How to Engage Customers Through Messaging

3 Best Practices from BotStar

By 💬 BotStar

Introduction

Maximizing Modern Conversation Channels

For both B2C and B2B businesses, there is nothing more important than customer retention, revenue generation, and avoiding the damage from bad service experiences. If you're currently a business owner, or service leader striving to excel in today's business landscape, try these **3 messaging best practices** to maximize your business growth by delivering the extraordinary service experiences to customer.

Before getting started, ask yourself 3 questions:
1. Where can I find qualified sales leads!
2. What have I done to make online purchase easier for your customers!
3. How can I measure the experience my business serve to customers!

> Try to analyze them as a cohesive whole to gain a complete picture of your customers, and spot what missing in your customer buying journey that may damage your future success.

What works in today's business landscape.

Offer Instant Communication (Chat Or Messaging) On Every Channel.

While an attractive site draws people in, there's more to user digital experience that makes customers stay and develop a relationship that will last for the long term. Business can make it easier for happy customers to buy more by offering the messaging service they love in whatever channels they prefer.

Use Social Media To Build Rapport & Send Personalized Recommendations

It's estimated that nearly one in 10 purchases are now made through social media, with **Facebook** in the frontline. Proactively engage with customers on Facebook and websites to help them find what they want, send personalized suggestions over Messenger and you'll get rewarded with a higher conversion rate.

Empower Agents With Chatbots & Automation

With 80% of brands using chatbots for customer interactions in 2020, chatbot is no longer an "Enterprise" term. Small businesses can use chatbots to reach & serve more customers, empower agents to be more productive at work, driving down costs & response time.

1

Offer Instant Communication (Chat Or Messaging) On Every Channel.

You can't just open a website and expect people to flood in. In order to succeed, you have to be where your customers are, at the channel they feel comfortable to make purchases, right in their moment of needs.

But cross-channel operation can be complex and can be daunting sometimes.

What Stands in Your Way?

Being Disconnected

— Disconnections & duplicated efforts between touch points

— Lack of integration

— Cross-channel adds operational complexity.

Outdated Technologies

— Complex internal systems

— Outgrown current solution

— Lack of transparency and collaboration

Struggling to keep up

— Higher customer expectations

— Reluctant to change

— Change management issues

> " It's finally time to break old habits and patterns to embrace the digital mindset and most importantly, deliver a streamlined and connected service experience across channels.

-Salesforce 2020 Report-

Consider These Practices

- Be a go-to page for great content & make it fresh

- Build relationship with customers through personal conversations

- Empower agents with automation

- Add live chat to website with Facebook Chat Plugin

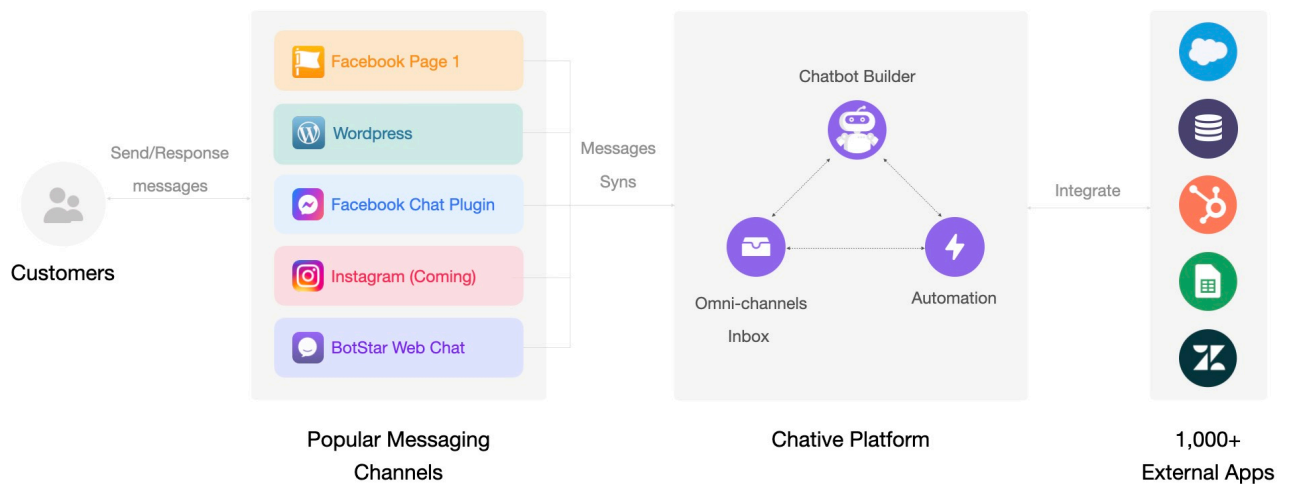- Personalize every sales & marketing message using chatbots
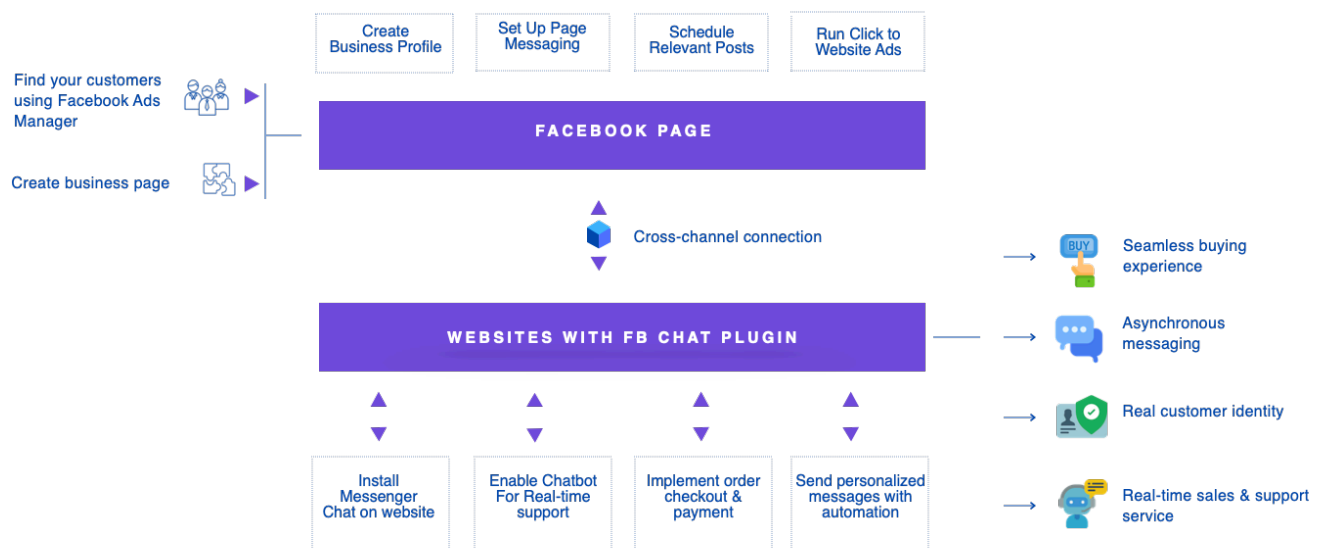
> "It's all in service of creating a personalised, seamless customer journey, in which it is easier to discover a product, learn about it, decide to buy it, pay for it, and fin it on your doorstep"

Dan Levy

Facebook vice president of ads and business products

Check out BotStar, the solution helps you respond to customers via Facebook Messenger chats, through your website's embedded web chat & Facebook Messenger Chat Plugin, and manage all the conversations in one place. You can even connect your multiple Facebook pages and business websites so when your customers leave comments on posts, chat with you on websites or via Facebook, new conversations are updated in BotStar inbox and you can respond to all incoming chats without leaving BotStar.

How It Works

Customers — Send/Response messages

Popular Messaging Channels
- Facebook Page 1
- Wordpress
- Facebook Chat Plugin
- Instagram (Coming)
- BotStar Web Chat

Messages Syns

Chative Platform
- Chatbot Builder
- Omni-channels Inbox
- Automation

Integrate

1,000+ External Apps

Value offer of modern messaging technologies:

— Engage customers across channels.

— Increase brand digital presence 24/7.

— Delight customers with real time, personalized help.

— Eliminate the chaos of cross-channel communication.

— Scale up service capability with automations.

2

Use Social Media To Build Rapport & Send Personalized Recommendations

Personalization is the key to outstanding customer experience; it is driving digital commerce sales. You can understand the reason behind just by looking at these numbers

What Makes Personalization a key success?

77% of consumers

have chosen, recommended, or paid more for a brand that provides a personalized service or experience.

52% of orders

from buyers that ever clicked a recommendation include one of those recommended products.

30% increase in

marketing spends efficiency

50% decrease in

Customer Acquisition Cost (CAC)

-Salesforce Report-
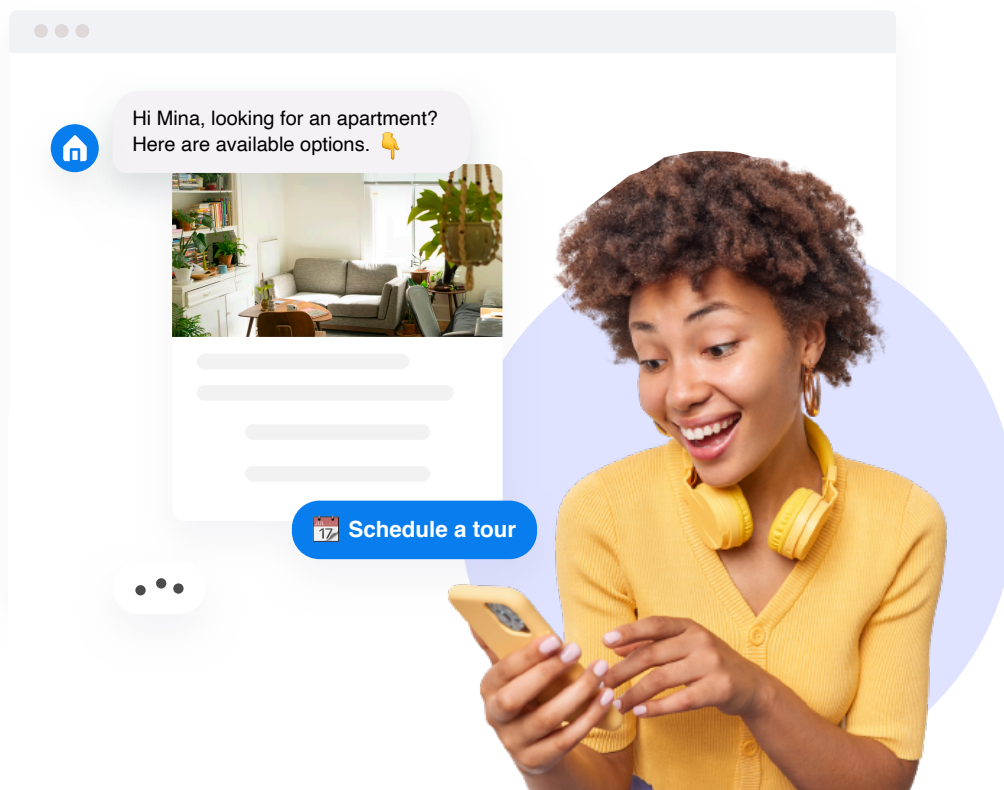
With 2.7 billion people use Facebook every month and a complete modern commerce system to meet business demand, from ads, community tools, messaging, shops and payments. Customers can chat with businesses for personalized help, and receive sales & marketing messages they actually want to read, tailored to what they're previously interested in.

Here Are 5 Ways You Can Personalize Customer Experience

Providing a personalized experience is the key to more sales and happier customers. By helping shoppers quickly find the products they actually care about, personalization is driving growth. However, implementing this strategy can seem daunting. What's the simplest way for small businesses to get started?

Install Messenger Chat on websites to quickly connect with visitors and collect leads' information.

Add chatbots and show recommendations tailored to what users interested in during conversations.

Offer users coupons based on the product or service they looked at on your website or were previously interested in.

Continue reaching out to them via Messenger with both retargeting and re-marketing, even after they leave the sites.

Use a cart widget, implement card reminders via Messenger to help visitors return to their online shopping carts or online sites.

> 94% of consumers discontinue relationships because of irrelevant ads or promotions.

-Blue Research-

3

Empower Agents With Chatbots & Automation

You've probably interacted with a chatbot whether you know it or not. For example, you're at your computer researching a product, and a window pops up on your screen asking if you need help. Or you might have used simple clicks to order a coffee from a food delivery app and received a response telling you when your order will be ready and what it will cost. These are all examples of scenarios in which you could be encountering a chatbot.

Today, it can perform and carry out many advanced actions/ functions beyond just sending replies with predefined answers. Learn more about Chatbots here.

Greater availability

— Over 100,000 chatbots on Facebook Messenger.

— 80% of brands using chatbots for customer interactions in 2020.

–Deloitte research–

Customer adoption

— By 2022, 70% of white-collar workers will interact regularly with conversational platforms.

— By 2020, we'll be talking to bots more often than we talk to our spouses.

–Deloitte research–

Increase efficiency

— Predictions that bots will save business 8 billion per year by 2020.

— Chatbots could save $174 billion, across the insurance, financial services, sales, and customer service industries.

–Oracle research–
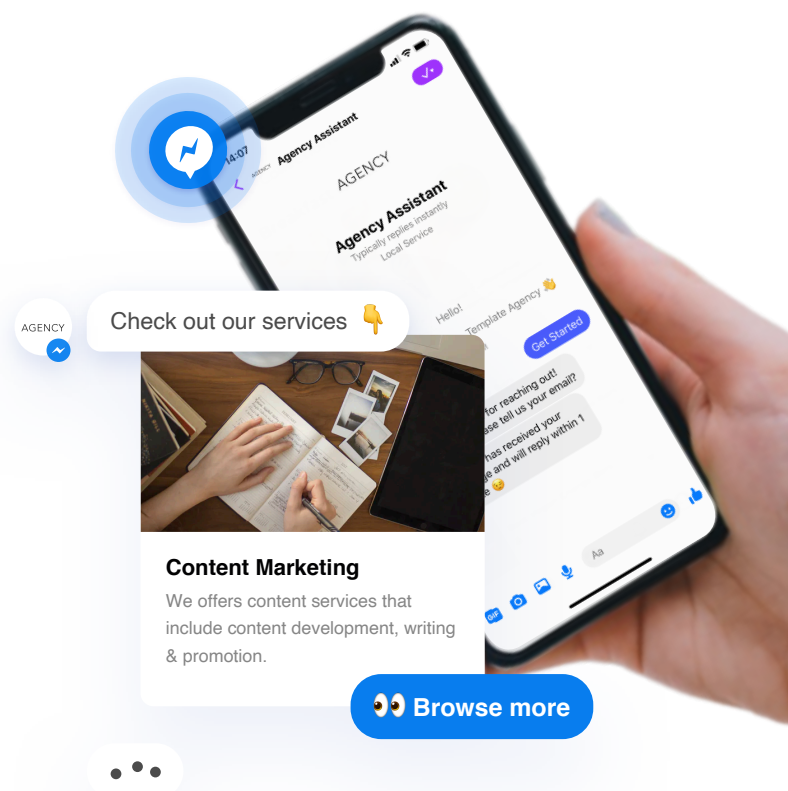
It's not that your products aren't good enough, it's because customers don't have enough information to make purchases.

By embedding chatbots as real-time chat support on your websites, a chatbot will perform the task it has been built to do 24/7 to engage with customers throughout all touch points of their buying journey, helps answer their questions about your products and service so customers can make confident purchases.

Awareness → Consideration → Decision → Purchase & Use

Awareness (Word of mouth, Google Search, Youtube Search, Landing Page, Online Material, Social channels)
- Increase digital channels for differentiated service experience
- Reply to customers inquiries in real-time
- Send welcome messages & trigger conversations

Consideration (Website, Guest Blog, Social channels, Review Sites)
- Gain customer insight with personalized advice
- Provide faster response, less waiting time.
- Collect customer data and insights for sales & marketing

Decision (Product & Service Demo, Sale/ Support Team, Online Resources)
- Simplify buying process
- Automate customer on-boarding
- Make it easy to pay for the products & services.

Purchase & Use (Pricing Pages, Product & Service Channels, Support Team)
- Offer immediate support to customers questions
- Increase proactive service for customer trust

Summary of what chatbots can help at different stage

Increase brand awareness on internet, brand presence on social and others channels your customers are on.	Provide right information/ offer support at the right time, make sure they have enough info to make decision asap.	Amplify the positive feelings and optimize onboarding experiences to eliminate negative emotions.	Increase customer service satisfaction & minimise waiting time.

Getting More Done With Less Effort With BotStar

— Automated chats for 24/7 sales & support service

— Chatbots as digital assistant

— Personalized broadcast and campaign

— Automate Order & Delivery

— Multiple Tasks Automation

— API calls, on-the-fly calculations, and highly complex integrations

— Seamless Human and chatbots exchange

— NLP integration

Maximizing Modern Digital Tools & Messaging Technologies to Grow Your Business

These practices can be useful for both B2B and B2C brands. As customers will continue to move online, SMBs that have leveraged digital tools and offer a better service are likely in a better position. When you have the right tools and technology, you can leverage them to deliver your business value to customers the way they want and stay competitive.

Be where customers are

— Promote your business on social and on every channels your customers prefer.

— Increase proactive service for customer trust.

— Be available 24/7 automated chats.

— Provide a seamless experience when customers switch between channels.

Thank you for being our customers!

Enjoy your 15% OFF for next purchase with BST15 code 🎉
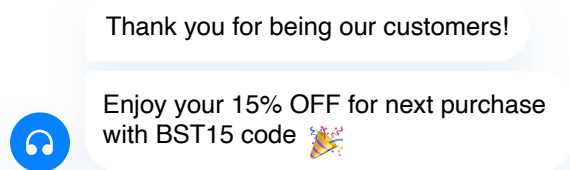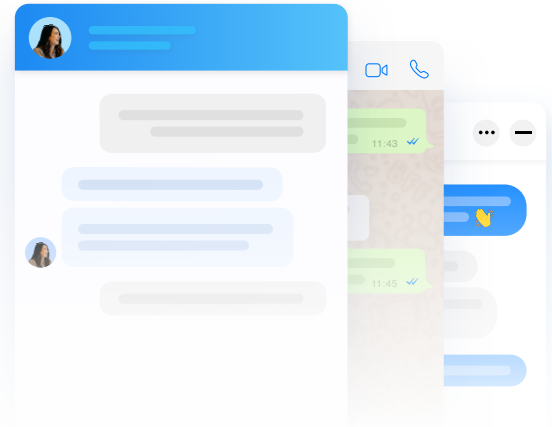
Be relevant

— Promote relevant content to target audiences.

— Send messages tailored to what they have previously engaged in.

— Deliver value through personalized experiences via messaging.

— Recognize customers with history data and loyal initiatives.

Your Property Business
Power by Messenger

$1,700 - $11,900/ mo
122 Halleck St, San Francisco, CA 94129

Schedule a tour

View this property

Be focused

— Automate low value tasks and focus on what really matters.

— Increase customer retention with innovative & differentiated automated tools.

— Relieve stress over your operations and costs by adopting innovative technology.
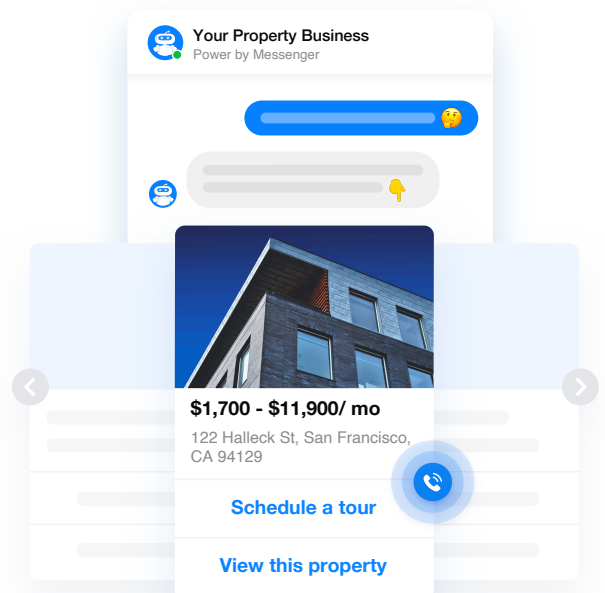
Key Summary

Ready To Explore What Facebook Chat Plugin Can Do For Your Business?

Benefits Of Using Facebook Chat Plugin

Providing a personalized experience is the key to more sales and happier customers. By helping shoppers quickly find the products they actually care about, personalization is driving real growth. However, implementing this strategy can seem daunting. What's the simplest way for a small business to get started?

Be where customers are

Provide faster answers to help website customers buy with confidence, right in their moment of needs.

Remove duplicated effort

Manage cross-channel conversations In BotStar with omni-channel inbox.

Build Lasting Connections

Continue the conversation in Messenger, so you never lose the connection.

Boost Sales & Productivity With Chatbots

Automate repetitive and low value task so your team can focus on what matters more to business growth.

Get onboard and earn $1000 reward if your website reaches 5K+ unique visitors daily with Facebook Incentive Program!

Learn more

> Regardless of where your cross-channel business operates, we've combined three core messaging technologies Live Chat, Social Messaging Integration & Automation to help businesses keep customers engaged and ensure quality interactions.
>
> Building a rich messaging with bot-led experience is the ideal, and leads to happier customers.

Three Keys Technologies To Success

Offer cross-channel service and leverage social commerce with live chat powered by Messenger.

Automate frequently asked questions and business process with Automation.

Streamline tasks collaboration to connect your teams and business with Chatbots.

Get Started with BotStar

BotStar has support 30,000 businesses find a new way to streamline meaningful interactions with customers online with 44,000 chatbots created and 4.1M conversations generated each year.

We've had tools to help you:

Chatbot
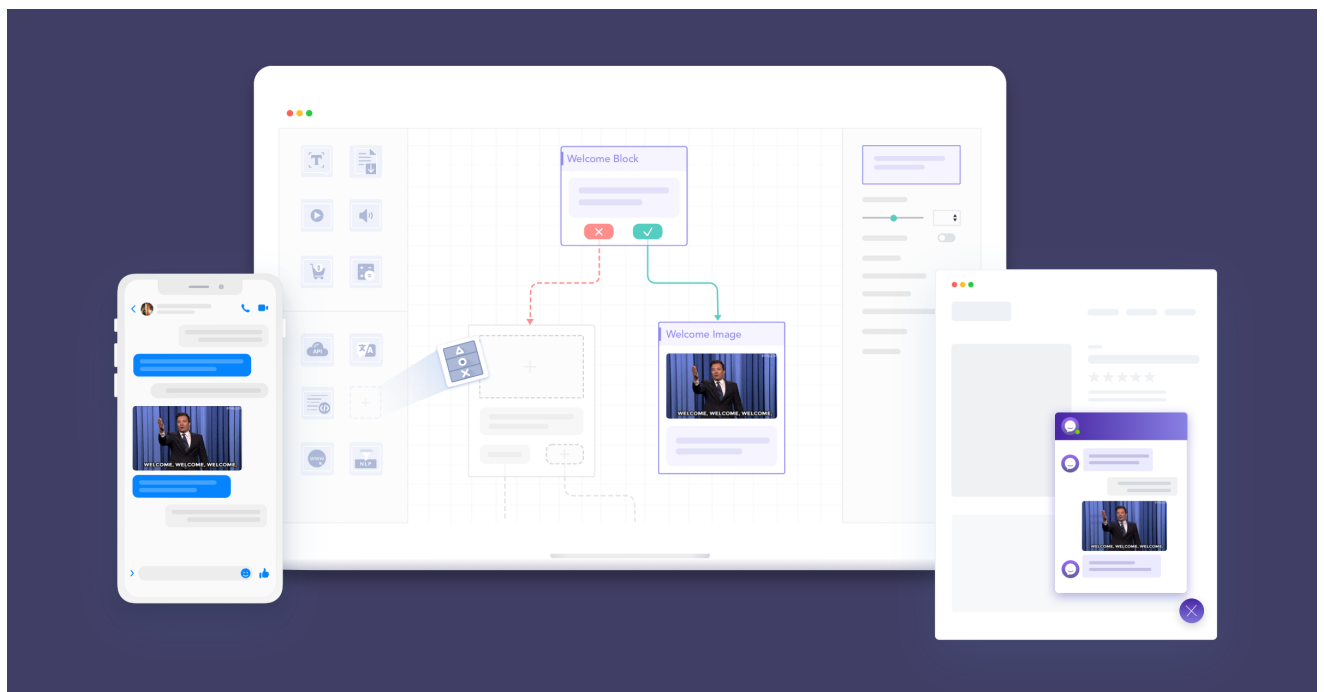
Bots by you to scale every part of your business.

Omni-channel Inbox

Streamline human collaboration in a unified inbox.

Automation Flow

Automate repetitive tasks that usually requires human touch to drive operational efficiency.

Developer Toolset

Developer toolset with inline scripting for API calls, complex calculations, and integrations.

That's not all. BotStar has everything you need to get ahead of the game while still giving everyone the experience they deserve.

Learn more

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