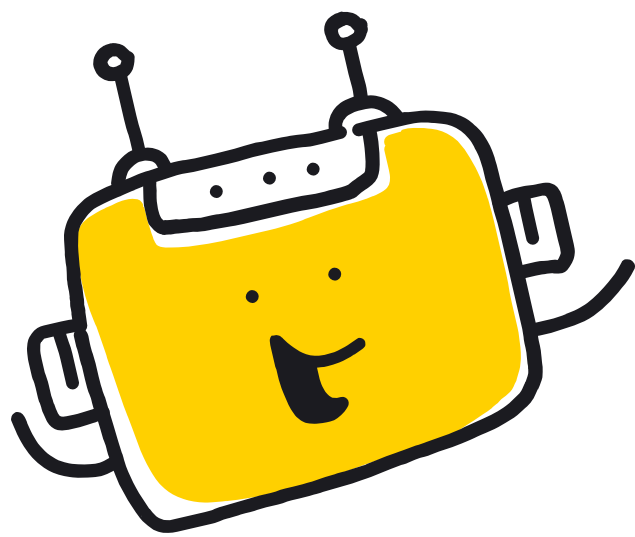
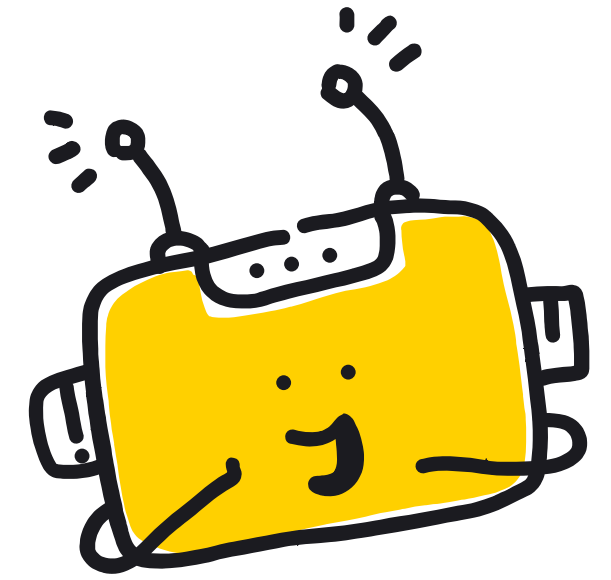
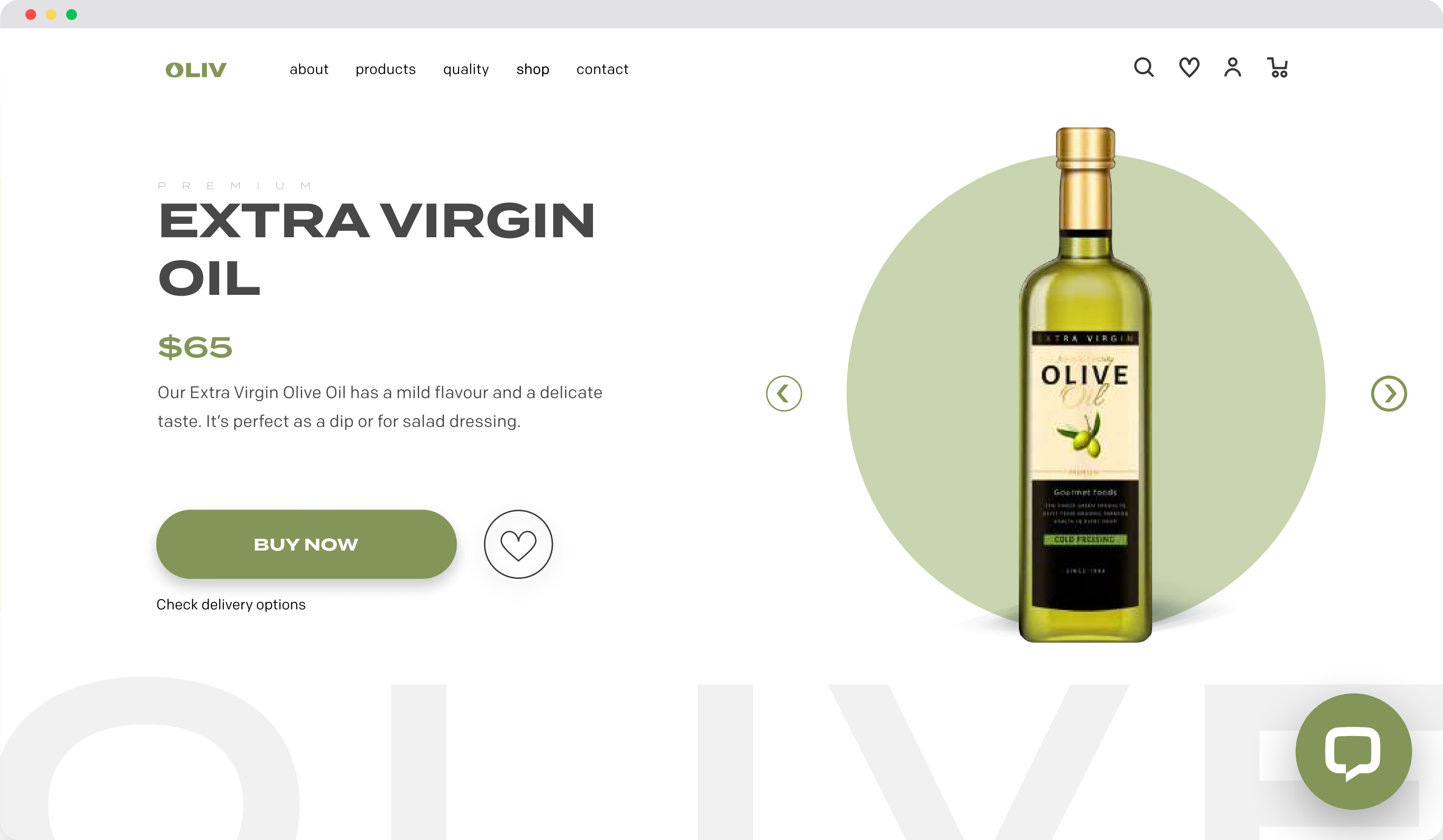


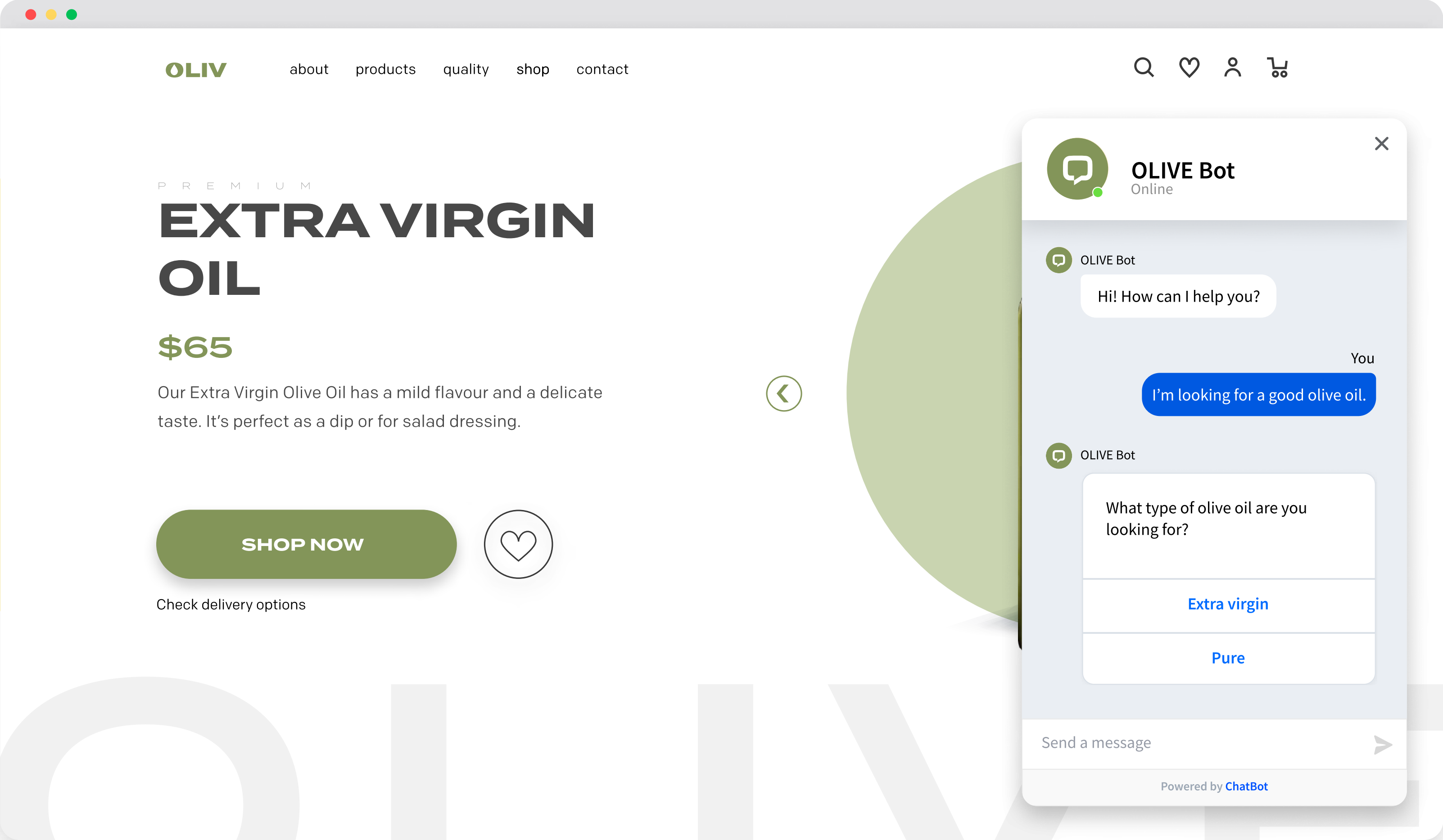
# What is a **chatbot**?



# What is a **chatbot**?

A chatbot is computer software that can communicate with a human in a natural language via a website or a messaging app.





OLIV

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P R E M I U M

# EXTRA VIRGIN OIL

\$65

Our Extra Virgin Olive Oil has a mild flavour and a delicate taste. It's perfect as a dip or for salad dressing.

SHOP NOW



Check delivery options



OLIVE Bot  
Online



OLIVE Bot

Hi! How can I help you?

You

I'm looking for a good olive oil.



OLIVE Bot

What type of olive oil are you looking for?

Extra virgin

Pure

Send a message



Powered by [ChatBot](#)

Bot

Explore our returns section to find more information on our returns policy.

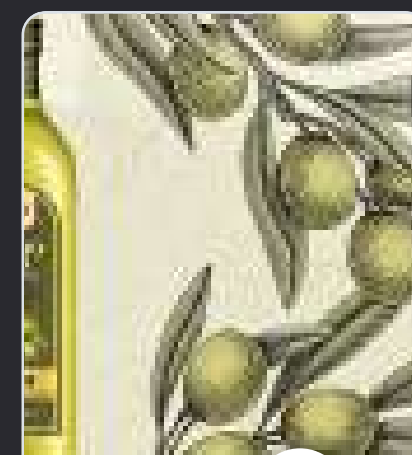
[Explore](#)

You

How can I return my purchase?

Bot

We offer a wide selection of olive oils.



icate Extra Vir  
ite extra virgin olive  
d by the bright  
esh basil.

[Add to cart](#)



**Super Premium Extra Virgin**  
A Super Premium extra virgin olive oil infused with natural aromas of Italian lemon.

[Add to cart](#)

You

What products do you sell?

You

What is my order status?

Bot

Can you provide your order number?

# Chatbot greetings

A greeting is a chat invitation a chatbot proactively sends to the user.



Get a 20% discount on your  
next purchase! 🛍️

Mild, medium or robust?  
Find your olive oil style.

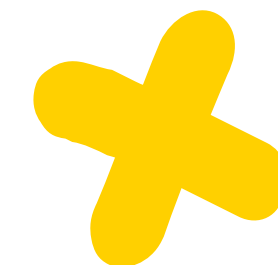


# Chatbots

A **chatbot** is computer software that can chat with a human.

# Bots

A **bot** is a type of software that can do repetitive tasks but it can't chat with users.







# **AI** chatbots

understand human language, its context, and its meaning. They can mirror the human behavior.

## They apply:

- **natural language processing** that lets them understand how humans communicate
- **machine-learning** that allows them to learn from past
- conversations with users

# Rule-based chatbots

Rule-based chatbots work based on applied rules. They answer questions they were prepared to answer by using **predefined replies**.



How can I calculate  
the delivery costs?

What is your delivery price?

What are the delivery charges?

What is your shipping price?

How much will I pay  
for the delivery

...?



What is your **delivery** price?

How can I calculate  
the **delivery** costs?

...?

What are **delivery** charges?

What is your **shipping** price?

How much will I pay  
for the **delivery**?

**Delivery**



Bot

Home delivery:

- Your order qualifies for free delivery if the minimum order value is \$50.
- If your order is below that amount, the fee is \$4.00.

# Rule-based chatbots vs. AI chatbots

Rule-based chatbots are less advanced than AI chatbots but you can **design their behavior from A to Z.**

# Chatbots in **Customer Support**

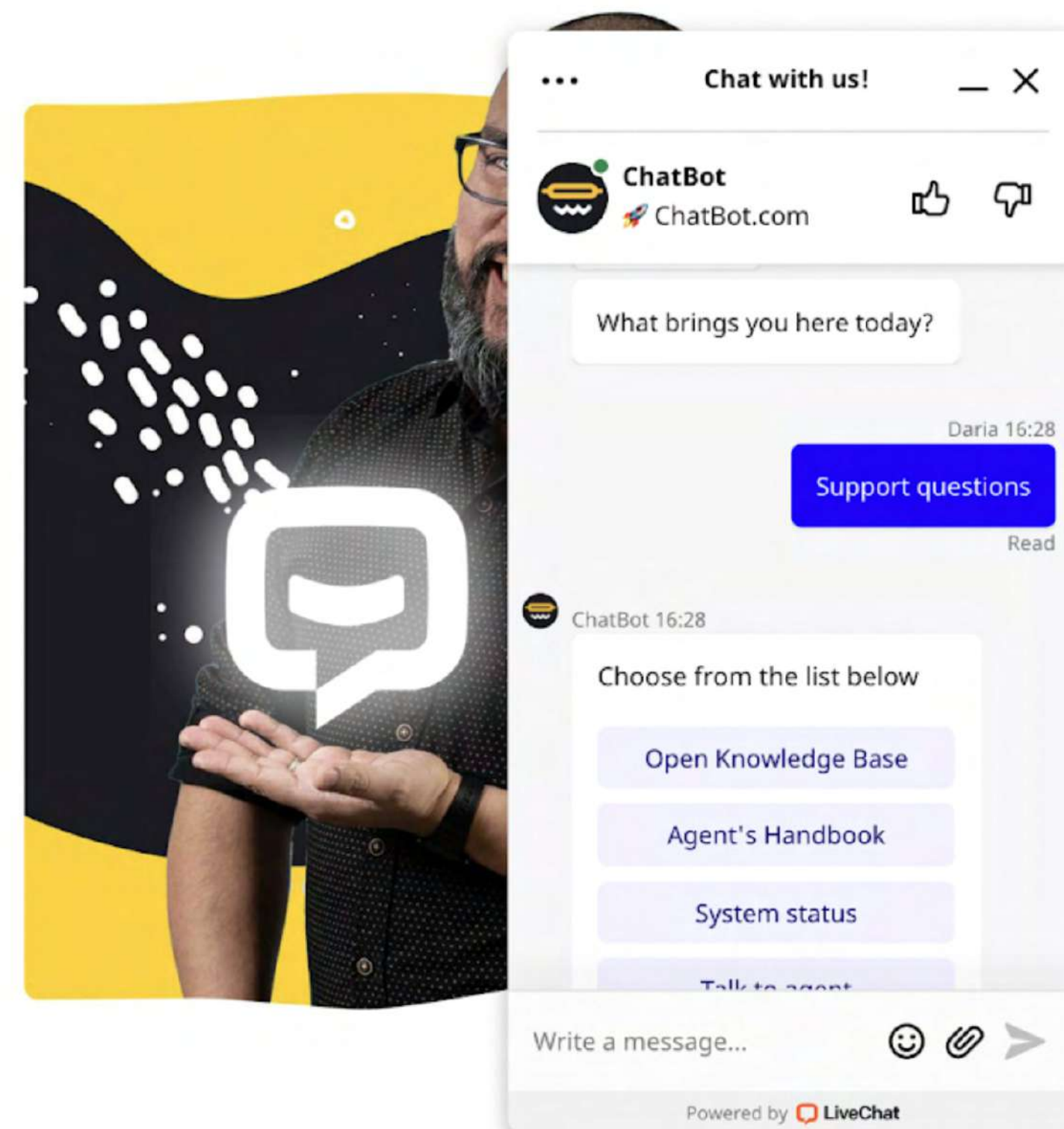
A chatbot can work with your support team or as a standalone, after-hours service. It can help you answer FAQ questions, book appointments, reset passwords, or schedule calls.

# You're connected. Now, automate!

Increasing headcount is not the answer. Scale your support services the smart way.

[Add ChatBot to LiveChat](#)

✓ Chatbot templates   ✓ Easy setup

[UEFA.com](#)[KPMG](#)[htc](#)[KAYAK](#)[zain](#)






# 36,886

**closed cases** without the need  
to transfer a visitor to an agent



# 28,6%

**of all support chats** handled by  
a chatbot




# Chatbots in Marketing


Brands use chatbots to enhance their marketing activities.

A chatbot can:

- invite a customer to chat and collect their contact details,
- share coupon codes,
- provide personalized product recommendations,
- promote job offers.












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MOTORCYCLE TRAINING

INSTRUCTOR TRAINING


ADDITIONAL TRAINING

MELT

BLOG


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ROADMAP TO RIDE-HAILING LICENSING

Welcome to LiveChat



Mr. ro-BOT-o

After Hours Support



Hi! I'm Mr. ro-BOT-o. I can help provide some very basic information while the humans are sleeping and away.

I can help you with the following things:

Training Programs

Account Support

Schedule change

Licensing steps

Just browsing

Covid-19 info

Write a message...

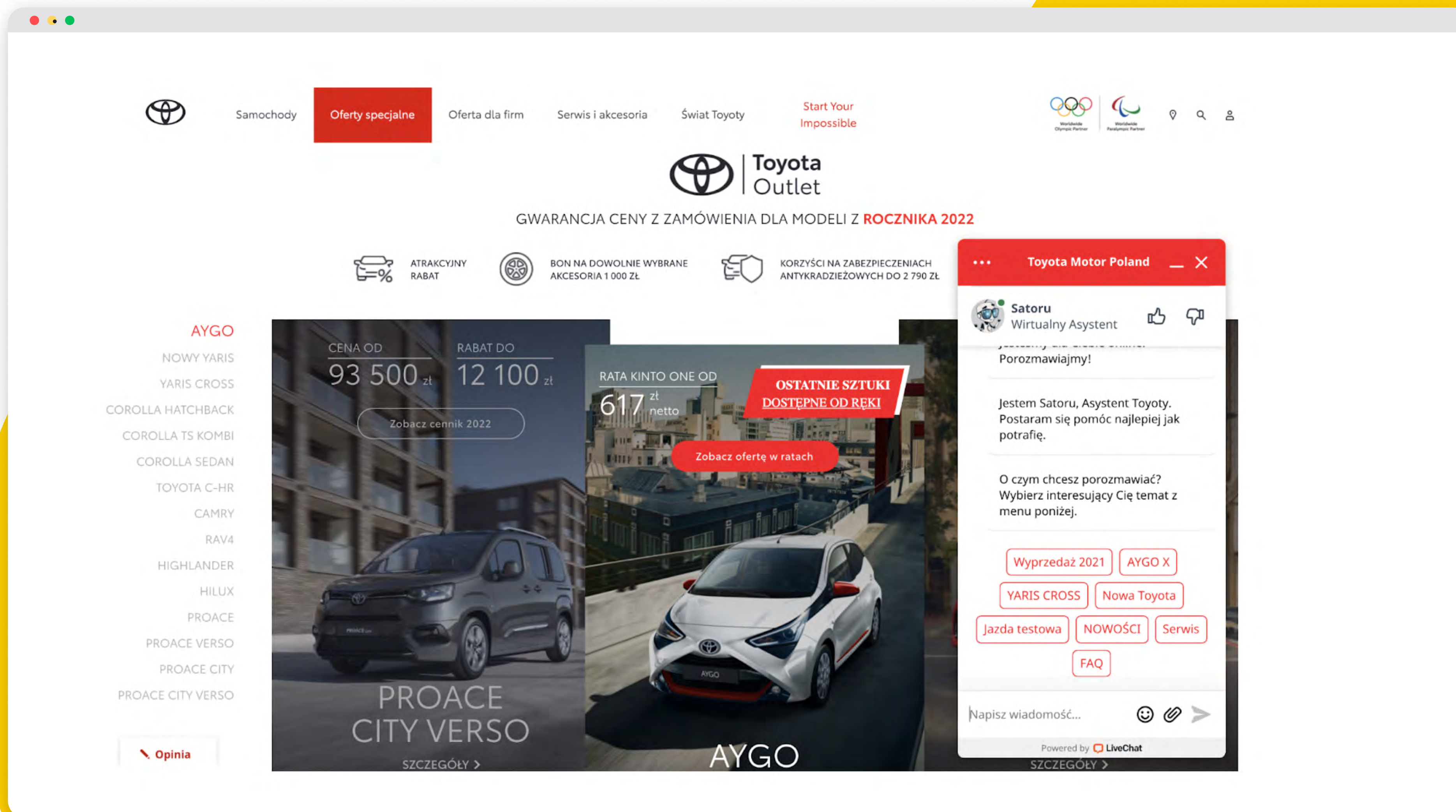


Powered by  LiveChat



# Chatbots in **Sales**

Chatbots help acquire **new leads at lower costs**. They can initiate a sales process with a prospective customer and pass contacts to sales agents.



## In this lesson you **learned**

- A **chatbot** is computer software that can chat with the user via a computer or messaging apps.
- **Rule-based chatbots** can answer questions by using predefined answers; **AI chatbots** can interpret human language and communicate with users more freely, but the latter are more difficult to control.
- Chatbots can **help businesses**: unload the customer service team, enhance marketing activities, support sales teams, and more.