

How to choose a communication channel for your chatbot

Customer communication channel

A customer communication channel is a medium by which you can **exchange messages with your customers**. For instance, email, social media apps, LiveChat, SMS, and phone are all communication channels.



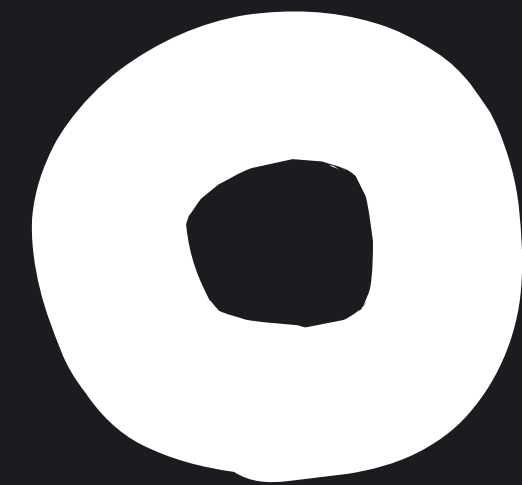
- **Problems to solve**
- **Essential features**
- **Customer communication preferences**



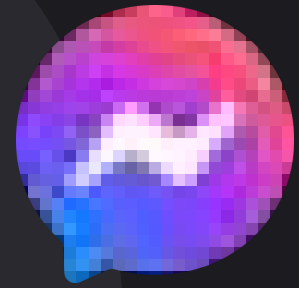
**Consumers have become less patient
and don't want to make the extra effort
to contact you.**

Source: Harvard Business Review

**Different age groups
and nationalities use different channels.**







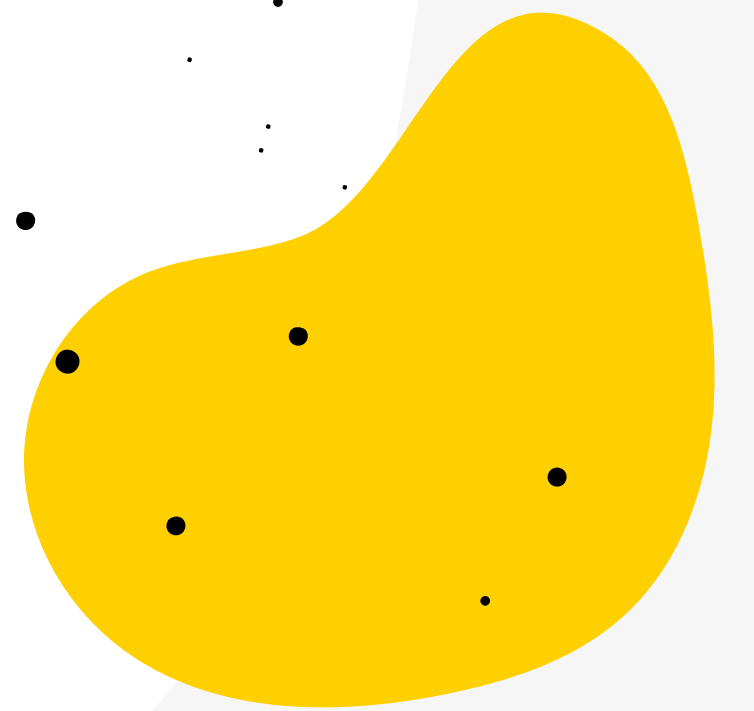
- **answer support questions**
- **provide product recommendations**
- **book appointments**





Broadcasting

Broadcasting allows you to send **proactive messages** to users who are on your Messenger list.







- **Millennials**
- **Generation Z**

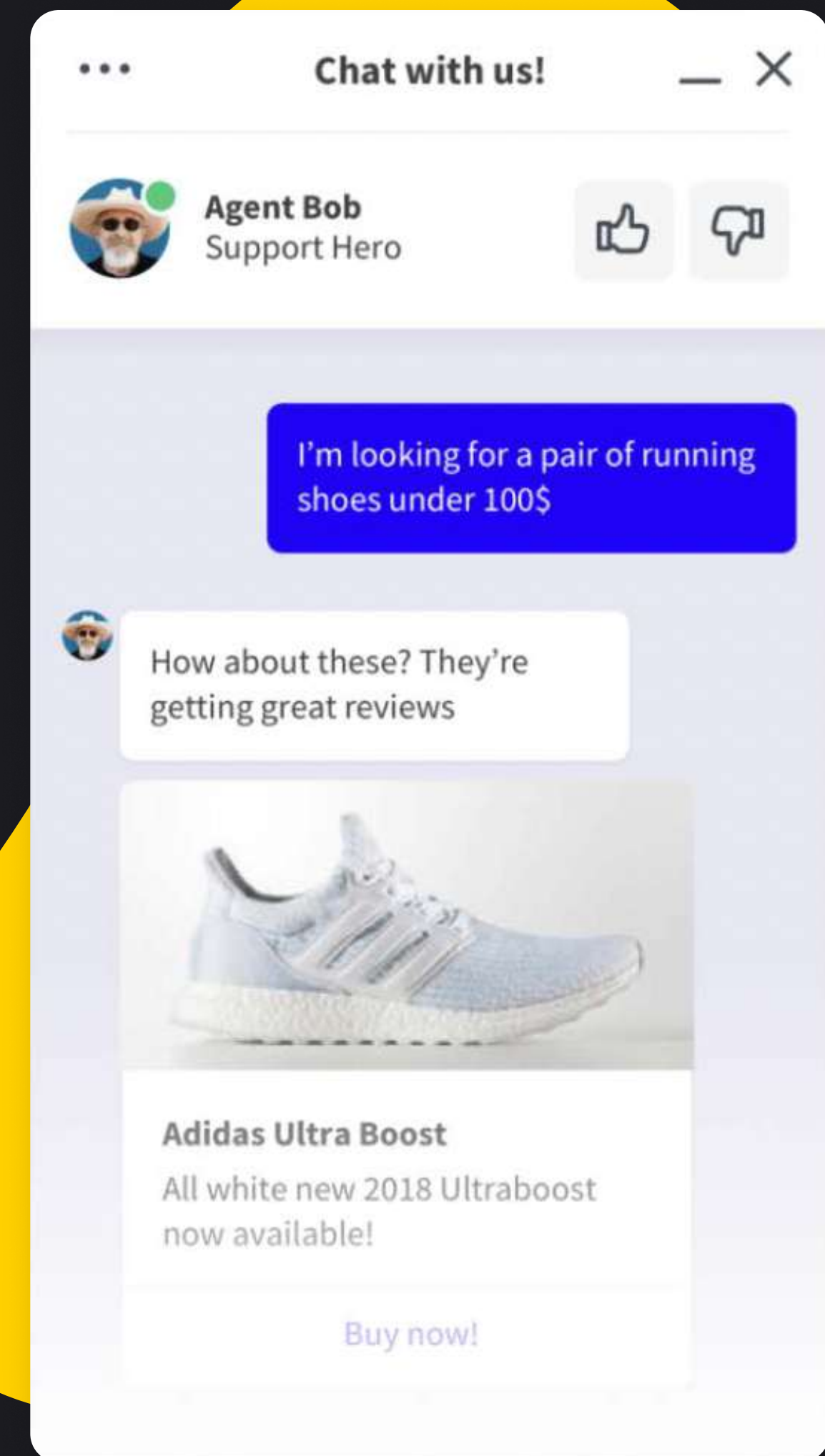


website



LiveChat

Live chat is chat software that allows you to connect with your website visitors in real time.



By sending **personalized greetings**, you can attract your customers' attention and offer help.

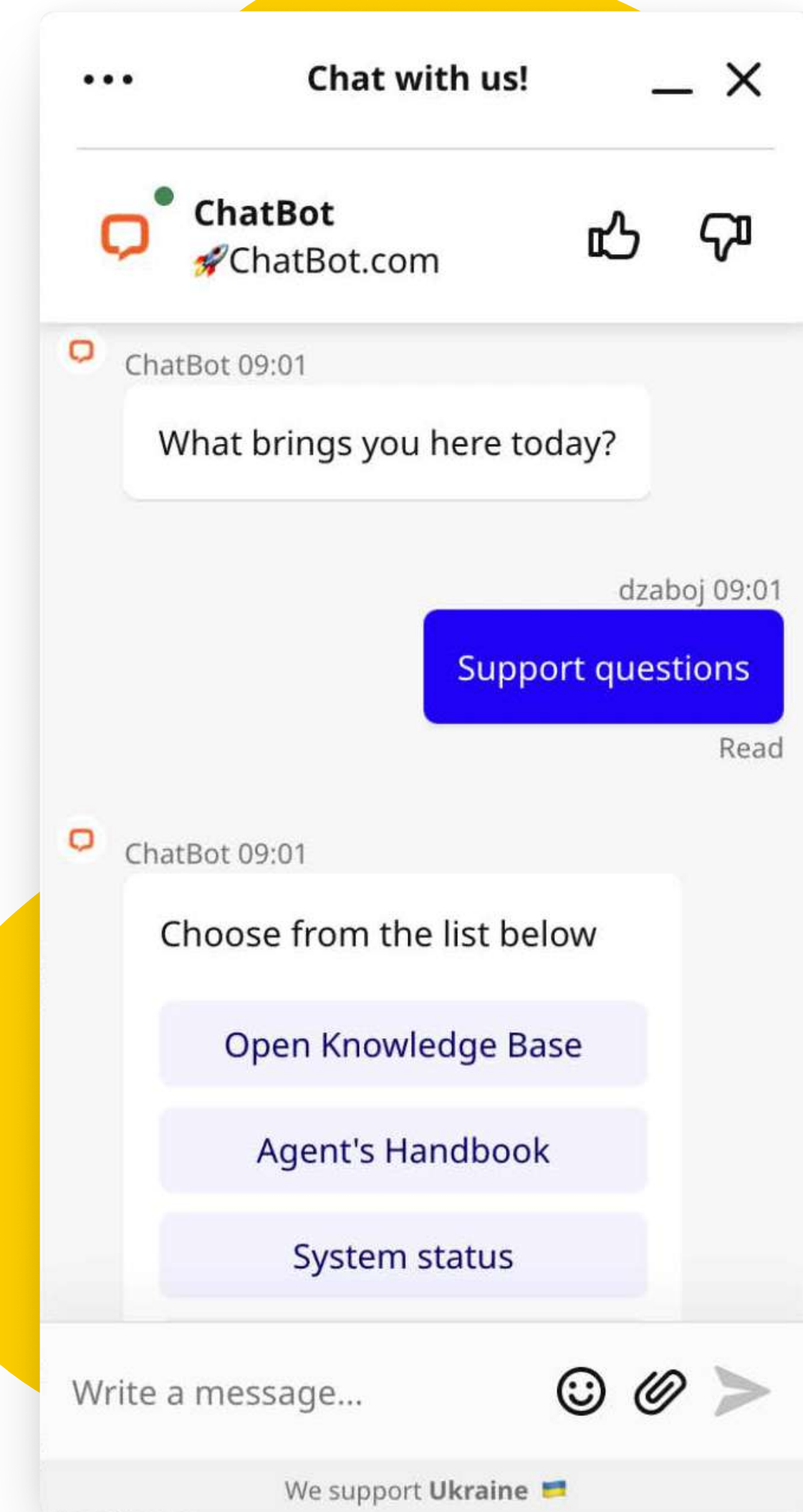
Welcome back! How can I help you today?



**Data shows that one-third of customers
are more likely to buy from you if you offer
a live chat feature.**

Source: Gorgias

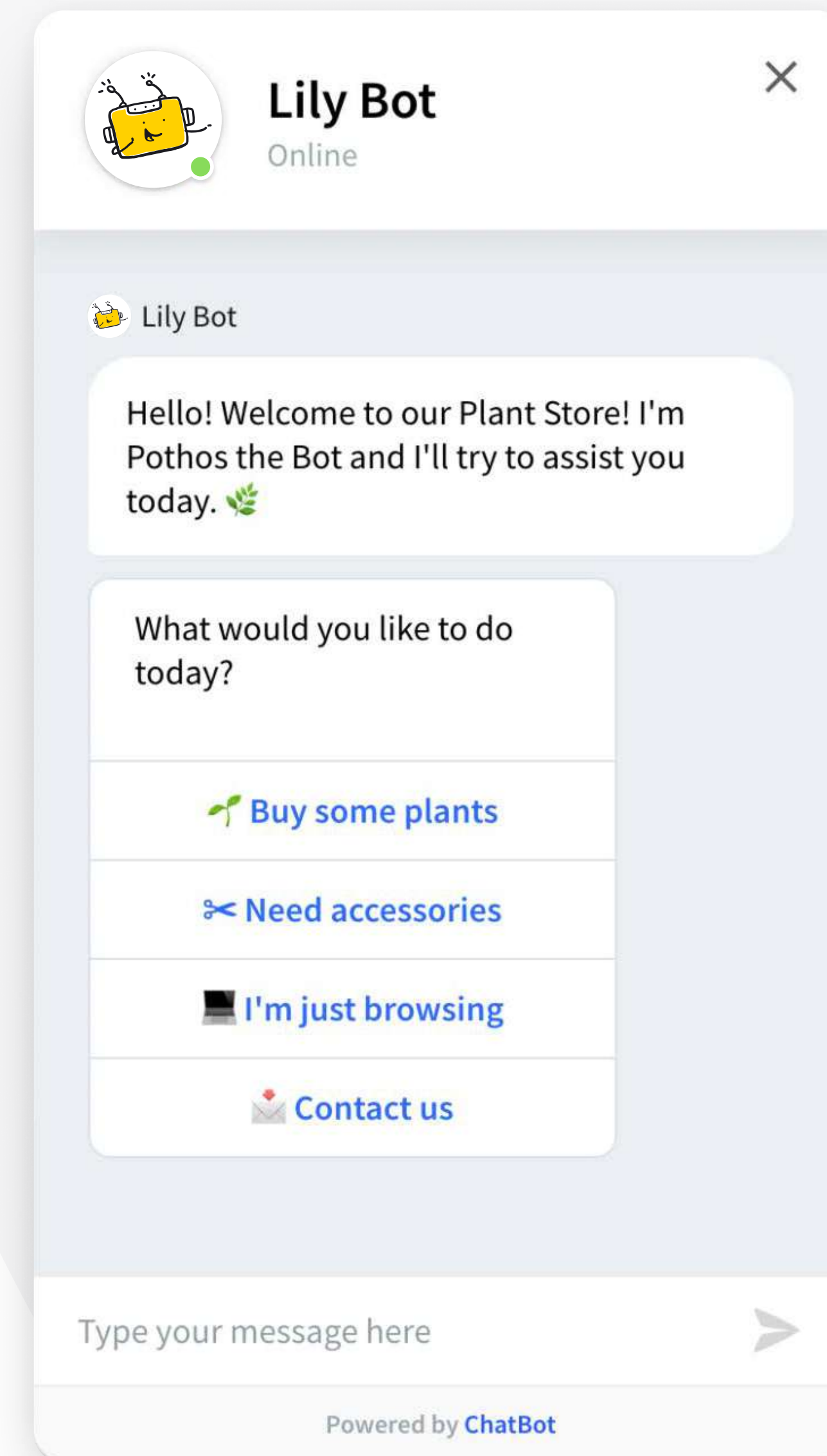
- **answer repetitive questions**
- **qualify leads**
- **transfer the chat to the human agent**
- **take the night shift**





ChatBot chat widget

The chatbot widget is a chat window that you can add to a website. It allows your customers to chat with your chatbot whenever they need it.





- **suggest alternative contact methods**
- **create support tickets**



Let's **wrap up**

- A customer communication channel is a medium by which you can exchange messages with your customers.
- The popularity of specific communication channels varies from country to country and depends on the consumers' demographics.
- You can add chatbots to many communication channels, including **Facebook Messenger**, **LiveChat**, or **WhatsApp**, but you should remember that each channel has distinct features and limitations.