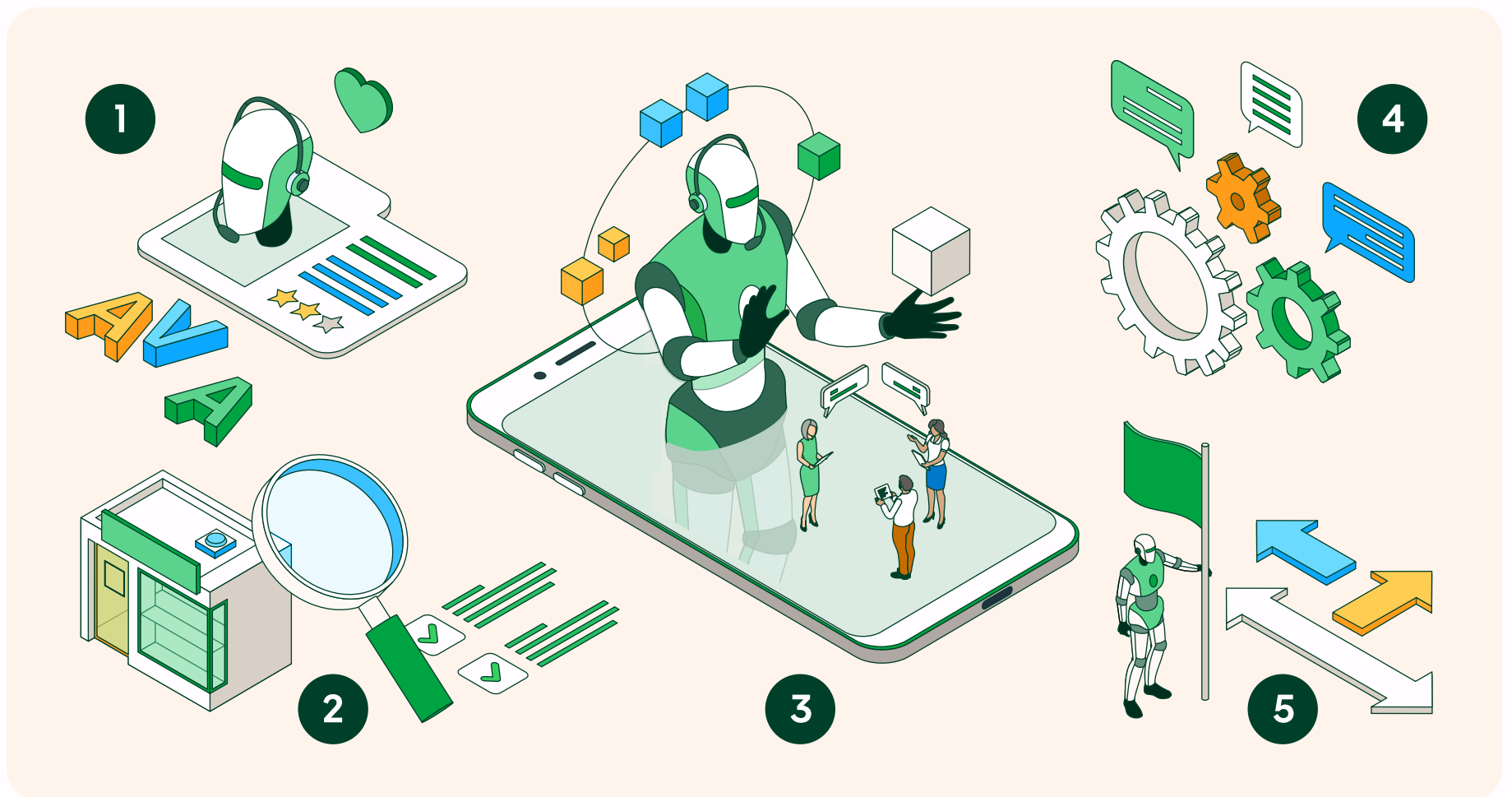


Steps required to implement a chatbot



Attending to the user experience

- 1 Give it a name, **define its personality** and use natural language to avoid frustrating the customer.



Analyse the customer

- 2 Define the type of business that will be served by the bot and get to **know the user** to determine whether their profile fits with this technology.



Define the type of chatbot

- 3 The most-suitable bot will be determined depending on its purpose —**product sales, customer support, content generation**—.



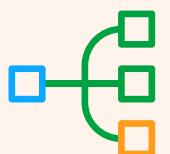
Update periodically

- 4 It is important to analyse their performance and change **conversational flows** regularly to optimise their performance.



Set targets

- 5 Does it improve customer relations? Does it open new sales platforms? Can it connect with the new generations? **Depending on the answers**, one or the other will be the better option.



Source: Gus Chat.