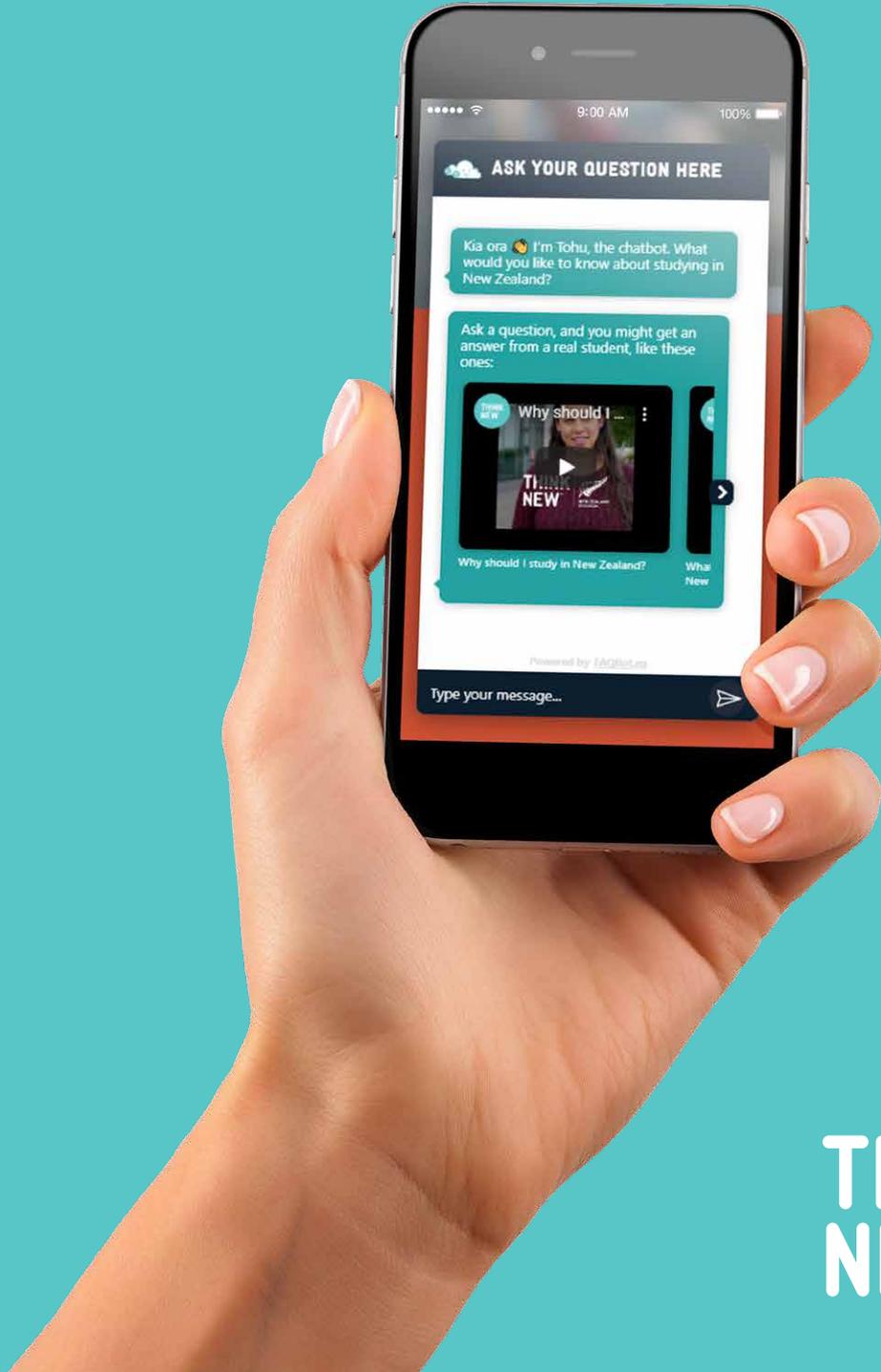


Get started with chatbots:

A proven framework for chatbot implementation



**THINK
NEW**[®]



Get started with chatbots: a proven framework for chatbot implementation

Chatbots and conversational artificial intelligence are exciting technologies with compelling benefits. They can scale seamlessly, provide great service 24/7, and deal effortlessly with a broad range of customer enquiries and engagements.

There's also strong uptake and interest in using chatbots from consumers, with 70% of customers reporting that they have used and feel comfortable with chatbots¹.

As a communication and engagement channel, however, chat and conversational AI is relatively new, and it's not always easy to know where to start or how to get the best results from chatbot implementations. There isn't an established formula or methodology.

Theta and Education New Zealand (ENZ) have created this whitepaper to provide a blueprint for getting started with chatbots.

This white paper draws extensively on Jamie Crump's Master of Technological Futures project report, "How can a specialised chatbot meet the informational needs of international students considering New Zealand as a study destination?". In this report, Jamie outlines a 6-stage approach to a chatbot project. We've adapted this approach to be broadly applicable to *any* chatbot project, and the resulting five stages form the basis of our framework.

We've also included illustrative examples from Jamie's work, and from Tohu, the Study in New Zealand chatbot that is the primary output of his project.

We hope this provides some inspiration for your own chatbot projects.



¹ Crump, J. Master of Technological Futures Project Report, February 2019.

What are the benefits of a chatbot solution?

What is the evidence in favour of a chatbot solution? What are the possible benefits?

Answering these questions provides a helpful frame of reference when thinking about the problems your chatbot could solve. It may also be useful in getting other members of your organisation across the line with a chatbot solution.

Businesses and consumers are ready for chatbots

Studies regularly find consumer receptiveness to chatbots is strong and the market is maturing rapidly. Marketing Daily's 2017 Mobile Consumer Report found that 65% of consumers would be comfortable engaging with a company via chatbot, indicating a real opportunity. Whilst chatbots have their challenges consumer sentiment is growing rapidly for their usage. Here are some key statistics that support growing positive consumer sentiment.²

67%

of millennials in the US reported they would likely purchase products and services from brands with chatbots

(Chatbot Magazine, 2018)

50%

of enterprise companies are predicted to spend more money on chatbot development than mobile apps by 2021

(Gartner, 2018)

48%

of consumers would rather connect with a company via live chat than any other means of contact

(HubSpot, 2017)

35%

of consumers want to see more companies using chatbots

(ubisend, 2017)

57%

of consumers are interested in chatbots for their instantaneity

(HubSpot, 2017)

40%

of consumers do not care whether a chatbot or a real human helps them, as long as they are getting the help they need

(HubSpot, 2017)

² Debecker, A. 2020 Chatbot Statistics - All The Data You Need. August 23, 2017. <https://blog.ubisend.com/optimize-chatbots/chatbot-statistics>

From an organisational perspective, there is a strong case for chatbots to form a core part of customer experience strategy. Oracle's 2016 survey of 800 business decision-makers found that 80% already used or planned to employ chatbots by 2020, believing that artificial intelligence (AI) has reached a stage where it can increasingly be used to drive engaging and human-like conversations to support businesses at scale.³

Specific benefits of chatbots to organisations include:

- **Cost savings** by replacing expensive resources like middlemen (e.g. agents) with algorithms.
- **Optimising the workload of customer service staff** (e.g. contact centre staff). A chatbot can answer straightforward customer queries, enabling staff to focus on more complicated queries and meaningful work.
- **24/7 customer service** – making you available to your audience whenever they want to contact you.
- **Outperform humans in speed, quality and cost** across a series of customer interactions by codifying complex rules and then training across large data sets.⁴
- **Building brand awareness** and brand value.

55%

of consumers are interested in interacting with a business using messaging apps to solve a problem

(HubSpot, 2017)

95%

of consumers believe 'customer service' is going to be the major beneficiary of chatbots

(Mindbrowser, 2017)

15%

of consumers have communicated with a business via a chatbot in the last 12 months

(Drift, 2018)

48%

of consumers prefer a chatbot that solves issues over a chatbot that has personality

(ubisend, 2018)

3 Business Insider. 80% of businesses want chatbots by 2020. December 14, 2016. <https://www.businessinsider.com/80-of-businesses-want-chatbots-by-2020-2016-12/?r=AU&IR=T>

4 Seal, J. 6 design questions to ask of intelligent chatbots. August 15, 2017. <https://www.digitaldoughnut.com/articles/2017/august/6-design-questions-to-ask-of-intelligent-DPAs>

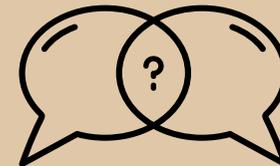
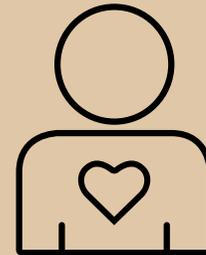
Consumer perception of chatbot benefits

A 2018 research project that surveyed more than 1,000 adults in the USA, aged 18 to 64, balanced by age and gender highlighted the key benefits for consumers. Whilst the survey only covered American adults it provides a view on consumer perceptions of benefits. The survey was conducted by Drift, Salesforce. ⁵Two key findings were:

- **24-Hour service is the number one chatbot benefit:** Speed and availability are where chatbots are perceived to provide the most value to consumers. Specifically, 64 percent of respondents said “24-hour service” is a benefit of chatbots. The second most mentioned benefit is “getting an instant response,” mentioned by 55 percent of the participants. “Getting answers to simple questions” (55 percent) and “easy communication” (51 percent) were also mentioned by more than half of respondents.
- **Users prefer chatbots over apps when communicating with companies:** In almost every case, respondents indicated they believe chatbots offer more benefits when communicating with businesses, in comparison to apps. The biggest difference is in the area of “getting quick answers to simple questions,” where 69 percent of participants say chatbots are up to the task, compared to 51 percent for apps. Users also believe chatbots to be superior in the areas of “24-hour service” (62 percent versus 54 percent) and “ability to easily register a complaint” (33 percent versus 24 percent) among others.

Armed with an understanding of these possible use cases for a chatbot, you’re ready to embark on your chatbot project.

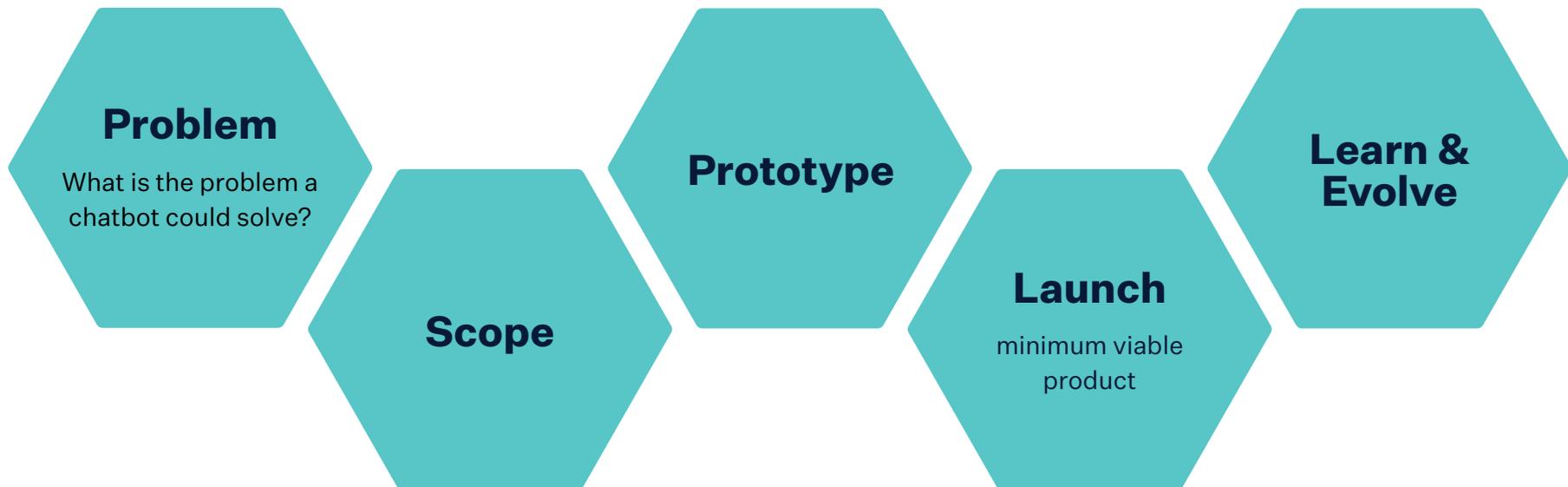
5 Baer, J. The 6 Critical Chatbot Statistics for 2018. <http://www.convinceandconvert.com/digital-marketing/6-critical-chatbot-statistics-for-2018/>



A framework for chatbot implementation

A chatbot implementation project can be broken down into five stages.

In the remainder of this white paper we break down the five stages with examples of how to tackle each step.



Stage one:

Problem & solution



“A problem well stated is a problem half-solved.”

Charles Kettering

When considering a chatbot implementation, start with defining and articulating the problem you think a chatbot could solve.

Think about:

- Who is experiencing this problem? All of your customers, or just a specific group?
- Is the problem a pain point, or a desire?
- How many people are affected, or what is the scale of the problem?
- Are there other ways of solving the problem, or existing solutions that aren't working well?
- How could a chatbot fit in and improve the situation? Is it better than existing or alternative solutions?

Example problem statements

- International students need easy access to accurate and reliable information (Education New Zealand)
- Customers need a quick and easy way to look up the status of their order on the go
- Staff can't find the organisational information they need, or are not familiar with processes and policies
- Customers are looking for information after hours when customer services staff are not available to help them
- Customers are struggling to find answers to their questions about our service on our website

Maintain a narrow focus - Chatbots that do one thing well are more helpful than chatbots that do many things poorly. Don't try to address problems that go beyond your scope.

Consider current solutions – and their benefits and disadvantages

Good chatbots solve a problem in a more convenient and straightforward way than existing solutions (e.g. websites, apps etc.).

In Education New Zealand's example of international students above, current solutions include using an education agent, who may be biased, or relying on online research, which, given the plethora of institutions and study options available, can be time consuming to navigate.

In the case of staff not being able to find information, current solutions might be an intranet or relying on another staff member. This can be problematic if the intranet is hard to use or log in to offsite, has out-of-date information, or information buried in documents, or the person you usually speak to is unavailable.

In both these cases, a chatbot offers improvements on existing solutions.

Whatever your business problem, it's worthwhile also considering the current solutions and their limitations or shortcomings.

Gather organisational intelligence

It can also be helpful in the early stages of a chatbot project to engage different areas of your organisation. This might be via a survey, informal conversations or workshop, and will help you gather additional customer insights, as well as introduce and test the chatbot concept.

Stakeholders from different areas of your business will bring different perspectives to your problem, and have different ideas about the development, uses and benefits of a chatbot that can inform the scope and MVP phases. Following are some examples of the feedback gathered by Education New Zealand in this phase:

“The most common queries...could be quite different from the type of information we provide today...I think a chatbot is going to develop learnings and insights that will be relevant for everyone.”

“How might New Zealand do a chatbot that would be different to everybody else? How could we create one that has more personality and New Zealandness to it? It should really embrace that New Zealandness. Because if you're ultimately dealing with chatbots all around the world, they're going to just be the same.”

Stage two:

Scope

Once you've articulated and defined the problem your chatbot will solve, it's time to get into the detail. How will the chatbot solve the problem? How will you build it? What is the vision? Together, the answers to these questions inform your scope.

One possible approach in this stage is to run a design sprint workshop – getting all the relevant people together to develop the vision for the chatbot, as well as goals and principles you'll take into the build phase. Teams you may want to involve include customer services, marketing, strategy, digital/web and communications. It's important to get buy-in first so your people support the chatbot. Creating a cross-functional project team to deliver the chatbot can help to do this.

At the end of this process, you should have a clear understanding of the chatbot you plan to create, and the elements that need to be ready for launch – your “minimum viable product” or MVP.



“CREATE THE VISION FOR
A MVP VIRTUAL ASSISTANT TO
HELP INTERNATIONAL STUDENTS CONSIDERING
NEW ZEALAND AS A STUDY DESTINATION”

MAP USER NEEDS
TO BUSINESS VALUE ①

CONVERSATION
ECOSYSTEM ②

VIRTUAL ASSISTANT
PRINCIPLES ③

FUTURE ROADMAP ④

Considerations for chatbot success

When scoping their chatbot and researching the experiences others had, Education New Zealand's Jamie Crump came up with a useful list of considerations to bear in mind when scoping your a chatbot.



Think of a chatbot as being a channel. It is another means of communicating with “customers” like email and social media. It’s therefore important to resource it accordingly, and with more resource required as more people engage with the channel. Like any conversation, the interactions taking place with bots are always evolving and need to be continually evaluated, not just to ensure the system is working well, but that it’s reaching its potential.



Be clear on the purpose. Clarify what the chatbot is and what it isn't, and focus on utility for the customer.



Start with a narrow focus, whilst keeping the future vision in mind. Begin with:

- Short conversations and not information dense conversations
- Things people commonly ask (e.g. repetitive questions and FAQs)

- Though Natural Language Processing (NLP) abilities are evolving rapidly, consumers are likely to be several years away from truly trusting it. Consumers expect simpler chatbot formats which directly address their issues. Start with guided choices. Once you’ve got the right mix of content and engagement, then start introducing NLP.



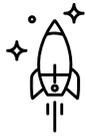
Ensure the chatbot is built using a global framework (e.g. Microsoft LUIS, Tensorflow) – so that your bot will benefit from ongoing research and development of those frameworks, resulting in improving AI.



Integrate your chatbot into your digital ecosystem or at least have a plan for this. This might include connections to your digital marketing technologies or other back-end systems.



Train your bot. To make conversational AI machine learning work you need lots of relevant training data. This should include examples of how your customers talk to you – like call logs or email enquiries.



Launch and learn. Get to an MVP fast, and be ready to learn and evolve as people start chatting to your bot.



Expectations of performance. There is a great deal of hype and fear about the true capability of AI (and therefore chatbots), and it often underplays the amount of work required to get AI to perform proficiently. It's very important to set realistic expectations. For example, you could position your chatbot as a bot-in-training with its 'L plates' on.



Don't just chat with your bot – listen. While chatbots can provide substantial customer service benefits, their potential to provide rich customer data and enhance customer experience may be even more valuable. Think carefully about how you will structure your chatbot data to enable you to "mine" insights and learn from your customers. Your chatbot partner should be able to help here.

How to select a chatbot development partner

It's likely you'll want to work with a chatbot development partner to help you build your bot. It's useful at this point to consider your criteria in selecting a partner. As an example, Education New Zealand (ENZ) sought to appoint a development partner that:

- had successfully built chatbots before using global platforms (e.g. Microsoft LUIS).
- can build a platform agnostic chatbot
- can assist ENZ to optimise and maintain the chatbot
- can build a chatbot that can integrate and scale with ENZ's digital ecosystem
- can build a chatbot that can learn (uses machine learning) and has an natural language processing (NLP) training component that would enable users from ENZ to add to the NLP model
- can build a chatbot that provides multi-language support
- can provide analytics and insight reporting for the chatbot
- can enable ENZ to bring the chatbot in-house at a later date should it wish to

They also considered factors like team fit/ways of working, UX expertise, conversational AI expertise and platform roadmap. With clear ideas about the scope and vision for your bot, it's time to build a prototype.

Stage Three:

Build a prototype



Key components to develop in this stage – what makes a great chatbot?

User experience

Excellent user experience is a key aspect of a successful chatbot. Nobody wants to engage with something that is dull, slow, and hard to navigate or understand.⁶

A great persona, name and avatar

Chatbots need to have a personality that makes them relatable, believable, and relevant to their users. Their personality is conveyed in the way they respond to questions and chat, the words they use, the way they look (their avatar), and their greeting or welcome message.

Persona, name and avatar can all be addressed in a workshop format, bringing together your development, marketing, design and content teams.

Trust

The most successful chatbots make it clear from the very beginning that the user is chatting with a robot, not with another human. And you should not immediately expect a user to trust your chatbot. They don't know anything about this inanimate object they're talking to. Why should they engage? What compels your user to communicate with something that isn't "real"?

Like personality, trust is built and conveyed in the design of a bot avatar (e.g. not a photorealistic human), and in greetings and other conversation elements.

Kia ora 🙌 I'm Tohu, the chatbot. What would you like to know about studying in New Zealand?

are you real

I'm not a human, I'm a bot

⁶ Nieves, B. Crafting the Ideal Bot Persona: What's Necessary and What's Not, September 7, 2018. <https://botsociety.io/blog/2018/09/bot-persona/>

Human escalation workflow

To earn the trust of users it's important to have human back-up. When technology fails, users still want to be able to rely on human beings to help them solve their problems.

The current dominant business perspective tends to see chatbots as a way to reduce the need for real humans to handle customer interaction. The truth of efficient and engaging chatbots is the opposite: they're used to create a new interaction channel where a real person will be available if required.⁷

In considering this workflow, you also need to consider your capability to respond to enquiries – how many people do you have available, how busy are they already – and design the workflow and set expectations accordingly.

Bearing this in mind, Education New Zealand decided to:

- make human escalation the last resort
- when escalating to a human be transparent in setting expectations about how quickly a user would receive a response
- align with the response times of ENZ's social media team as they would be providing the human escalation

OK. I just need to ask you 3 questions and one of my human colleagues will be in touch. And if at any time you want to go back to chatting about studying in NZ with me, just type 'cancel'

7 Berdah, B. The Chatbot Masquerade: Crafting a Personality with NLP and Grammar. <https://www.upwork.com/hiring/for-clients/chatbot-masquerade-crafting-personality-nlp-grammar/>

Thanks for that! A member of the Study in New Zealand team will get back to you within 2 business days. We're a small team so thanks in advance for your patience 😊

Training and conversation design

Before releasing an AI chatbot into the world, you'll need to do some up-front training, drawing on existing datasets and previous communications. You need to teach your bot what to say, how to say it and when to say it.⁸ It's also important not to 'set and forget' – to have a plan for ongoing monitoring and improvement.

Datasets you can use in the training phase – particularly for a chatbot built on a question and answer engine like Theta's FAQ Bot - include existing website FAQ, customer enquiry logs, call logs and social media messages. These sources all include questions in your customers' own words – i.e. the kind of things someone might ask your chatbot.

To turn this data into chat-friendly conversation, you need to break it down into relevant, short and simple question and answer pairs that drive the conversation forward and get users to the results quickly, one conversational step at a time. The bot should also provide suggestions of what information might be helpful to the user next.⁹ Features like engagements and follow-up questions can help here.

8 Debecker, A. Characteristics of the Best AI Chatbot. July 26, 2017. <https://blog.ubisend.com/optimize-chatbots/characteristics-best-ai-chatbot>

9 Thoms, J. A guide to developing bot personalities. <https://www.xandra.com/blog/a-guide-to-bot-personalities>

We have developed a set of conversation design principles and language guidelines that work well for any bot.

Conversation Design Principles

Write like you talk: Read it out loud. If anything sounds like it's written, rewrite it

Persona: Choose the right words by asking 'would they really say that?' (e.g. 'yes' vs. 'let's do it')

Relevant, short & simple answers: Get users to the results quickly one conversational step at a time. Always think about how we can make the copy shorter and more relevant

- It's a conversation, not a monologue. Have a look at your phone messages – that's what we're aiming for. Engagement drops with every line of text over three lines. Use long answers judiciously
- Use no more than 3 short paragraphs per answer (~300 characters) and aim for 13 words or less per sentence
- Use a maximum of 3x follow-up questions to clarify intent

- Try to keep the conversation in the bot by using follow-up questions rather than links.
- Use no more than 1 link per answer – and if linking to another website be clear that's what's happening

Short questions too, but include context: e.g. "how much are student fees in NZ?" is better than "how much does it cost?"

Each question should focus on a single specific topic

Emojis: Use should be aligned with your bot's persona and your organisation's social media approach

Images & Videos: Look for opportunities to add these – can provide moments of surprise and delight

Be careful of tone: Instead of "I can see you're having a problem. I'm sorry to hear that" say "Ah, that's not good, maybe I can help".

Language Guidelines

- Use simple, straightforward language (default to numerals where it looks good and makes it easier to understand)
- Use contractions (e.g. they're, wasn't, you're etc.)
- Don't use exclamation marks (too shouty!)
- Use words like I, me, we and you over third person references
- Use more powerful verbs (doing words) and less adjectives

(describing words). Let your sentences be active, not descriptive or passive

- NB: the verb "to be" and its frequent substitute "get, gets, got" are passive
- E.g. "You might get confused by this rule" = passive, "this rule might confuse you" = active
- Eliminate jargon and clichés where possible.

Stage Four:

Launch minimum viable product



You've designed the avatar, persona, some conversations and done some training. But is it ready?

Test, test, test

One way to check is of course to test your bot – and do further training based on the results of your testing. Here are some ways you can do this:

1. Friendly Users

'Friendly users' are usually users that aren't from your specific target audience. Good examples of 'friendly users' are your friends or colleagues from within your organisation.

Benefits of 'friendly users' include:

- they are easier to source to test the chatbot and gain training data to help it get smarter
- they provide an opportunity to get internal buy-in if they're from your organisation

Downsides of "friendly users" include:

- they are most likely "biased" due to their domain knowledge
- they may not ask the type of questions, or frame questions in a way that your target audience will – meaning the initial training of the chatbot won't mirror that of actual users.

2. Crowd Sourcing

You can also invite members of your chatbot's target audience to help you test the bot. Try recruiting using your existing channels – for example, your website, your newsletter or social media channels. You can provide them with a link to a test page, brief them on the scope and purpose of the bot, and invite them to chat.

You should be able to monitor conversations in this test phase using your bot's analytics platform and make changes based on user conversations and as gaps in your knowledge base are highlighted.

3. User surveys

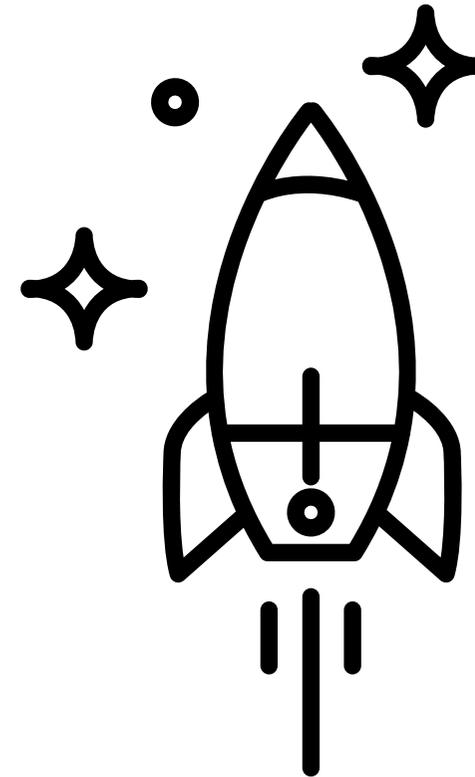
You can complement your bot test data by providing a link to an online survey, to gather additional feedback on user experience and satisfaction.

Monitor conversations gather feedback, check against any success criteria you've set, and once you're satisfied your bot is good enough for launch, it's time to get it out there.

Soft launch

A soft launch can be a good strategy at this point – either just on select pages of your website, or site-wide but with no communication/promotion. That way you can continue to monitor, train and improve your bot while awareness is more limited.

Then, when you're happy with how the bot's performing, it's time to tell the world (or at least your target audience!).



Stage Five:

Learn and evolve



Post-launch, you'll want to keep an eye on your bot, track its performance, teach it new things and identify areas for improvement.

Success Measures

To determine if a chatbot is successful or not, you ultimately want to be able to measure its success in helping the target audience.

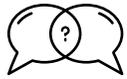
“Metrics need to be related to the purpose and meaningful to customers. Increasingly, those companies and organisations that can demonstrate valid and independent evidence that their conversational AI systems make a difference in relation to their purpose will be favoured over those who bury dubious metrics in marketing speak.”¹⁰

While chatbot analytics are unlikely to make or break the success of a chatbot, they can provide valuable insight into opportunities for growth and improvement. The KPIs that you need to track will often vary based on the use case of the chatbot and the demographics of the user base; however, several key metrics will provide valuable insight for just about any chatbot.¹¹

¹⁰ Hyatt, J. Here's the 8 types of Artificial Intelligence, and what you should know about them. November 6, 2018. <https://www.weforum.org/agenda/2018/11/chatbots-without-a-cause-why-conversational-ai-wont-work-without-purpose/>

¹¹ Phillips, C. Chatbot Analytics 101: The Essential Metrics You Need to Track. June 9, 2018. <https://chatbotmagazine.com/chatbot-analytics-101-e73ba7013f00>

Following are some possible success measures for your bot:



Engagement: are the target audience using the bot?



Solving Enquiries: do users get their questions successfully answered?



Retention: do users return because the bot has been helpful?



Conversation score: This measure may be calculated/provided by your bot platform, and can be tracked over time



Conversion: may be useful if you are using your bot to capture leads or sign ups



Saving Time: is there a reduction in the time taken to service enquiries, capture leads, or other tasks your bot is able to complete?

Improvement plan and workflow

It can be helpful to establish a monitoring routine or workflow, to ensure that gaps in your knowledge base are identified and addressed, and your bot continuously improves.

This could be managed by a designated person on a daily/ weekly basis, or you may choose to get a small team together weekly to review bot conversations – the frequency and resource will depend on the scale of your bot and your organisation.

Your chatbot partner should also be able to help with monitoring and continuous improvement of your bot.

Tohu the chatbot:

18 months in conversation



Education New Zealand developed and followed the plan outlined in this whitepaper for the implementation of their chatbot Tohu.

18 months on, how's Tohu doing? How has the chatbot evolved, and what has Education New Zealand learned?

Consistent conversation score and improving bot performance

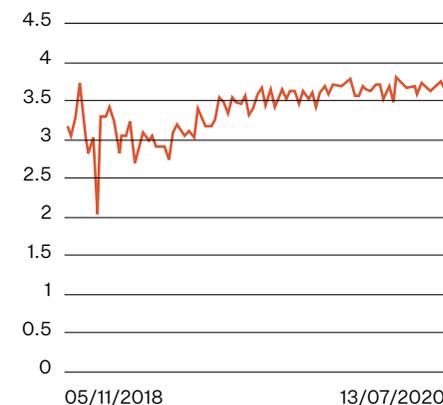
Conversation score (out of 5) is one success measure tracked in the FAQ Bot portal, and gives a picture of how a chatbot is performing over time. In the six months post-launch it sat between 2.5 and 3.5, and since then consistently 3.5-3.7 or more, very strong scores.

Currently, Tohu can answer more than 85% of questions asked of it directly from its knowledge base.

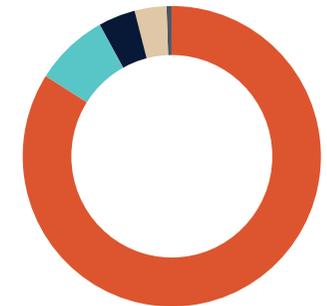
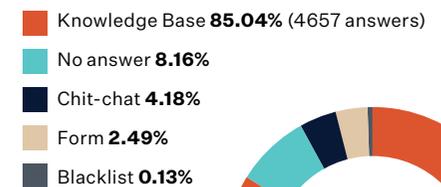
Says **Euan Howden** (Director Marketing Platforms & Campaigns at Education New Zealand):

“We’re really pleased to see this consistency achieved – we spent some time up front developing Tohu and building its knowledge base, and that effort has paid off. Even better, we don’t now need to spend heaps of time to maintain performance. The FAQ Bot portal makes it easy to make small adjustments as we go and as we see new data.”

Tohu conversation score over time



How were messages handled (last month)



For ENZ and for students interested in studying in New Zealand, Tohu’s impact is significant, says **Nicole Baird**, ENZ’s International Social Engagement Specialist:

“Prior to Tohu, with a social media team of two, it could take up to 24 hours for someone to get a response to their question. Now they can get an immediate response, and we know that Tohu can answer more than 80% of the most common questions. So the team can spend time answering the specific questions, and doing more of the strategic things for our Facebook channel rather than answering the same straightforward questions repeatedly.”

Supporting multiple stages of the omnichannel student journey with Tohu

Tohu, when first launched, was focused on answering queries from prospective students and their families, on the [Study In New Zealand website](#). Over the course of the year, however, the scope of the bot has expanded to support additional channels and stages of the student journey. During March 2019 Tohu launched on Messenger, handling queries received on that platform that would previously take a day or more to resolve.

In June 2019 Tohu was implemented on [NauMai NZ](#), to answer questions from students who have already chosen New Zealand as a study destination.

And in October 2019 Education New Zealand launched a new global campaign, with Tohu at the centre, connecting prospective international students with real people who have a personal experience of a New Zealand education. This campaign, “Ask New Anything”, incorporated unscripted videos within the chatbot experience, with real people answering some of the questions that had previously been asked of Tohu.

Says **Euan Howden**:

“The rich data we have in Tohu – the questions prospective students actually ask, in their own words – is a fantastic resource. These questions were the foundation for our innovative “Ask New Anything” campaign.”

As well as a data source, chat was an obvious vehicle for this campaign, as **Stu Mallarkey** of campaign agency Special Group explains:

“We’re not broadcasting a message to students; we’re asking them to start a conversation, putting prospective students themselves at the centre of the campaign.”

During the 2-month campaign period, 15,000 unique users exchanged 63,000 messages with Tohu, with high levels of engagement.

Another chatbot innovation delivered in this campaign is integration with Education New Zealand’s marketing automation software, Marketo. Instead of completing a form on their website, prospective students had the option to share some details with Education New Zealand directly in chat, and that data was then sent directly to Marketo to support email marketing activities.

Says **Jamie Crump** (Director Planning at Education New Zealand),

“The logical next step is personalisation of the chat experience, and that’s something we’re looking forward to exploring with Theta.”



Helping students navigate COVID-19 and plan for their future

COVID-19 has of course meant a change of plan for everyone – in New Zealand and around the world. For Tohu, it meant prioritising reliable information about the COVID-19 situation for current and prospective students - all the more important in such uncertain times.

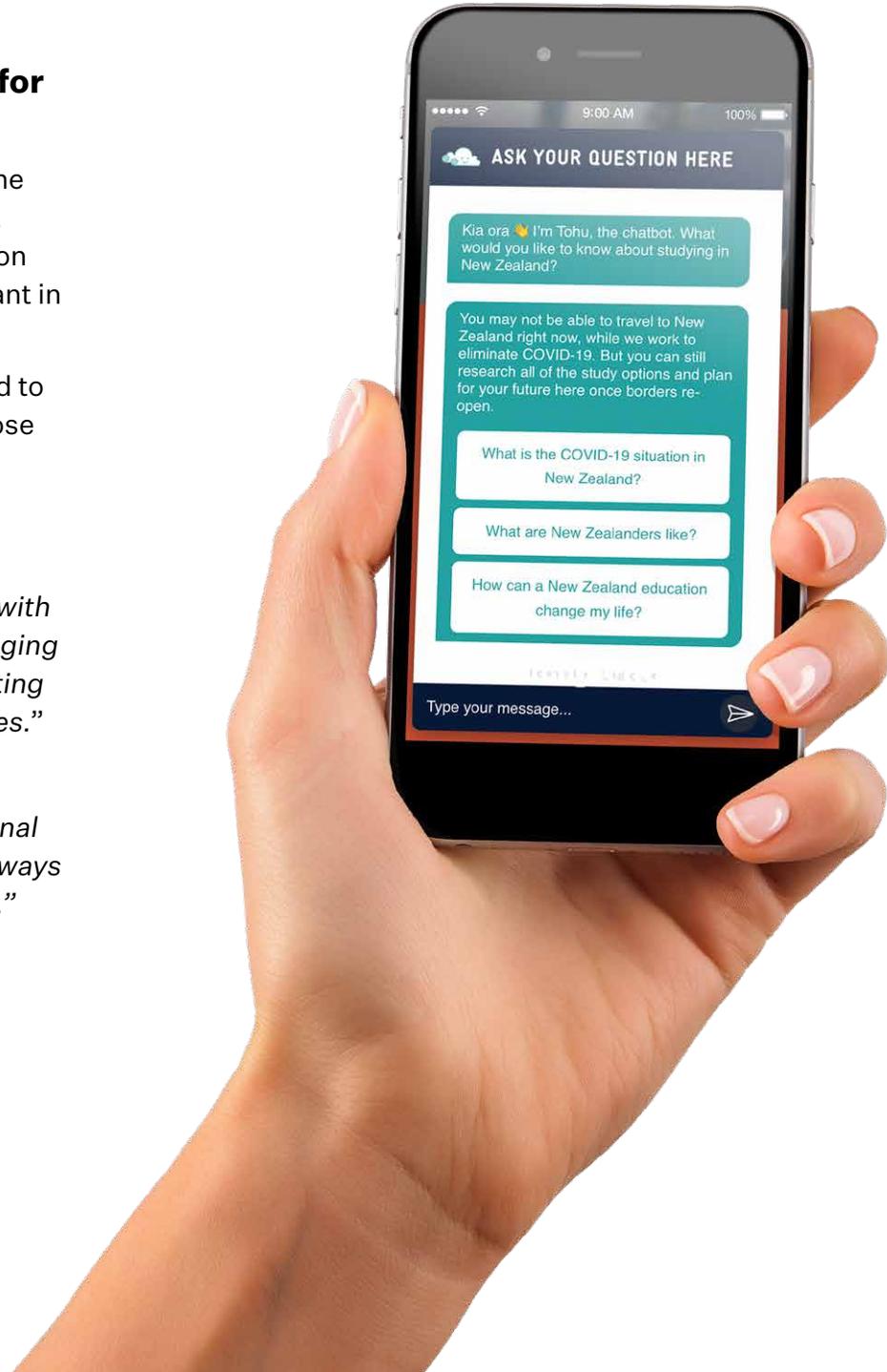
Tohu has already fielded more than 3000 questions related to COVID-19, providing immediate, accurate responses to those questions.

Says **Jamie Crump**

“Because FAQ Bot is fast and easy to update – no code required – we can make sure Tohu is always up to date with the latest information – even when the situation is changing all the time. It’s been a very useful channel for us in getting important and timely information to a range of audiences.”

Jamie adds:

“When New Zealand’s borders do re-open to international students we anticipate a high level of interest, and as always Tohu will be an important member of our support team.”





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