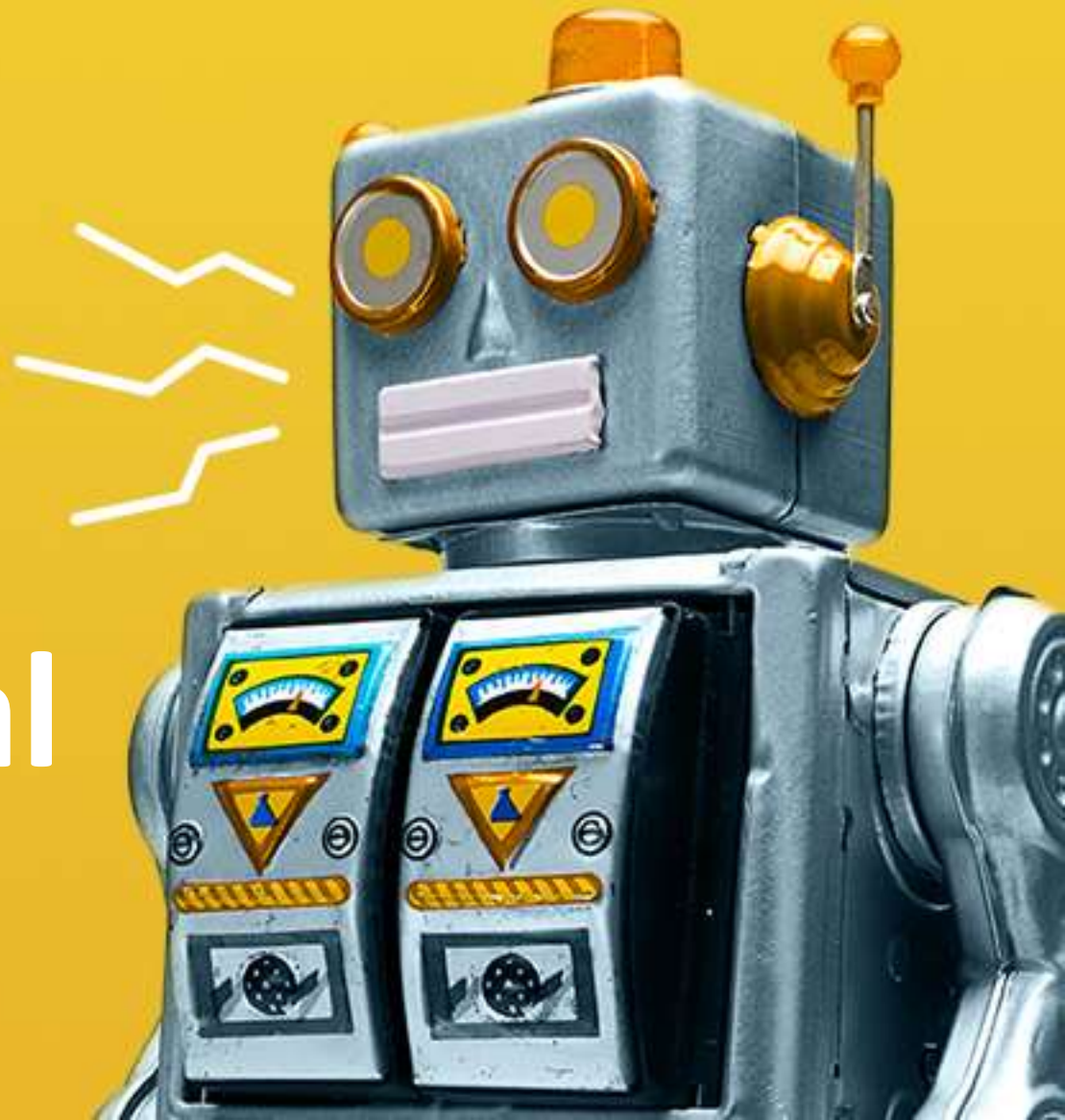# Can you make a chatbot sound real not robo?

Neil Martin, Creative Director

the first word

What makes a great chatbot?

POLL

- Speed

- Knowledge

- Availability

- Tone

the first word

What makes a great chatbot?

- Speed, knowledge and availability is the **baseline.**

- What differentiates a chatbot is **humanity** (or the feeling that you're talking to a human).

- **Tone** is the only way you can express humanity.

the first word

But chatbots are so efficient!

PwC report: 'Experience is everything'

- 59% of customers globally feel brands are so myopic about automation, they've "lost touch" with the human element of creating a great customer experience.

- 60% of consumers say they'll drop a brand (even one they love) after just a few sub-par experiences.

the first word

The B.O.T. decision

the first word

The B.O.T. decision

1. **Basic.** Is the question easy to answer?

2. **Outsourceable.** Would you outsource it?

3. **Transferable.** Is there a clear point when you can transfer to a human?
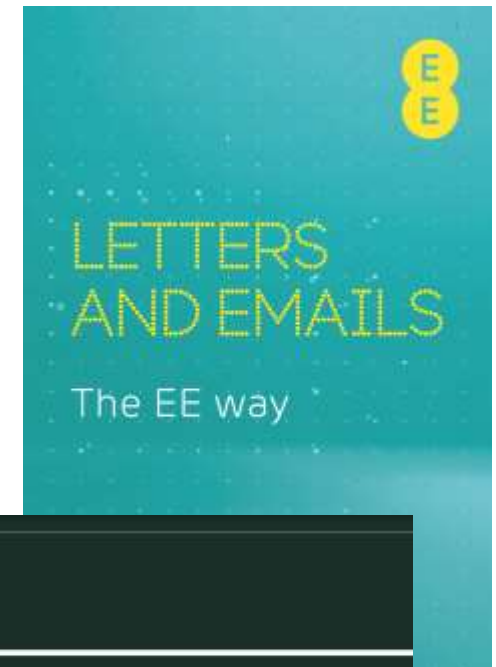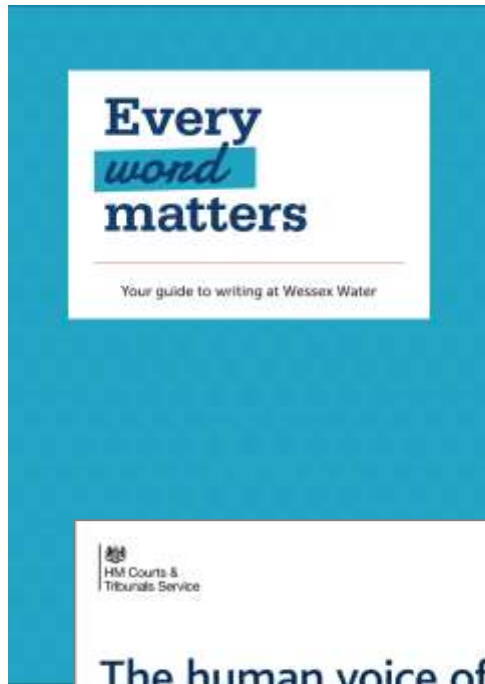
the first word

Conversation design:

Not what you say, it's how you say it.

the first word

Start with your tone of voice

Tip 1.
Let your customers know they're talking to a chatbot

the first word

Let your customers know they're talking to a chatbot

Good morning Neil 👋, I'm Plum and I'm a robot. I can help you automate your savings, get insights on your spending and even start investing 📈

the first word

Tip 2.
Give your chatbot a name

the first word

Give your chatbot a name

Why?

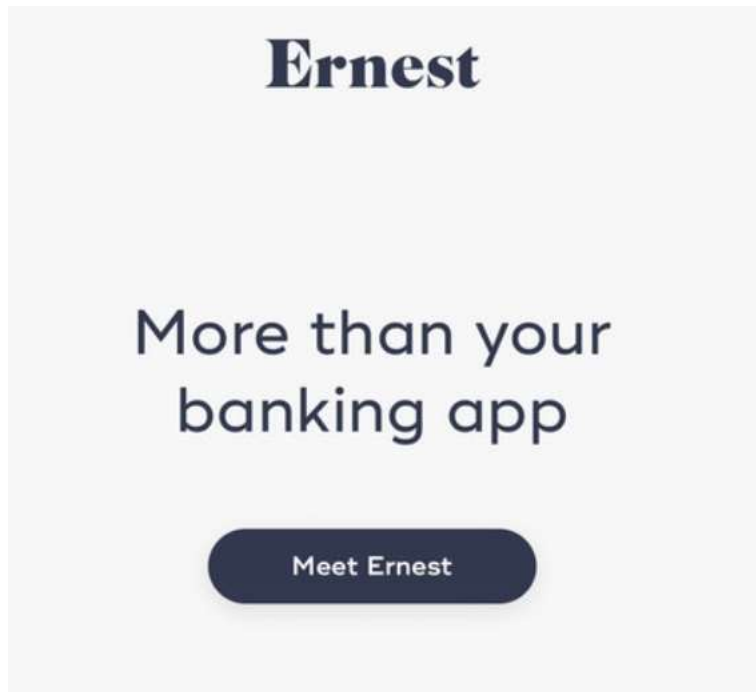**Because it will help you to think of them as a real person.**

For example...

- Think of a chatbot called RX360.0.

- Now think of a chatbot called Ernest.

- What connotations does the name Ernest have?

the first word

Give your chatbot a name

Ernest = **earnest** = **honest**

Ernest

More than your
banking app

Meet Ernest

the first word

Tip 3.
Consider different bots for different chats

Different bots for different chats

Maya deals with everyday queries

Maya
★★★★★
Personal Insurance Assistant

Morning Neil! I'm Maya. Let's get you some great insurance. This will only take a minute

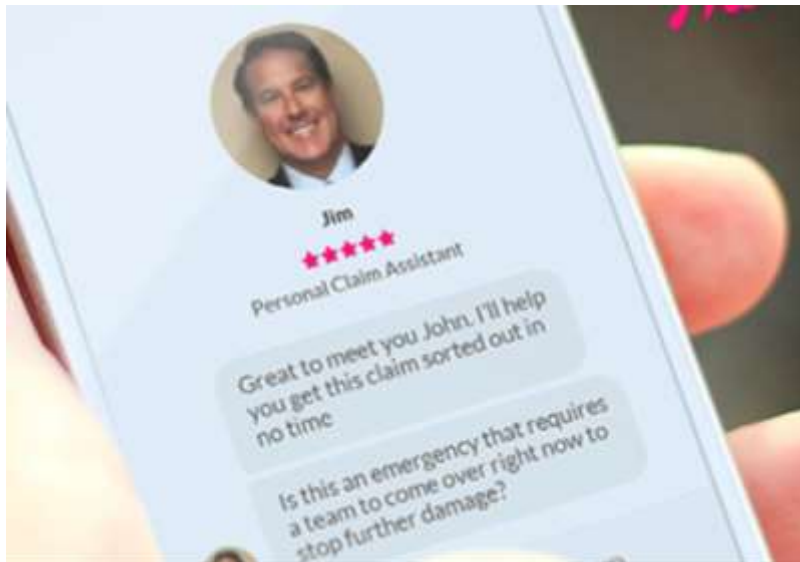To start, I'll need your home address

STREET ADDRESS, CITY, STATE

the first word

Different bots for different chats

Jim, the 'empathetic bot', deals with more sensitive issues

the first word

Tip 4.
Remember it's a CHAT!

the first word

Remember it's a chat!

How much did I spend on restaurants in September?

Notification of payments total: £149.32, debited 09/01/2019 to 14/03/2019. See transactions.

the first word

Remember it's a chat!

How much did I spend on restaurants in September?

Let's see. You spent £149.32 in total between 01/09/2019 and 30/09/2019.

Want to see the transactions?

Let's see.

Want to see the transactions?

the first word

Remember it's a chat!

I am sorry you are having trouble topping up, I can see how that frustrating that has been for you. I will find out what is happening.

What is your mobile number please?

the first word

Remember it's a chat!

I'm sorry you're having trouble topping up, I can see how frustrating that's been for you. I'll find out what's happening.

What's your mobile number please?

Contractions

I am = I'm, you are = you're, that is = that's, I will = I'll, what is = what's

the first word

Remember it's a chat!

Where does the tone change?

You can withdraw whenever you like, or even start investing! I'm completely free until you decide to invest 🙌 Please note capital invested is at risk.

Get started

A small amount?

Get started

Plum-tastic 🌈 Let's do this! Tap the button below to complete your signup 👇

Complete signup

the first word

Remember it's a chat

Chatty and upbeat

Plum-tastic 🌈 Let's do this!

Formal legalese

Please note capital invested is at risk.

the first word

Tip 5.
Be careful with humour

Be careful with humour

What's the weather like this weekend?

Are you on a boat? Because I was not able to find any results for that location.

What's the weather like in Brooklyn this weekend?

The weather in Brooklyn, NY is 46°F and clear.

This weekend?

Excusez-moi?

WEEKEND

Sorry, dozed off for a second. What were you saying?

the first word

Be careful with humour

the first word

Be careful with humour

K now I'm literally just going to make you stare at how much money you've spent in the last 2 months

£9,882

You're free now, btw

the first word

Top tips

1. Let your customer know they're talking to a chatbot
2. Give your chatbot a name
3. Consider different bots for different chats
4. Remember it's a CHAT!
5. Be careful with humour
6. Do the real or robot test

More tips:
thefirstword.co.uk/blogs

the first word

The last words…

Don't sacrifice
experience for **efficiency**

the first word

neil.martin@thefirstword.co.uk

Stay human!

the first word