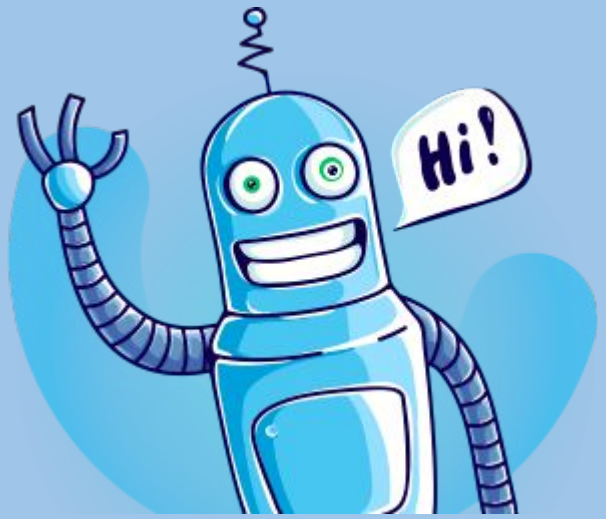

ezChatBot

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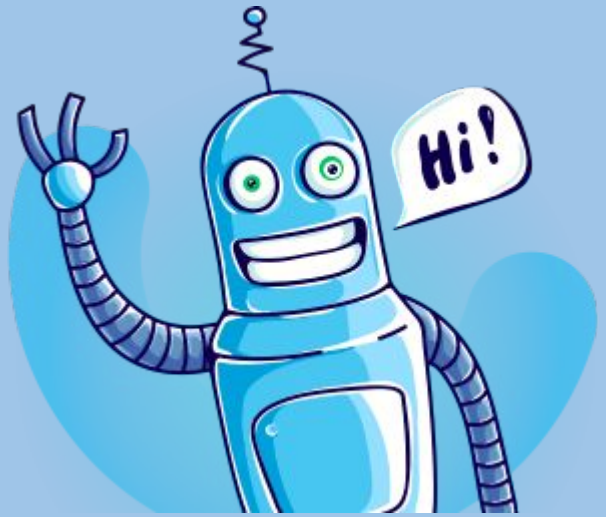

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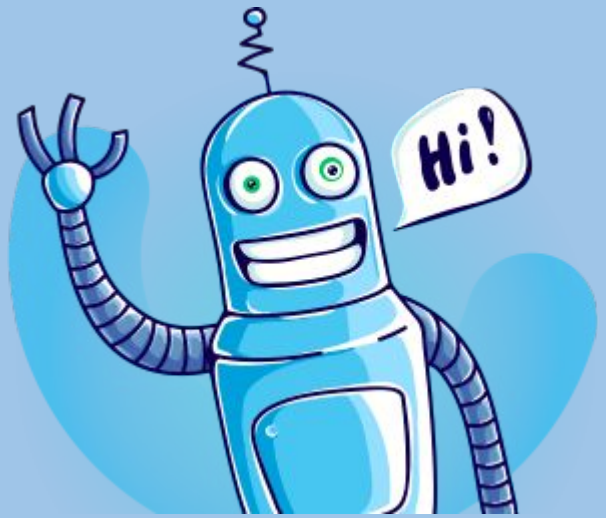

1

No need to learn a new user interface

Websites and mobile apps are designed with different visual interfaces and this way people constantly have to learn new ones. Since messaging apps are being more and more used, talking with a business through chatbots will feel like something natural and easy to do.
ezChatBot User Interface is standard, so there will be no new UI to learn and first-time users can get an immediate value of the product, solving their problems quickly. As people have less time to learn new user interfaces, texting will be the primary way we interact with brands. Nowadays, using messaging apps is becoming so natural that even the least tech persons are masters at chatting.

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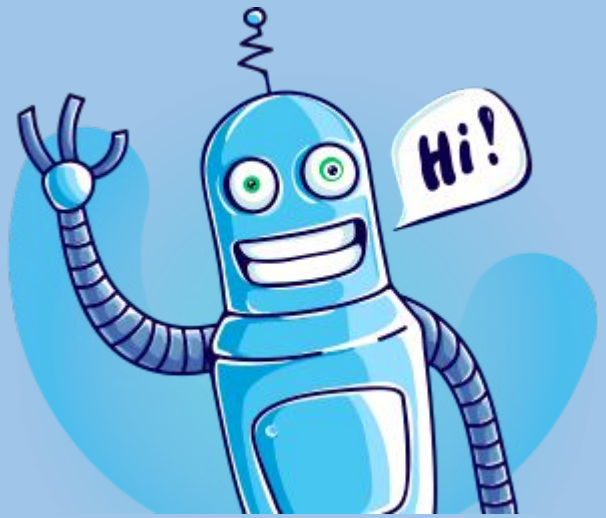

2

A truly personalised user experience

ezChatBots' ability to parse language understanding users' intent, being always aware of the user context means we can now create much more meaningful and personalised experiences. **For a ezChatBot, it's really easy to segment their audience and give different users different experiences.**

Every time someone opens ezChatBot and starts chatting, the business knows the user identity and have access to all past interactions. This way, the ezChatBot will get smarter with each new interaction and can constantly learn from user's behaviour, **offering much more personalised responses based on past purchases, complaints and requests.**

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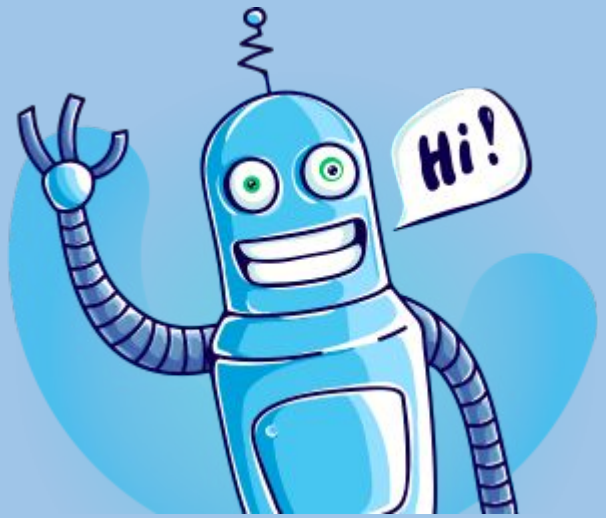

3

Re-engage with users in a relevant way

There are many tools out there allowing companies to communicate one-to-many, from email marketing to social media and websites, making it easy to reach a large audience. Unfortunately, these tools do not allow companies to communicate with people on an individual level. **The beauty of ezChatBot is that you can now do individual targeting and reach mass amounts of people at the individual level.**

As you collect more information in your ezChatBot about your customers, it's possible to use that information to re-engage with users and build a stronger relationship that will lead to in-chat orders. **Brands are able to send relevant messages in a personalised way at the right time,** and the best part is that it is done through one of app on everyone's smartphone.

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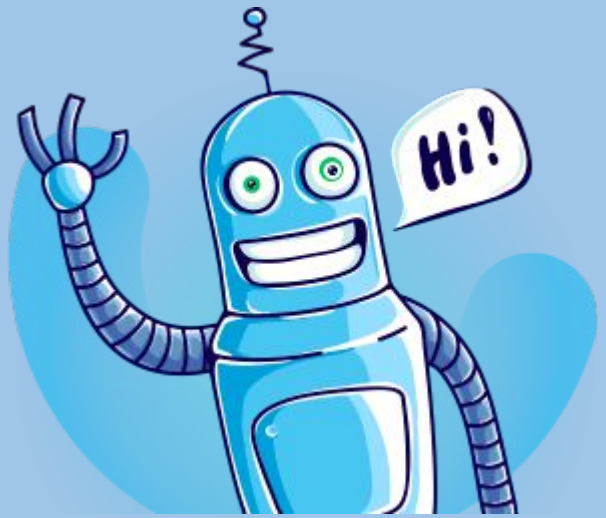

4

A better and faster experience

Spoken language is the most natural way of communication between humans and messaging apps just happen to be the most recent way to use language as the primary way to connect users and businesses. For this reason, **using messaging apps is becoming so natural that even the least tech persons are masters at chatting.**

One of the great advantages of ezChatBots is that **even basic Natural Language Processing (NLP) capabilities give users the power to almost instantly reach the information they are looking for**, instead of having to search the entire website.

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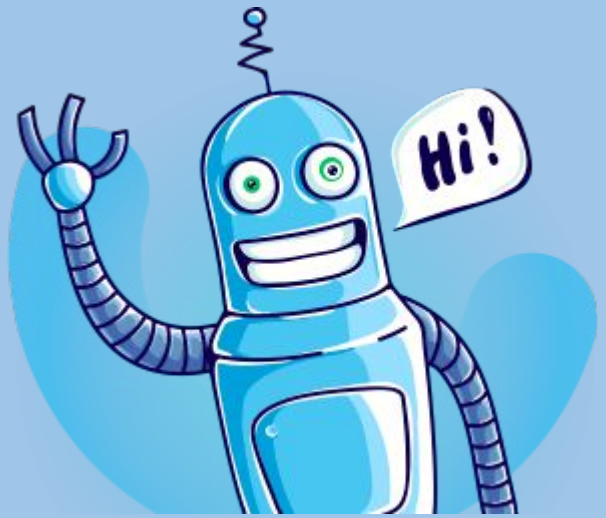

5

Handoff to a Human Agent in a seamless way

ezChatBot alone will not solve each and every problem users may have, as websites and apps don't do too. In the ezChatBot this happens due to limitations of NLP technology, but also because sometimes the chatbot (or website) simply cannot have the expected answer—imagine someone asking if there's something left in the lost and found after staying in a hotel.

In a ezChatBot, there's always the possibility of having a human agent prepared to step in the conversation in a seamless way. In a website, it's more difficult to know when there are doubts and once the user closes the tab he's lost forever. On the contrary, in a ezChatBot a late answer from the human agent will result in a notification in the person's phone, re-engaging the user.

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