AI CHATBOT
FOR WHATSAPP

Boost Lead Generation & Engagement Like Never Before

How to Enable

PERSONALIZED MARKETING & SALES CONVERSATIONS

at Higher Scale

Intro

If you have been noticing online communication, chatbots have taken the center stage. Not only they are improving customer support but helping with engagement and lead generation through all stages of marketing and sales. These are modern AI-powered chatbots with the abilities of Machine Learning (ML), Natural Language Processing (NLP), and Natural Language Understanding (NLU).

Smart businesses are combining AI chatbots with WhatsApp Business API to create WhatsApp chatbots. This combination has expanded the number of use cases in all areas of business communication. Many businesses have already included WhatsApp chatbots in their marketing and sales strategies. They using it to provide personalized, customer-specific communication based on every customer's behavior. From websites and social media pages to digital advertising, these chatbots are commanding quality conversations everywhere.

Objective:
Satisfying Evolved Customers

To understand the evolved customer interaction demands, you can consider the following scenarios:

Customers insisting on immediate response

Human agents unable to handle all leads and inquiries

Customers looking for hyper-personalized information

Generic chatbots failing to provide customer-specific information

Customers using multiple channels, 24*7

Customers nowadays have exposure to a global market, where they get exposed to the most sophisticated services and systems. Hence, they expect improved standards of experience from all kinds of businesses.

Due to rapidly changing customer demands, businesses are trying to understand their needs instantaneously. Every consumer is looking for personalized value and they are pretty sensitive about it – especially in critical service areas such as healthcare, hospitality, real estate, insurance, education, and more.

Objective:
Turning Visits into Leads

61%
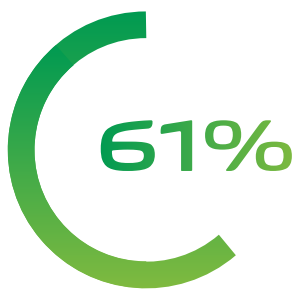
61% of marketing experts consider lead generation as their biggest challenge.

~ HubSpot

Businesses are trying to make lead discovery and its qualifying process frictionless by improving conversational engagement. Along with digital marketing and content promotion, WhatsApp chatbots seem a valid asset to attract and engage consumers across multiple channels.

Why so?! Here are the answers:

Lead generation needs personalized interactions

Leaving site visitors alone to research on their own can deliver limited results only, especially when the products or services contain a high value. Prospects look for a consultative, personalized experience aligned with their unique needs and their current position in the buying journey.

Phone calls and emails have become ancient with leads are coming through multiple digital channels. Now, businesses wish to capture leads 24*7 without compromising the personalized touch.

Manual personalization at scale costs too much

Achieving personalized engagement at a high scale becomes too expensive with manual outreach. The constant high volume of traffic requires a huge team of individual representatives for phone calls and live chat. It is practically impossible to invest in such vast teams to personally engage with every digital channel visitor. Hence, companies need a system where all leads can be engaged on a personal level with only high-value inquiries reaching human agents. This is how the budget and quality of lead generation can be managed.

Human agents unable to use contextual data

Plenty of useful insights can be captured by studying the real-time data of website visitors and people who engage across multiple channels. Their location, names, intent, emotions, and other contextual data can help to provide personalized assistance. Unfortunately, humans can't identify these insights while interacting, at least not fast enough to use them in the same conversation. An AI-powered WhatsApp chatbot offers the ability to detect, understand and utilize contextual data in real-time to capture, engage and qualify leads faster.

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Solution:
AI Chatbot for WhatsApp

Using AI chatbots on WhatsApp, businesses are now capturing more leads by effectively engaging consumers online. Consumers are connected instantly with an intelligent bot that uses contextual, personalized data for user-specific responses.

WhatsApp chatbots help you establish a smarter way of interacting with prospects. They can create new business opportunities, build relationships, improve sales conversions, and ensure customer retention.

ORAI's AI-powered WhatsApp chatbot adds value to all business models by helping prospects through each phase of their buying journey, amplifying sales along the process, and generating higher revenue.

Intent-based omnichannel engagement of customers

Businesses mostly fail to generate quality leads when they can't provide useful information fast enough. Prospects may bounce from one channel to another in hopes to research more about products,

89%

Companies with omnichannel engagement retain 89% of their customers.

~invesp

▲ 451%

> Automation in marketing gives a 451% increment in qualified leads.
>
> ~Annuitas Group

services, and your brand. If you can't remember their needs across channels, it hampers the experience and potential leads go to waste.

AI chatbots on WhatsApp can be integrated across all channels be it websites, social media, or ads on Google, Facebook, or Instagram. This way, it can assist consumers throughout their buying cycle with personalized, relevant information.

Automated real-time lead qualification

AI bots on WhatsApp can conduct real-time analysis of user data to differentiate between new prospects, existing customers, and qualified leads. It can evaluate user profiles, behaviors, and intentions to offer personalized conversations.

This approach works way better than static forms, floating widgets, and unwanted popups.

Solution:
AI Chatbot for WhatsApp
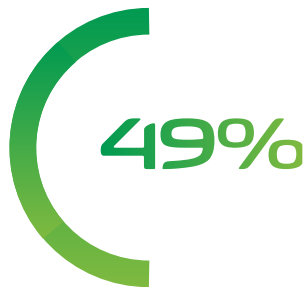
49%

49% of customers are ready to shop frequently in the presence of AI, and 34% are even ready to give more money.

~ PointSource

Offer interactions instead of static landing pages

Today, chatbots come with the abilities of AI, ML, and NLP. These technologies enable humanlike conversations with prospects. Plus, WhatsApp allows you to share engaging content such as images, videos, links, and documents as well.

Some business owners worry about consumers not accepting a chatbot. But, on the contrary, consumers have already started using AI bots on various platforms. In fact, 49% of customers are ready to shop frequently in the presence of AI, and 34% are even ready to give more money as per a study conducted by PointSource.

100+

A single bot knows more than 100 languages, which makes globalization of your business cost-effective.

Engage customers in the language they prefer

The best part about having an AI chatbot on WhatsApp is the ability to interact with customers in any language they prefer. A single bot knows more than 100 languages, which makes globalization of your business cost-effective. More leads are captured and converted when they are engaged in their native languages.

Give sales reps more time for consultative selling

With all early stages of marketing and lead qualification handled by an AI, sales reps get more time to provide their undivided attention to consumers. The bot allows instant takeover of conversations on WhatsApp, so sales reps can offer consultation towards conversion. And when they take over such conversations, the bot arms them with valuable history, context, and behavioral insights gathered before. This helps to close deals faster than usual.

WhatsApp Chatbot
Use Case for
Automobile Dealerships

Welcome to your car dealership, Mr. Will!
How may I help you today?

I'm interested in a BMW. Preferably 3 series.

No problem. Would you like a new or a pre-owned car?

New car

We'd be pleased to send you an offer. Would you like a test drive?

Sure

We have slots open between 12 PM to 3 PM tomorrow.

Would you like me to confirm your test drive?

Yes

Proactive Communication for More Sales

This kind of interaction leads to richer engagement on digital channels, which in return, gives you quicker conversions. WhatsApp can become the center of all your business communications when an AI bot is there to provide relevant assistance to prospects.

Time to use AI chatbot on WhatsApp for your sales and marketing campaigns.

Today, messaging platforms are surpassing websites and social media platforms with more activity. They'll probably become the 1st stop for consumers to find and interact with businesses to know about brands, products, and services. And, as far as conversations go, no user likes interruption based on time, device, or information. An omnichannel WhatsApp AI chatbot can draw a synchronized buying journey with guidance, content, and actions relevant to consumers.

If customers quickly find the information they need, they will be comfortable sharing their information and making buying decisions faster. Thus, you'll collect and qualify more leads and create sales out of them.

Engage Smarter with ORAI

Deliver value with instant messaging through WhatsApp AI Automation.

ORAI is an advanced conversational AI platform that engages customers and offers actionable insights to businesses to create more personal-ized, richer experiences day and night. We help you obtain WhatsApp Business API with verified 'Green Badge' and implement WhatsApp AI chatbot across all your channels such as chat, digital ads, messaging, social, email, SMS, web-site, and more.

Visit **https://www.orai-robotics.com/** to know more.

Let's have a conversation!

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https://wa.me/16147675272?text=Ex-plore%20More