

Gavagai

Deliver a five star customer experience with the right chat tool

A Guide to chatbot tools and Gavagai's Closer by Fredrik Espinoza,
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Introduction

According to [chatbot.com](https://www.chatbot.com), 74% of consumers say they prefer chatbots when they're looking for instant answers. And businesses also realize the potential of automating conversations – 89% of customer service decision-makers believe chatbots and virtual agents are useful technologies for personalizing customer interactions, according to [Forrester Consulting](https://www.forrester.com).

Considering this data, it's no wonder that the popularity of chatbots have increased in the last few years leading to many tools to choose from on the market. The purpose of this guide is to help you understand what differs between them so you can choose the solution that is best for your business and your customers.

What is a chatbot?

A chatbot, also referred to as conversational artificial intelligence (AI), is a computer program that allows humans to interact with technology using different input methods such as text, voice, gesture or touch. Because a chatbot removes restrictions such as opening hours or long waiting lines, it is a great solution for solving easy, repetitive tasks related to e.g. sales or customer service.

What can chatbots do?

There are endless possibilities with a chatbot – from making payments to onboarding your staff or scheduling meetings. Regardless of what industry you're in, a chatbot can help you save time and resources by automating recurring tasks.

Collect information such as email address or phone number from your website visitors in a faster and more interactive way than traditional forms. Perfect for optimising your sales funnel.

Answer recurring questions from your website visitors, giving more time for service agents to focus on answering the complex ones. Great for increasing customer satisfaction.

Perform actions in cooperation with or on behalf of the user. A chatbot can interact with back office systems such as booking, order, or administration services or even external services provided by third parties.

Ensure secure transactions by authenticating using methods such as username/password or "BankID".

Solicit feedback on the service you provide. The chatbot can ask for feedback on your products, services, or customer service, and aggregate, analyze, and report the results.

Provide guidance on how to improve itself. The chatbot can track what it does and how often it is successful in doing its work of helping customers. But it can also track when it fails and this information, when aggregated, can be used to teach the bot new skills resulting in an ever improving chatbot.

Learn from historic conversations. The history of conversations with customers can be used to understand which skills of the chatbot that should be prioritized when it is being trained.

How do chatbots work?

A chatbot analyses text, voice, gesture or touch input, calculates the best response and then delivers that information back to the user. Automating conversations to work like this can be done in three different ways with current technology: rule-based, AI or a combination of both (hybrid).

Rule-based chatbots are the most common, and tend to resemble an interactive FAQ. The chatbot scans for general keywords and generates responses using common phrases obtained from an associated library or database.

Pros: Offers fine-tuned flexibility and control. Easy to test and check the quality of the system.

Cons: Basic capabilities. Labor-intensive development as the bot isn't learning or improving from data.

Machine learning (AI) chatbots are more complex and use sophisticated artificial intelligence software to simulate a chat conversation in natural language with a user in a dialog system. By learning from previous experiences and patterns in data they improve over time.

Pros: Potential to be more sophisticated, interactive and personalized.

Cons: Require high amounts of training data and human specialists, making it an impractical choice for many enterprises.

Hybrids use a combination of rule-based and machine learning (AI) technology. This solution offers the best of both worlds – the chatbot can be built without technical expertise or high amounts of training data (using the rule-based approach), while still leveraging artificial intelligence to improve conversations over time.

Pros: Offers the best of both worlds.

Checklist when evaluating chatbot tools

Make sure the tool you choose caters both your customers and your business.

- Understands intent Intent is the purpose of why someone messages you. Humans are good at understanding intent, but for a machine it is still difficult. Sometimes you can even have multiple intents in one message, which puts an even higher demand on your chatbot.
- Understands multiple languages If your customers speak other languages than English, make sure the bot has a native understanding for those languages as compared to translating to English. Intents and needs can easily get lost in translation.
- Integrates with your tools The chatbot should not require any changes to your current toolbox, such as Customer Relationship Management (CRM) systems or chat solutions.
- Allows white labeling Look for chatbots that will allow you to control their look and feel to match your brand for an integrated customer experience.
- Gives data ownership Your chatbot will generate data about your users and your business over time. Make sure you own your data, as it can be sold to third parties.
- Has high data security If a cloud deployment doesn't work for you, make sure your chatbot tool supports the on-premises option.
- Is data compliant Make sure your chatbot handles personal identifiable information (PII) according to GDPR or similar frameworks.
- Is easy to implement Make sure that the chatbot tool matches the level of knowledge and resources that you are willing to invest to get set up.

Gavagai's chatbot Closer

With Closer, you can deliver a five-star customer experience with the help of artificial intelligence. The hybrid chatbot lets you effectively automate parts of your business.

Features

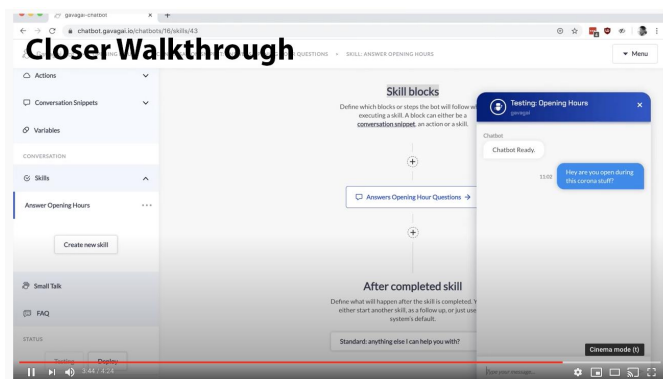
- **Understands intent.** Closer uses advanced AI and can be taught to understand every customer – no matter how questions are phrased.
- **Understands multiple languages.** We have full control of the technology stack so we can focus on the specific features for your business' language and conversations. There are five languages available immediately: Swedish, English, Spanish, Italian, and French. We can launch any under served languages upon request.
- **Supports complex actions.** Closer supports arbitrary APIs and a templating framework for performing actions.
- **Integrates with your tools.** Closer can integrate with existing CRM and chat solutions. It can also take advantage of your already written FAQ's, historical knowledge from your website, and past conversational history to strengthen the customer experience.
- **Allows for white labeling.** Closer allows you to make changes to the chatbot's look and feel, ensuring an on-brand experience for your customers.
- **Gives data ownership.** With Closer, you own your data and it will not be shared with third parties.
- **Has high data security.** The tool allows for cloud or on-premise implementation depending on the needs of your business.
- **Is GDPR compliant.** Your customer's personal data is protected with Closer. The chatbot has opt-in functionality and we'll set up a data processing agreement.
- **Is easy to implement.** With Closer's web interface, it's easy to set up your chatbot – after the code snippet is installed on your website, no additional technical skills are required.

How to set up

Get your chatbot up and running in three easy steps.

1. Decide which repetitive tasks you want to automate, for example answering questions about opening hours. You can also leverage past conversation data to understand what should be prioritized.
2. Set up your chatbot using Closer's web interface.
3. Publish the chatbot to your site with the help of your developer by implementing a code snippet.

As a next step, you can start experimenting with building complex conversations using the conditional conversational flow features.



Click the thumbnail to view our Closer setup walkthrough video.

Get started today

Ready to try it out? We'll help you get the most out of Closer.

[Book a Demo](#)

Frequently Asked Questions

What languages do you support? English, Swedish, Italian, Spanish, and French.

Can you style the bot? Yes, you can use CSS to style the bot to your preferences.

What is the implementation? A Javascript snippet that you can copy and paste.

What questions can you answer? Simple questions (for example, "What are your hours?") and complex questions (for example, "I need a refund", which requires multiple interactions for gathering information).

What integrations do you support? Closer is built using REST API frameworks, so it should be able to integrate with any other platform that has an API. We have some ready made integrations, you can see them on our [website](#).

Can Closer hand over to humans? Yes. Closer has functionality to delegate a conversation to a human when needed.