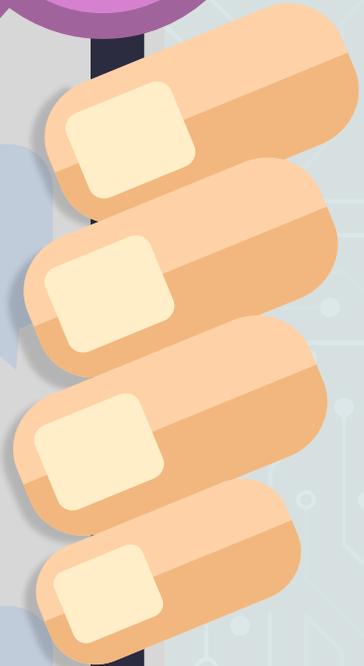


# STEPS REQUIRED TO IMPLEMENT A CHATBOT



## ATTENDING TO THE USER EXPERIENCE

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

## ANALYSE THE CUSTOMER

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

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

## UPDATE PERIODICALLY

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

## SET TARGETS

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.