDE CONSISTENT VALUE.”**

**—MATT HARTMAN,**

# How to engage users ?



The Conversational UX-Copywriter is combination of these awesome people

# Bot Analytics

DASHBOARD

## Overview

### QUICK STATS

TOTAL MESSAGES

3.16K 95.1% ▾

TOTAL CONVERSATIONS

126 87.2% ▾

AVG.CONV./USER

1.33 0% ▾

AVG.CONV.STEPS/USER

1.76 0% ▾

TOTAL USER

360 93.4% ▾

TOTAL SENT

2.81K 95% ▾

TOTAL RECEIVED

343 96.1% ▾

AVG. SESSION LENGTH

0.63 Min. 0% ▾