

10 things you need to  
consider when

# CREATING YOUR CLINIC'S VIRTUAL AGENT CHATBOT



**BOTS**

CONVERSATIONAL AI FOR CLINICS

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For more details on ClinicBots,  
visit [www.clinicbots.ai](http://www.clinicbots.ai)



## 1. Customer Journey

Most chatbots active on websites today are DUMB - that's right...not a great customer experience

- a. Today the best chatbots are driven by Artificial intelligence so we call them **Intelligent bots**
- b. Whats makes them intelligent - because they can "converse like a human does" producing a great user experience

## 2. AI PT (Personal Trainer)

Chatbot training takes 30% of the time it takes to train a human. The beauty of AI is that it never forgets and rarely needs retraining [benefits...]

## 3. Add a bit of personal touch

Chatbots are still bot - we strongly recommend making a persona for a chatbot very obviously not human - it should be very obvious to the user that they are chatting to a bot

## 4. Sales Automation

80% of inbound customer service enquiries are repetitive and menial

## 5. Your humans are expensive keep them busy on upselling, cross selling or satisfaction tasks

## 6. Adopt multi-channels

When there is a chatbot on a webpage 80% of users engage with the bot over phone, email and webform

## 7. Facebook messenger chatbot

You can deploy the same chatbot for your facebook page as your website - using fb messenger

## 8. Our Chatbots can seamlessly hand over to human agents

## 9. Can banter with your users

Most humans like to “challenge” the human likeness of the bot - Hey Atri do you have a girlfriend :)

## 10. Bots work all day everyday (24/7)

Meaning you can have your frontline contacts active around the clock

## 11. We will all be using voice assistants soon

Moving beyond commands to your phone or home assistant

## 12. Continuous conversation

Very intelligent bots can also continue a conversation - this is a massive step in the training phase and moving out from the 1 line questions into continuous conversations

## 13. Maximise the chatbot usage

Other than customer support, you may also like to utilise your chatbot to get to know more about your customers whether they had a good experience with your services. Dynamic surveying is also an option - presenting new questions based on the answers of the previous question - satisfaction survey - new features

## About ClinicBots:

ClinicBots is an intelligent conversational platform for business. The platform allows brands to build a Virtual Assistant who in turn communicates with prospects on-site or via messaging channels, email, SMS and facebook messenger.

With ClinicBots, you can use the power of AI to engage in 2-way conversations to nurture your leads in real time without the additional headcount or cost.

Our Virtual Sales Agents (bots) are designed to act as inside sales connecting with them to arrange a day and time for human agent to call

## Types of Virtual Agents;

### 1. **Sales** - Virtual Sales Agents (VSA):

- Acts as a pre-sales/ inside sales agent
- Works to further develop a lead / prospect before handing off to a human
- Scheduling - books appointments for
  - Automotive - test drives
  - Mortgage brokers
  - Insurance quotes

### 2. **Customer service** - Virtual Customer Service Agents (VCSA):

- FAQ Bot - turns the content of the website and turns it into to 2 way conversation
- e-commerce - will handle menial tasks for consumers - password reset etc - automating the time wasting elements allowing the humans to focus on the revenue generating tasks

## Communication Methods:

1. Email
2. SMS
3. On-website
4. facebook

## Key Features of the platform:

1. Communication sequencing - marketing automation for:
  - a. series of communication - email and SMS
  - b. Reminders and follow ups
  - c. Reply based
2. Data collection
  - a. Specify the data the VA's are required to collect

3. Data distribution
  - a. API to clients
4. Calendar integration
  - a. Consumer
  - b. Sales agent - human
5. CRM integration
  - a. Salesforce
  - b. Call centre
  - c. Campaign Commencement

For more information visit <https://ClinicBots.ai>

**Nitrobots Pty Ltd**

ABN: 22627097474

Address: Level 5, 280 Pitt Street Sydney, NSW 2000, Australia

Voicebot: +61 2 5104 9798

+61 2 5104 9798

Sales: +61 413 154 784