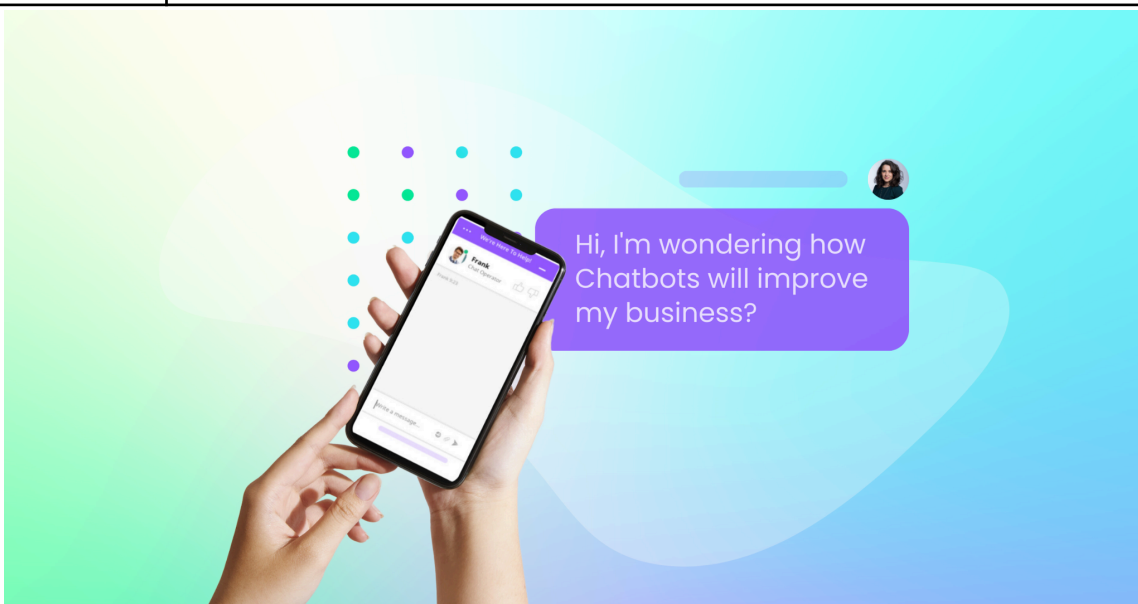


Blog – The benefits of using a chatbot for your business [rework]

In progress ▾

Blog Information			
Title	The benefits of using a chatbot for your business		
Original	Blog		
Keywords	Chatbots, 24/7 availability, Live chat, Customer Experience	Buyer Journey	Awareness / Consideration / Decision / Nurture
Bucket (who is this for)	Marketing, Sales, Live Chat	Industry	All Industries
Owner	Jessica	Author	Shobhit
Purpose	To raise awareness and educate readers about the benefits of using chatbots in business operations.		
Outline			
Call to action	<i>SmartChat In Action For Yourself</i>		
Link(s to	customer experience , human-led vs chatbot , outsourcing your live chat		
Meta Description	Chatbots have been saving valuable time, reducing costs, and enabling businesses across global markets to effectively engage customers. Learn more.		
File Name & Alt Tag	Chatbots Benefits CommVer		
Category	Live Chat, Lead Generation	Tags	Chatbots, Live Chat,

Social Copy	<p>In our recent blog post, I delved into everything you need to know about chatbots for businesses.</p> <p>Now, in this article, we look at their remarkable benefits. Discover how chatbots can save valuable time, reduce costs, and enable businesses to effectively engage customers across global markets.</p> <p>Read the blog: [Link] We are eager to hear your insights into this fascinating chatbot topic.</p> <p>Join the conversation and share your thoughts in the comments!</p>
--------------------	---



Business owners around the globe face common challenges, such as providing a good customer experience, increasing sales, and retaining customers. One solution many turn to is the use of a chatbot on their website.

As explored in our comprehensive guide, "[Chatbots 101: Understanding the what, how and why](#)", a chatbot can be an intelligent solution to help many businesses address the challenges they face.

Here we delve into the key benefits that a chatbot can bring.

1. 24/7 Availability

Implementing chatbot technology on your website ensures uninterrupted customer support, as chatbots can operate and assist customers 24 hours a day, 365 days a year. With their tireless presence, your business never goes offline, resulting in immediate and real-time resolution of customer queries. This undoubtedly enhances customer satisfaction and loyalty.

2. Efficient Handling of High Chat Volumes

Chatbots excel at multitasking, allowing them to handle multiple customer queries simultaneously without any issues. This becomes particularly valuable during peak seasons when seamless customer interactions are crucial in avoiding negative experiences.

3. Cost Reduction

Once a chatbot is deployed, the costs associated with maintaining and operating the technology are relatively low. Moreover, chatbots help businesses save on overhead costs, such as hiring and managing a team of customer service representatives.

Chatbots eliminate these expenditures while providing continuous service, ensuring smooth business operations.

4. Analytics and Data Collection

Chatbots enable businesses to gather valuable data and metrics, which can be instrumental in improving future processes and responses. By tracking customer behaviour and buying patterns, chatbots can offer personalised product or service recommendations based on individual preferences. This data-driven approach positively impacts long-term conversions.

5. Engaging with Global Markets

Chatbots not only handle multiple customers simultaneously but can also be configured to interact with customers across the globe.

This flexibility enables a business to serve its international customer base,

engaging them in different languages. For businesses expanding operations into new markets, this is incredibly valuable.

6. Time Savings

Chatbots are a remarkable time-saving solution for businesses. They provide quick and automated responses to customer queries, eliminating the need for customers to wait for a company representative's reply. This, in turn, reduces customer frustration and enables businesses to efficiently serve more people.

Considerations

Key in any customer-facing technology is ensuring it meets the objective in which it was deployed. While chatbots can offer tremendous value to businesses, they do bring their own set of challenges and disadvantages, and won't be the ideal solution for every business case. There are a wide range of considerations when comparing using [human-led or bot-led live chat](#). These include:

- **Complexity of enquiry:** can a chatbot handle the types of questions likely to be asked?
- **Personal/account Information:** will visitors be asking questions about their account?
- **Human intervention:** is human intervention likely to be needed?

For some businesses, a chatbot simply won't work. When this is the case, the consideration then moves to whether to man [live chat in-house or outsource this to a third party](#).

Learn more about our chat solution, [SmartChat](#).

We find that if the decision has been made to use a chatbot, that this works best in conjunction with a solution that allows for human interaction when needed. This means that when a question or concern is too complex, it can be seamlessly transferred to a human operator who can provide further assistance. This helps in creating a good customer experience, increasing sales, and retaining customers.

With a clear objective to meet and when deployed correctly, chatbots can add tremendous value in meeting the challenges faced by a modern business.

Original

Every business owner at one point or the other faces the same set of challenges -which often include keeping customers engaged and improving customer service. Where do Chatbots fit into this? The AI-powered technology is helping businesses of all sizes overcome and address a number of common obstacles. As we've explained in our article, [A beginner's Guide to Chatbots](#), this intelligent service helps to keep customers engaged and increase conversions while ensuring that your business is attended to round the clock.

From E-commerce businesses to B2B startups, Chatbots are an ideal way to improve customer service, save time and money and process a large volume of queries at one time.

Here is a list of the benefits that Chatbots offer to Businesses:

24/7 Availability

One of the biggest advantages of implementing the Chatbot technology on your website is that Chatbots can operate and attend to customers 24 hours a day, 365 days a year.

Since they don't get tired and need to take a break during the day or night, your business never goes 'offline' and customers' queries are addressed immediately in real time. Undoubtedly, this improves customer satisfaction and loyalty.

Processing large volume of requests

Chatbots take multi-tasking to the next level by addressing several customer queries at one time without issues. This is especially useful during peak seasons when providing seamless customer interactions becomes vital to keep customers happy and avoid negative or hasty interactions.

Cut down operational costs

Once a Chatbot is implemented on a website, the costs involved to maintain and run the technology are relatively low. Also, the technology helps businesses to save money on overhead costs such as hiring a team of customer service representatives. Running and managing your own team of customer service agents would include the cost of recruitment, training, salaries and pensions. These costs are not one time and continue over the years as the team grows. In addition to ongoing salary costs, business owners also have to plan for maternity leaves or other paid leaves which add to the overall operational costs of the company. Chatbots help to eliminate these expenditures while providing ongoing service and ensuring that businesses can continue to function smoothly.

Analytics and Data collection

Chatbots help businesses to record trends, data and metrics which can be extremely beneficial in improving future processes and responses. Since they can track customer behaviours and buying patterns the bots can be directed to recommend particular products or services based on a customer's language. This has a very positive impact on conversions in the long run.

Engage with global markets

Chatbots are not only equipped to deal with multiple customers at one time but can also be configured to engage with customers across the globe. Both, international brands and local brands servicing international customers can implement Chatbots to interact with customers in different languages.

This capability allows businesses to expand operations without the concern over how to manage customer service across new markets.

Save Time

Chatbots are a great way to save time for any business – they provide a quick and automated means to answer customer queries. This prevents customers from waiting until a company representative gets back to them thus reducing customer frustration. Ultimately, this makes it easier for a business to service more people more efficiently.

The truth is that while Chatbots are a great technology that are benefiting businesses across the board, they work best in conjunction with Live Chat which is customer service operated by human chat agents. A combination of the two technologies ensures that all customer queries are addressed – if a particular question or concern is too complex for a chatbot it can be passed on to a human operator who can provide further assistance. At CommVersion, we provide a hybrid model of customer service which combines the efficiency of Chatbots and the human touch of Live Chat operators. This ensures that customers experience a seamless interaction which ultimately improves brand loyalty.

For more information on how this works, get in touch with us.