

CASE STUDY

**AUGUST 2020 -
FEBRUARY 2021**



2020
EDITION



PROJECT

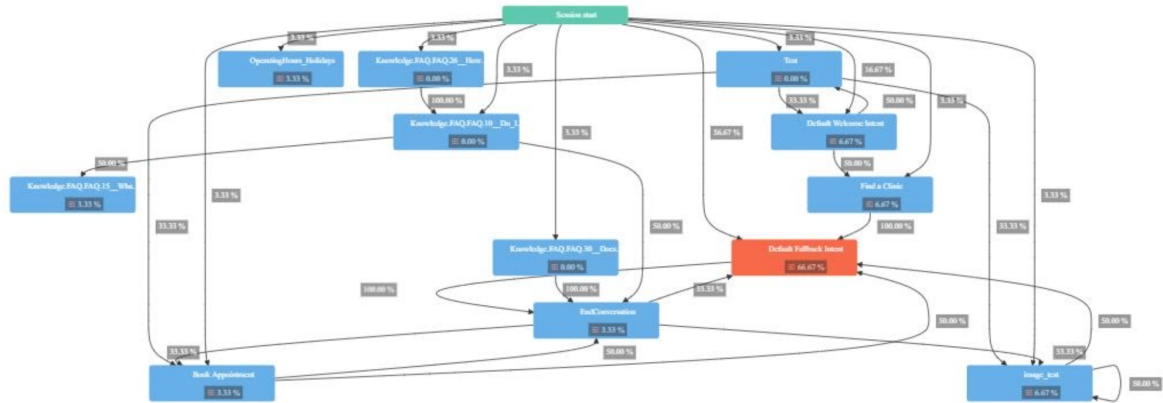
Around July 2020, Adora Fertility was preparing a new design and restructure of their website, in the process NitroBots was hired to set up & launch a Virtual Agent ChatBot via Adora Fertility's Facebook page & website at a later date.

KEY OBJECTIVES

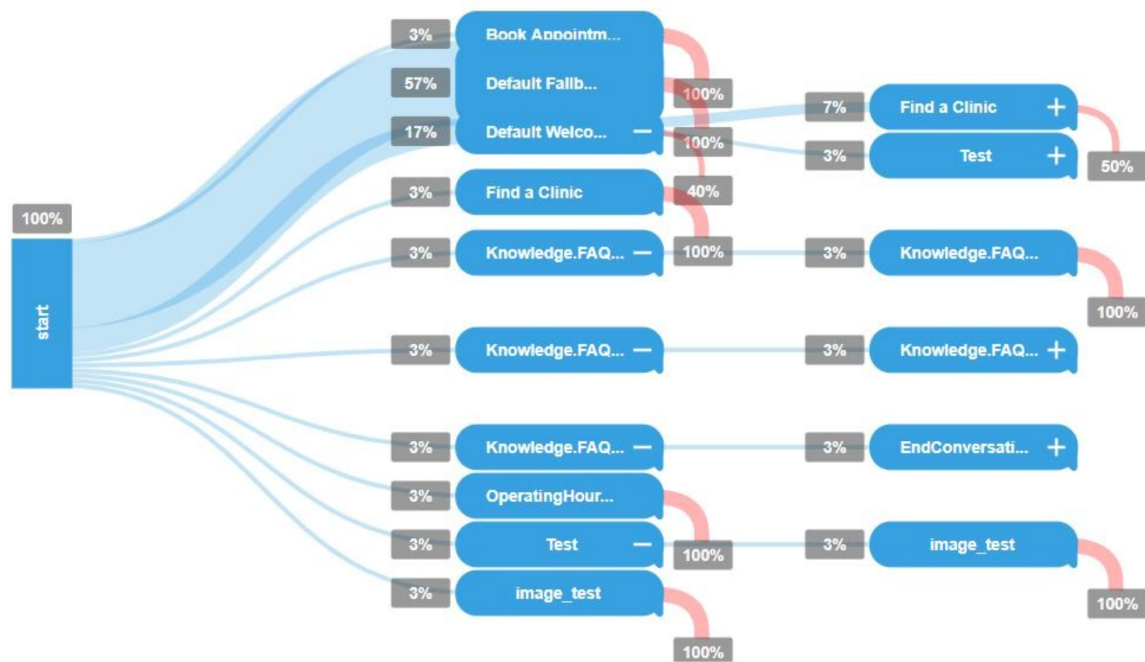
- Determine through engagement with the bot the key goals of website visitation
- Provide a stream-line experience to present the best content based on the goals of the visitors
- Assist Adora staff by reducing the time spent on responses and where possible answer inquiries

JUNO THE AI CHATBOT WAS LAUNCHED ON ADORA FERTILITY'S FACEBOOK PAGE ON 1ST AUGUST, 2020.

INTENT PATHS



SESSION TREE





BOT FEATURES

- Improved Customer Service
- Increased Customer Engagement
- Monitoring Consumer Data & Gaining Insights
- Better Lead Generation, Qualification and Nurturing
- Reduced human handover - Cost Savings
- Image Recognition

RECOMMENDATIONS

- Add additional intents to better direct consumers
- Implement ChatBot onto Adora Fertility Website
- Increase consumer interaction via competition or survey via bot
- Implement direct Appointment Booking Functions

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