



Aveda Chatbot

A global leader in holistic beauty

Aveda, an Estee Lauder Company, is the premier botanical hair and skin care brand offering products with plant-based ingredients, while promoting environmental sustainability.

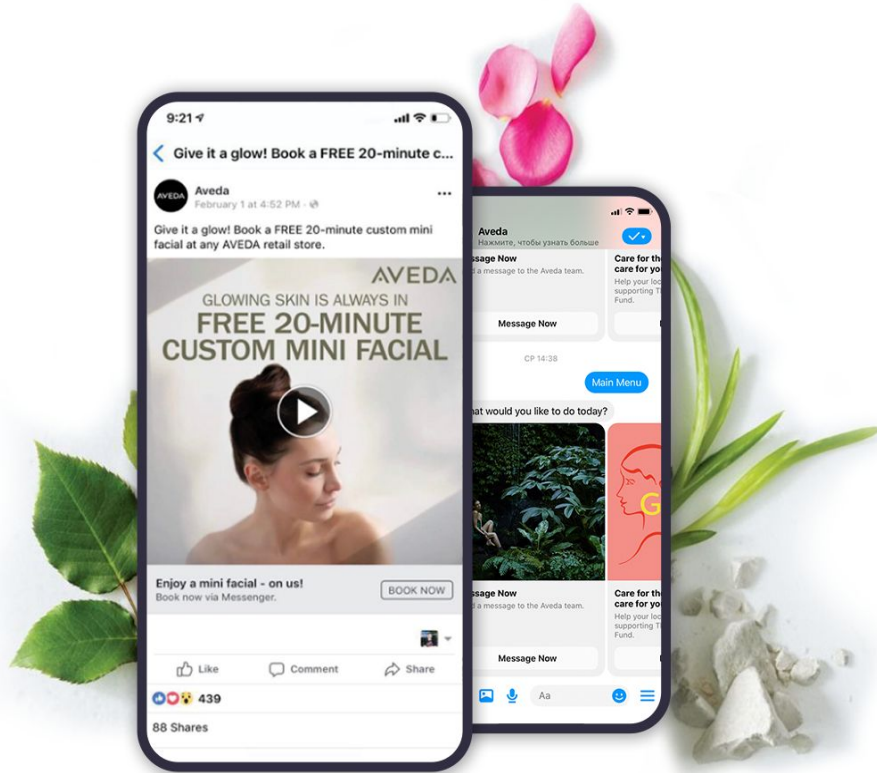




Challenge

Aveda's online booking system through their website was under-promoted and lacked automation. They wanted to create a more engaging experience rather than the tedious task of inputting information through several rows of form fields. Furthermore, Aveda wanted to find a way to promote their complimentary services and bring more foot traffic to their stores.





What We Created

We created an appointment booking Aveda Chatbot, with an additional feature set to connect users to their customer service team.

The Master of Code Team created a rich, engaging, guided conversational experience that allowed users to seamlessly select a nearest Aveda store, a complimentary beauty service, choose their preferred date and time, and confirm their appointment all within the bot experience.

Once the bot was launched, the Master of Code Team worked with Aveda to create a paid social campaign across Facebook and Instagram to promote Aveda's featured service, a 20 minutes Custom Mini Facial, with an additional gift with purchase offer.



Technologies We Leveraged

1

Engaging conversational design

2

Google's API for Zip Code Detection

3

Aveda's Booking Platform API

4

Custom Event Tracking

5

Robust NLP training

6

Logic to keep users in the booking experience if they type unexpected inputs during the process





“Master of Code not only provides extremely helpful chatbot features but also goes above and beyond to improve the user experience. Their services have had a significantly positive impact on the business, and their team continues to be great to work with overall.”

Manager of Consumer Engagement, Aveda



Results

Master of Code created a custom bot flow to be used for the social campaign that ran for 7 weeks over January and February, 2019. Our team regularly monitored user inputs and swiftly trained the bot's NLP engine on query trends that emerged throughout the campaign.

+378%

Growth in lifetime users
from campaign launch

6,918

Bookings were made
in 7 weeks

7.67x

Increase in avg. weekly
bookings since chatbot
was launched

33.2%

Booking conversion rate
from an 11-step bot flow

