

Design Your Own Chatbot

Estimated time: 5 - 10 minutes

1 Define Your Context

To envision how Einstein Agents will complement your service agents, let's start with the context of your chatbot:

What's your company name and industry?

What's a common customer service scenario?

2 Give Your Chatbot Personality

Your chatbot's personality should guide its interactions with your customers in any situation. We recommend developing a personality that reinforces your brand values.

What's your chatbot's name?

List three personality traits to describe your chatbot:

Sketch your chatbot! Use the circle to the right to bring it to life. Is it a human or a glowing orb? Does it have big teeth, a crazy hairdo, or small eyes?



3 Get Your Chatbot Chatting

Use the speech bubbles below to design a chatbot conversation related to the customer service scenario you outlined in #1. What will the customer say? How will your chatbot respond? Use another template if your chatbot has more to say!



Your Chatbot

Tip: Start with a greeting and be sure to let your customer know that you're a bot.

Tip: How would your customer ask for help with the common issue you wrote in #1?

Your Customer



Your Chatbot

Tip: Can your bot help with this customer's problem? Remember to always offer an escape hatch.

Your Customer



Your Chatbot

Tip: Has your bot showed its personality yet?

Your Customer



Your Chatbot

Tip: Remember to make sure there's nothing else your customer needs.