sIKSHAsATHI - The CHATBOT

"The Best & Only Parents STEM guide"

SUBMITTED BY : ADITYA THAKUR

Overview :

       The objective of this project was to design and deploy a fully functional chatbot prototype for WizKlub.com that improves visitor engagement, qualifies users effectively, and increases demo bookings for both parents and school partnerships.

WizKlub serves two primary audiences:

- Parents exploring STEM programs for their children
- Schools interested in partnership programs

A significant challenge identified was that many website visitors leave without taking action. The chatbot solution has been designed as a structured engagement and qualification funnel that identifies user intent early and guides visitors toward a meaningful conversion outcome.

The chatbot follows a conversion-driven structure:

Visitor

→ User Segmentation (Parent / School)
→ Qualification Questions
→ Value Reinforcement
→ Lead Capture
→ Call-to-Action (Demo Booking / Partnership Discussion)

The solution incorporates:

- Clear segmentation between Parent and School users
- Structured qualification questions tailored to each audience
- Progressive interaction to build engagement
- Collection of essential contact details (Name, Phone Number, Email)
- Validation-enabled input fields to ensure accurate data capture
- Conversion-focused call-to-action prompts

The design approach emphasizes product thinking and sales alignment. Instead of acting purely as an informational assistant, the chatbot functions as a pre-sales engagement tool that filters visitors, captures intent-driven leads, and supports WizKlub's growth strategy.

The prototype has been built using **Landbot** and is hosted via a live shareable link for testing and evaluation.

FlowLogic :

The chatbot is designed as a **conversion-focused qualification funnel**, not just an information assistant.

The flow follows this structure:

Visitor
↓
User Segmentation (Parent / School)
↓
Qualification Questions
↓
Value Reinforcement
↓
Lead Capture
↓
Call-to-Action (Demo / Meeting)

This ensures:

- Personalization
- Intent identification
- Higher demo booking probability

<u>Conversion</u> :

The chatbot has been designed using a structured, conversion-oriented approach rather than a generic information model. The strategy focuses on guiding users through a progressive engagement funnel that increases the likelihood of demo booking or partnership discussion.

1. Segmentation First Approach

The chatbot immediately identifies whether the visitor is a Parent or a School representative.
This ensures:

- Relevant messaging
- Audience-specific questions
- Higher engagement due to personalization

Segmenting early reduces friction and prevents irrelevant questioning.

2. Progressive Qualification (Micro-Commitments)

Instead of immediately asking for contact details, the chatbot first asks simple, low-friction questions such as grade level, interest area, role, or school size.

This creates:

- Psychological commitment
- Engagement continuity
- Higher trust before lead capture

Each step builds involvement gradually.

3. Value Reinforcement Before Call-to-Action

Before requesting contact details, the chatbot presents the benefits of WizKlub's structured STEM programs.

For parents:

- Skill assessment
- Personalized roadmap
- Academic advisor interaction

For schools:

- Structured curriculum integration
- Partnership-based growth
- STEM development support

This ensures users understand the value before being nudged toward action.

---

4. Clear and Direct Call-to-Action

The chatbot uses strong but simple CTAs such as:

- "Book a FREE Skill Assessment Demo"
- "Schedule a Partnership Discussion"

Clear CTAs reduce confusion and increase conversion likelihood.

---

5. Low-Friction Lead Capture

Contact information is requested only after interest is established.
Validation-enabled fields ensure:

- Accurate data collection
- Actionable leads for the sales team

This structured approach improves demo booking probability while maintaining a smooth user experience.

Metrics to Track :

To evaluate the effectiveness of the chatbot, the following performance indicators would be tracked:

---

1. Chat Start Rate

Percentage of website visitors who initiate interaction with the chatbot.

Formula:
Chat Starts ÷ Total Website Visitors × 100

---

2. User Segmentation Distribution

Breakdown of:

- Parent users

- School representatives

This helps understand audience mix and traffic intent.

---

3. Qualification Completion Rate

Percentage of users who complete all qualification questions.

This indicates engagement depth.

---

4. Lead Capture Rate

Percentage of chatbot users who provide contact details.

Formula:
Leads Captured ÷ Total Chat Starts × 100

---

5. Demo Booking Conversion Rate

Percentage of qualified leads who proceed to schedule a demo or meeting.

This is the primary success metric.

---

6. Drop-Off Analysis

Identification of stages where users exit the chatbot.

This helps optimize:

- Question order
- Message clarity
- CTA placement

---

7. Response Time to Lead

Time taken by the sales or partnership team to contact the lead.

Faster response times typically increase booking success rates.

Sharable Link :

https://landbot.online/v3/H-3335145-CUWVDILJT7JWN94I/index.html