

Empathising With Your Customer Through Their Customer Journey With A Chatbot

BY: CARLIFF RIZAL CARLEEL
CEO, Chatbot Malaysia

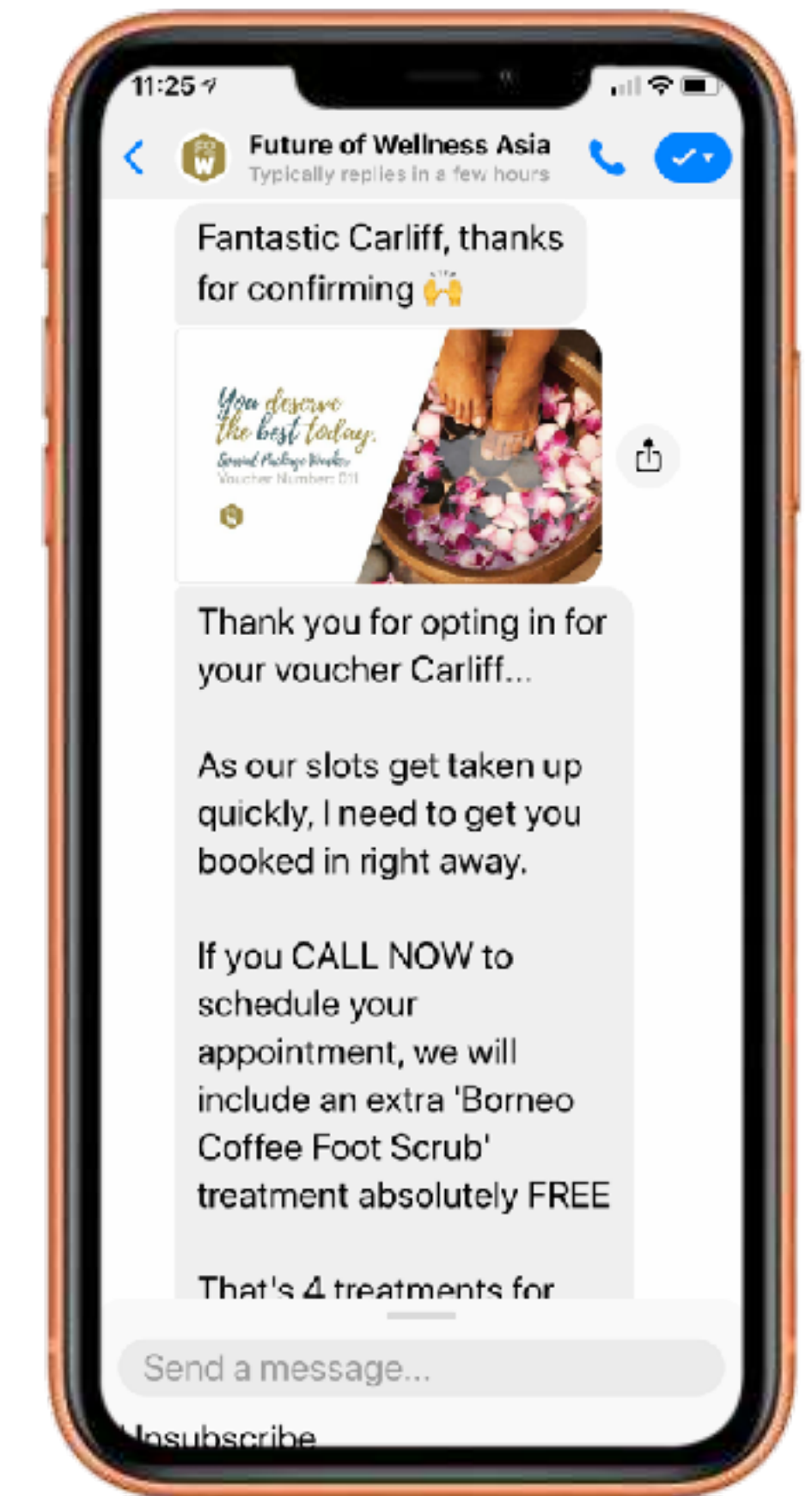
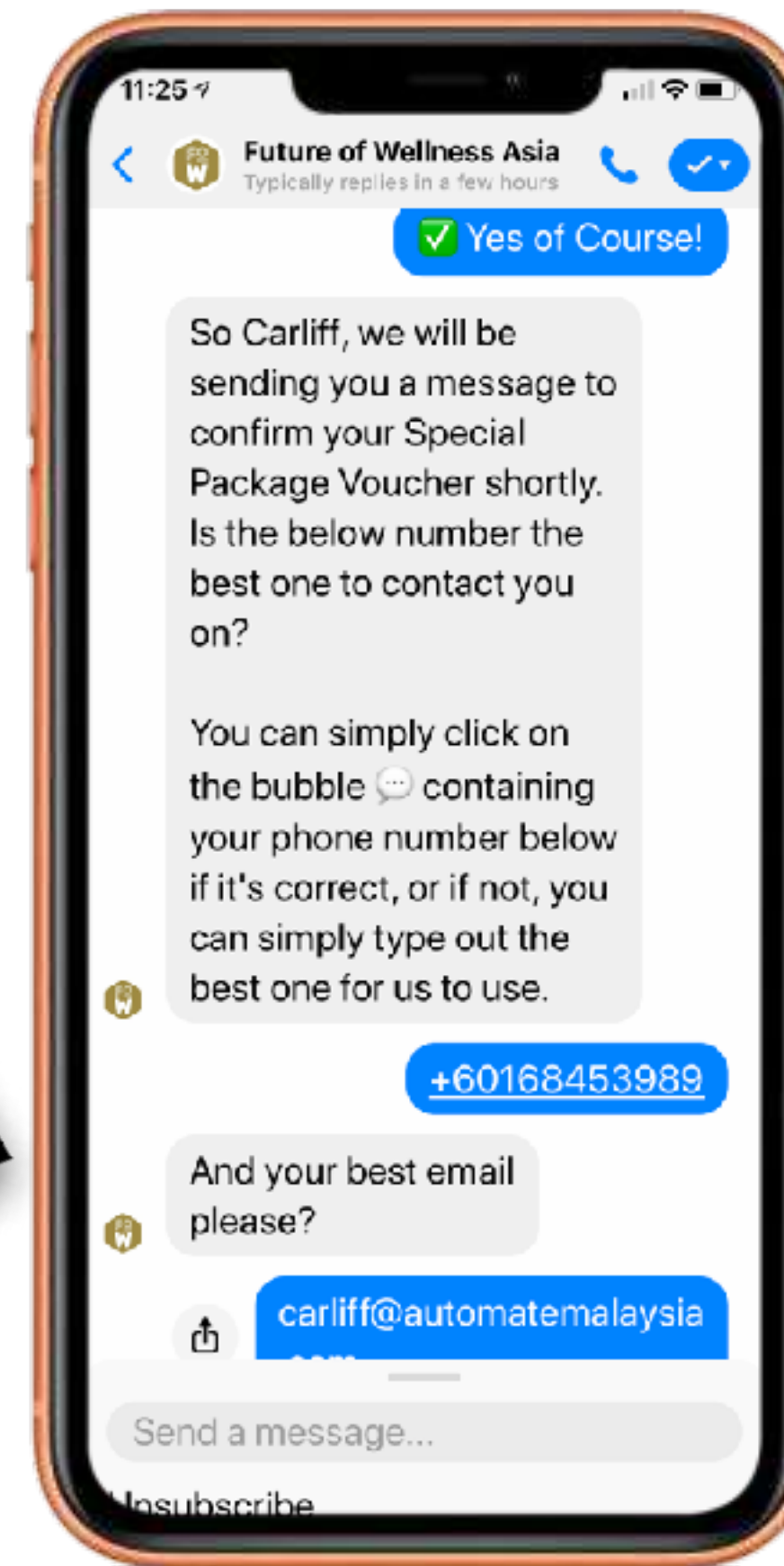
How You Can Utilise a Simple Chatbot To Understand The Problems Of Your Customers And Offering Personalised Solutions At Each Step Of Their Journey

Here's what we will cover today...

- Key #1 - Understanding the 3 Main Problems Chatbots Solve
- Key #2 - How To Use Chatbots To Understand Your Customers And Then Drive More Sales
- Key #3 - How To Install The Simplest, Most Effective Chatbot Into Your Business Today!

If You Stay Until The End

- You Get FREE My step-by-step **Quiz Chatbot Template** that you can take and modify for your own chatbot project. It includes:
- Detailed steps with Instructions, Explanatory Notes and Pre-designed chatbot logic.
- One-Click install for deploying a lead generation Quiz Chatbot
- **DONE-FOR-YOU INSTALLATION** (For first 20 companies)



JULY 2019





APRIL 2019

Aplikasi 'Chatbot' MPK diiktiraf MBOR

SELANGOR □ April 20, 2019 9:00 am

OLEH ZAREEF MUZAMMIL

KLANG, 20 APRIL - Majlis Perbandaran Klang (MPK) menempa sejarah tersendiri apabila mendapat pengiktirafan 'The Malaysian Book of Records' (MBOR), selepas menjadi pihak berkuasa tempatan (PBT) pertama memanfaatkan sistem informasi 'Chatbot' melalui aplikasi SMART MPKlang.

Sijil pengiktirafan itu disampaikan Pengurus Acara dan Komunikasi Korporat MBOR, Aaron Bong kepada Yang Dipertua MPK, Dato' Mohamad Yasid Bidin, sambil disaksikan Menteri Perumahan dan Kerajaan Tempatan, Zuraida Kamaruddin.



...i sistem informasi 'Chatbot' melalui aplikasi Smart MPKlang



HOW DID I ARRIVE HERE...?



CARLIFF RIZAL
CO-FOUNDER & CEO
Chatbot Malaysia

- Co-Founder of Chatbot Malaysia
- Managed Marketing Campaigns for 100+ brands - Like MDEC, MITI, ePetani, BakedKL, Durian King, Prestige Magazine, MP Klang and Mercedes Benz
- 17 year of experience as Speaker, Trainer and Coach
- 10 years of experience in Digital Marketing with 8 Digital Marketing Certifications
- Multi Award-winning entrepreneur Hall Of Fame Award (Asia Pacific) 2009

INTRODUCTION

Think about the benefits of an assembly line. What are they?

Think about the benefits of an assembly line. What are they?

- Predictable
- Provide great insights
- Repeatable

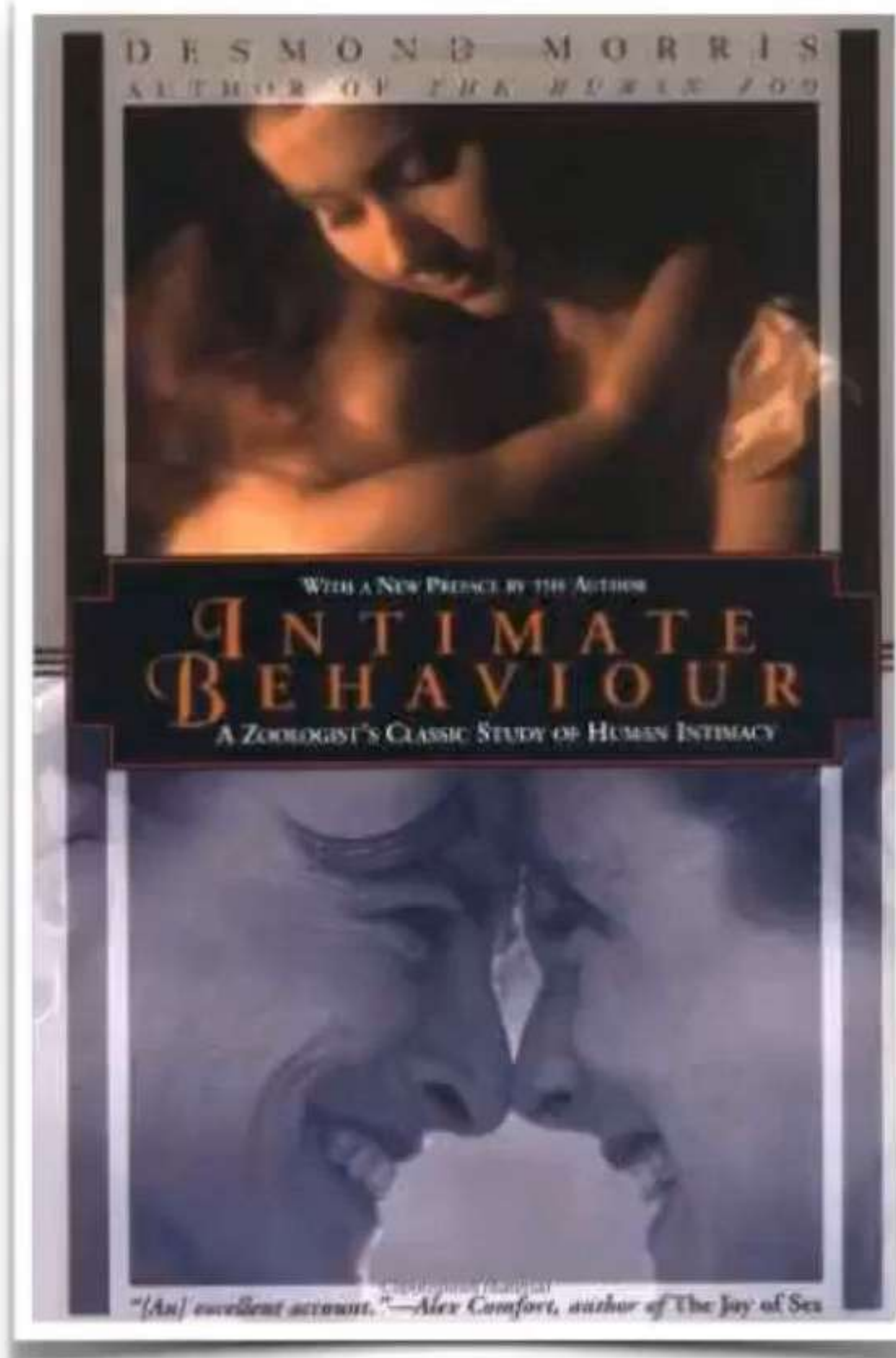


**How Can Your Applications Guide
Users Through The Customer
Journey in a Way that is Predictable,
Measurable, Repeatable?**

By ... Following The Sequence Of Normal, Healthy Human Relationships

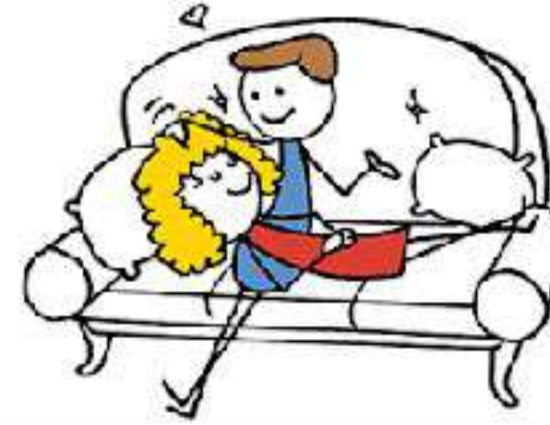
This is what
most marketers
are doing...





12 STAGES OF INTIMACY

- | | |
|--------------------------------------|-----------------------------|
| 1. Eye to body | 7. Mouth to mouth |
| 2. Eye to eye | 8. Hand to head |
| 3. Voice to voice | 9. Hand to body |
| 4. Hand to hand | 10. Mouth to body |
| 5. Arm to shoulder | 11. Hand to _____ |
| 6. Arm to waist/back
(a.k.a. hug) | 12. Bow-chick-a-wow-
wow |



7. FACE TO FACE

8. HAND TO HEAD

9. HAND TO BODY

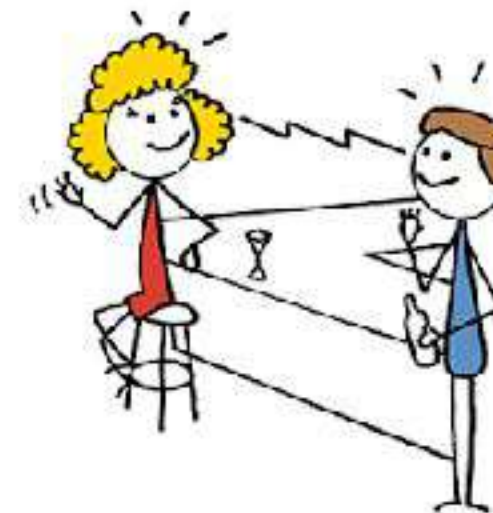
STEPS 10-12



6. HAND TO WAIST

5. HAND TO SHOULDER

4. HAND TO HAND



1. EYE TO BODY

2. EYE TO EYE

3. VOICE TO VOICE

VALUE JOURNEY WORKSHEET



Advocate

Successful customer gives a testimonial/case study



Promote

Successful customer tells friends about your brand



Ascend

Customer makes larger/additional purchases



Excite

Customer gets value from initial transaction



Convert

Prospect makes a small purchase/schedules demo



Aware

Prospect sees an ad



Engage

Prospect reads blog post or watches a video



Subscribe

Prospects opts in to receive gated content



The Customer Value Journey
Works because it follows the
structure of normal, healthy
human relationships ...

Now, you might be thinking,
why is this important?

SHOCKING STATEMENT



Just because you know your product
or service is great...

...just because you know your prospects really need it...

...that doesn't mean they know they need it...

...nor does it mean they want it from you if they do.

...nor does it mean they want it from you if they do. (At least not yet.)

Your Strategy

(a.k.a. The Customer Value Journey)

It's not that your visitors and prospects don't want to buy from you...

It's just that they want to...

...“date” first.

And that's what the
Customer Value Journey
allows you to do

OUR JOB:

Is to Move Customers Seamlessly
And Subtly Through Each Phase
Of The Customer Value Journey.

I'll share with you our
background relating to what's
necessary to take your
business to the next level.

Who we are ...





Hall of Fame 2009



**Business of the year
Award 2008**



**Best Team Award
Malaysia 2007**





MARRIED ON 11 / 01 / 08



Then...

2008 Stock Market Crash



NEW YORK STOCK EXCHANGE

THIS CENTRAL MARKET PLACE FOR THE PURCHASE AND SALE OF SECURITIES WAS FOUNDED IN 1792 BY MERCHANTS WHO MET DAILY BENEATH A BUTTONWOOD TREE THAT GREW NEARBY. COMPLETED IN 1903 FROM DESIGNS BY GEORGE B. POST SCULPTORS OF PEDIMENT GROUP WERE J. Q. A. WARD AND PAUL W. BARTLETT

PLAQUE ERRECTED 1957 BY
THE NEW YORK COMMUNITY TRUST

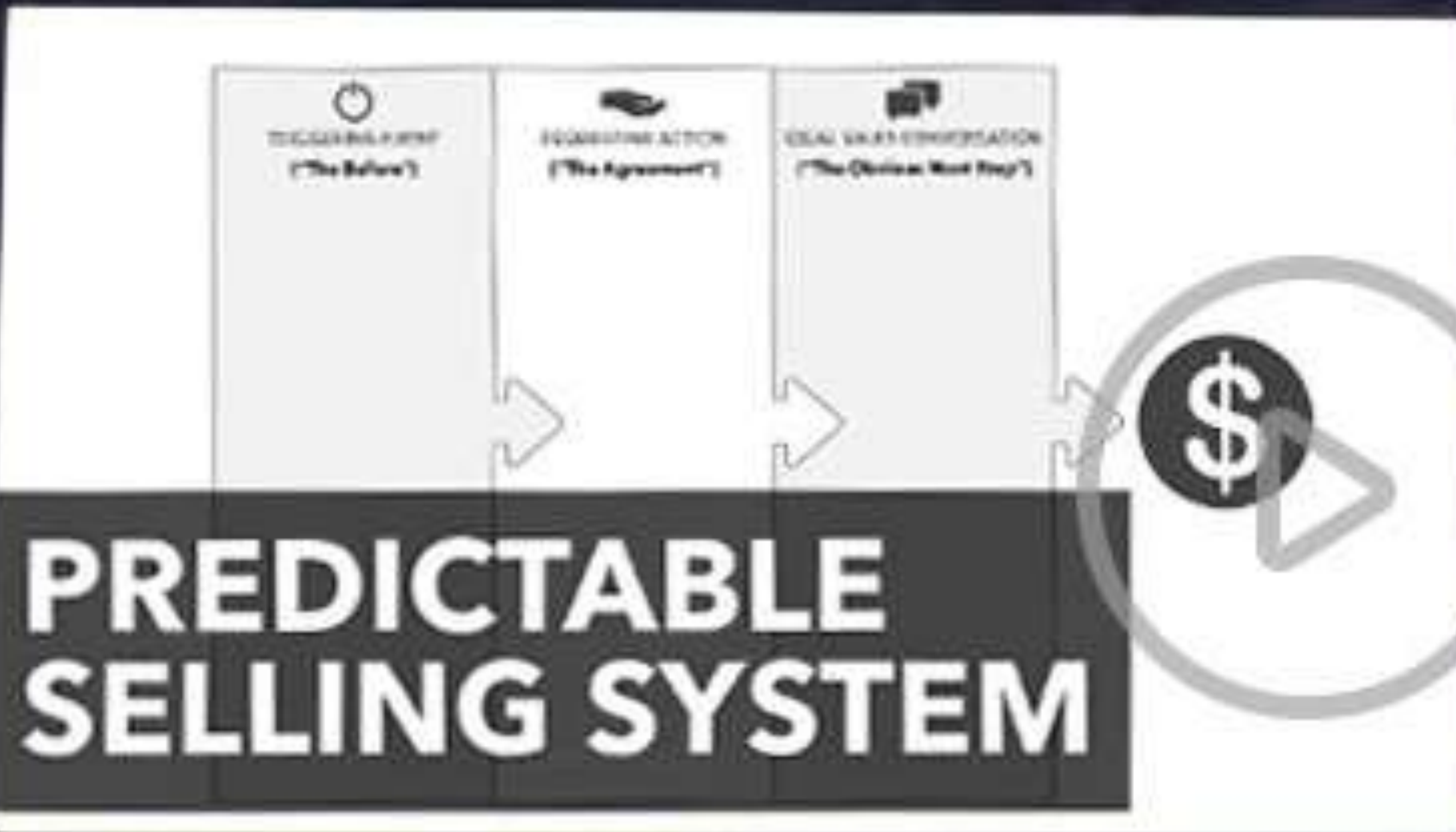


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SUCCESS TRAININGS & EVENTS

Training Centre. HRDF Claimable. Public
Courses. In-house. Soft Skills. Team
Building. Leadership. Motivation.
Attitude. Mindset.





VALUE JOURNEY WORKSHEET



Advocate

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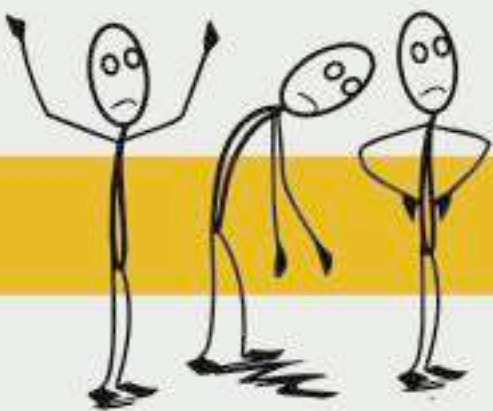
Engage

Prospect reads blog post or watches a video



Subscribe

Prospects opts in to receive gated content



Nothing Happened :(

FUNDAMENTALS

1. CUSTOMER AVATAR



CUSTOMER AVATAR

NINEY CHONG

GOALS AND VALUES

Goals:
Niney wants to...

- Make more passive income
- Increase business revenue
- Increase level of Authority in her field
- Be the connector

Values:
Niney is committed to...

- Providing value to her clients
- Serving her community
- Expanding her reach
- Strategic and long term thinking

Age: **39**
Gender: **Female**
Marital Status: **Married**
#/Age of Children: **2 (11 & 6)**
Location: **KL, Malaysia**



Quote: **"I am possible"**
Occupation: **Entrepreneur, Consultant,**
Job Title: **Founder / Sales Dir**
Annual Income: **RM180,000**
Level of Education: **College, Pro Cert**
Other: **Spends time making deals**

CHALLENGES & PAIN POINTS

Challenges:
Niney is challenged with...

- Scaling her businesses
- Automating her sales and marketing
- Balancing family, NGO, and work life

Pain points:
Niney pain points are...

- Always not enough time in the day
- Fear of not delivering what she promised

SOURCES OF INFORMATION

Books: Outliers, Lean In
Magazines: Prestige, Her World
Blogs/Webistes: Quick tips.
Conferences: Global Marketing Summit
Gurus: Anthony Robbins, Cheryl Sandberg, Oprah
Other: Niney is always looking for ways to offer others value through her connections and expertise

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

- Does the product fit an existing service or a new service she can offer her clients?
- Does being a stokis commit her to monthly time commitments?
- Any Monthly \$\$\$ commitments?

Role in the Purchase Process:
Niney is the decision maker. She asks for opinions from her biz partner, husband, friends and coaches, but makes her own final decision. Price is not the biggest consideration as long as she sees a clear plan to getting ROI

2. PROBLEM & SOLUTION



	BEFORE	AFTER
Have	Hutang, small savings, knowledge little	More savings, secure,
Feel	Serabut, stressed, minsecure	Relaxed, happy, secured
Avg. Day	don't know abt my investment	Aware of own investment
Status	non compliant	shariah compliant

Don't Give Up!

Try Again!

It Worked!

want to chat?

+ Add Label

Personal

Friday, 30 Dec 2016, 11:27 AM



> To: Carliff Rizal Carleel

Happy New Year Carliff to all of you. Thankyou for your constant and inspiring messages which are looked forward to. Love and hugs for a prosperous 2017.

Show History

Reply

Forward

Quick Reply

Selamat Menyambut Awal Muharram

+ Add Label

Personal

Thursday, 6 Oct 2016, 4:45 PM



To: Carliff Rizal Carleel

Hi Carliff, You never cease to amaze me by always remembering each and every festival to be greeted. Thank you dearly. Wishing you and your family always the best.

Show History

Reply

Forward

Quick Reply

Carliff Rizal Carleel

Thursday, 6 Oct 2016, 5:31 PM



To: Shelly Bhardwaj

It's my pleasure :)



Carliff Rizal Carleel



Chief Executive Officer, BAYU


Mobile: 0168453989

Email: carliff@bayu.my

Website: www.bayu.my

BAYU Tips - How Do You Know If A Manager Has Knowledge AND Wisdom?




 Important x Trove Archive x  Personal v

Tuesday, 5 Sep 2017, 10:29 AM  ...


> To: Carliff Rizal Carleel

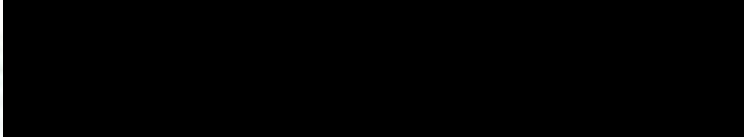
Hi Carliff. A most enjoyable read of wisdom , knowledge and insight and how the three interweave to produce successful results. Thankyou for your unwavering dedication in all that you do. You are a gem! Have a great day !

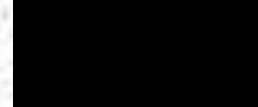
 Show History

 Reply  Forward  Quick Reply

Carliff Rizal Carleel

Wednesday, 6 Sep 2017, 9:56 AM  ...

> To: 

Thanks . You're awesome

Grateful for the Tips



Trove Archive x

Personal v

Wednesday, 25 Oct 2017, 11:13 AM



> To: Carliff Rizal Carleel

Hi Carliff , I am grateful and always very excited to find some time and catch up with your mail . You're most helpful tips and promising advice on entrepreneurship and it's relevant areas is most beneficial for me . So please keep up your mail and I salute you for being always so prompt and on top of things . I may not be able to reply immediately but always remember that it is so much appreciated and valued .

Thank you for all the time and effort that you put into creating a better understanding at least for me .
Warmest regards



Reply



Forward



Quick Reply

[Redacted]

Tuesday, 16 Jan 2018, 11:29 AM

> To: Carliff Rizal Carleel

Hi Carliff. Good Morning and a very Happy 10 Th Wedding Anniversary. That itself is a milestone and one which needs constant attention and focus.

You are such a good Councillor and love reading your tips. Forgive my late response at times but rest assured your input is much respected and appreciated.

Have a wonderful day. 😊

Sent from my iPhone

[Show History](#)

[Reply](#) [Forward](#) [Quick Reply](#)

Carliff Rizal Carleel

Tuesday, 16 Jan 2018, 11:49 AM

> To:

[Redacted]

Thanks [Redacted] Always love hearing from you

google.png

Google

training provider sabah

All Maps Images News Videos More Settings Tools

About 595,000 results (0.48 seconds)

82 Authentic 5-STAR REVIEWS

#1 GOOGLE SEARCH

Sabah Skills & Technology Centre

Tamparuli

Gain forlife Sdn Bhd

INANAM

BAYU Success Training - Sabah Training...

Map data ©2018 Google

Rating Hours

BAYU Success Training - Sabah Training Provider & Team ...

5.0 ★★★★★ (82) · Training Centre

Kota Kinabalu, Sabah, Malaysia · +60 16-844 3989

Open 24 hours

WEBSITE DIRECTIONS

Gain forlife Sdn Bhd

5.0 ★★★★★ (2) · Training Centre

Kota Kinabalu, Sabah, Malaysia · +60 88-437 808

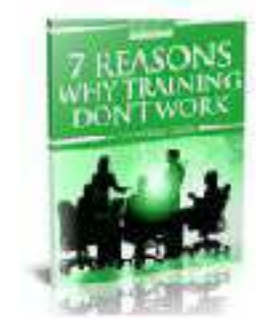
Open · Closes 5PM

WEBSITE DIRECTIONS

Free Resources – Ebooks



How To Choose A Training Provider



7 Reasons Why Training Don't Work



The Training Manager's Success Guide



How to Measure Training Effectiveness



How To Create A Winning Training



The Best Ways To Find Out Training Needs



IMPACTAA

Training. Evaluation. Simplified.



Datuk Dr Yee Moh Chai

Deputy Chief Minister of Sabah and Minister of Resource Development & Information Technology

"This course will not only motivate the participants themselves, but also, will teach you and guide you in promoting the values and a strong personality"



En Sa'adilah Hj Abdillah

Director of Institut Latihan Sektor Awam Negeri (INSAN)

"BAYU has been providing exceptional value through their training programs to my organization and to the public service officers of Sabah for the past 5 years."



Intan Kartini

Group HR Manager, Karambunai Corp Berhad, NEXUS Resort & Spa Karambunai

"BAYU has been excellent in providing training for our staff at NEXUS. Thanks for your help and support!"



Hanna Wong Abdullah

Immediate Past President of SWEPA (Sabah Women's Entrepreneur & Professionals Association)

"I thoroughly enjoyed it... there was really great impact"



Datin Jeanette Tombakau

Owner of Jari Jari Spa Kota Kinabalu

"It was very very lively and engaging! I would strongly encourage anyone to come and join"



Khairul Azhar

Civil Engineer & Head of SAMUR Project PETRONAS Teambuilding Program 2017

"I would like to thank the BAYU team for this two day event. I believe after this team building program, I can say we are fully integrated and have become one team. Thank you very much to BAYU"



Lisa Ambrose

General Manager Hotel 53 Jalan Gaya, Kota Kinabalu

"I have been to many trainings in the past, but this training today has set the bar really high, and I think it is what trainings are supposed to be, something that transforms you at the end of the day!"



Christopher Saimon Swasta

"Ini adalah suata yang sangat sangat menggembirakan bagi saya, untuk menghadiri kursus ini. Orang ramai semua patut join training ini!"



Zaninah Mohd Dilah
Jabatan Kerja Raya Kota Kinabalu

"Course ni sangat baik. Memang saya akan recommend kepada orang lain"



Leonard S Poyong
Pejabat Daerah Kuala Penyu

"Was very good, very interesting. I am very happy to be chosen untuk mengikuti kursus ini"

DECEMBER 2015



MAGIC
PROFILE

Filter(s): ☒ Full-stack Web Developer ☒ Full Time ☒ Contract

Job Role

- ☐ Front-end Web Developer
- ☐ Back-end Web Developer
- ☒ Full-stack Web Developer
- ☐ Android Mobile Developer
- ☐ iOS Mobile Developer
- ☐ UX Designer
- ☐ UX Researcher
- ☐ Product Manager

Looking for

- ☒ Full Time

Carliff Rizal Carleel
Full-stack Web Developer
Kota Kinabalu, Sabah, Malaysia

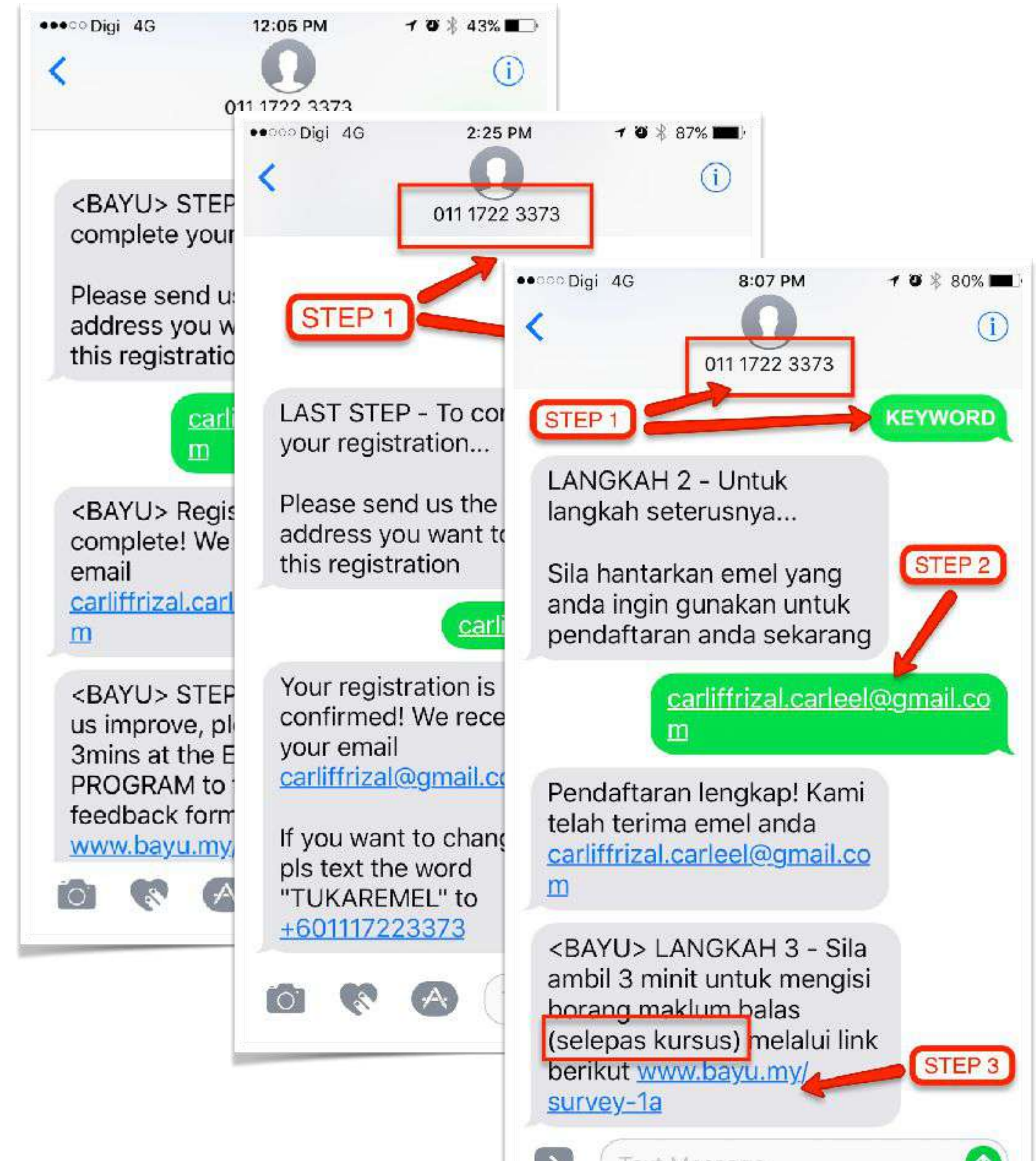
Haoyu Quan
Full-stack Web Developer at Kuala Lumpur
Kuala Lumpur, Kuala Lumpur, Malaysia





IMPACTAA

Training. Evaluation. Simplified.



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Consultant
PSMB Certified Training Provider (HRDP)

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Consultant
PSMB Certified Training Provider (HRDP)

(C) Use

- 20/24 participants
- 14/24 participants assigned

(D) Effectiveness of three modules

- 13/24 participants
- Students spent 10 minutes
- Students spent 10 minutes to the end of the day
- Students spent 10 minutes to the end of the day
- Students spent 10 minutes to the end of the day
- Students spent 10 minutes to the end of the day

(E) Return on Investment

- Cost of 11,000 (total 23)
- Realized 678,000
- Divided by 100 =

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5. TRAINING IMPACT EVALUATION

(A) Satisfaction

I. Overall Net Promoter Score

- **Score of 88.** Participants had a high level of satisfaction in Section 4D).
- 24 participants completed the survey
- 22 participant(s) rated 'Extremely Likely' when asked 'Would you recommend this training to a friend or colleague?'
- 20 participants - All activities of the training were effective
- 11 participants - Changed my mindset towards the organisation.

II. Overall Course Rating

- **92% rated the course as Excellent** program (details in Section 4A).
- 24 participants completed the survey
- 22 participant(s) rated 'Excellent', 'Average', 0 participant(s) rated 'Poor'
- *"Based on what you have seen so far"*

(B) Learning

Each of the 24 left with an effective training program proving they had met the objectives of the class.

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(C) On a scale of 1 to 5, how would you rate the following?

KNOWLEDGE

PSYCHOLOGY

VARIOUS

(D) How would you rate the following?



Training Impact

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(C) Outcomes

These are the outcomes for the participants exposed to the training:

- Identify factors affecting the learning process
- Establish credibility with the audience effectively
- Express expectations for students in the future
- Facilitate a group training session using a variety of methods
- Assess and evaluate immediate learning
- Complete and execute an effective Training Program

4. WORKSHOP EVALUATION

(A) Based on what you have seen, how would you rate this course?

- EXCELLENT
- GOOD
- AVERAGE
- POOR
- VERY POOR

(B) Why did you leave this rating?

1. Kesemua bahagian kursus memberikan impak dan manfaat kerana membuka minda dan melihat dari perspektif baru
2. Kesemuanya memberi kebaikan pada kakitanga JPANS, - semua peserta : -Semangat bekerjasama amat perlu
3. Kesemua bahagian kursus memberikan impak dan manfaat kerana setiap bahagian dapat membuka minda dan melihat dari perspektif baru

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3. WORKSHOP EVALUATION

(A) Interaction

SES

Context setting

How people learn

Training Program Planning

Delivery skills

Running group

Training delivery

Assessing the training

Final Assessment

Applications and transfer of learning

(B) Group Dynamics

Group exercises

• Theory of

• Training Program

• Establishing

• Focusing

• Practicing

• Final Assessment

• Application

Training Impact

1. OUTLINE

This document

1. Outline
2. Summary
3. Training Program
4. Training Delivery
5. Training Assessment
6. Facilitator

2. SUMMARY

This is a 2-DAY training program designed to provide a foundation of basic skills and knowledge for new learners.

The training program is designed to provide a foundation of basic skills and knowledge for new learners.

24 participants attended the training, with 20 participants completing the training.

BAYU

Training Impact Report

Train The Trainer - JPAN
8-9 December 2016

BAYU - Sabah Training Provider & Team Building Specialist
0168443989 | www.bayu.my | info@bayu.my

THE POWER OF KNOWLEDGE



CARLIFF RIZAL CARLEEL
CEO & Co-Founder

I really do not enjoy writing about myself, and honestly if you and I are to the point where I am sending you this then I think we both know that this is a good fit.

Instead of talking about my past positions as CEO, Founder, CMO and such I will list what I do everyday to make sure I stay on top of this fast paced industry.

I believe that knowledge is power and I spend a lot of time and money every year learning what works best today. I mix that with marketing principles that never change to create the perfect solution for you.



OCTOBER 2018



JANUARY 2019

FEBRUARY 2019



MARCH 2019



MARCH 2019





**INTERNATIONAL
CLAIMS
CONVENTION**

Insurance Claims Management in the New Age

20-21 March 2019
Impiana Hotel KLCC, Kuala Lumpur

Join Claims Experts at this International Claims Convention 2019 as they share their insights. This is a **MUST ATTEND** conference as it will help you stay relevant with best practices in claims.

Strategic Partners:

APRIL 2019



MAY 2019

- **Niney Chong, Co-Founder & Chief Marketing Officer (CMO)**
- **Received The CMO Asia's Women Leaders Award 2019**
- **For Her Work In Empowering Women In The Digital Space.**



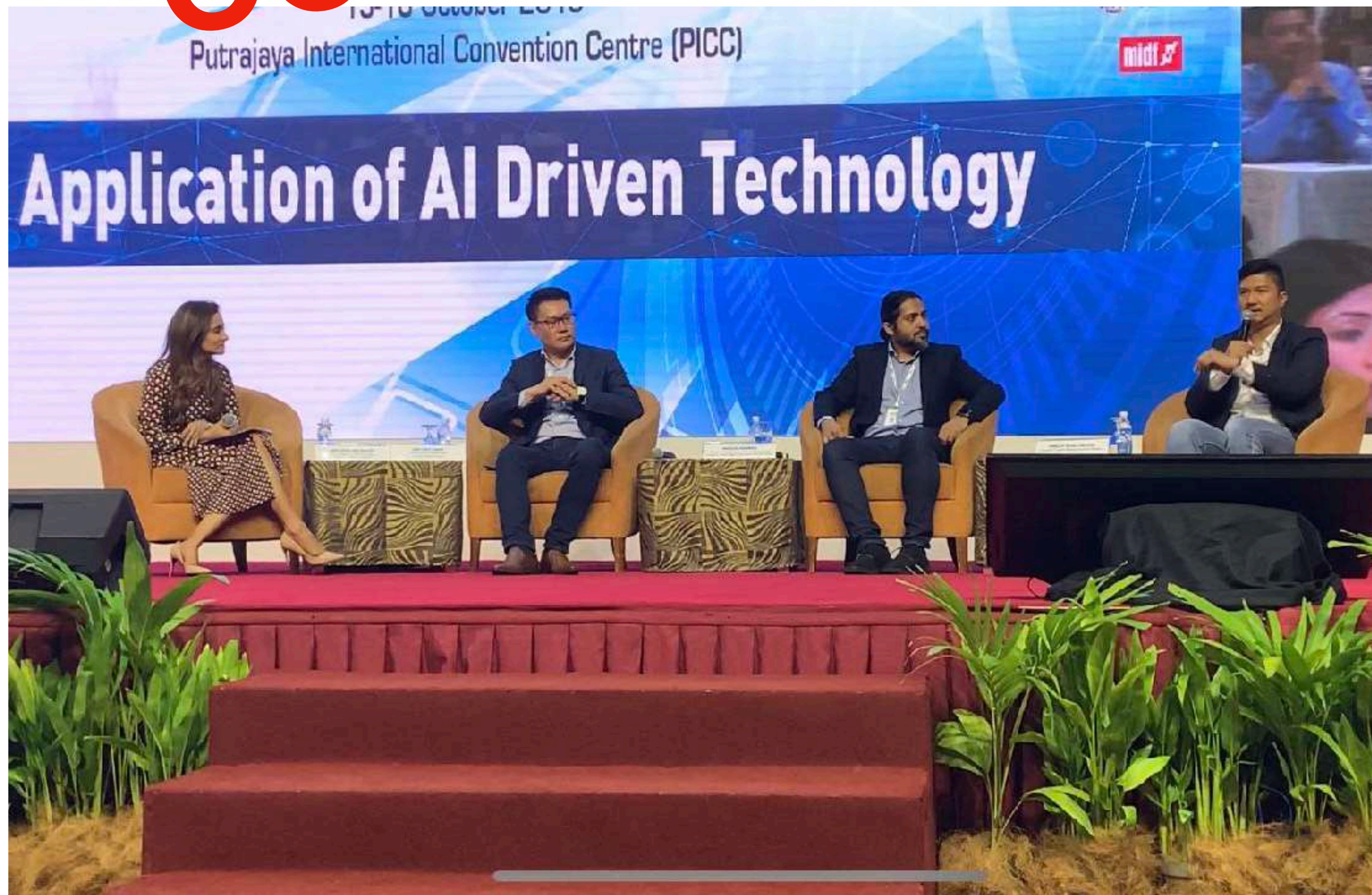
JULY 2019



SEPTEMBER 2019



OCTOBER 2019



NOVEMBER 2019



AUGUST

2019





Chatbot Malaysia



OUR TEAM



"Business become successful when everyone is working on their zone of genius. Where you get to fully use your 'SUPERPOWER'."



"It's somewhere for people with ideas. It's somewhere for us to embrace the superpower we all share - storytelling, and make an impact with it."



"Every team member has a smile on their face. This is a great place to work."



"The best time to go digital was last year. The next best time? It's now!"



"Slowly but surely, believe yourself and you can do it!"



"Work hard, play harder"

Trusted by Companies Like ...



momprenneur
asia



MaGIC



PRESTIGE
INSURANCE



Serai



Empathising With Your Customer Through Their Customer Journey With A Chatbot

- Key #1 - Understanding the 3 Main Problems Chatbots Solve
- Key #2 - How To Use Chatbots To Understand Your Customers And Then Drive More Sales
- Key #3 - How To Install The Simplest, Most Effective Chatbot Into Your Business Today!

How To Use CHATBOTS To Drive Sales

- **Key #1 - Understanding the 3 Main Problems Chatbots Solve**

Key #1 - Understanding the 3 Main Problems Chatbots Solve

- Attention is now expensive
- Who are the people visiting my business?
- People don't open my messages

WHAT IS A CHATBOT, &

**WHAT PROBLEM DOES IT
SOLVE?**

THE PROBLEM

**ATTENTION IS NOW
EXPENSIVE!!!**

Has **Your Phone**
Ever Looked Like
This?



CHATBOTS vs WEBSITES & EMAIL



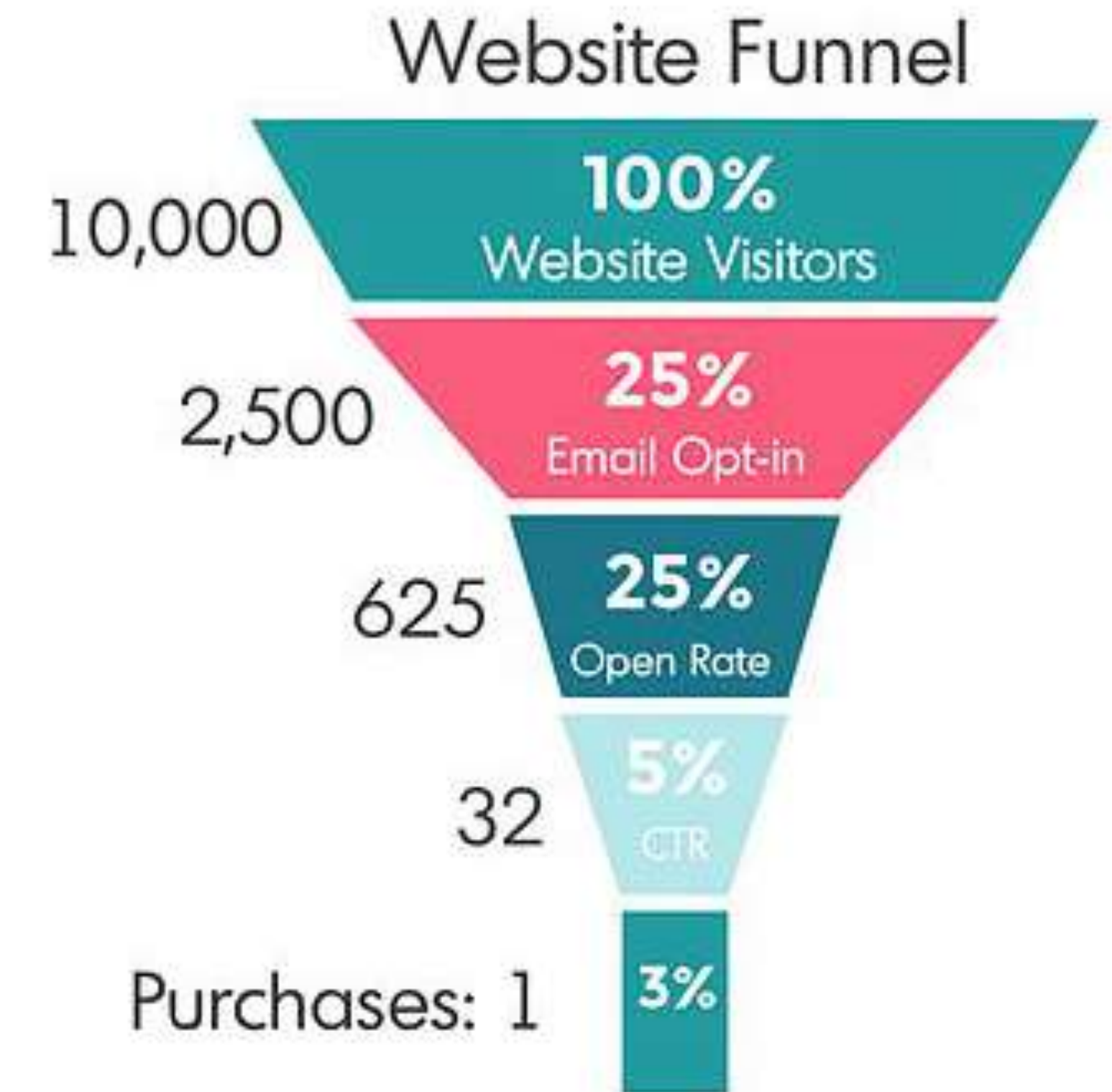
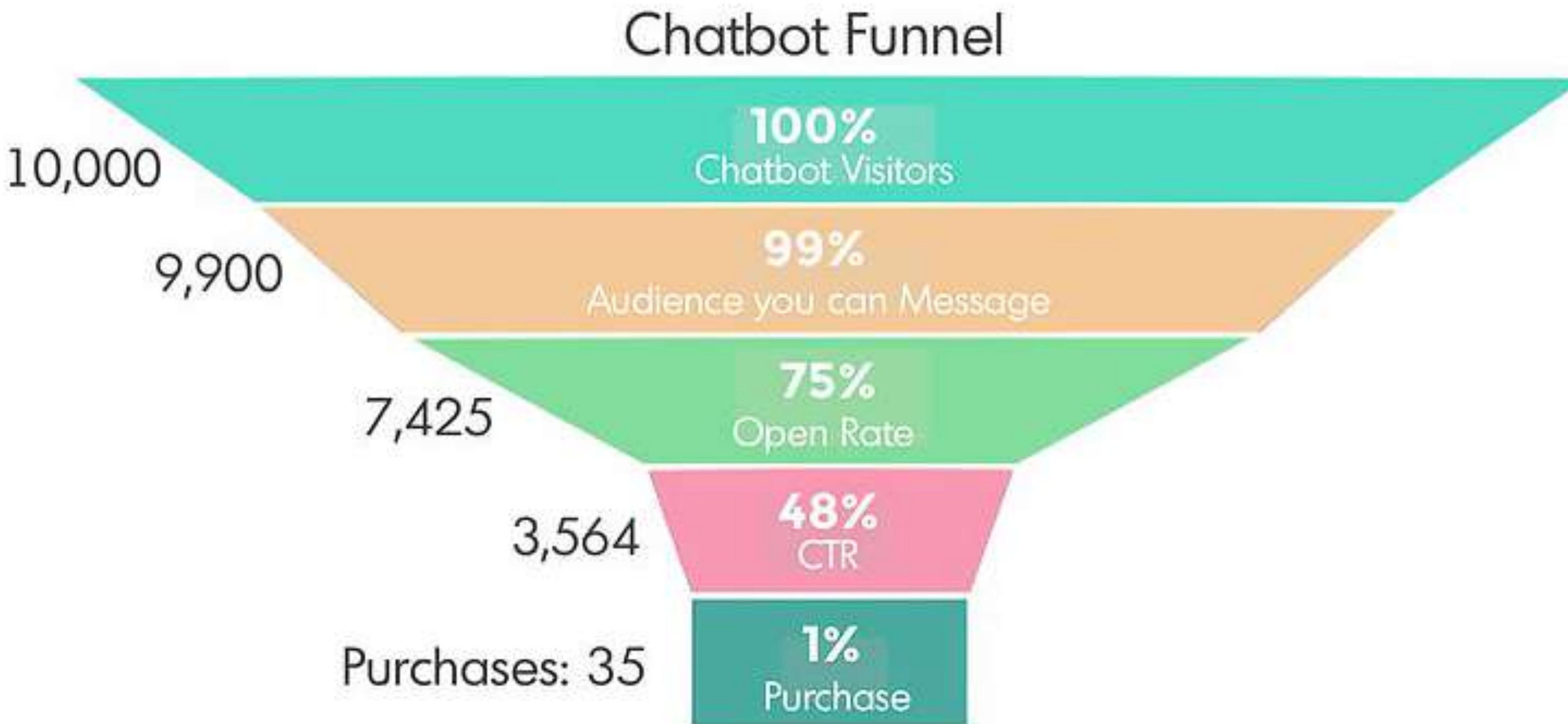
Open %: 16.75%
Click %: 2.32%

Messenger



Open %: 80-85%
Click %: 50-60%
Response Rate: 45.4%

CHATBOTS vs WEBSITES & EMAIL



BUT, WHAT IS A CHATBOT?

**Here's a 60 sec.
Demo Video of some useful
Chatbots installed in
Facebook Messenger**

A **Chatbot** Is A Software That
Interacts With People In
Chat Apps

(ex. Facebook Messenger, WhatsApp, Google Home)

THE MISCONCEPTION

Many People Associate Chatbots with Virtual Assistants” or “Voice Search”





- Startups
- Apps
- Gadgets
- Events
- Videos
-
- Crunchbase
- More

Search 🔍

- Disrupt SF 2018
- Y Combinator
- nvidia
- Google

What messaging means for the future of customer care

Kemal El Moujahid Sep 1, 2017

 Comment





chatbot artificial intelligence



All

News

Images

Videos

Shopping

More

Settings

Tools

About 2,410,000 results (0.40 seconds)

Scholarly articles for chatbot artificial intelligence

Real conversations with **artificial intelligence**: A ... - Hill - Cited by 49

Bringing **chatbots** into education: Towards natural ... - Kerlyl - Cited by 102

Chatbots: are they really useful? - Shawar - Cited by 135

How Artificial Intelligence Is Making Chatbots Better For Businesses

<https://www.forbes.com/.../how-artificial-intelligence-is-making-chatbots-better-for-bu...>

May 18, 2018 - As **chatbots** like Amazon's Alexa and Google Home are proliferating in our homes, we look at the business applications of **chatbots**, how ...

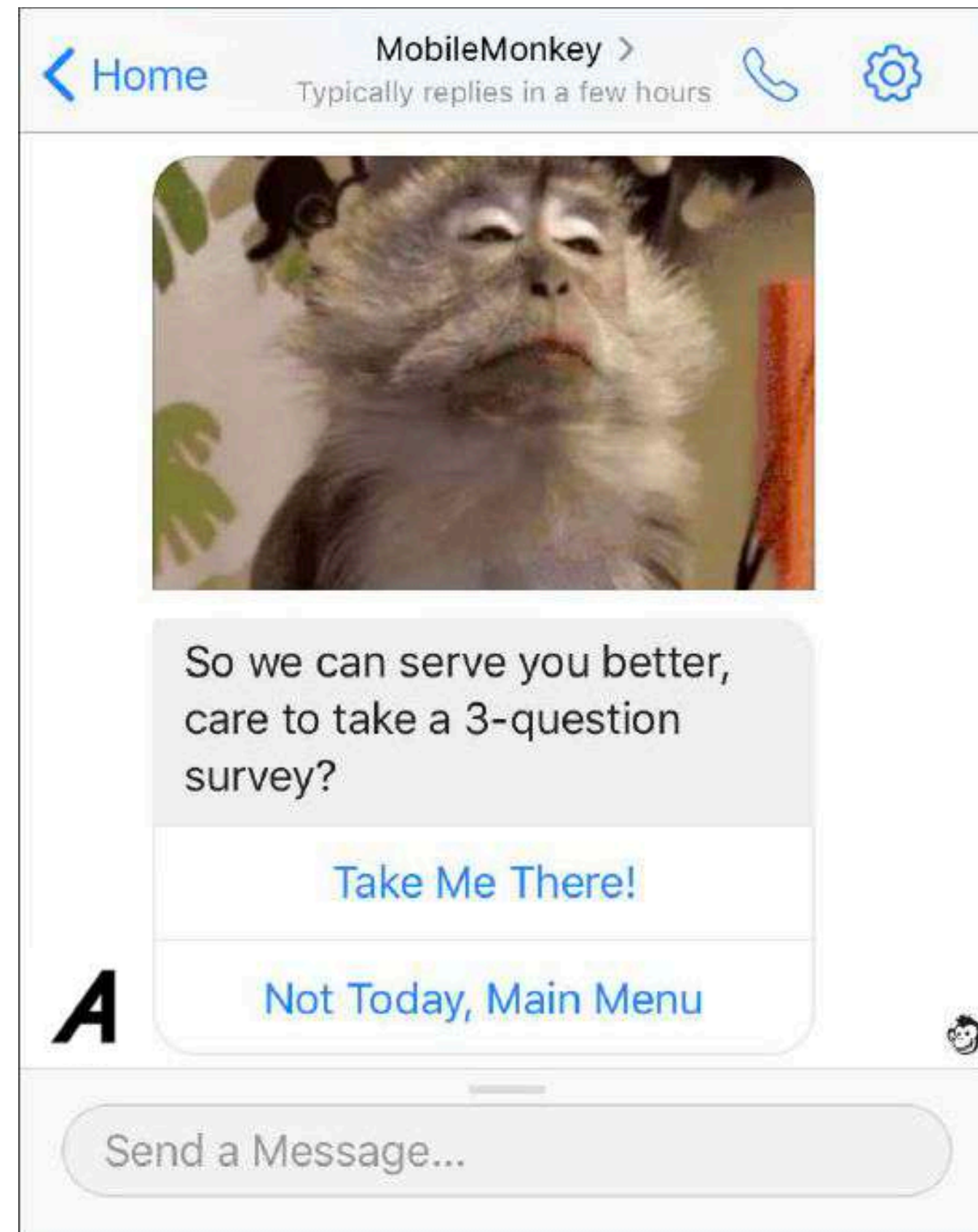
Chatbots and AI: The Key Event Tech Trends for 2018

<https://chatbotsmagazine.com/chatbots-and-ai-the-key-event-tech-trends-for-2018-7b...>

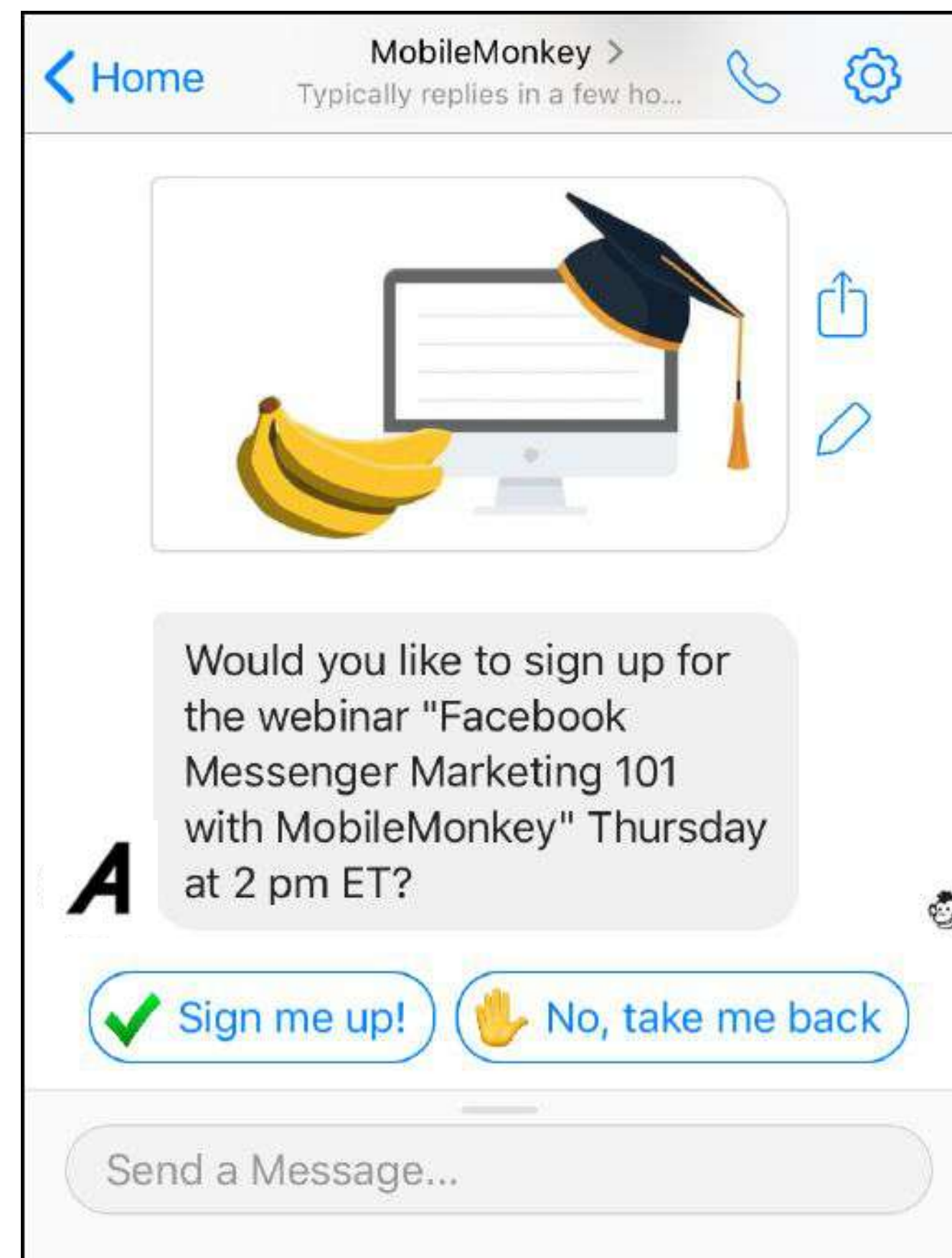
Feb 22, 2018 - **Chatbots** are a huge trend, there's no doubt about it. Big name brands are jumping at the opportunity to meet their customers where they're ...

Lot of confusing
Mumbo-Jumbo
about Chatbots & AI
or Machine Learning

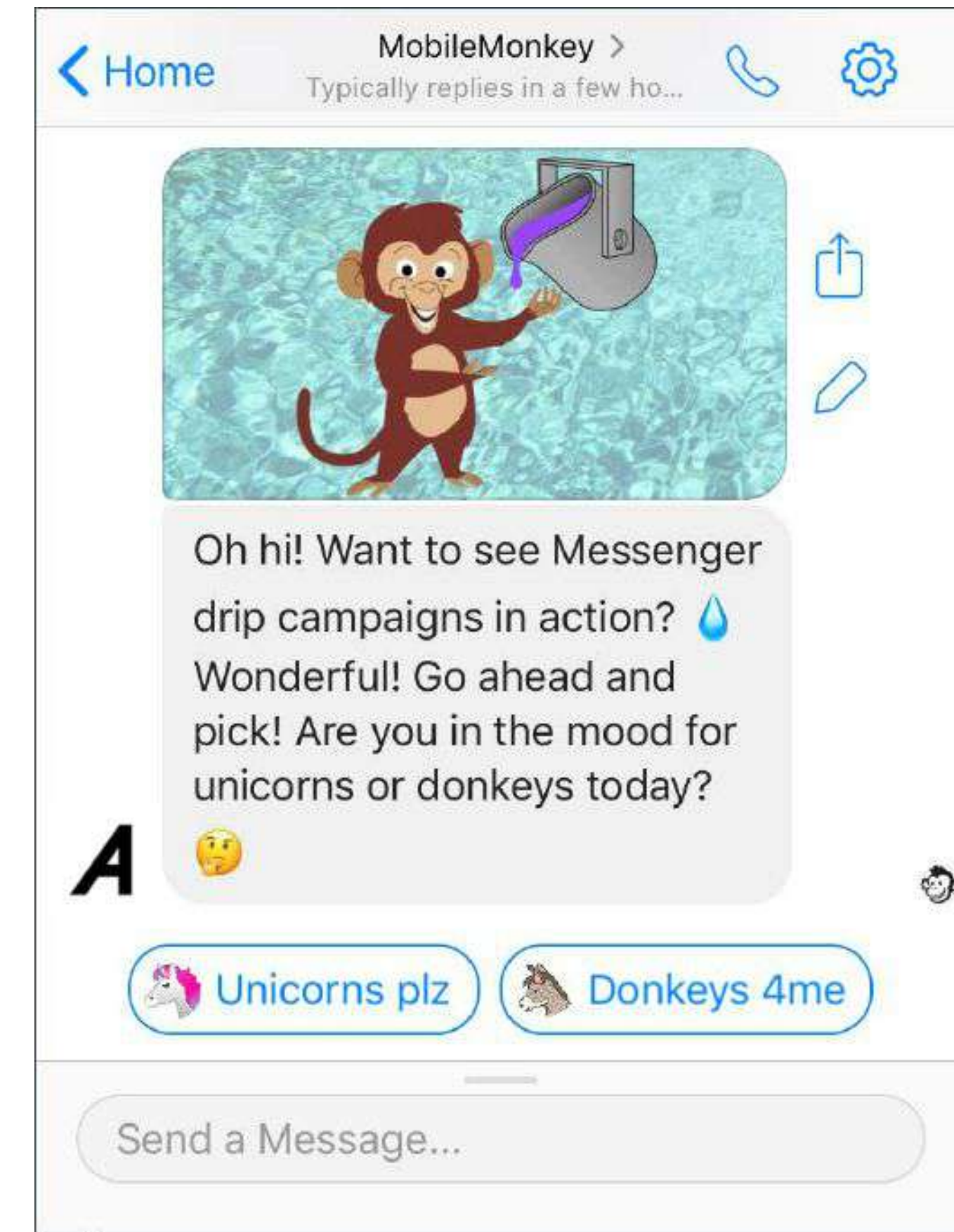
I Think of Messaging as “The Next Email”!



Quick Surveys!



Registrations & Reminders!



Segmentation & Drip Campaigns!

Holy Grail of Facebook Messenger Marketing & Growth Hack of The Next 5 Years = Chat Broadcasting



12:52AM



Would You Like to Register for "The Top 10 Facebook Messenger Marketing Hacks" Webinar on Sept. 5, 2018?

 Sign Me Up!

**Except That Messages
Are Distributed Via
Mobile & Desktop Push-
Notifications!**

**And are More Engaging
Than Email!**

ManyChat

Live Chat

All (1)

Search through LiveChat conversations

Carliff Rizal Carleel

Done

Newest

Unassigned

Daneil Syafiq

Dashboard

Audience

Live Chat 1

Growth Tools

Broadcasting

Automation

Flows

Settings

Templates

Example: I Blasted Daneil Syafiq a Free Giveaway with My Bot

Yup

Daneil Syafiq 29d

Yes, I want!

Vimmy Yap 1M

Good, thanks

Patrick Chong 1M

Hi Patrick. Carliff here. Let's chat

Jenny Lee 1M

Jun 10th

Hi Daneil, would you be interested to join a free chatbot giveaway? 🍀 🤖

Yes, I want!

Free?! No thanks

Jun 12th

Yes, I want!

Jun 24th

Reply

Note

This subscriber has interacted with your page more than 24h ago. You can only send them a message to respond

And he read it

He even answered me back!

Subscriber (Unsubscribe)

Male

English

22:26 (UTC+08)

1924154454290390

Pause Automation + 30 minutes

Automatically

User Tags + Add Tag

Buyer

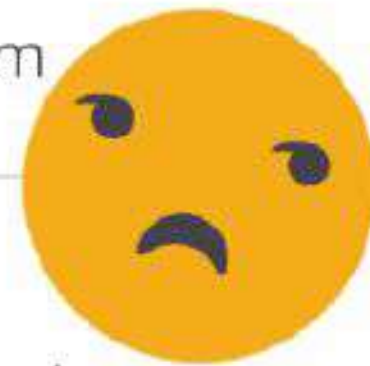
Buyer - Hotlist

Chatbot Malaysia

www.chatbots.my

Carliff Rizal

Blog Newsletters Regular · MobileMonkey Blog Newsletter Sent on Tue, Jun 26, 2018 12:00 pm	20.7% Opens	1.8% Clicks
Blog Newsletters Regular · MobileMonkey Blog Newsletter Sent on Thu, Jun 21, 2018 12:00 pm	20.9% Opens	2.2% Clicks
Blog Newsletters Regular · MobileMonkey Blog Newsletter Sent on Tue, Jun 19, 2018 12:00 pm	23.9% Opens	2.0% Clicks
Blog Newsletters Regular · MobileMonkey Blog Newsletter Sent on Thu, Jun 14, 2018 12:00 pm	22.7% Opens	1.1% Clicks
Blog Newsletters Regular · MobileMonkey Blog Newsletter Sent on Tue, Jun 12, 2018 12:00 pm	26.3% Opens	2.4% Clicks



VS.



Read (%)	Clicks / CTR
1517 (85.08%)	408 (22.88%)
315 (95.17%)	68 (20.54%)
1327 (88.35%)	304 (20.24%)
1355 (91.43%)	422 (28.48%)
1327 (100.00%)	144 (10.85%)
1326 (100.00%)	225 (16.97%)

**+3x read rates & +10x click rates =
60x More Engagement!**

How does someone start engaging with a chatbot?



Carliff Rizal Carleel

@carliff

Home

About

Reviews

Groups

Posts

Videos

Photos

Community

Promote

Manage promotions



Following ▾



Share



Edit Page Info



See all groups

Send Message ✎

Posts



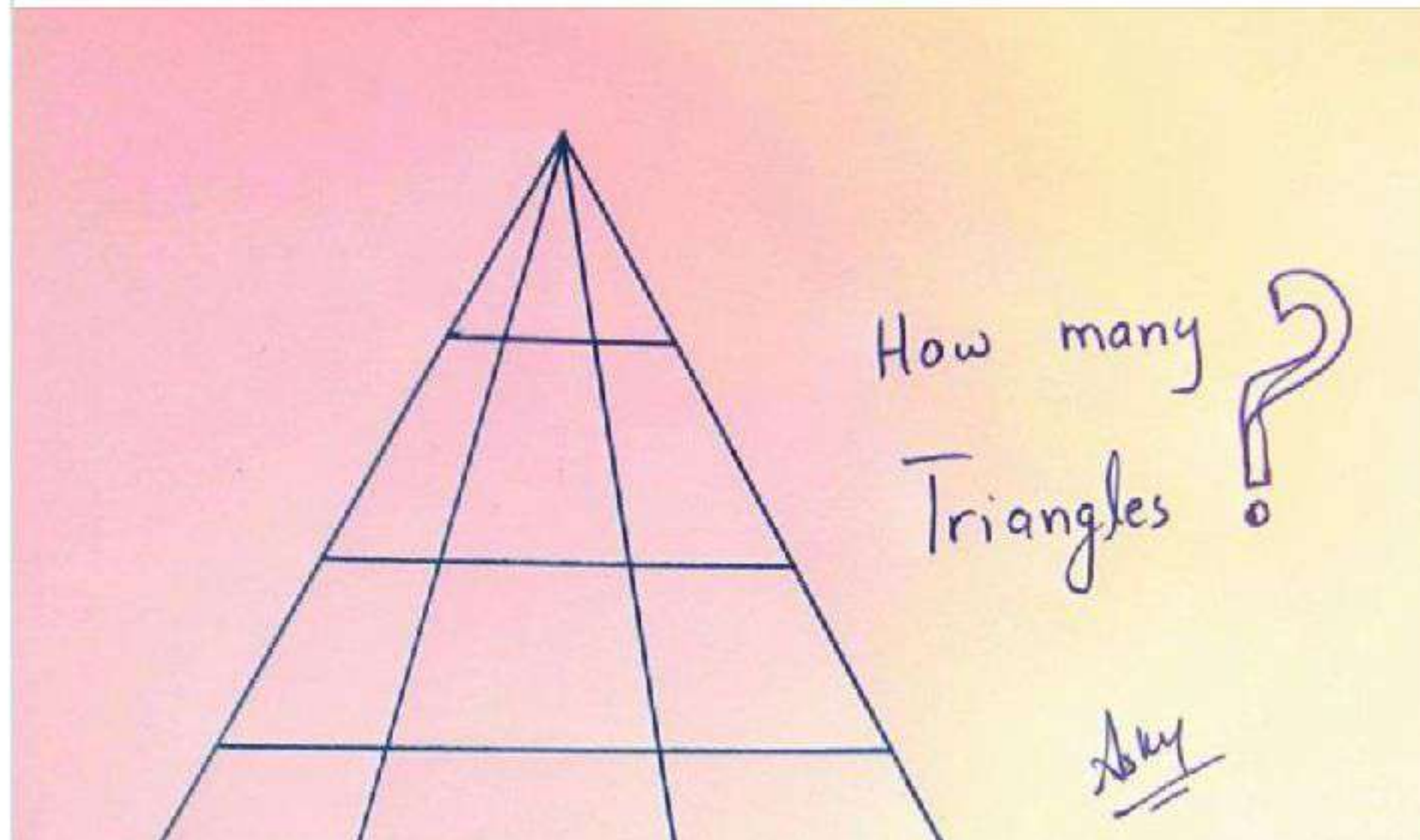
Carliff Rizal Carleel is 😊 feeling happy.

Published by Carliff Rizal Carleel [?] · 7 July at 16:27 · 🌐

WARNING: Only smart people can solve this! 🙋

How may Triangles are here in the photo ? #onlysmartpeople
#morethanyouthink

(Leave your guess in a comment below and we'll messenger you the answer)



Community



Carliff's friends



Invite



335 people



349 people

About

See all



016-845 3989



Typically replies instantly

Send message



http://www.chatbot...

Promote Website



+ Enter WhatsApp number



Entrepreneur



Suggest Edits



Page Transparency

Chat (352)



Attach Auto-Responders To
(Respond to People Who
Comment)

TRY

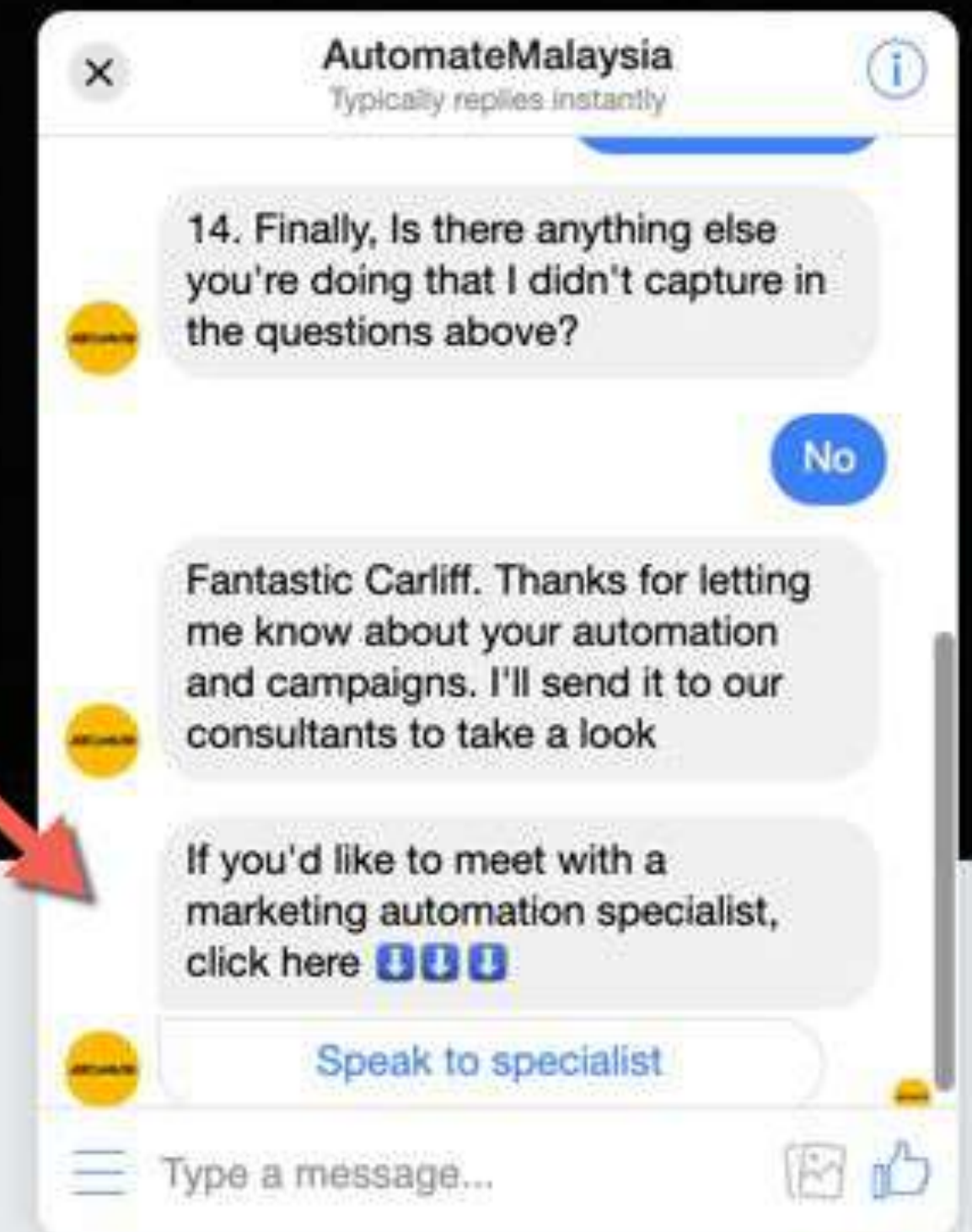
bit.ly/fb-page-admin

Automate Your Business Growth

GROW YOUR BUSINESS WITH HIGHLY **TARGETED**,
STRATEGIC DIGITAL MARKETING THAT WORKS

WATCH CASE STUDY VIDEO

ANYONE WHO ENGAGES
WITH YOUR WEBSITE CHAT IS
ADDED TO YOUR CONTACT
LIST

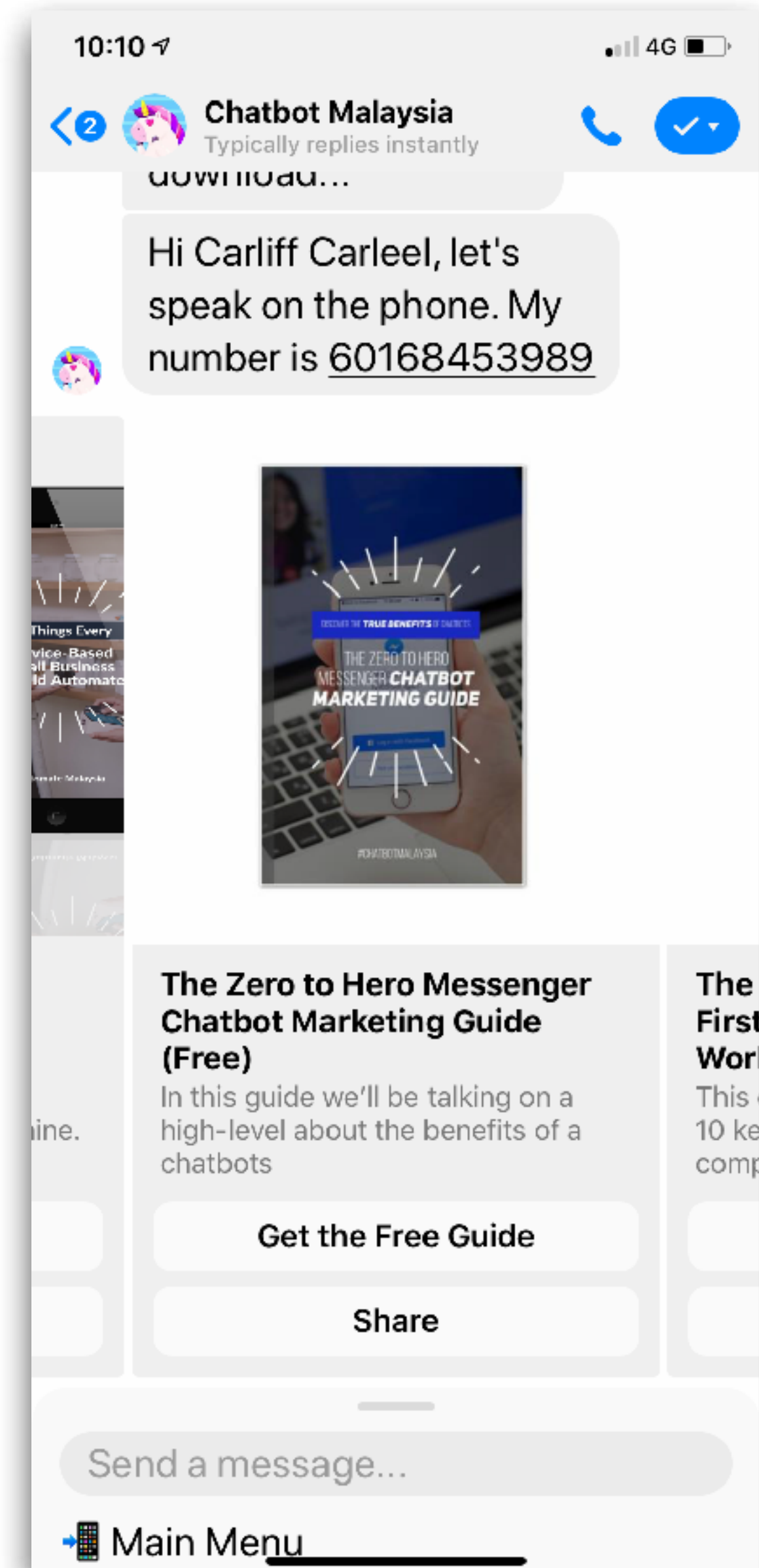
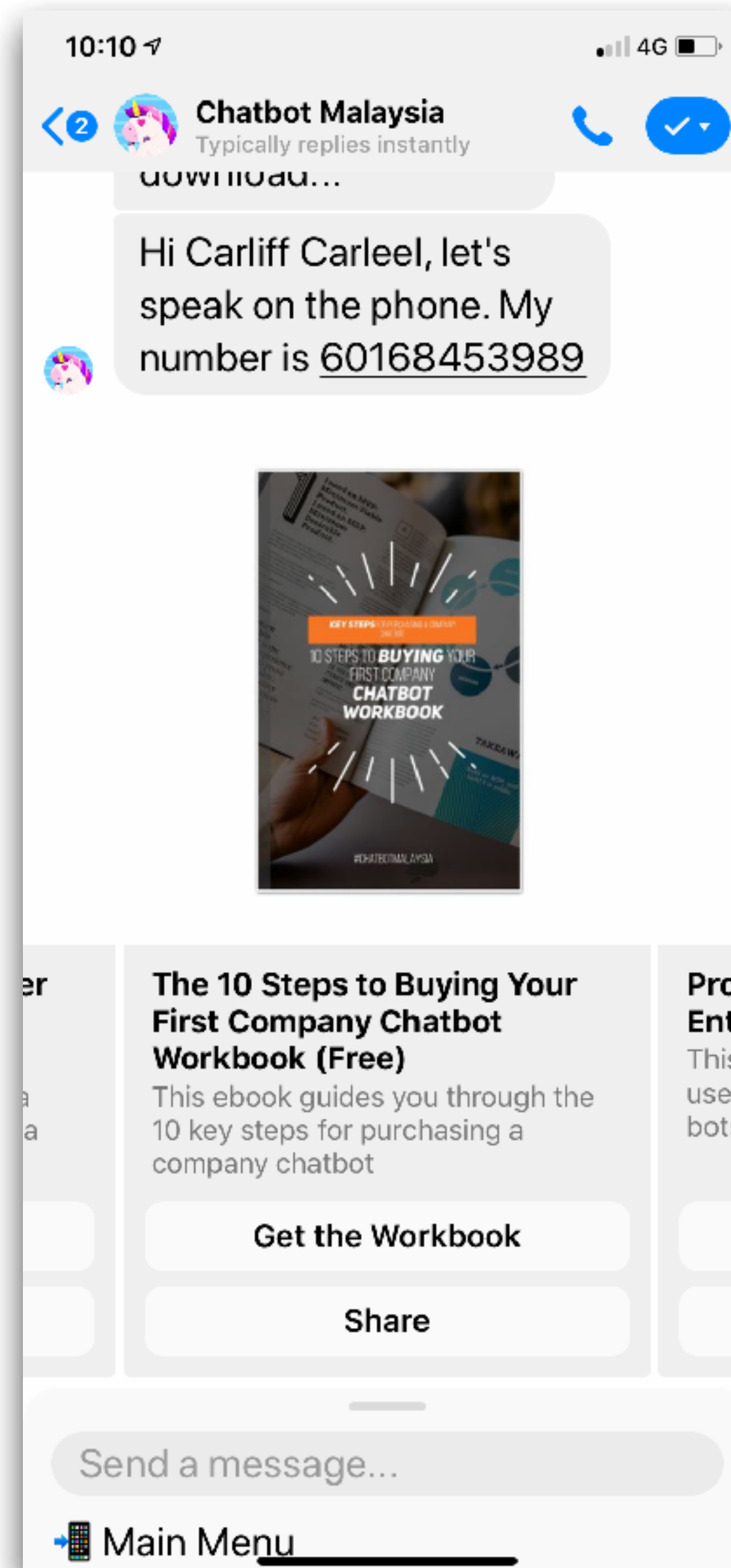
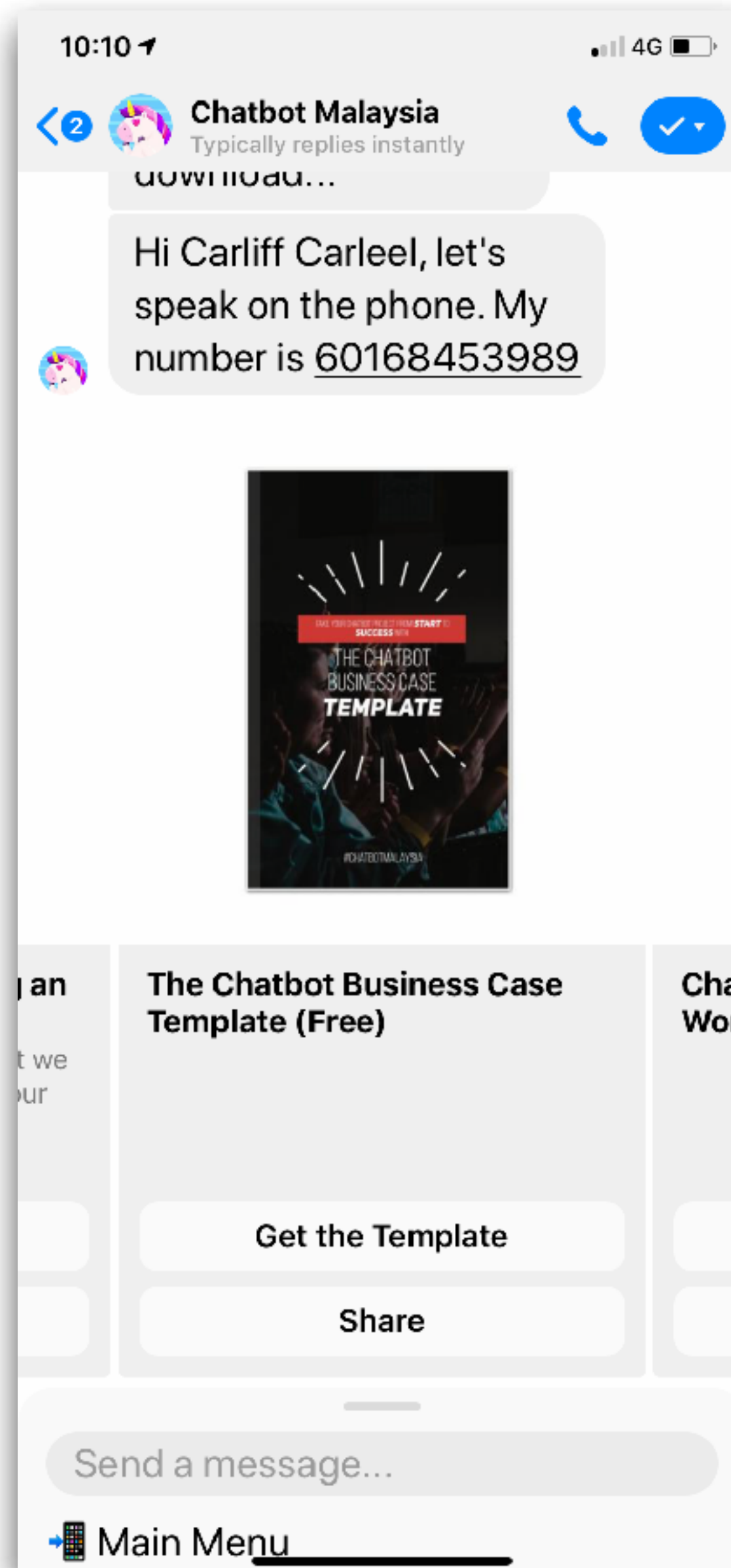
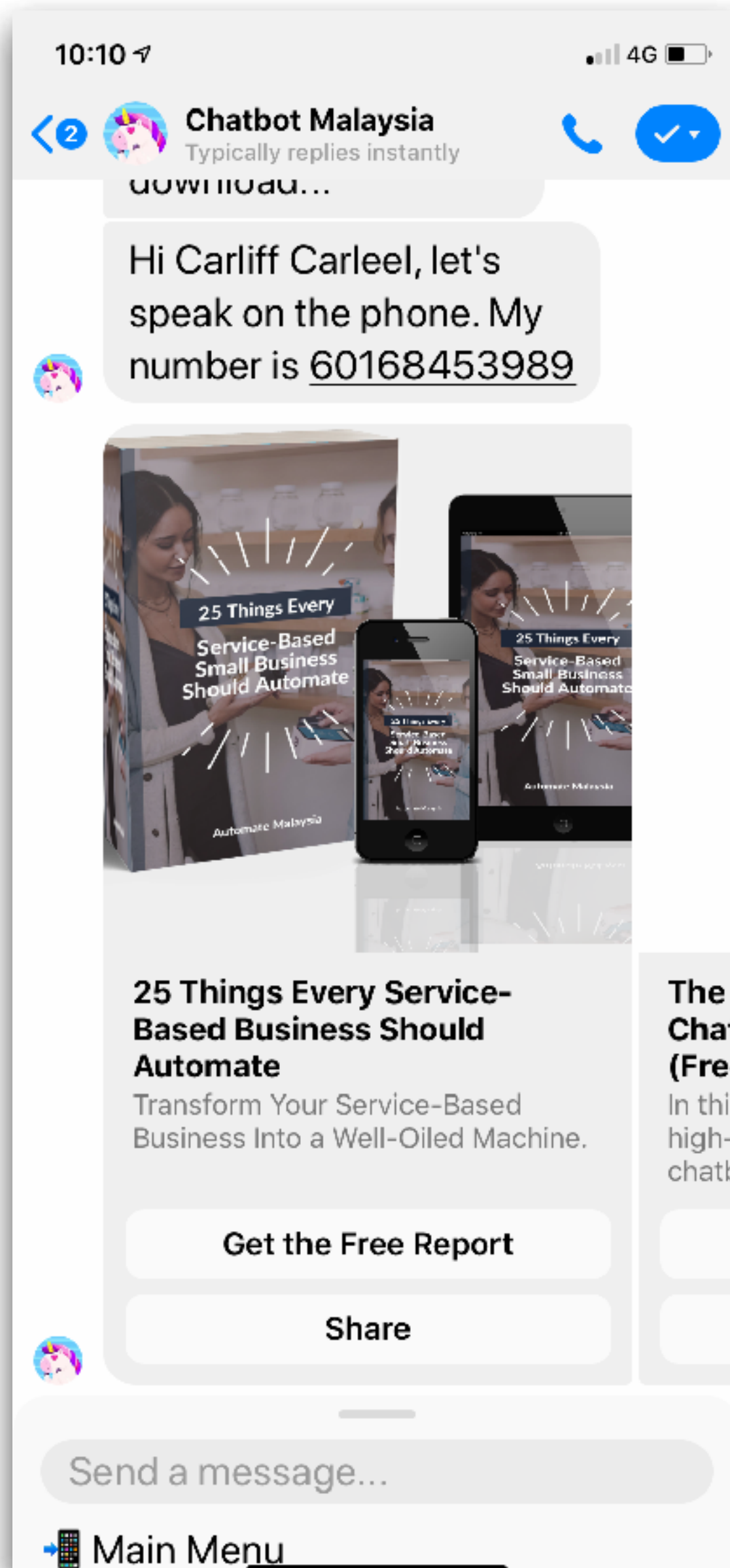


WE DO MARKETING

Turn RM 1 Into RM 5, With Laser Targeted Ad Campaign! Turn Prospects Into Lifelong Customers!

Ref URL Link

m.me/chatbotmalaysia





SOCIAL MEDIA STRATEGIES SUMMIT

Special Gift for Social Media Strategy Summit Webinar Attendees!

\$49 for 12 months of MobileMonkey Pro!

For just \$49 get 12 months of MobileMonkey Pro with Unlimited Contacts! 💬👤

🔗 Use code "smss" when you sign up.

Click the blue "Learn more in Messenger" button to get the deal of the year on a tool that will change how you do content marketing!



Get to chat blasting, list building, auto-dripping, with 8x engagement rate vs. email!

DETAILS:

- ✓ Sign up by Friday, Aug. 17, and get a MobileMonkey Pro Subscription for 12 months for only \$49!
- ✓ Regular rate is \$49/mo for 5,000 contacts.
- ✓ \$588 value for just \$49! That's 92% off!

PLUS:

- ✓ This special MobileMonkey Pro subscription includes UNLIMITED contacts for 12 months!
- ✓ 30-day money-back guarantee.
- ✓ No obligation to continue subscription after 12 months, cancel any time.

Click the blue "Learn more in Messenger" button to sign up and use coupon code "smss".

Offer expires august 31, 2018.

🔗 Learn more in Messenger

"Send To Messenger Button" To Replace Landing Page Forms

TAKE AWAY

Chat = Subscribe

Empathising With Your Customer Through Their Customer Journey With A Chatbot

- **Key #2 - How To Use Chatbots To Understand Your Customers And Then Drive More Sales**

**Chatbots Are Ideal To Deliver An
Experience That Is Personal,
Engaging, & Valuable.**

CHATBOT MARKETING BLUEPRINT



AWARENESS

**How do you introduce yourself
to your potential customers,
and drive them to take action?**



Awareness is typically what “Regular People” think of when they think of marketing and advertising

**Awareness metrics focus on the
brand-building aspect of your
marketing.**

Awareness metrics to measure:

- Impressions
- CTR
- Attention-minutes
- site visits
- vanity metrics (likes, social shares, social impressions)
- podcast impressions, etc...



CHATBOT MARKETING BLUEPRINT

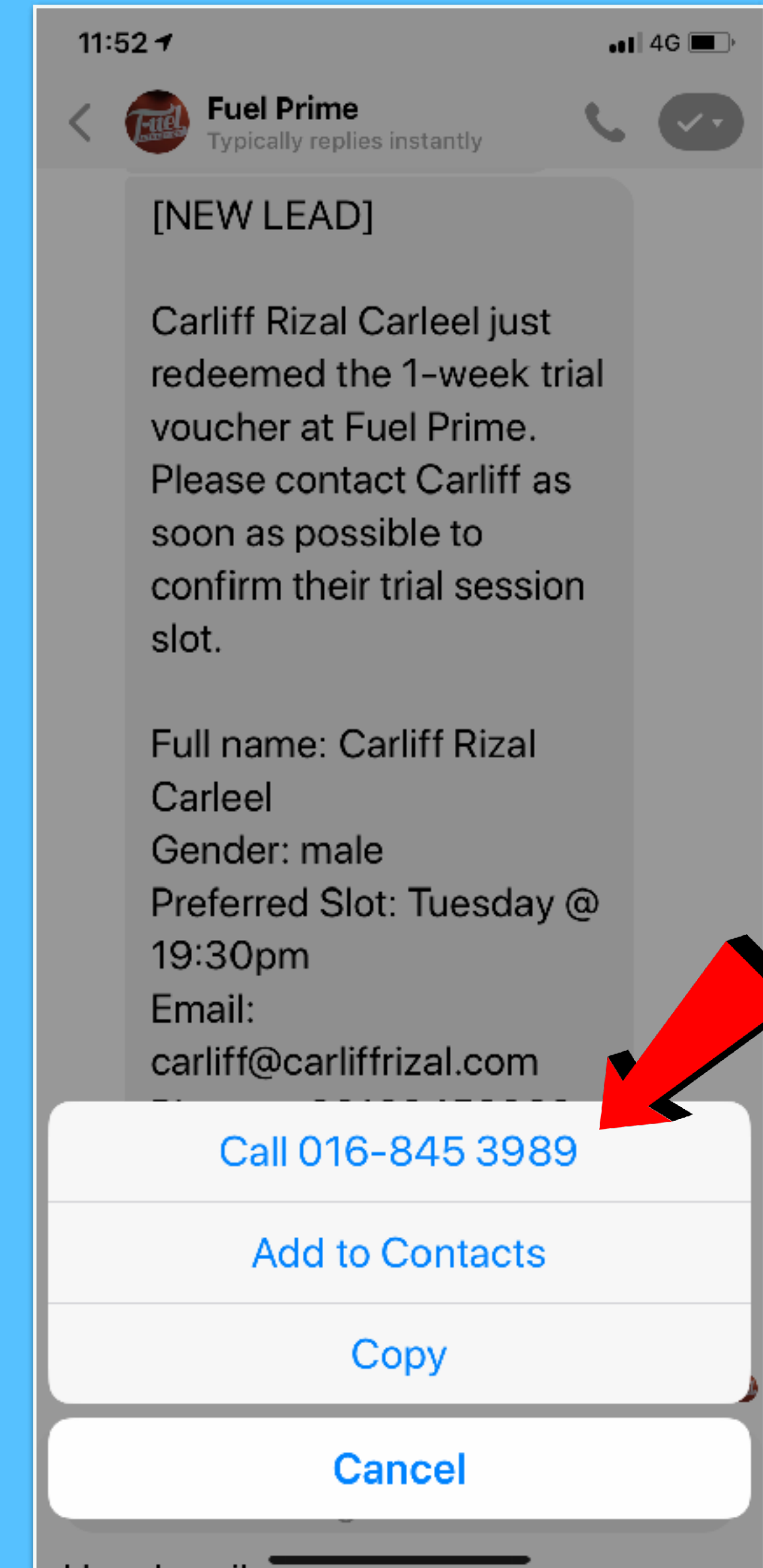
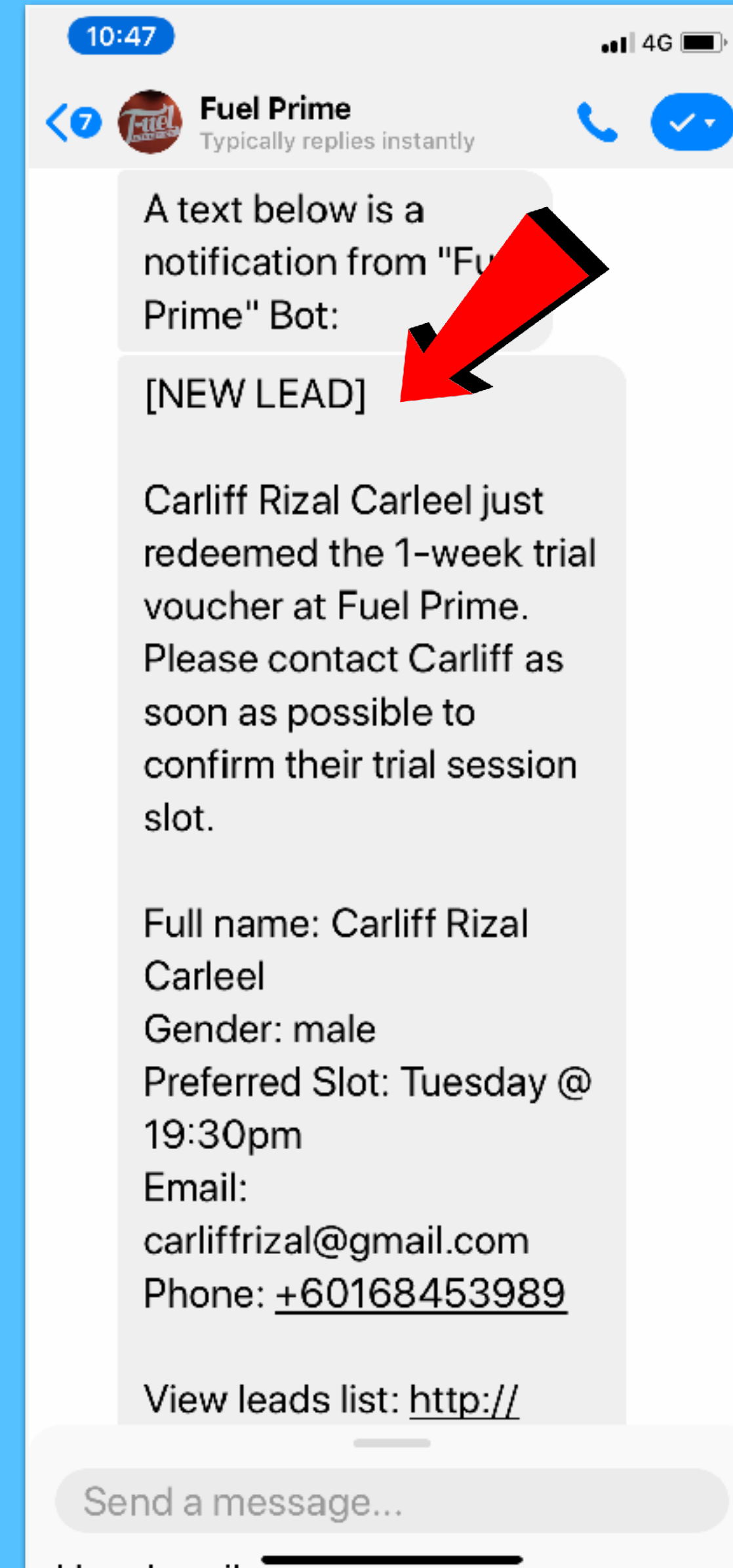
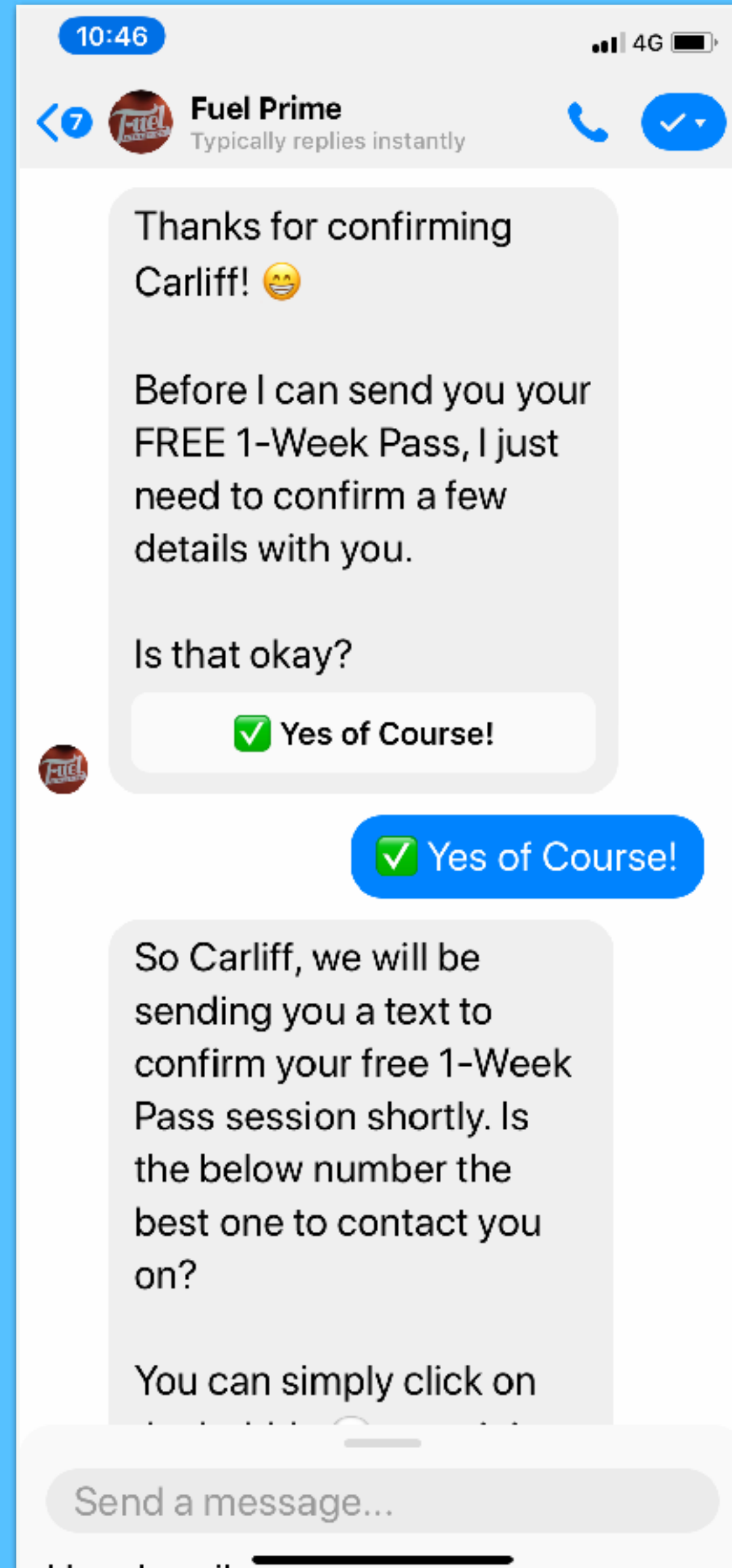




Chatbots to Engage & Subscribe

ENGAGE & SUBSCRIBE

How do you engage and capture your customers details or how does your customer find you and subscribe?





Fuel Prime

Fuel Prime by Fuel Athletics is a functional training facility in Seksyen 13, Shah Alam.

Bot Link:

<https://m.me/fuelprime>

Bot Stats

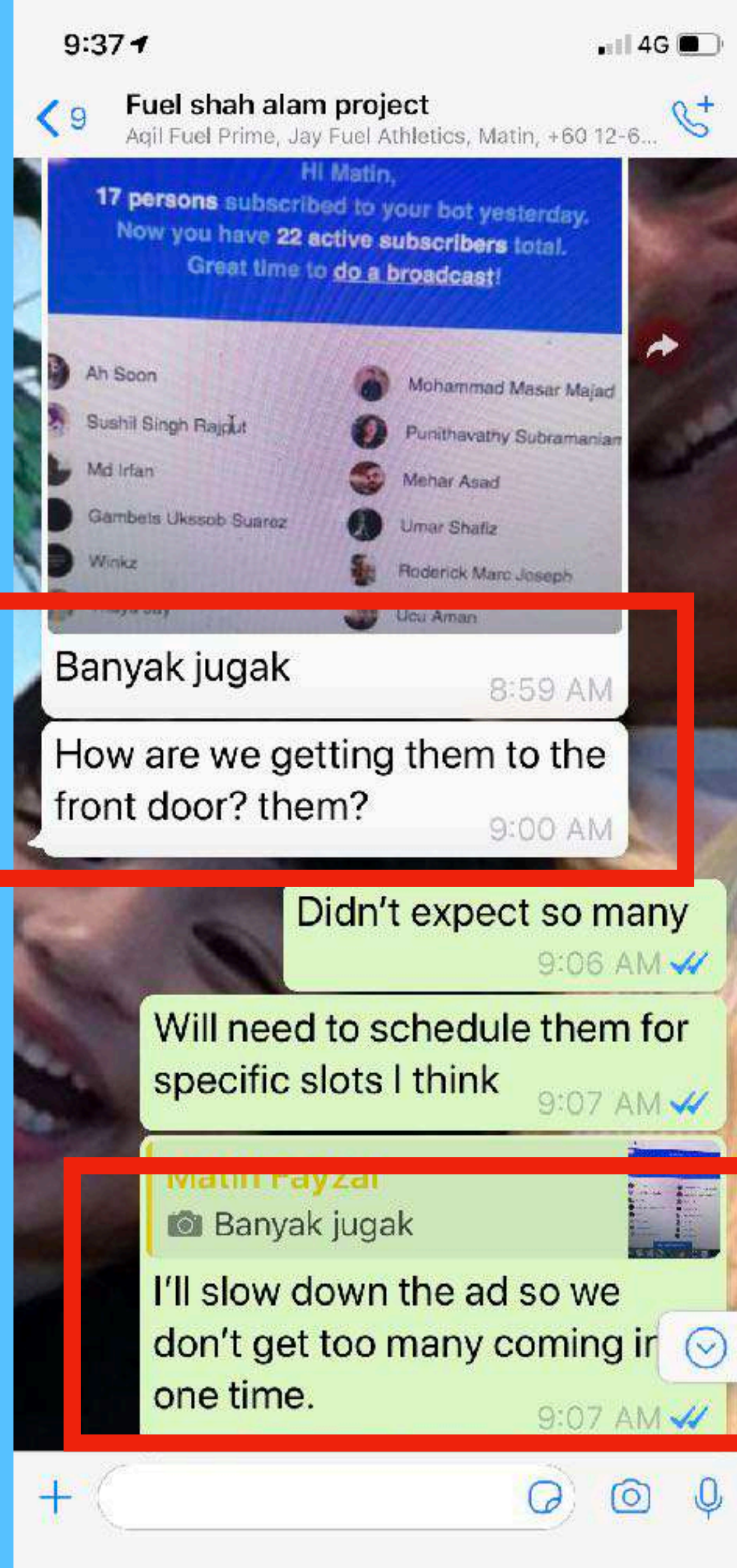
Active Subscribers ▾

23 - 29 July 2019



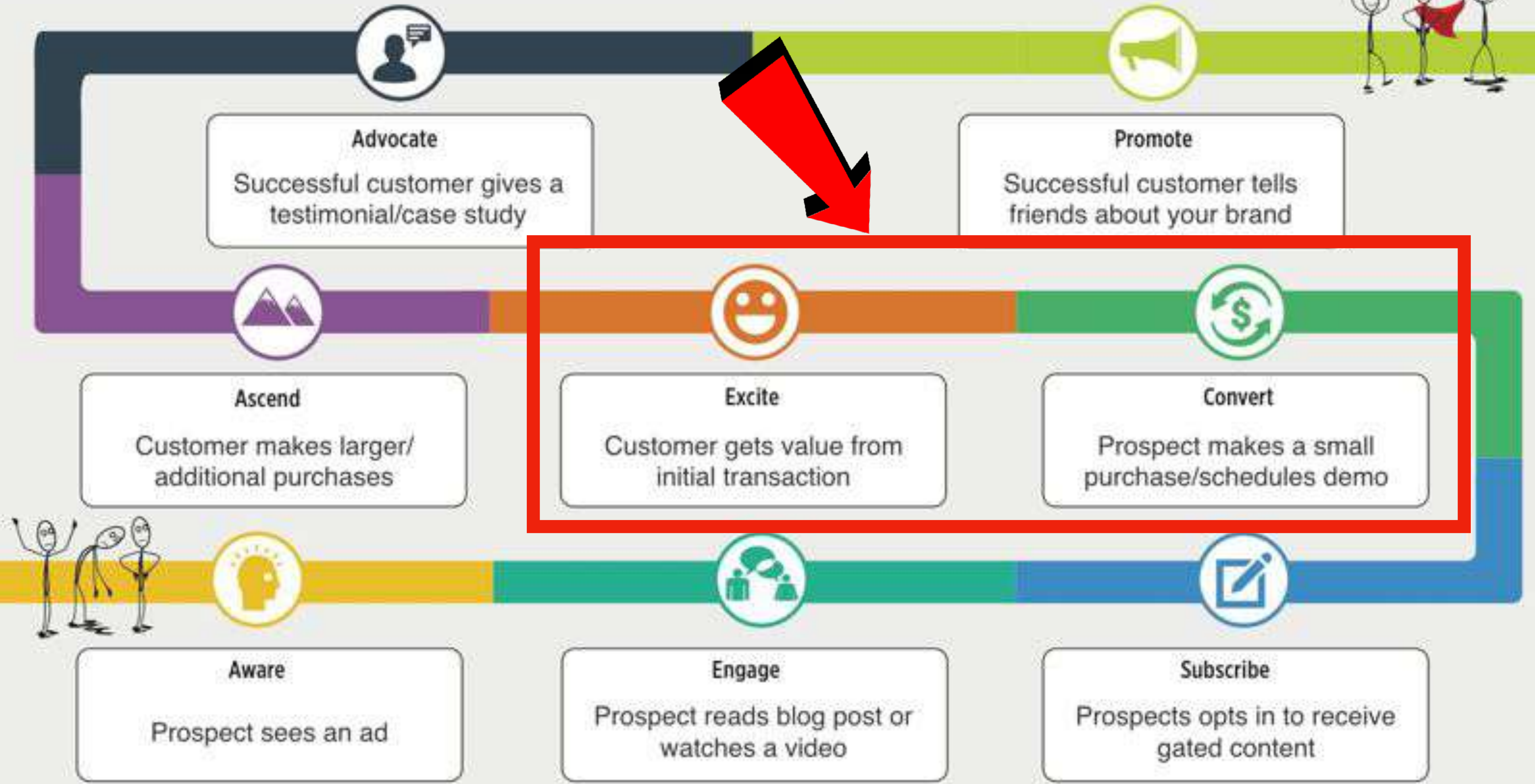
76





More Chatbot Engagement & Lead Capturing Methods

CHATBOT MARKETING BLUEPRINT

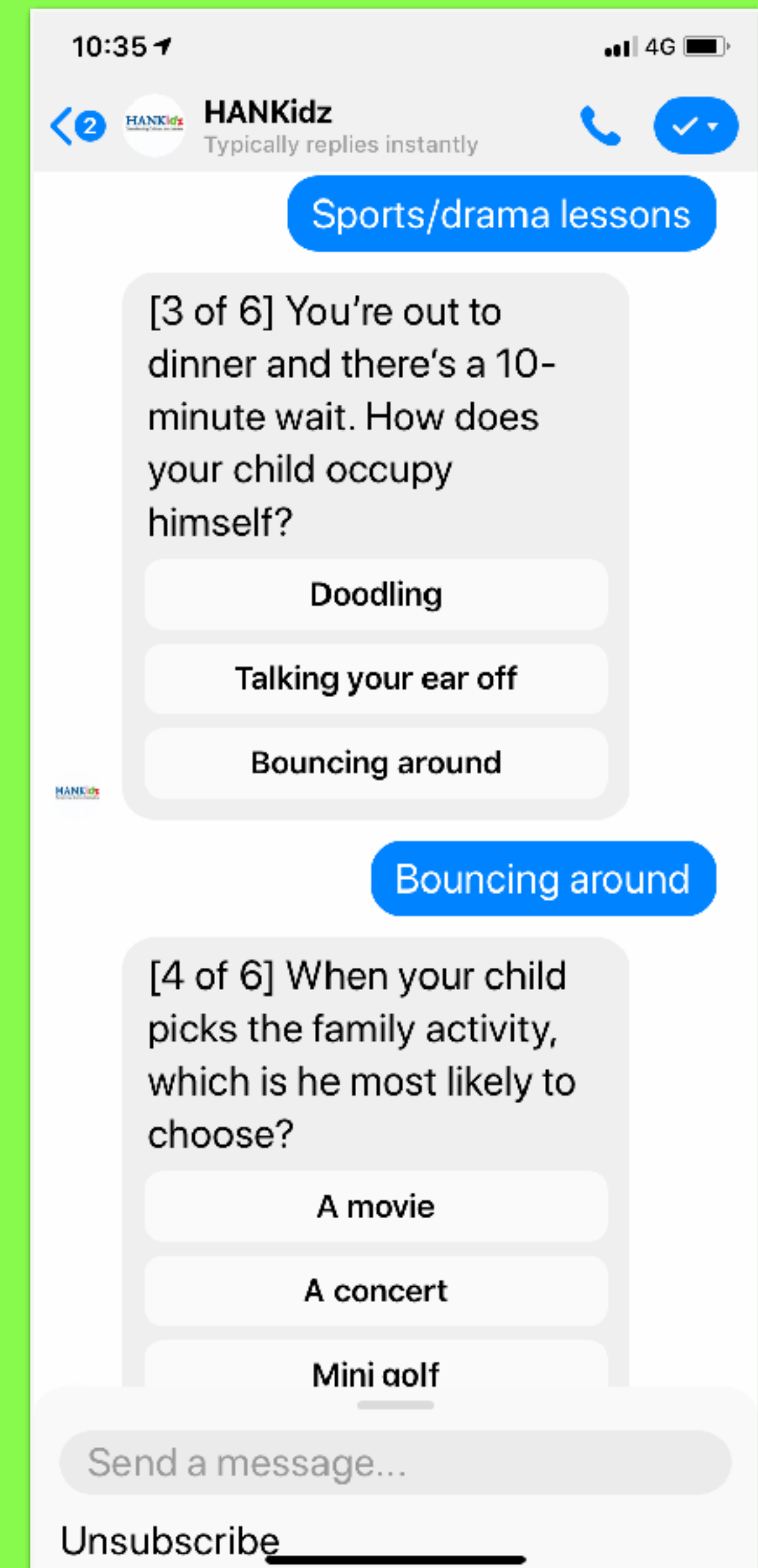
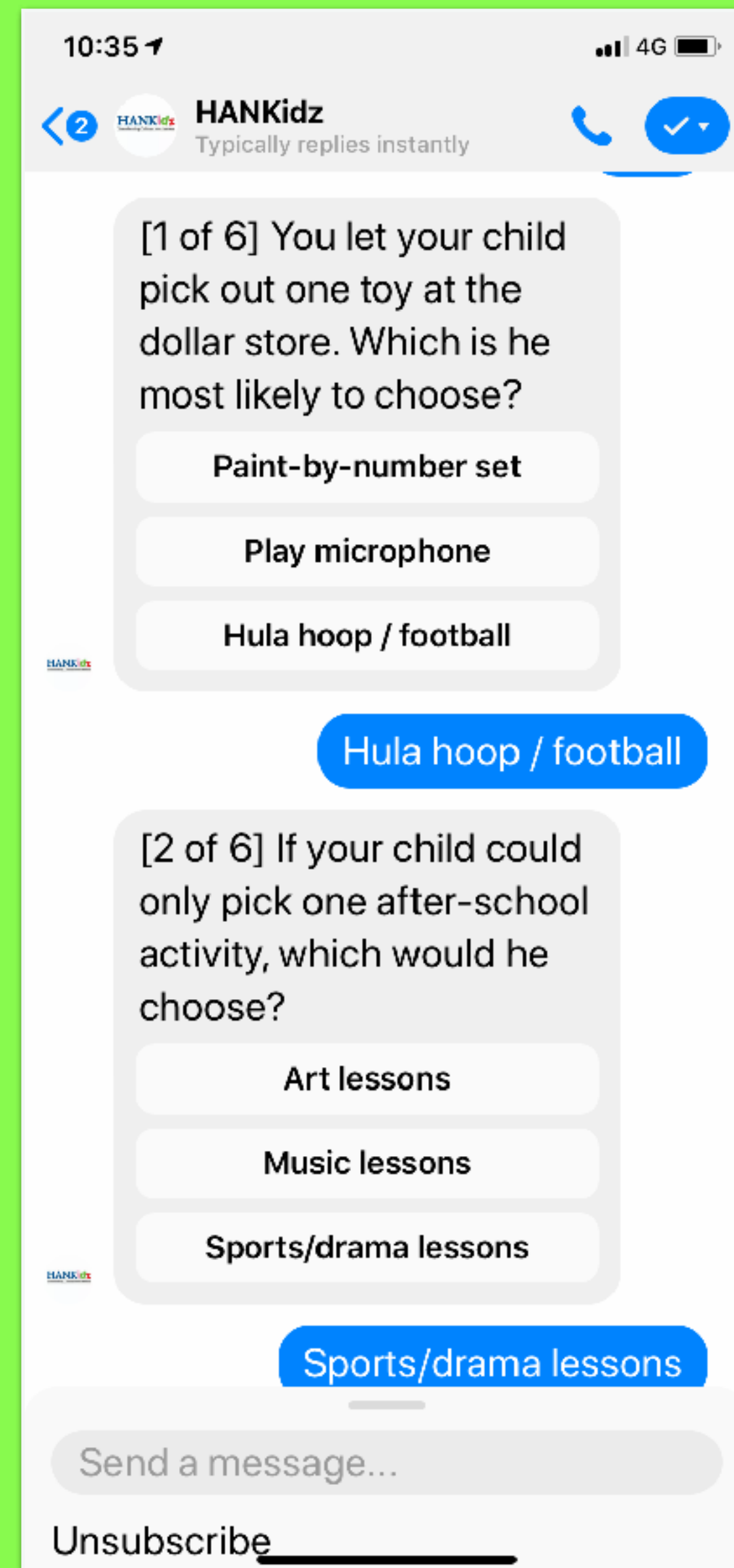
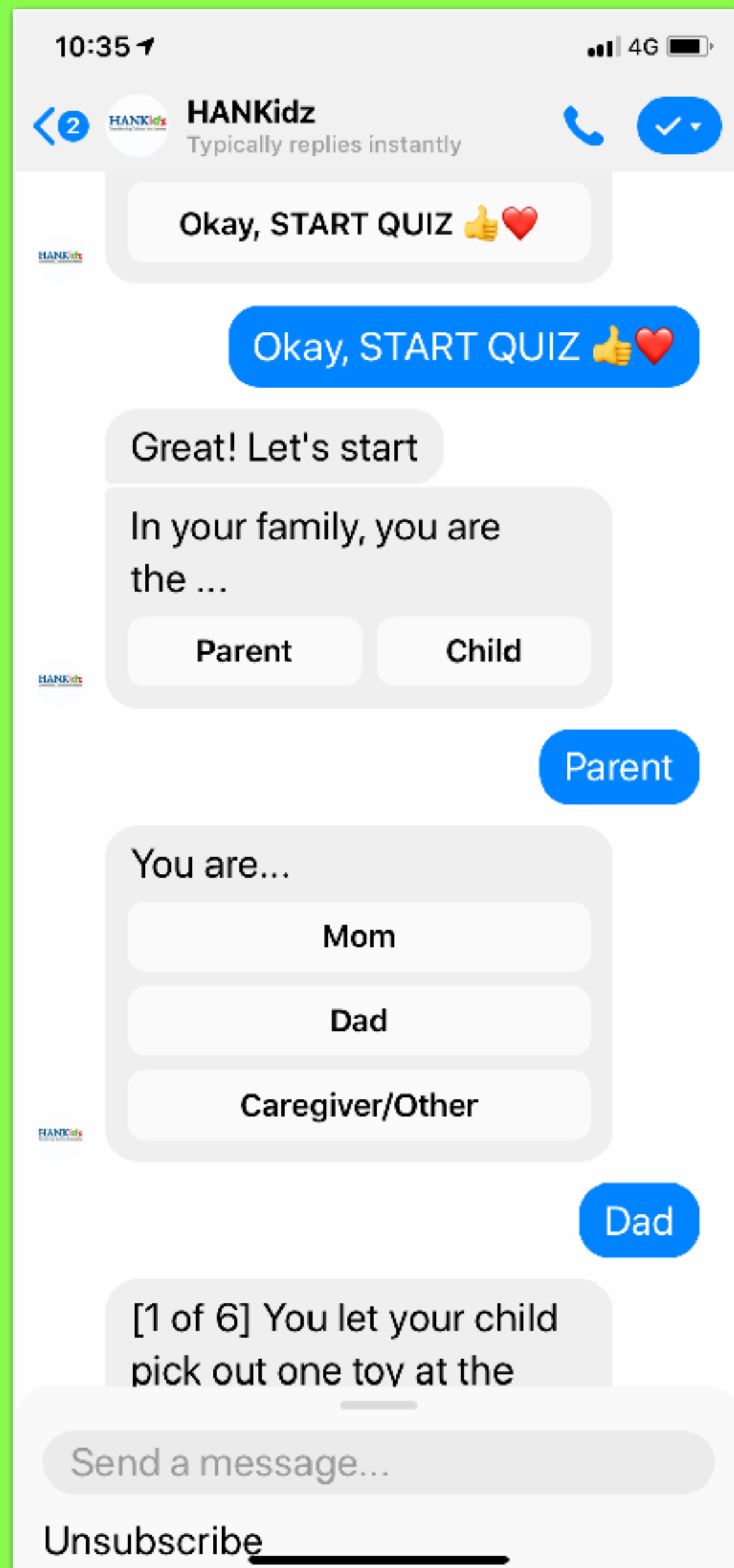
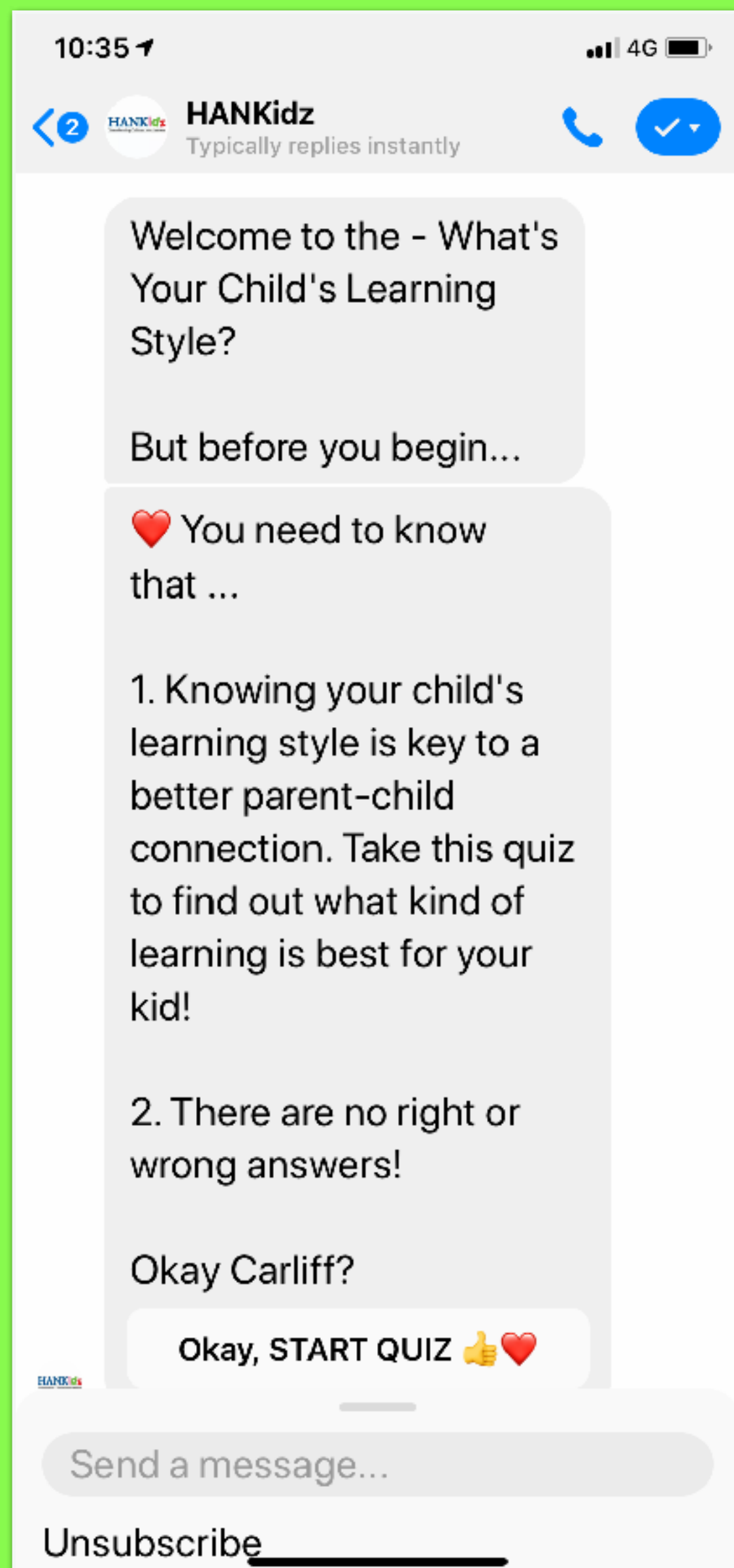


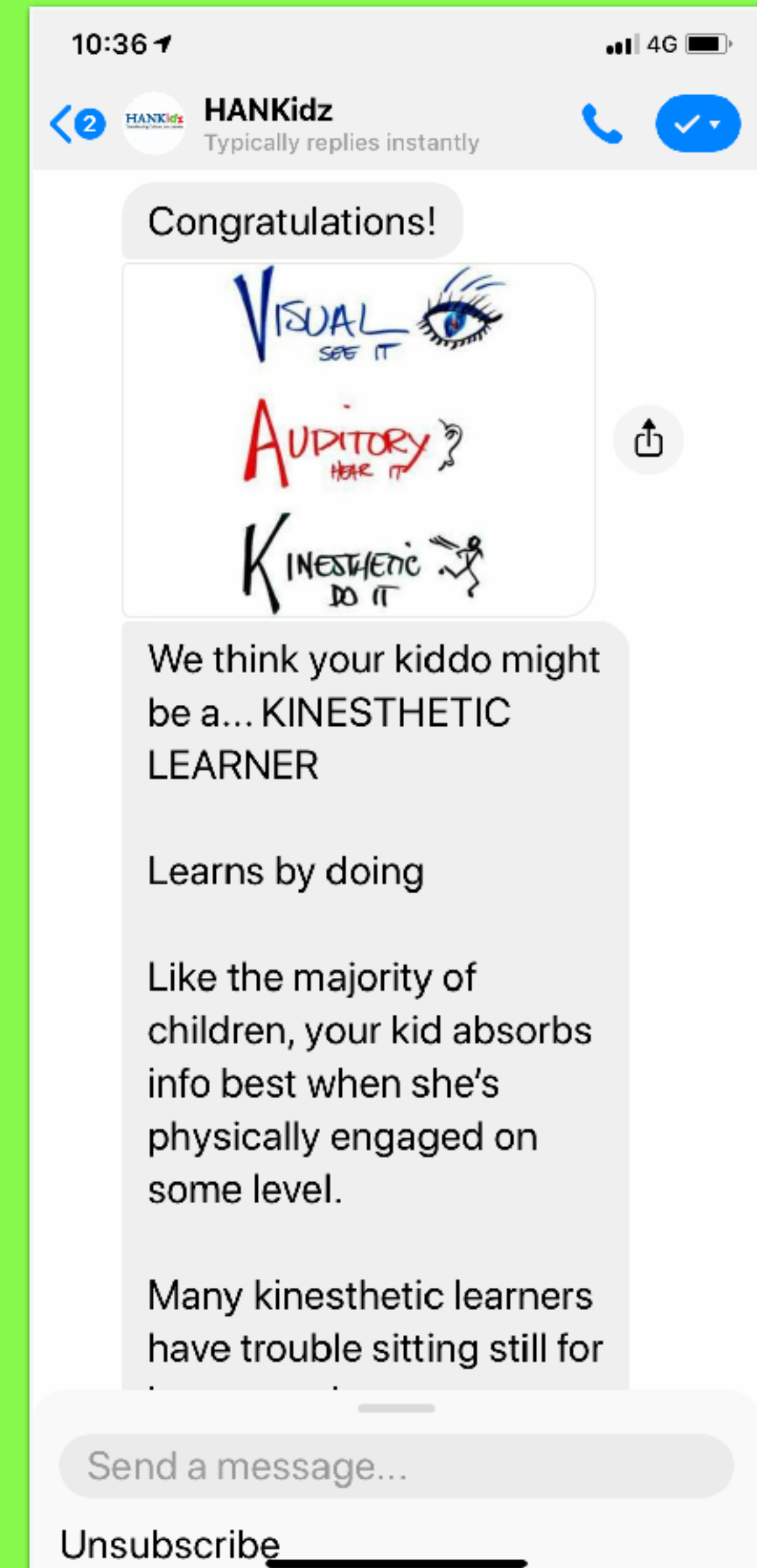
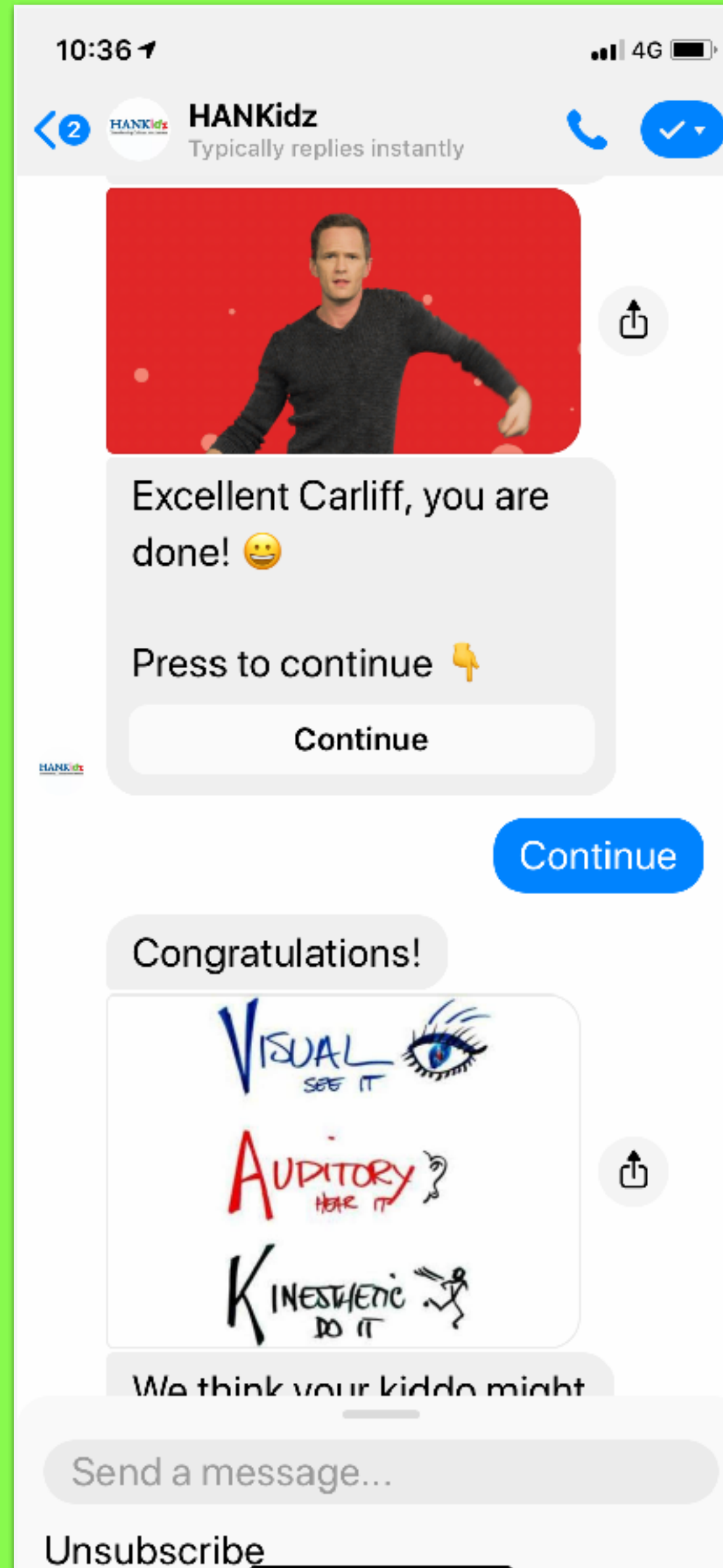
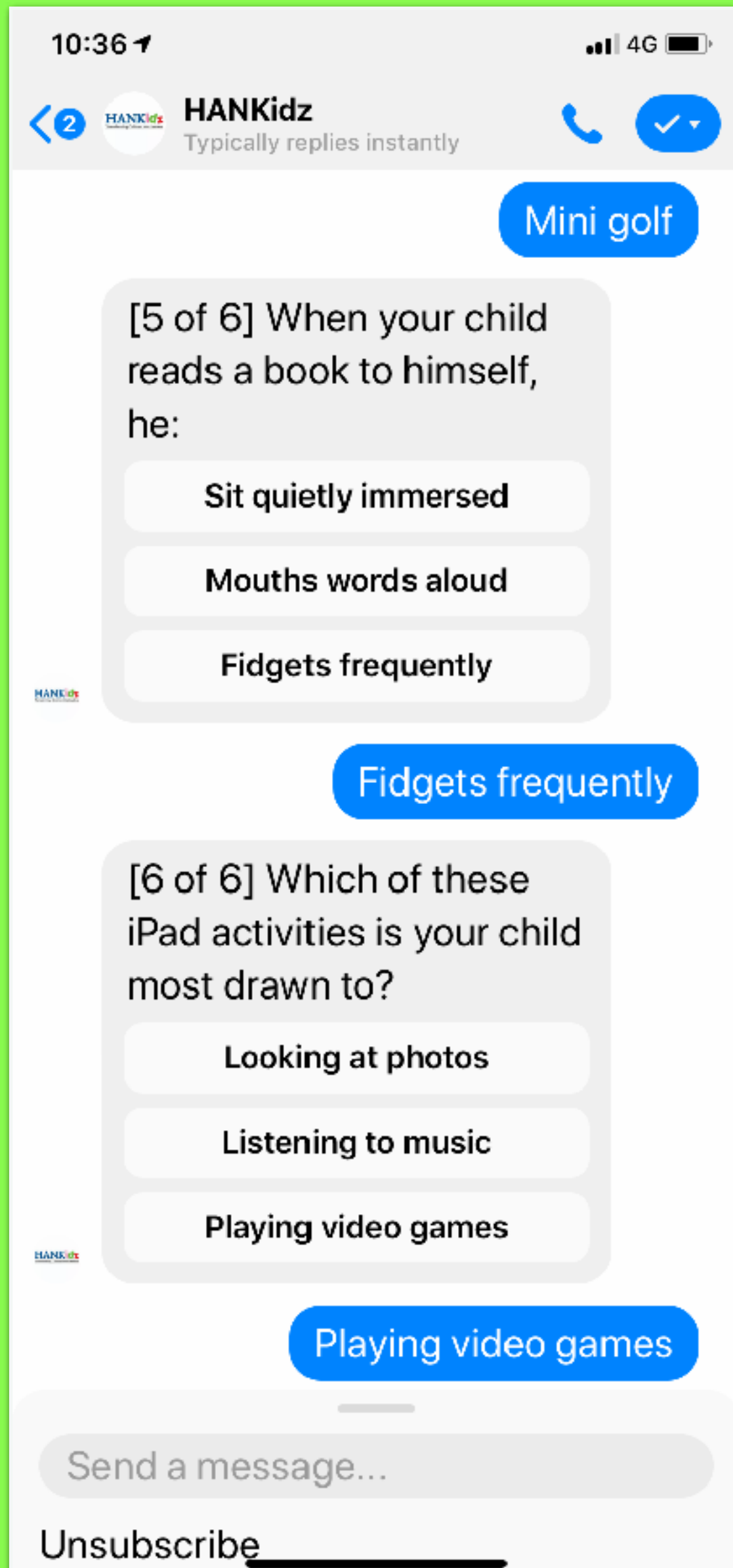


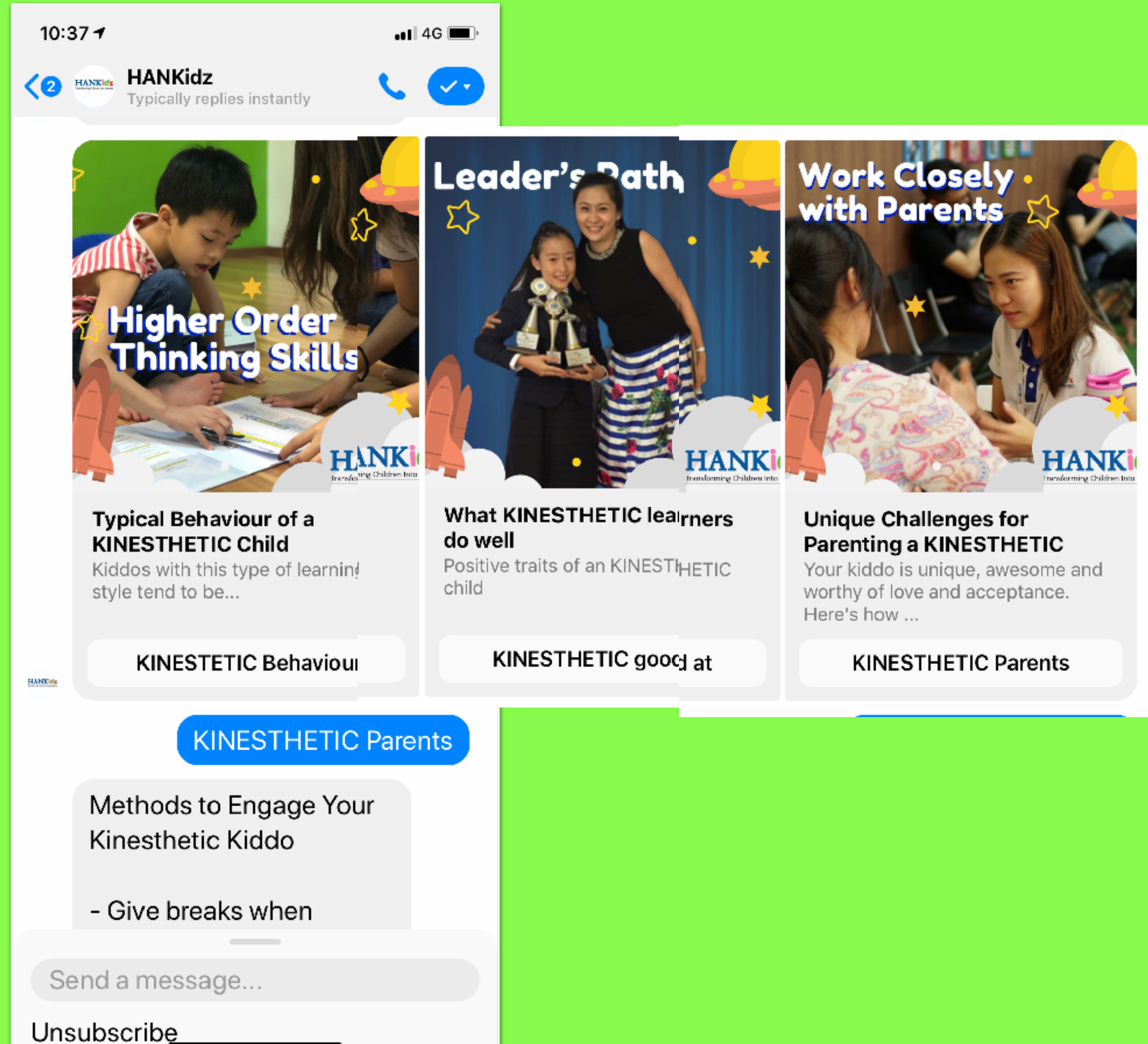
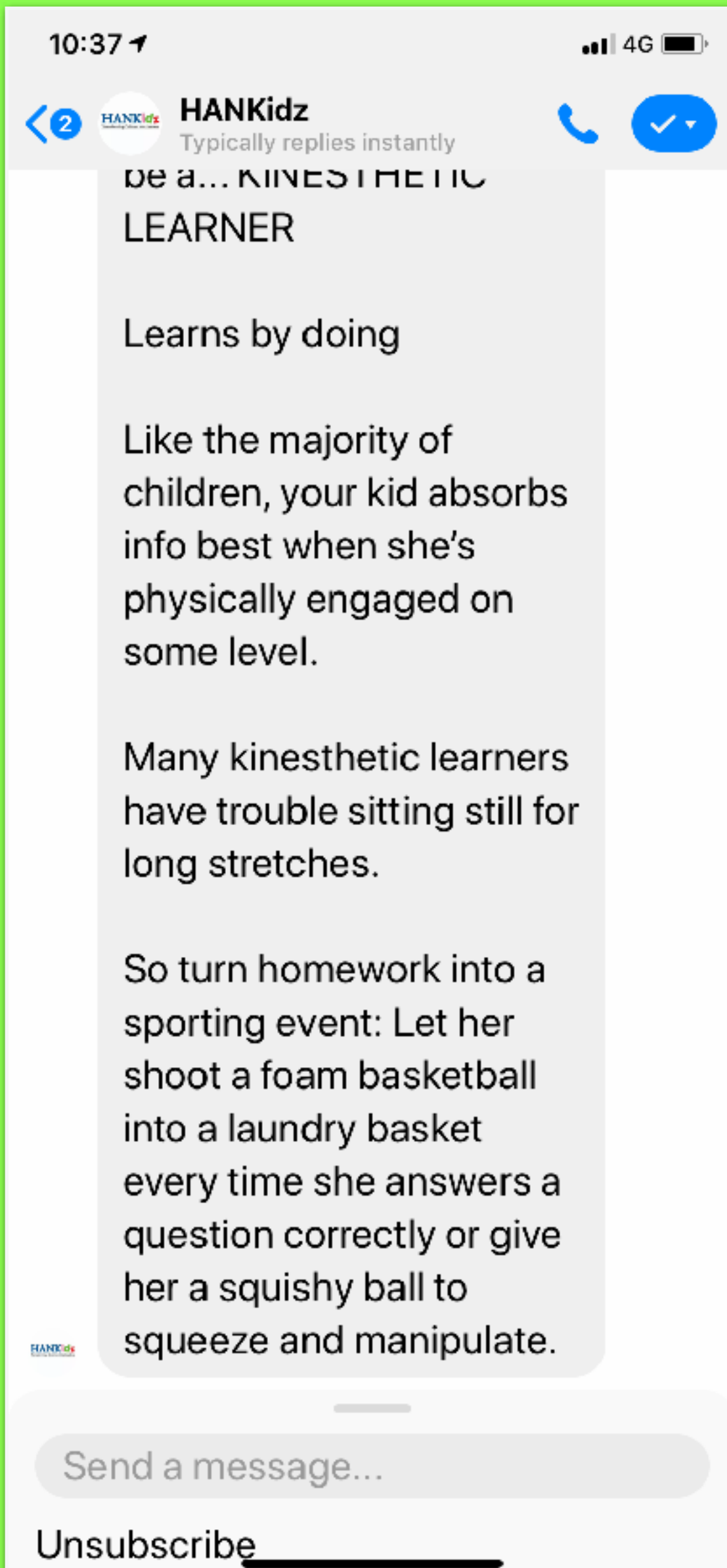
Chatbots to Convert & Excite

CONVERT & EXCITE

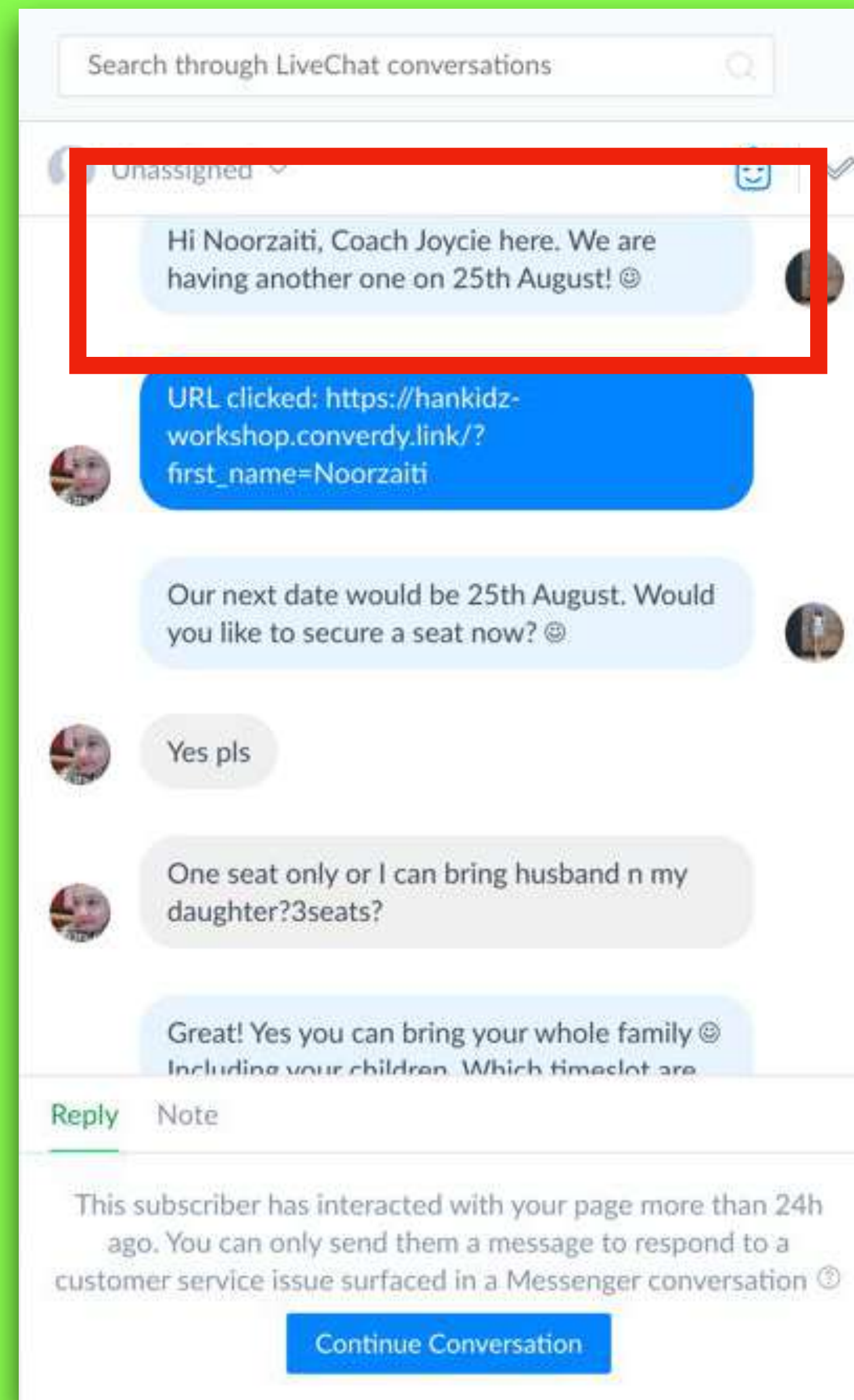
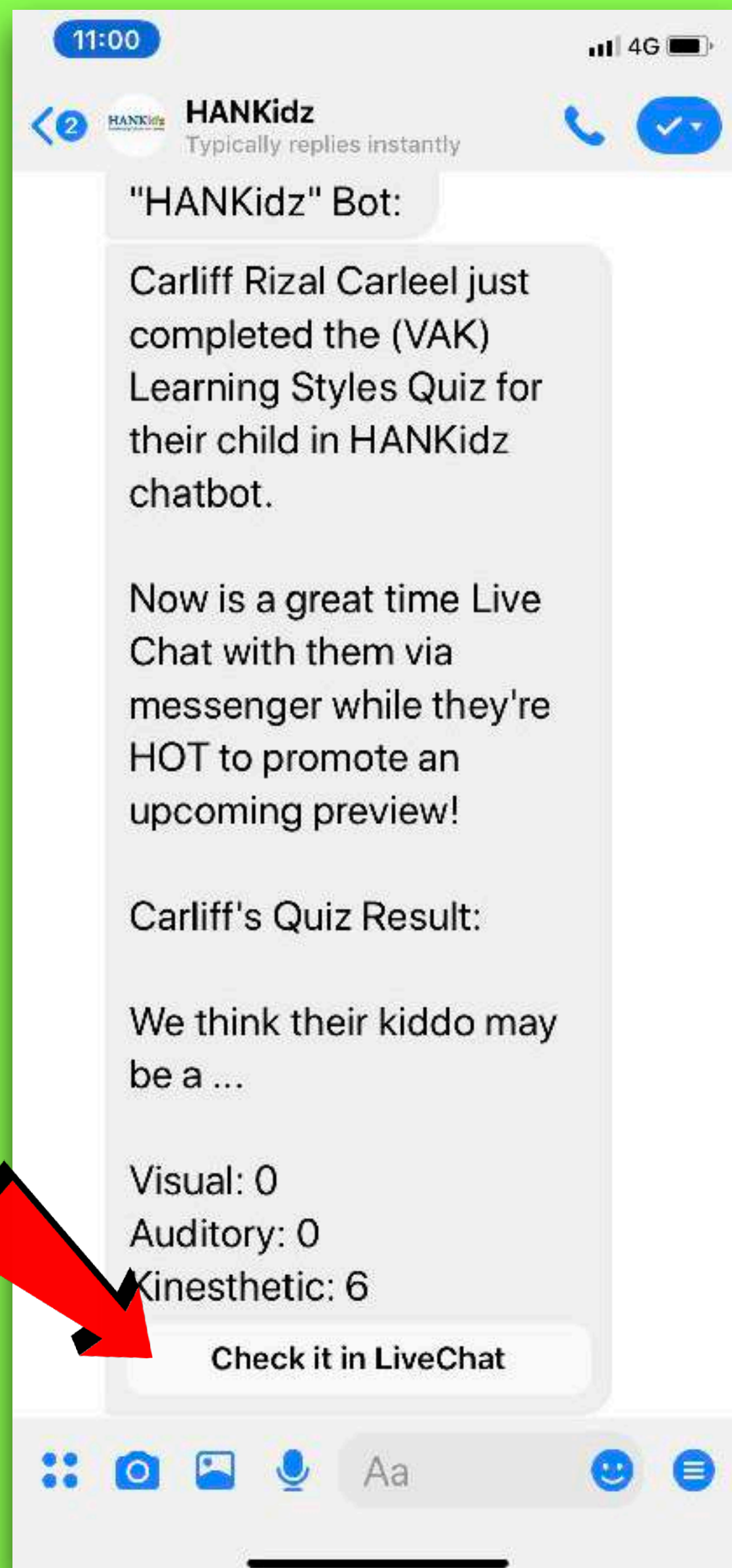
How do you give an initial happy experience of your product or service?

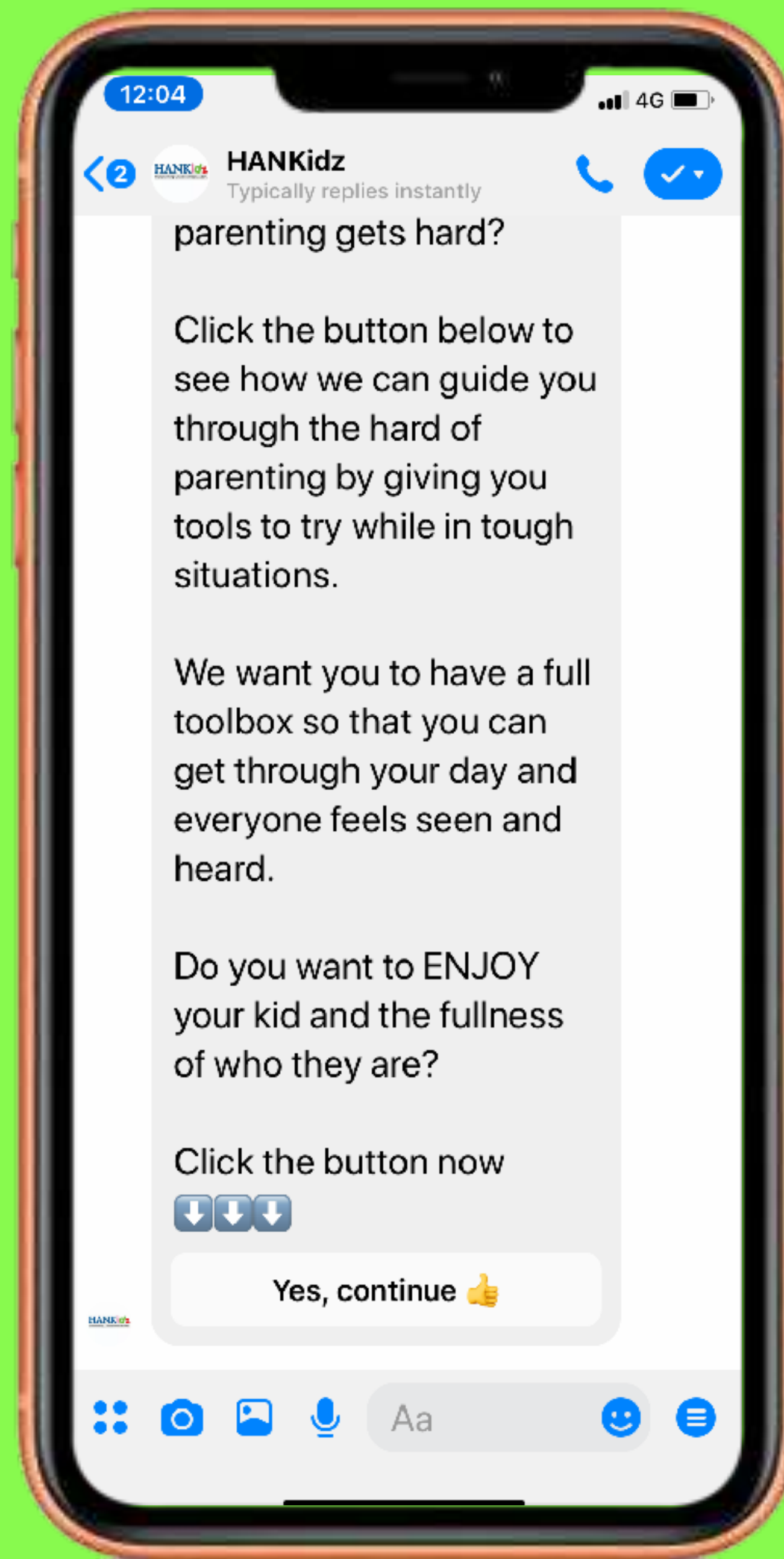
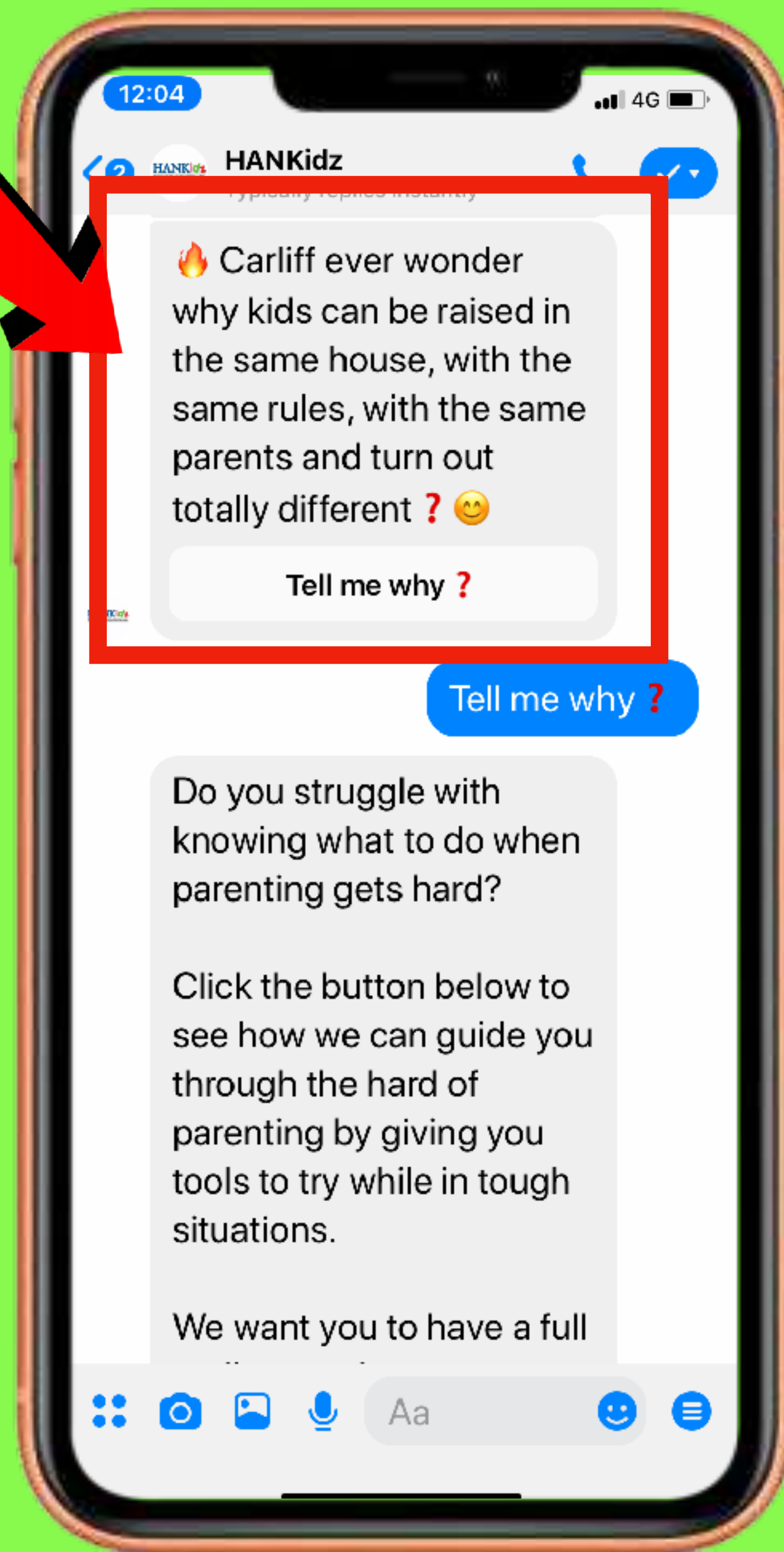


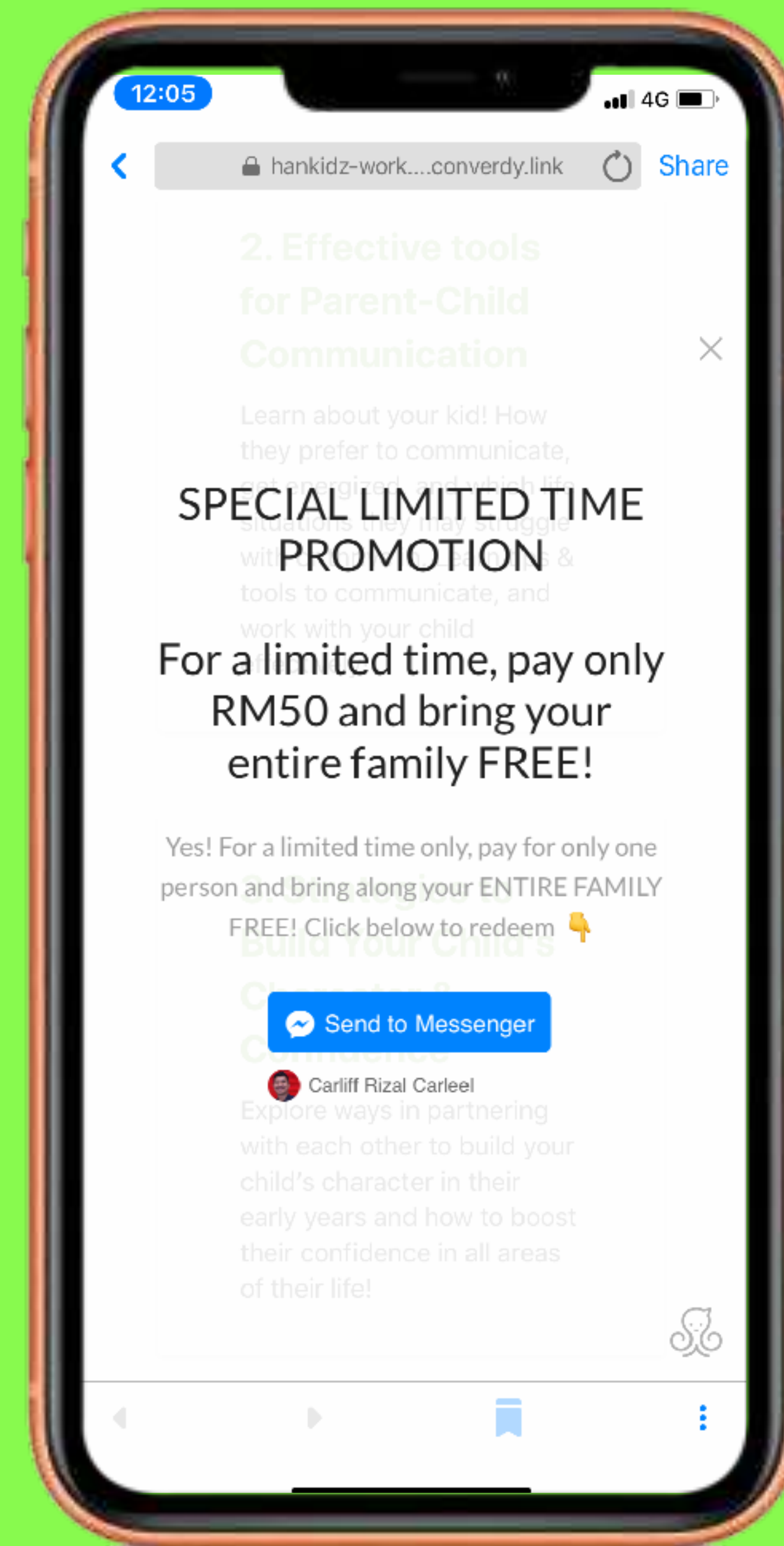
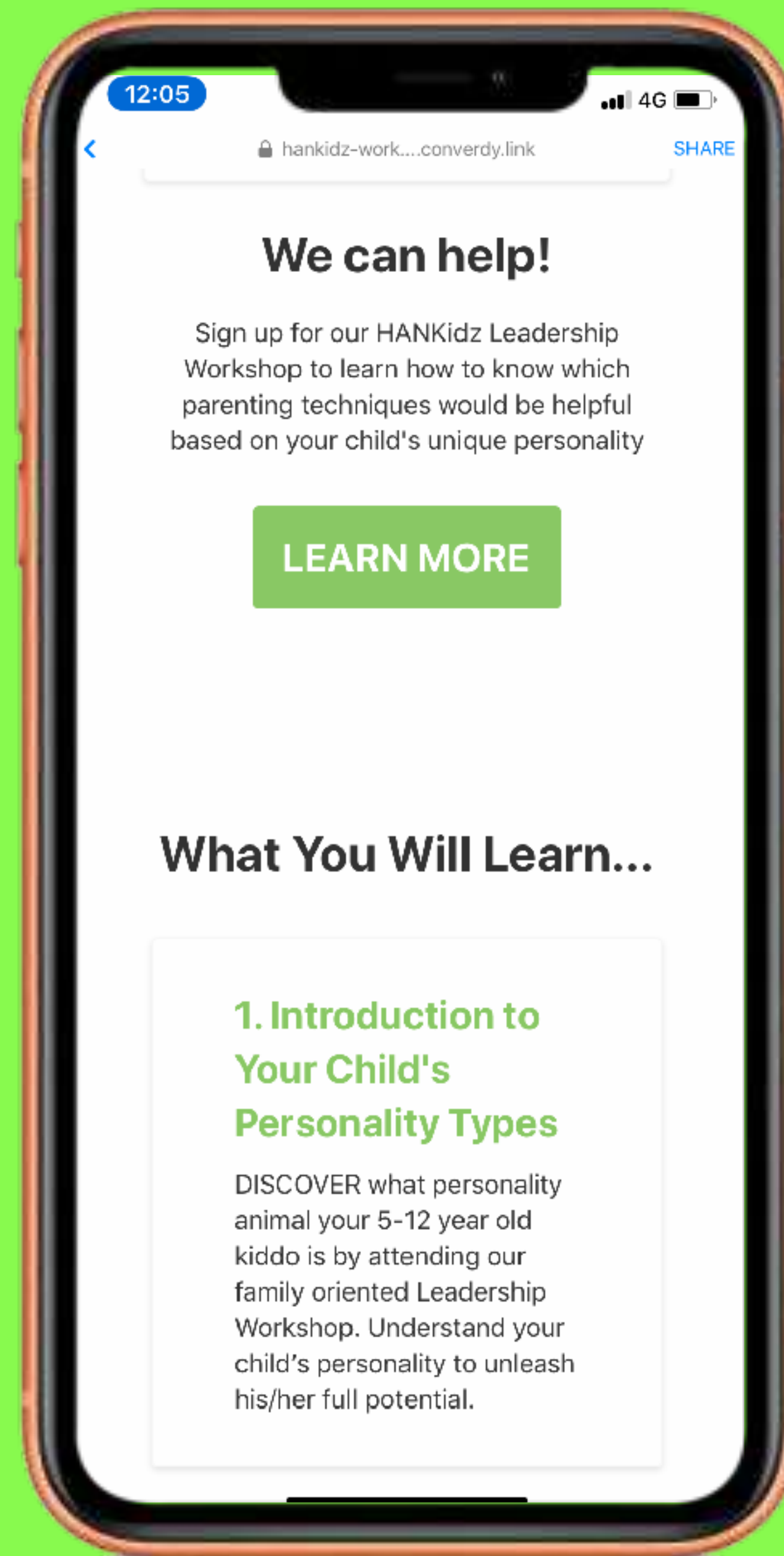
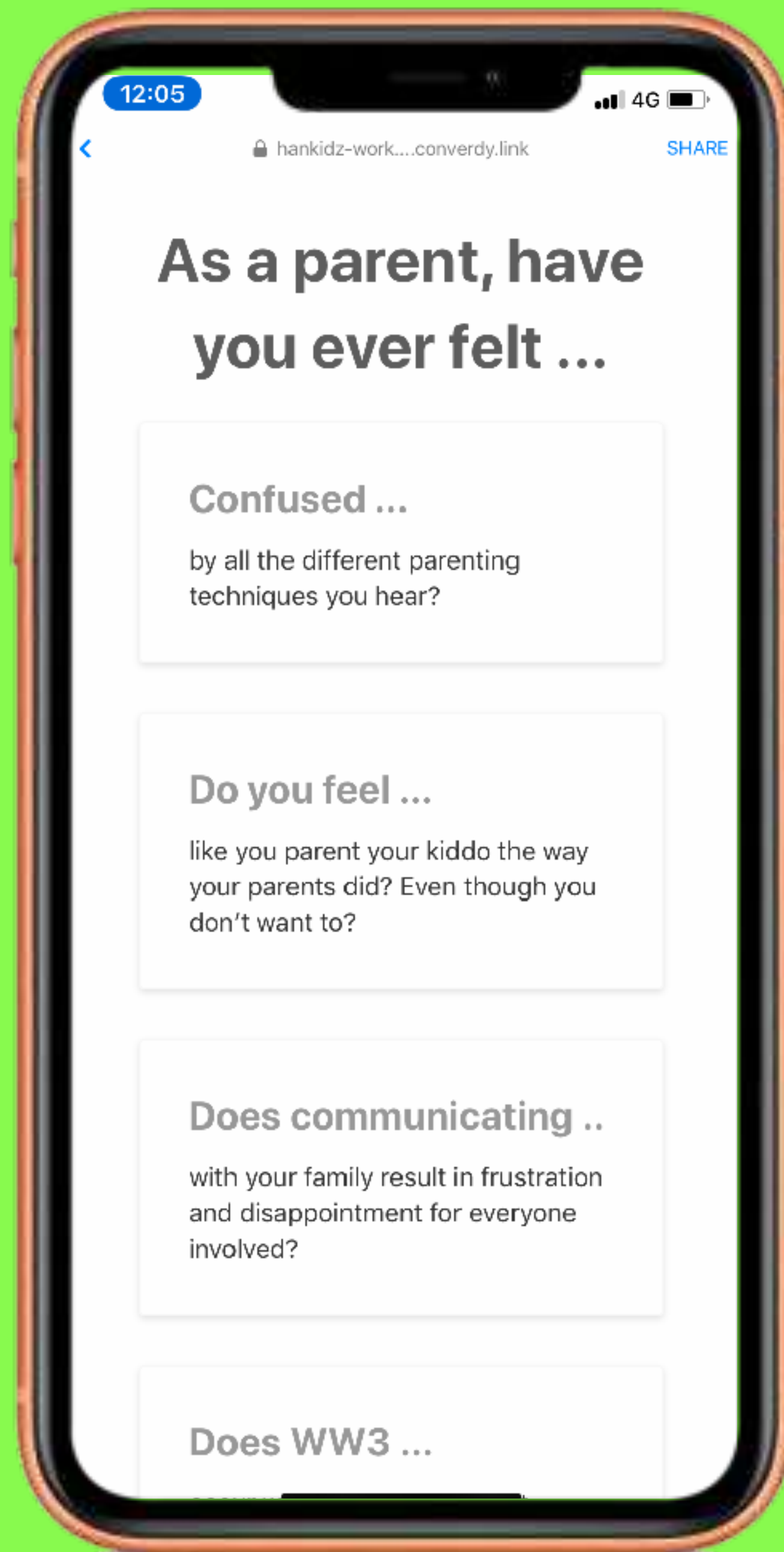




**Then sales person gets a
notification**







HANNOZ

Transforming Children Into Leaders



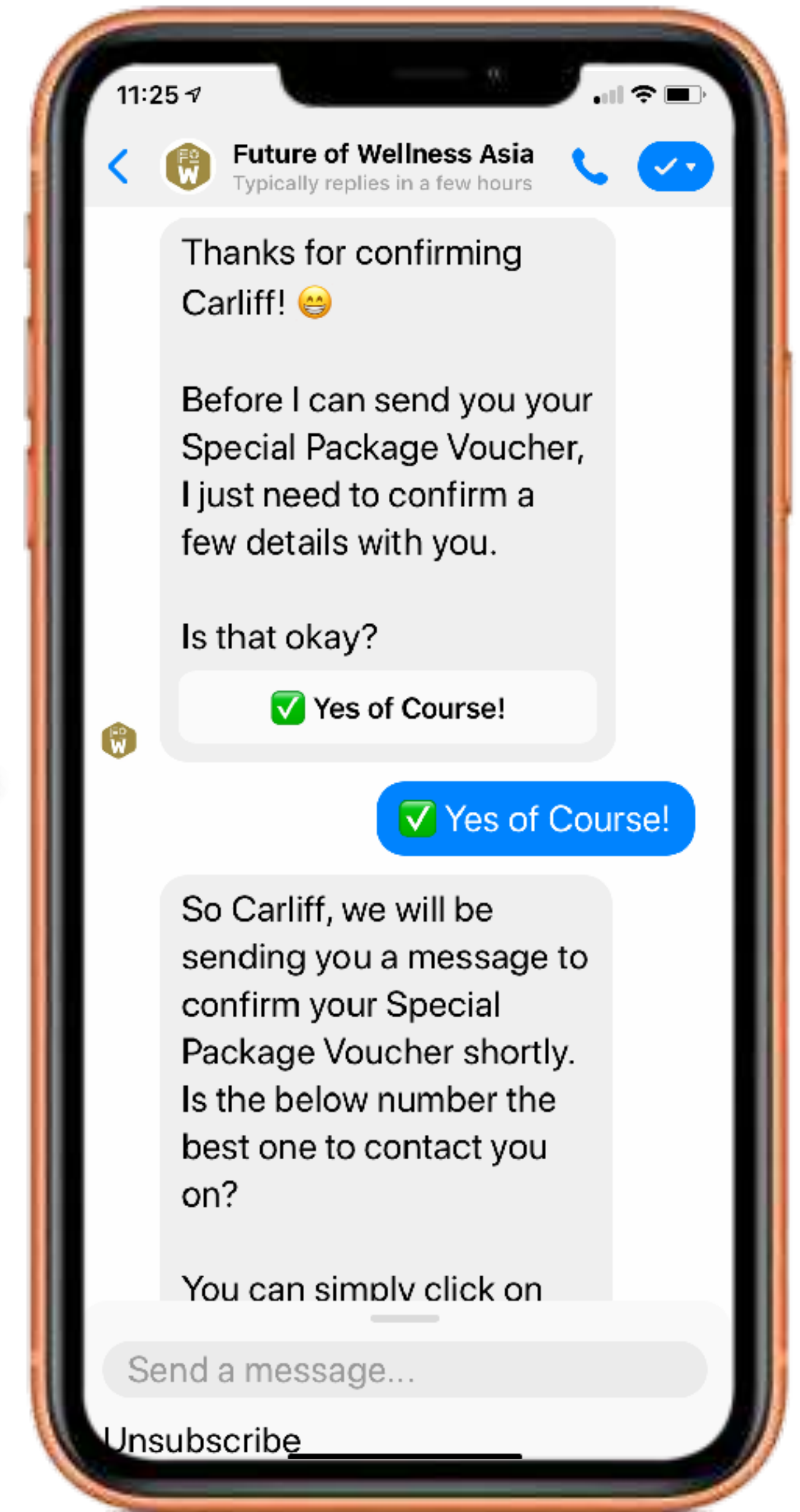
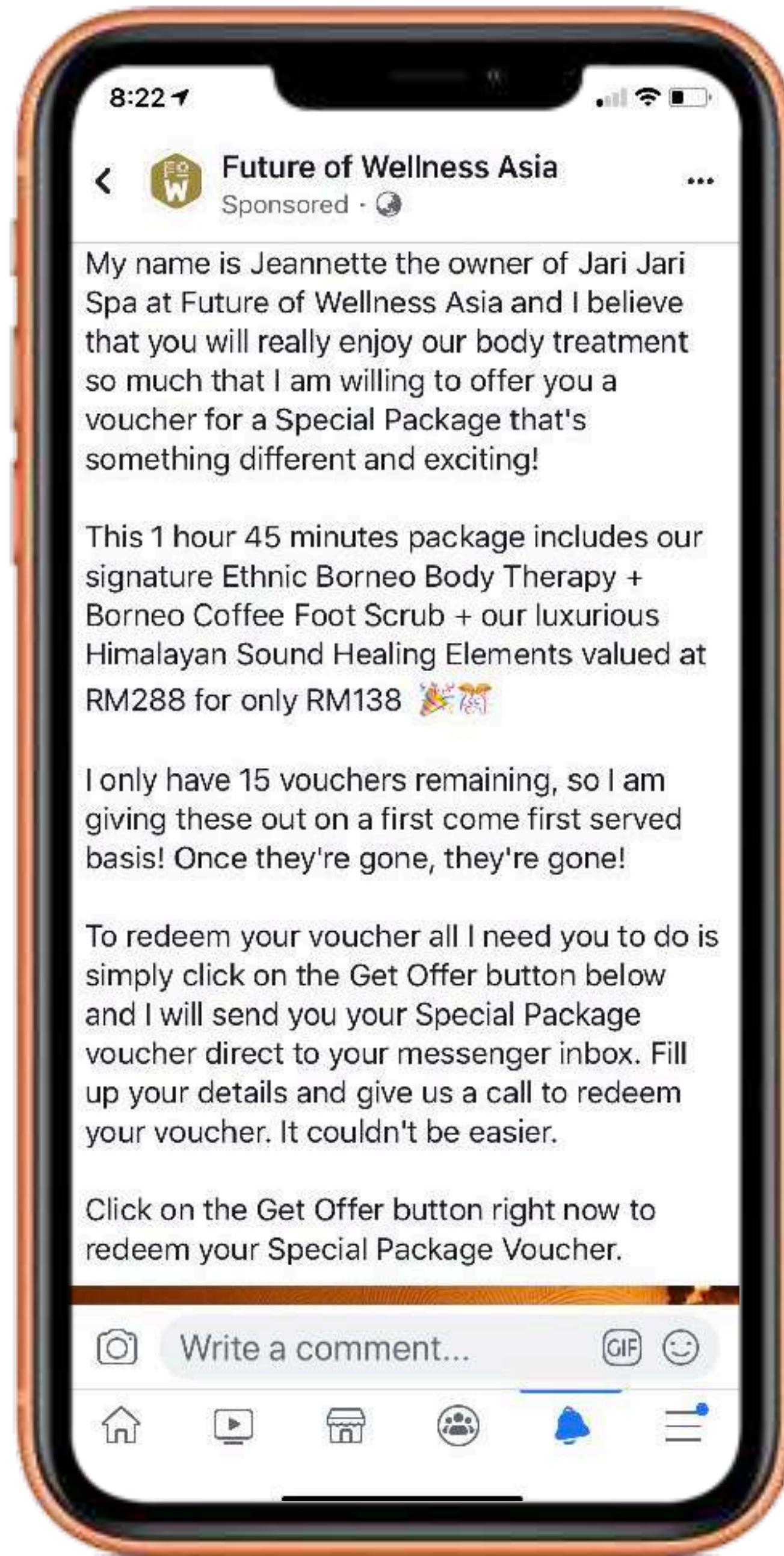
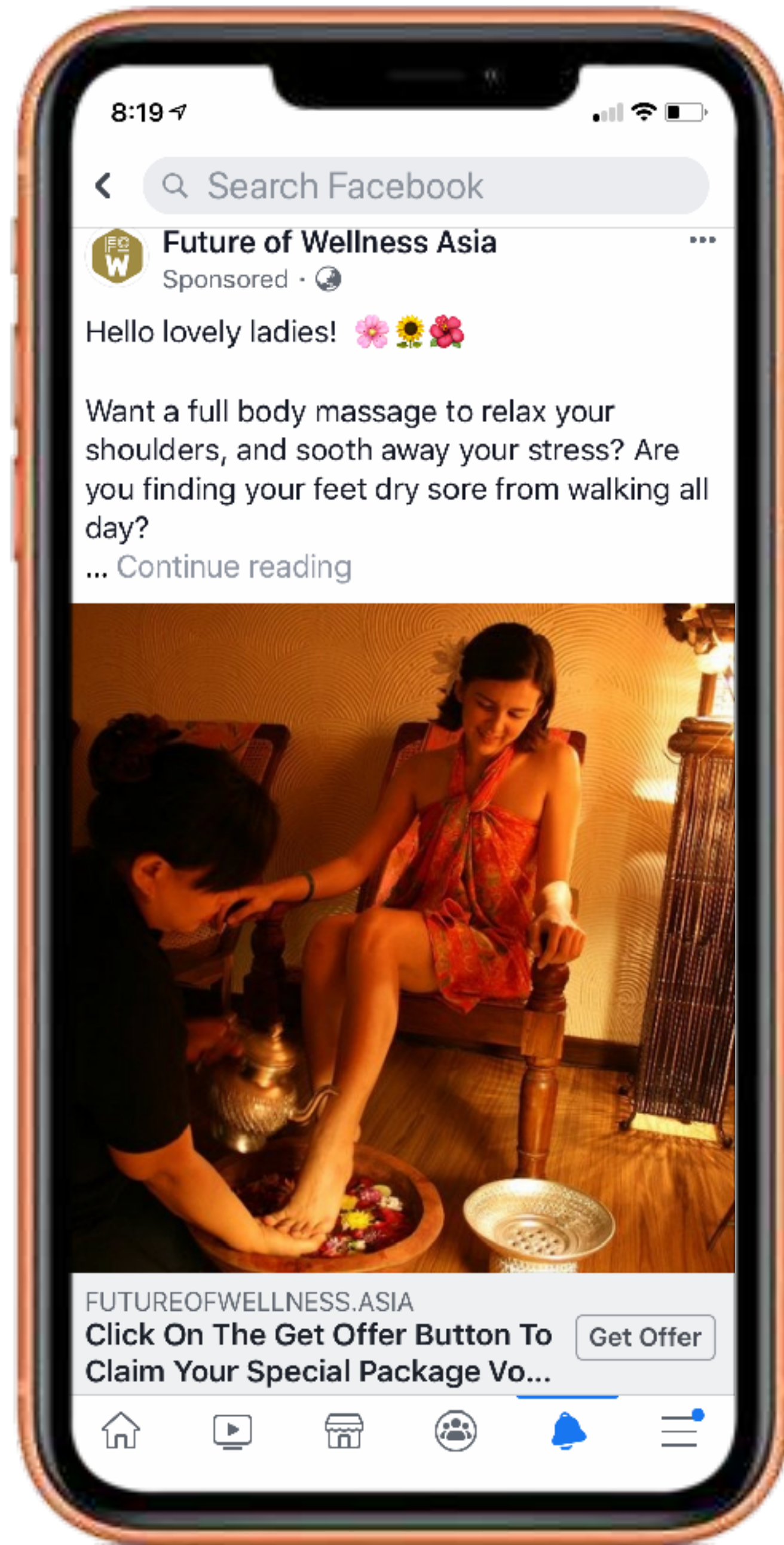
RESULTS

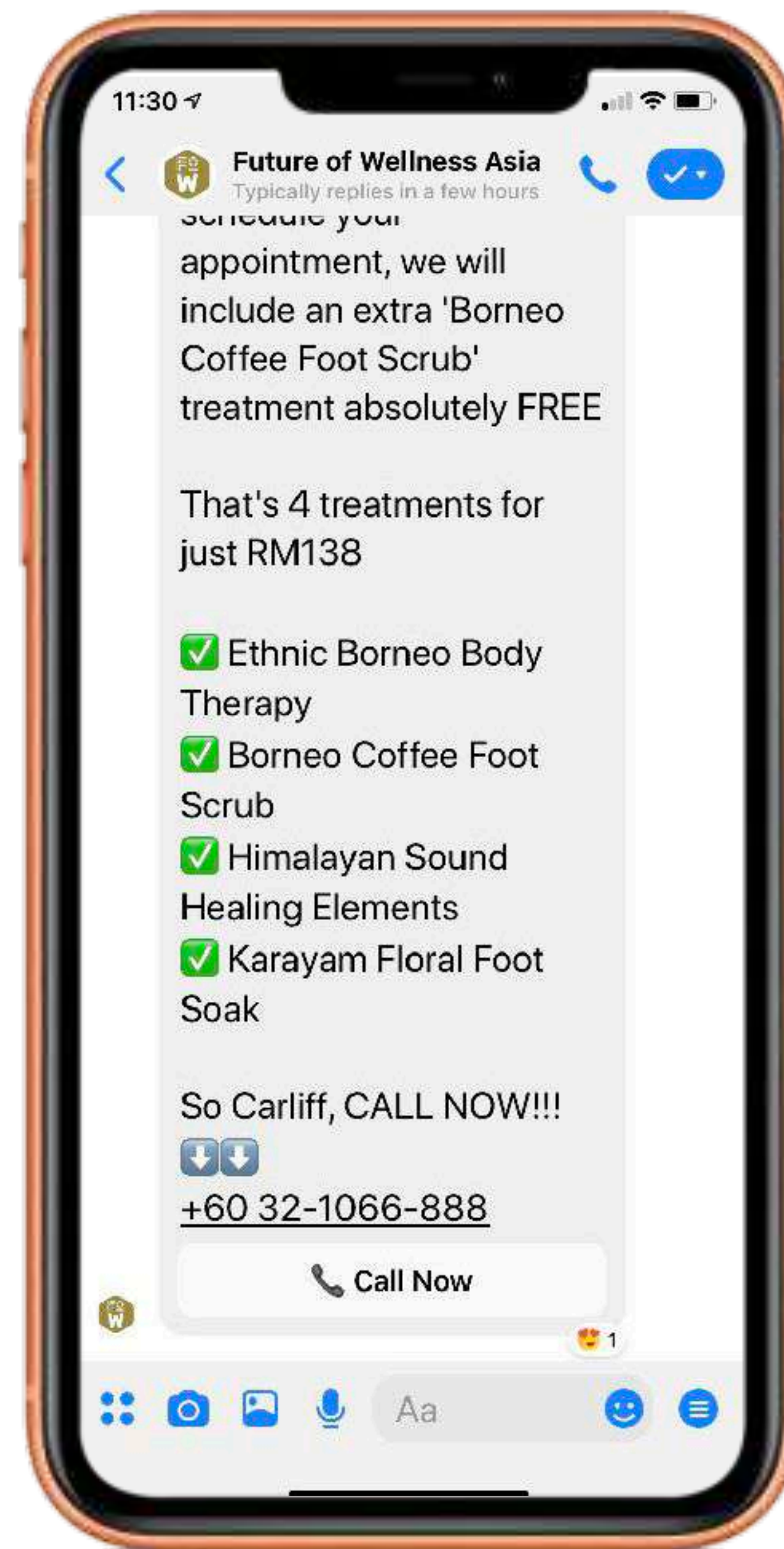
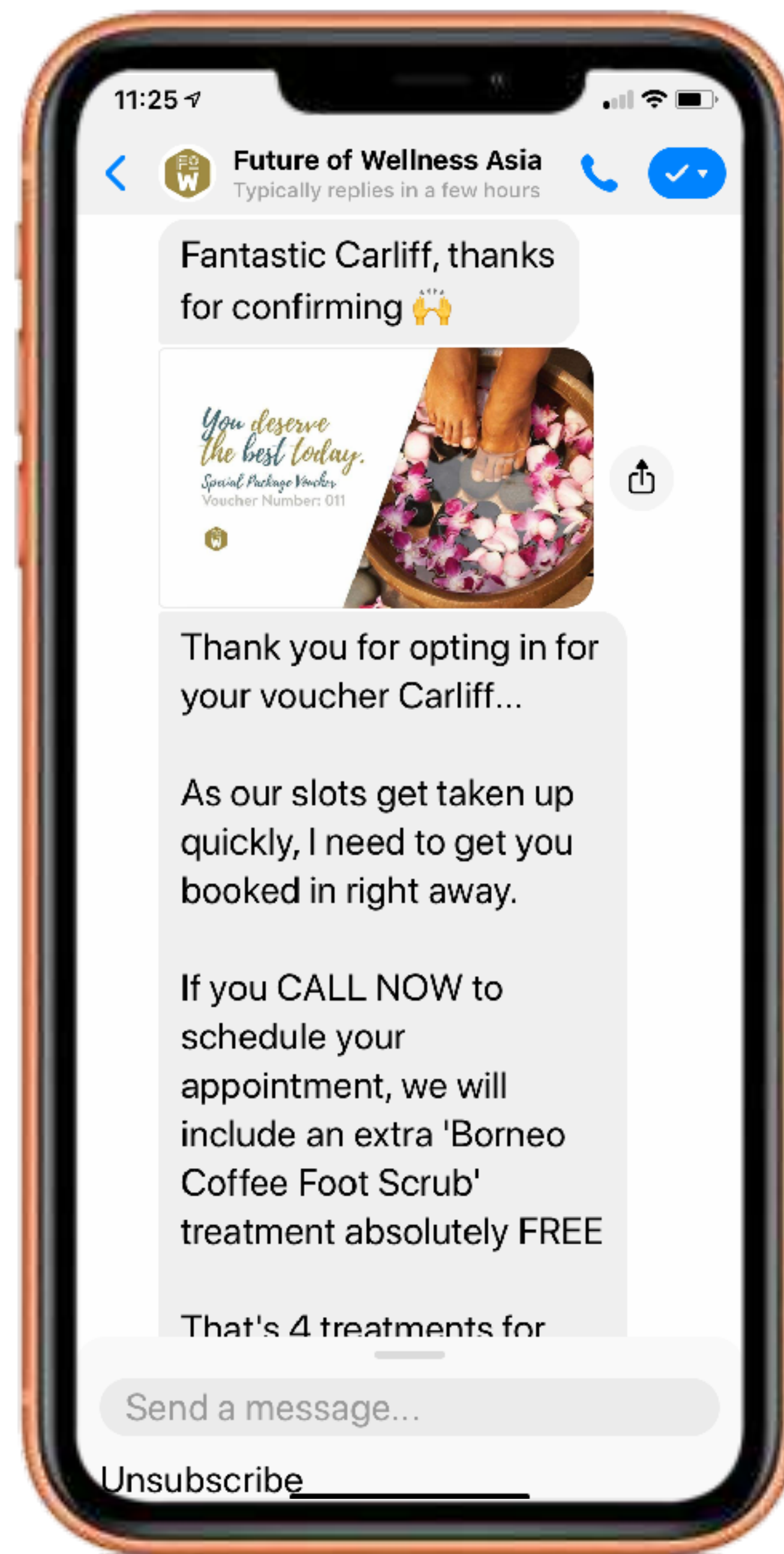
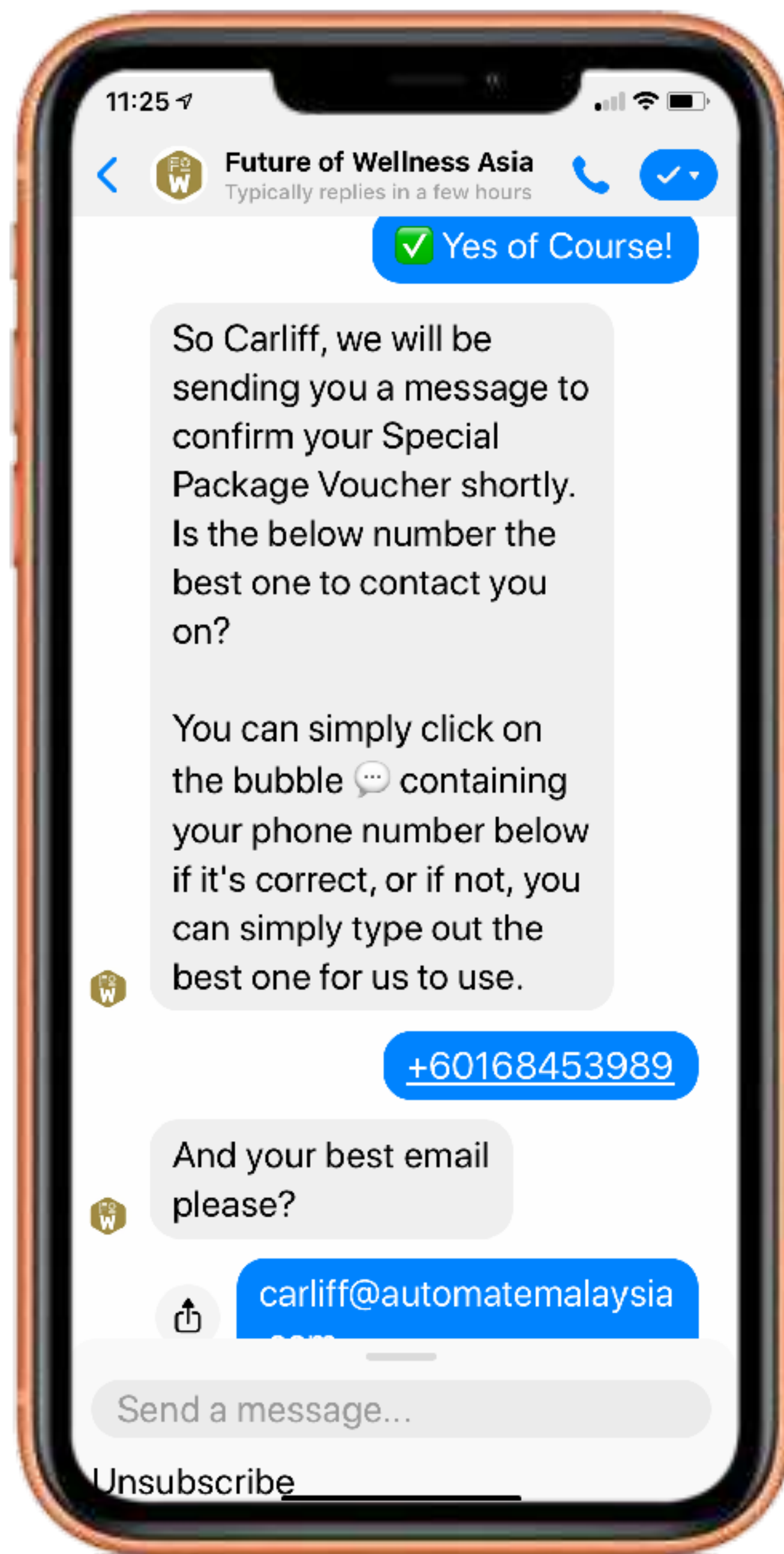
ADVERTISING BUDGET: RM500
NUMBER OF LEADS CONTACTED: 17
NUMBER OF NEW CUSTOMERS: 2
TOTAL REVENUE: RM5,270



CONVERT & EXCITE

How do you give an initial happy experience of your product or service?








ManyChat Thursday, 8 Aug, 8:37 PM

> To: Carliff Rizal Carleel

 ManyChat

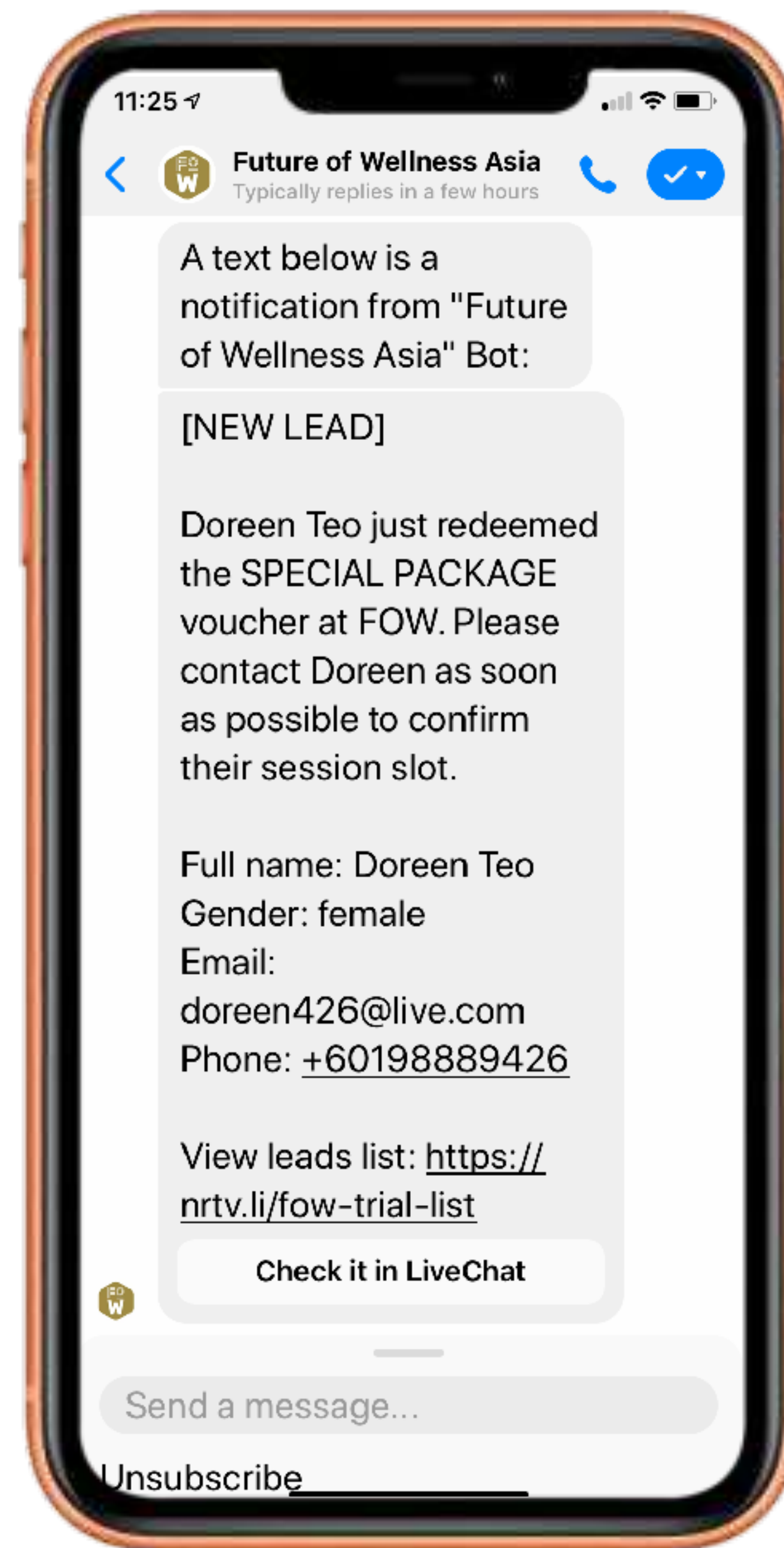
New admin notification for Carliff Rizal Carleel

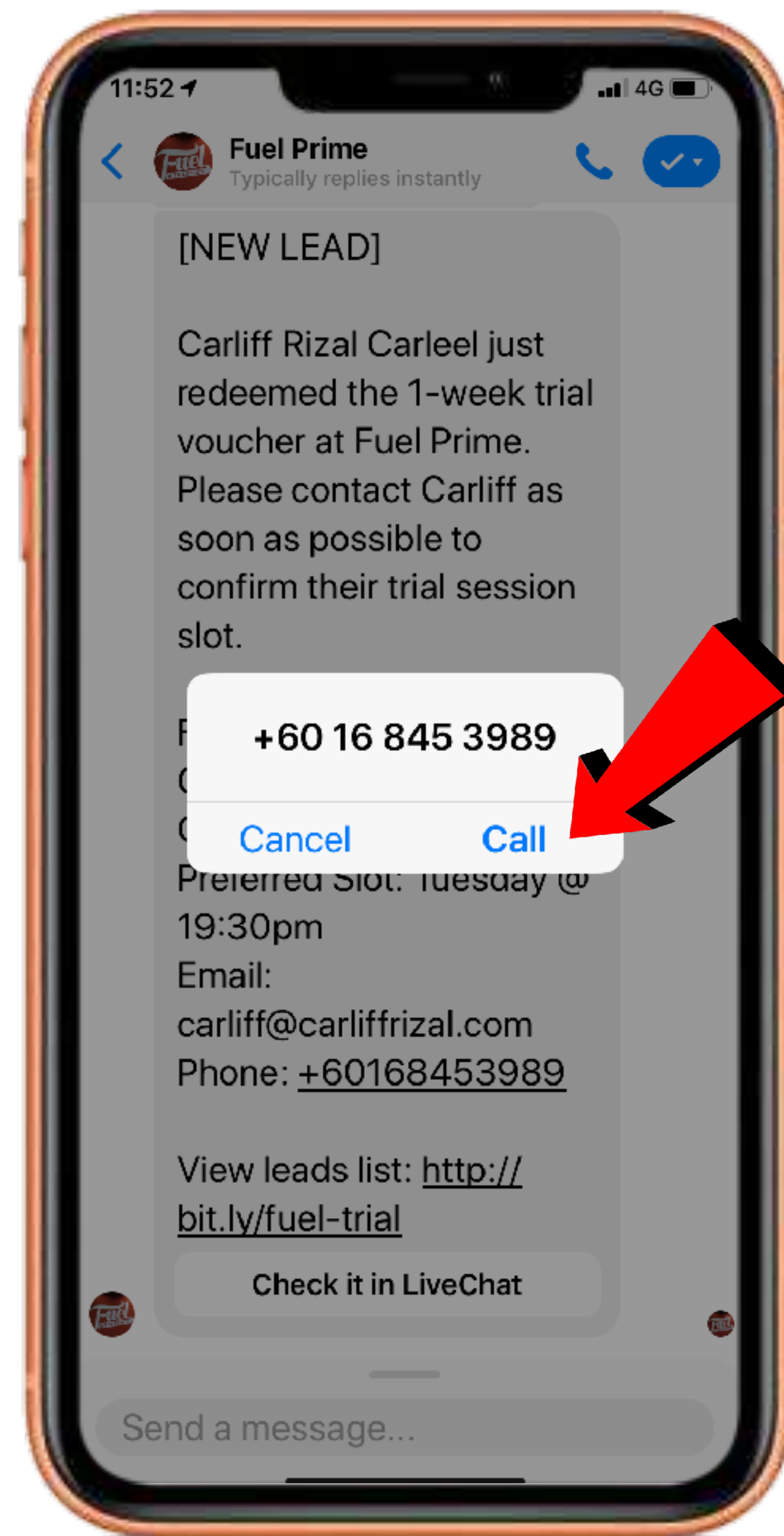
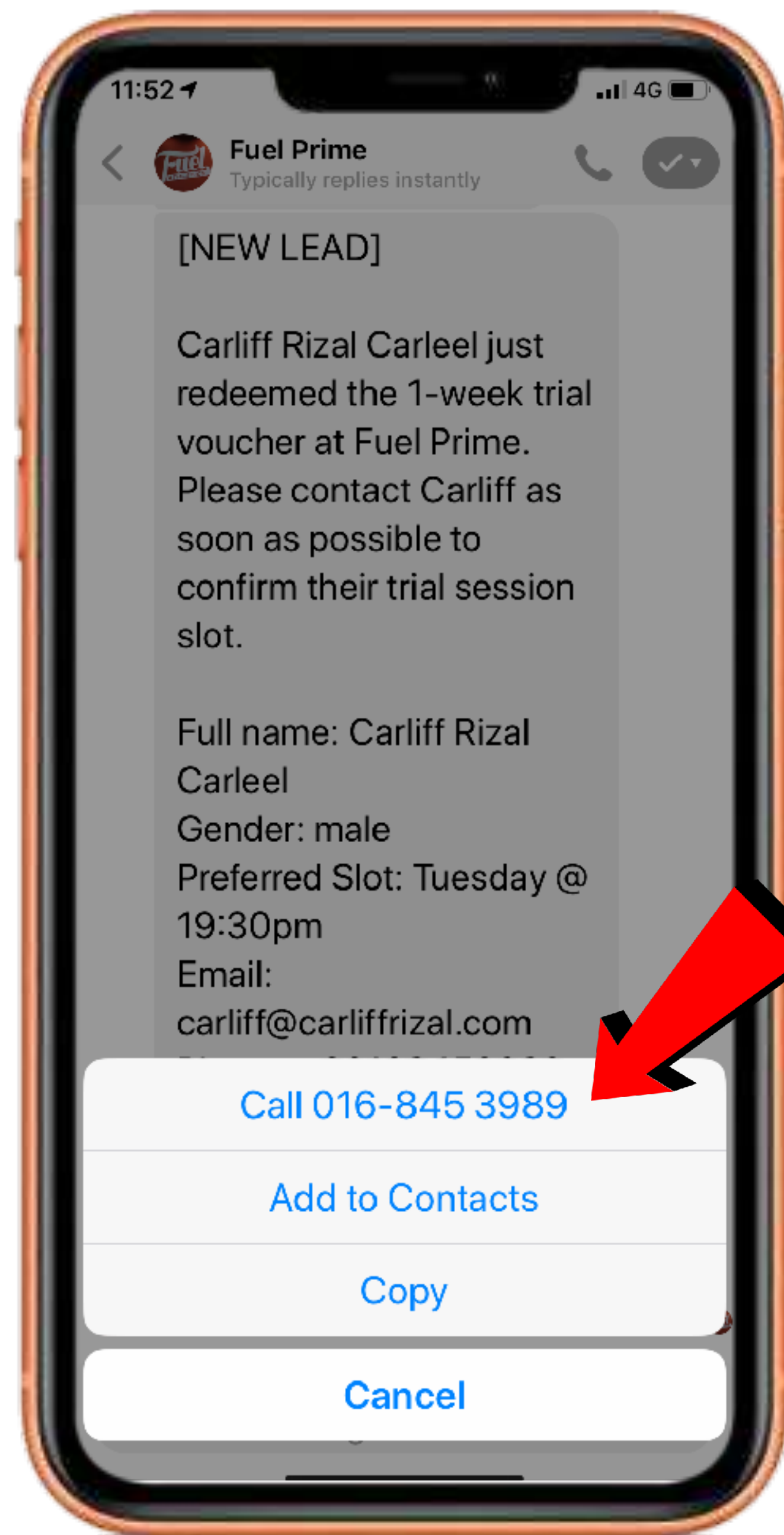
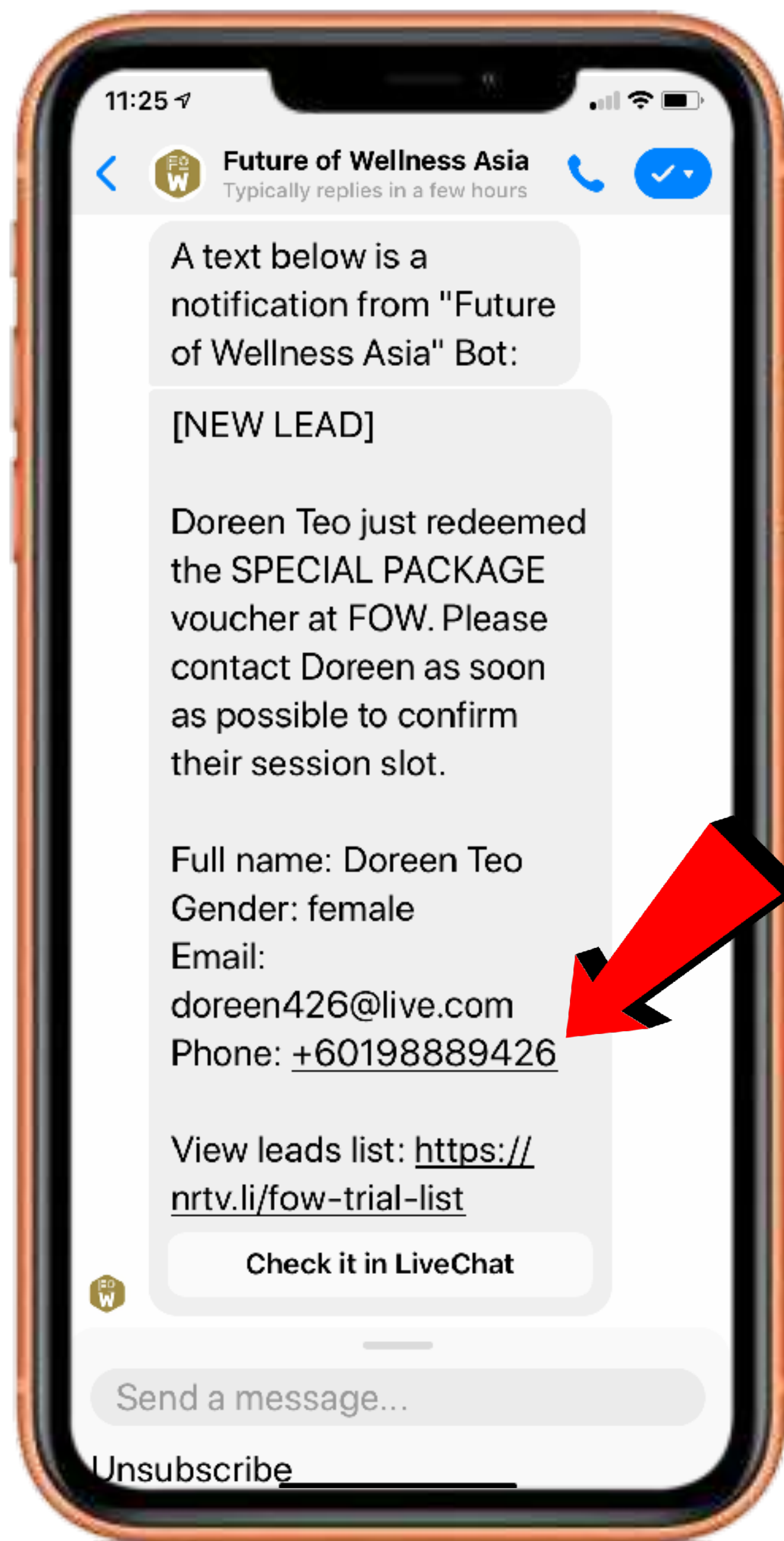
[NEW LEAD] Carliff Rizal Carleel just redeemed the SPECIAL PACKAGE voucher at FOW. Please contact Carliff as soon as possible to confirm their session slot. Full name: Carliff Rizal Carleel Gender: male Email: carliff@automatemalaysia.com Phone: +60168453989 View leads list: <http://bit.ly/fuel-trial>

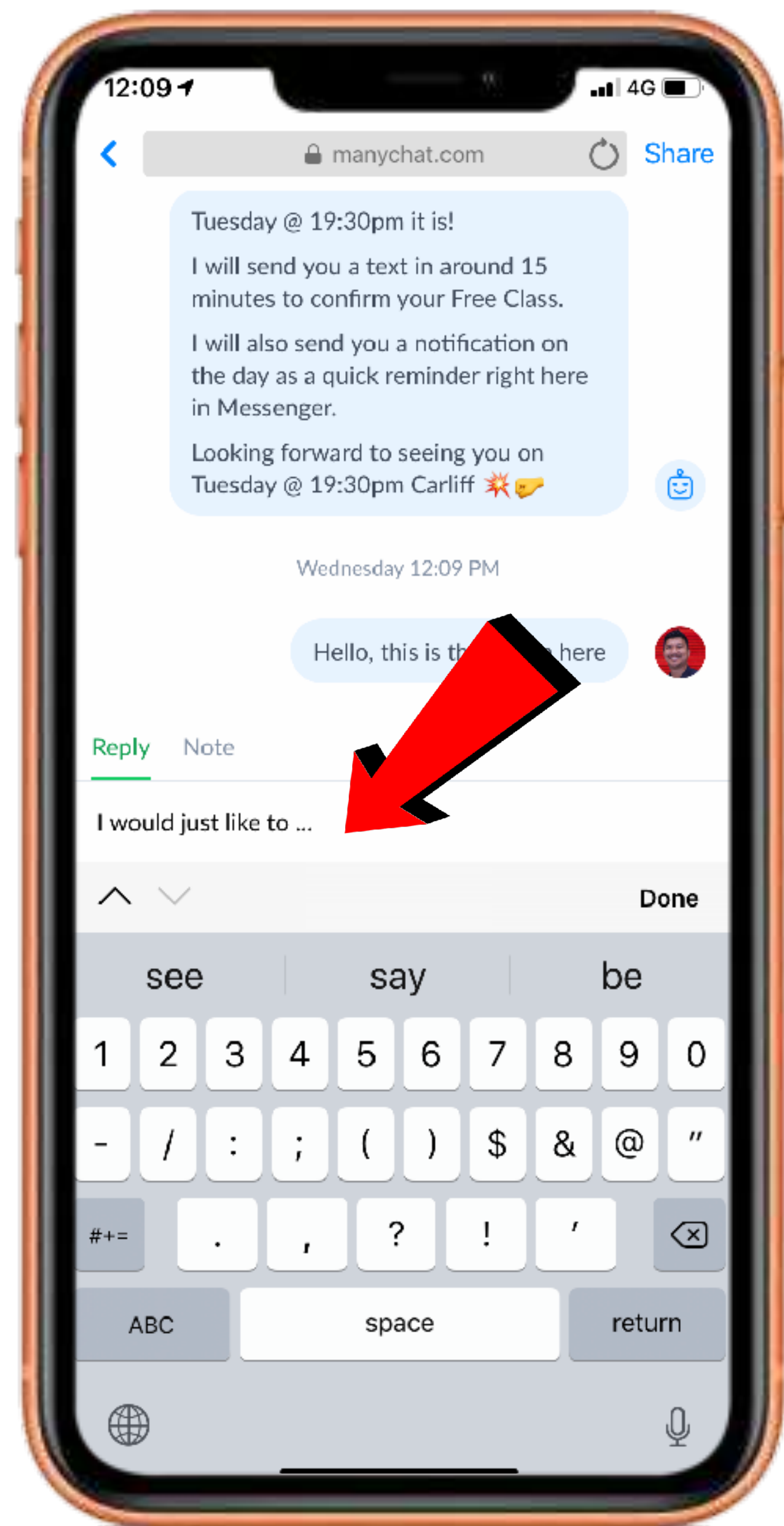
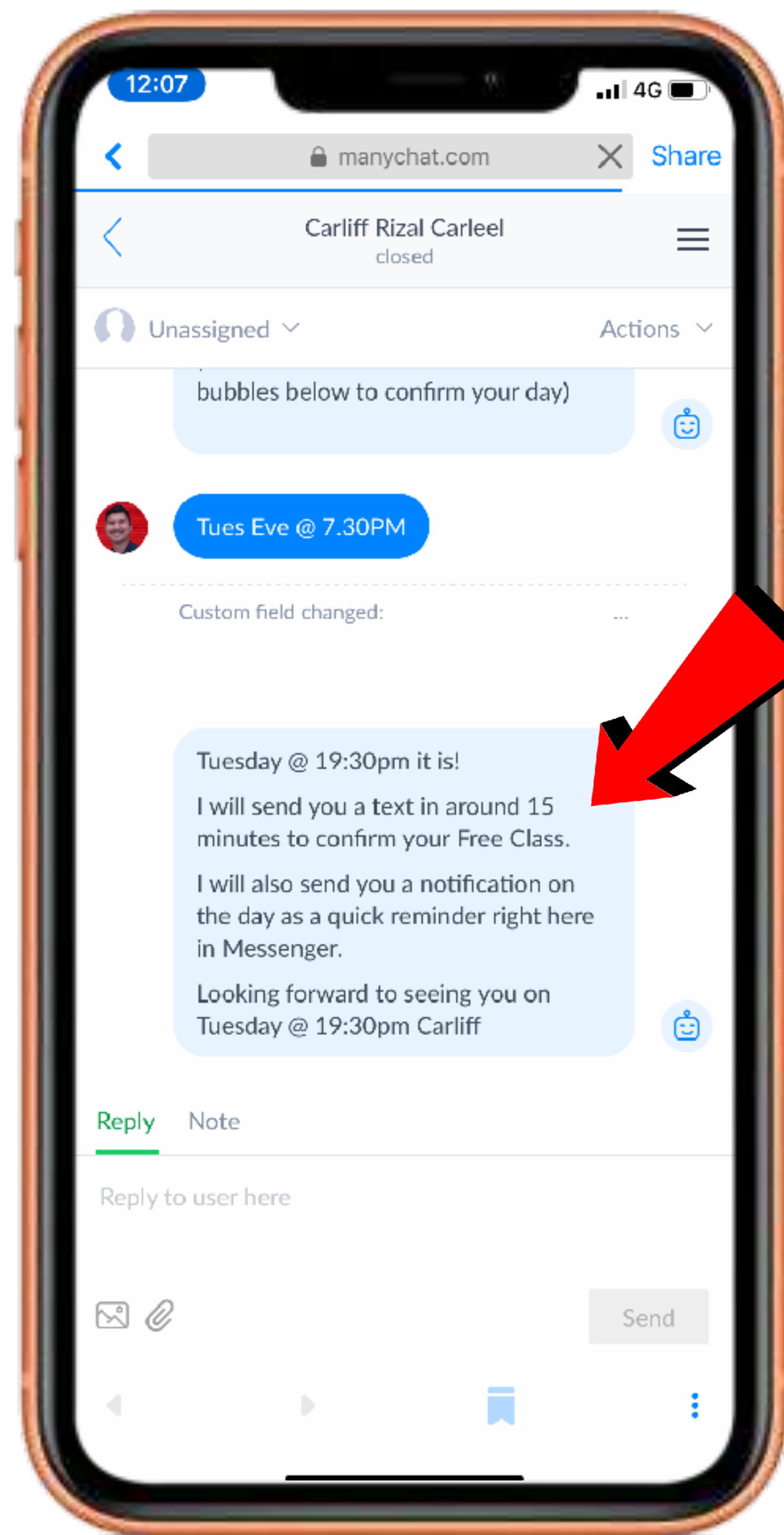
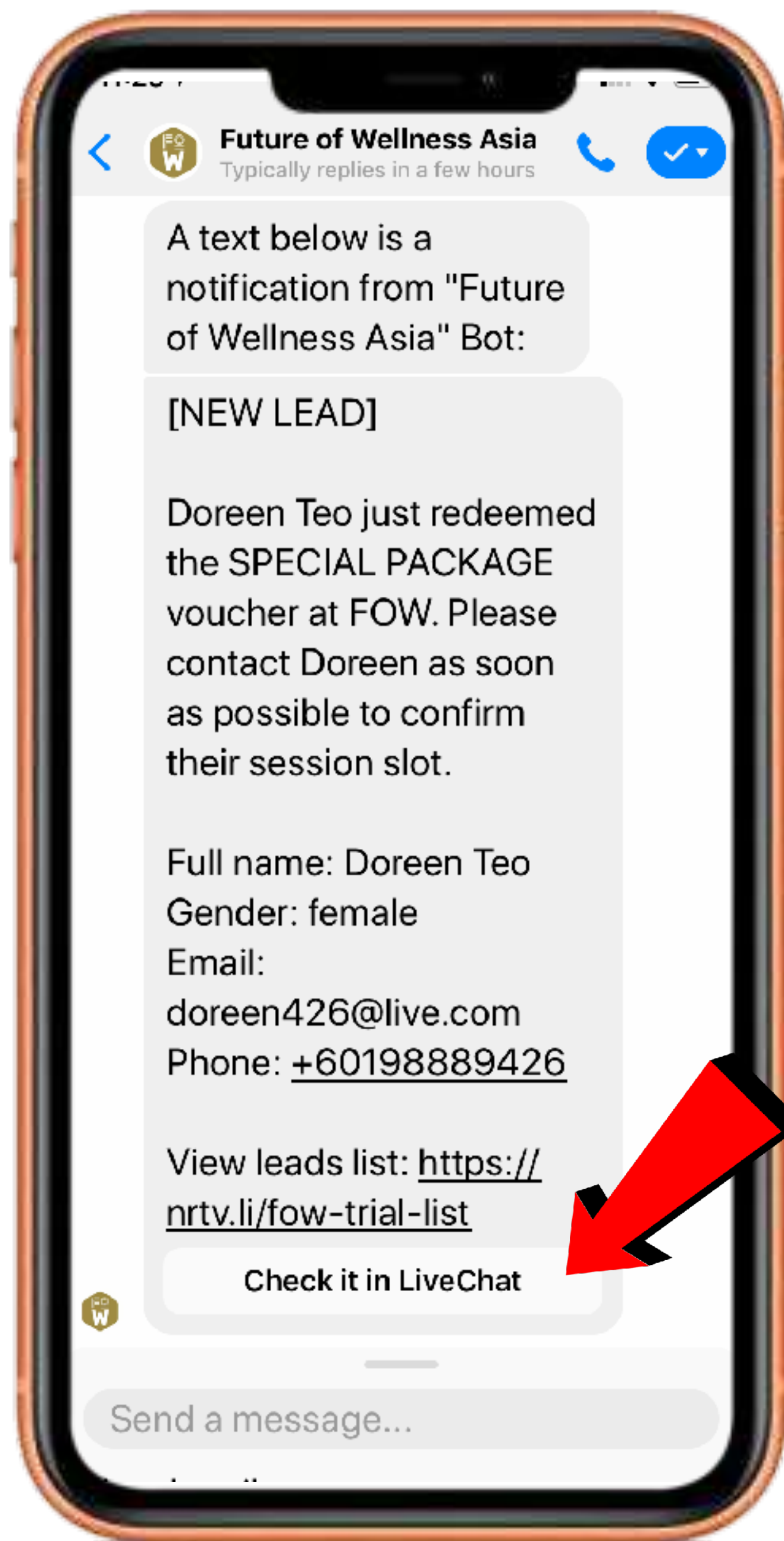
[View on ManyChat →](#)

You're receiving this email because you signed up for alerts from [ManyChat](#). [Edit Notification Settings](#)

[Reply](#) [Forward](#)







	A	B	C	D	F	G	H	I	J	K	L	M	N	O
1	FIRST NAME	LAST NAME	PHONE	EMAIL	GENDER	LOCALE	LANGUAGE	MESSENGER ID	CHO response	Booking date	Appointment date	Purchase	Note	
2	Doreen				female	en_US	English	0	15-Aug-2019				Existing - Datin	
3	Josephine				female	en_US	English	1	15-Aug-2019	no reply			New	
4	Melissa				female	en_US	English	4	15-Aug-2019	16-Aug-2019	30-Aug-2019		Existing AYTO 1000	
5	Huey				female	en_US	English	3	15-Aug-2019				Existing AYTO 1000	
6	June				female	en_US	English	7	15-Aug-2019	no reply			New	
7	Doris				female	en_US	English	1	15-Aug-2019	no reply			New	
8	Sook Khuan				female	en_GB	English	0	15-Aug-2019				Existing AYTO 111	
9	Ring				female	en_GB	English	7	15-Aug-2019	15-Aug-2019	17-Aug-2019	150 flow cre	Came with friend Shereen	
10	Yvonne				female	en_GB	English	9	15-Aug-2019	no reply			New	
11	Christy Wf				female	en_US	English	1	15-Aug-2019				Existing	
12	Yap				female	en_GB	English	3	15-Aug-2019	no reply			New	
13	Victoria				female	zh_TW	Chinese	9	15-Aug-2019	no name appeared on whatsapp			New	
14	Charissa				female	en_GB	English	4	15-Aug-2019				Existing AYTO 1000	
15	Vivian				female	zh_CN	Chinese	5	15-Aug-2019	20-Aug-2019	24-Aug-2019		New	
16	Dina				female	en_US	English	3	15-Aug-2019	16-Aug-2019	26-Aug-2019		New	
17	Jess				female	en_US	English	6	15-Aug-2019	22-Aug-2019	22-Aug-2019		New	1TCM
18	Nikki				female	en_US	English	6	15-Aug-2019	no reply			New	
19	Kit				female	zh_TW	Chinese	1	15-Aug-2019	no reply			New	
20	Meng				female	en_GB	English	0	16-Aug-2019	16-Aug-2019	25-Aug-2019		Existing AYTO 1000	
21	Alice				female	en_GB	English	8	16-Aug-2019	no name appeared on whatsapp			New	
22	Shaleen				female	en_US	English	1	16-Aug-2019				Existing AYTO 1000	
23	Jane				female	en_GB	English	5	16-Aug-2019				Existing - VVIP	
24	Jessy				female	en_US	English	7	16-Aug-2019				New	
25	Kristie				female	en_US	English	5	16-Aug-2019	no reply			New	
26	Dimple				female	en_US	English	4	16-Aug-2019	18-Aug-2019	3-Sep-2019		New	
27	Christie				female	en_US	English	9	16-Aug-2019	no reply			New	
28	Sherlyn				female	en_US	English	7	16-Aug-2019	18-Aug-2019	18-Aug-2019	138 credits	Existing VVIP. Came with 3 pax	
29	Wei Ling				female	en_US	English	5	16-Aug-2019	31-Aug-2109	31-Aug-2109		New	
30	Pink				female	en_US	English	1	17-Aug-2019	18-Aug-2019	25-Aug-2019		New	
31	Alicia				female	en_GB	English	1	17-Aug-2019	18-Aug-2019	26-Aug-2019		Existing AYTO 1000	
32	Jacinta				female	en_US	English	8	17-Aug-2019				FoW is too far for her	
33	Lyvia				female	en_GB	English	4	17-Aug-2019	no reply			New	
34	Jovine				female	en_GB	English	0	17-Aug-2019	no reply			New	
35	Gloria				female	en_GB	English	2	17-Aug-2019	no reply			New	
36	Amily				female	en_US	English	9	17-Aug-2019	17-Aug-2019	30-Aug-2019		New	

RESULTS

ADVERTISING BUDGET: RM500

NUMBER OF LEADS CONTACTED: 55

NUMBER OF LEADS SCHEDULED: 15

**AMOUNT SPENT BEFORE TREATMENT:
RM606**

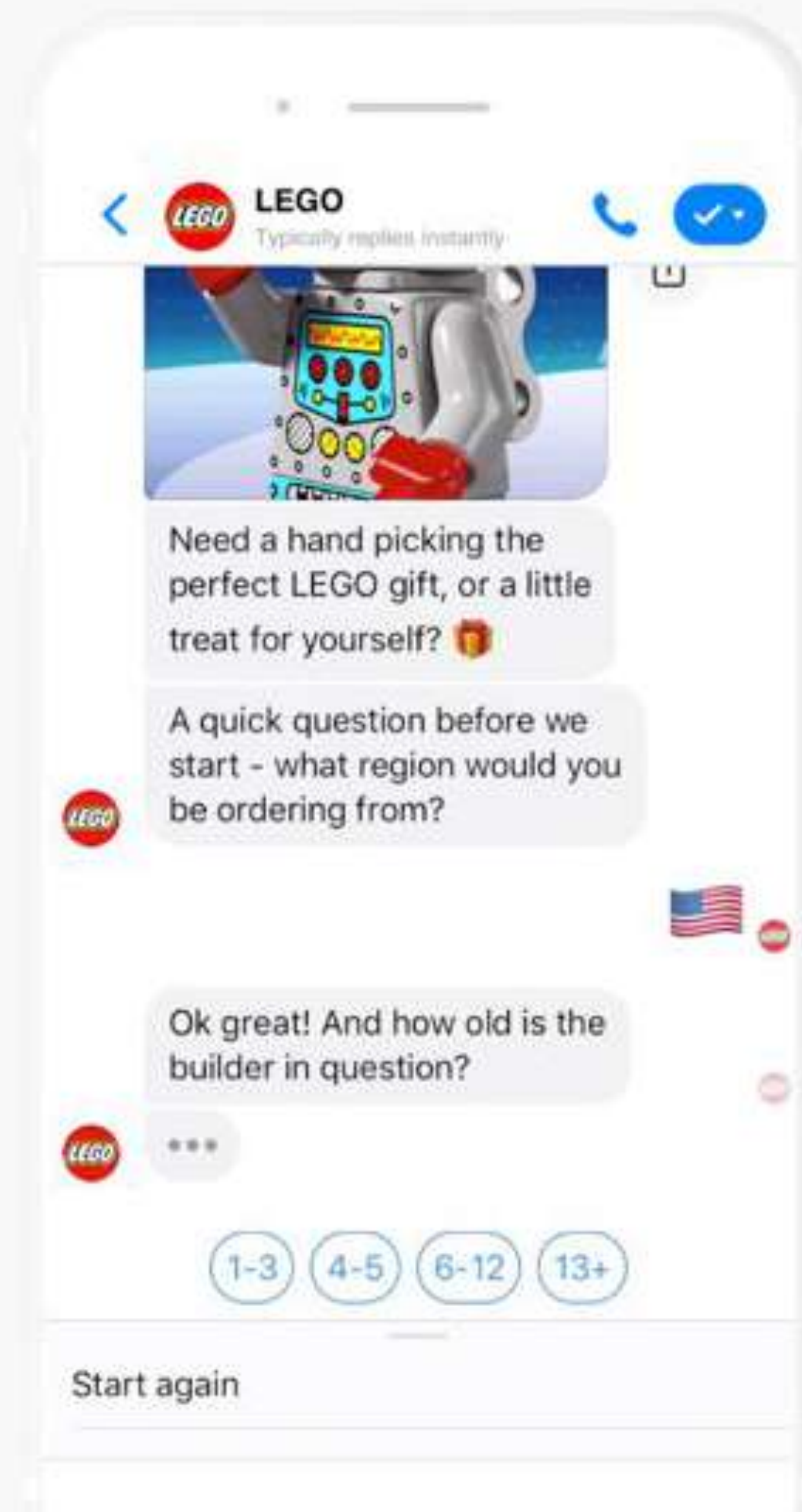
Increase Sales

Get up to 80% open rates and 10X CTR compared to email with a bot drip campaign and broadcasts.

LEGO's Results

3.4X increase in return on ad spend compared to website

71% reduction in cost per conversion

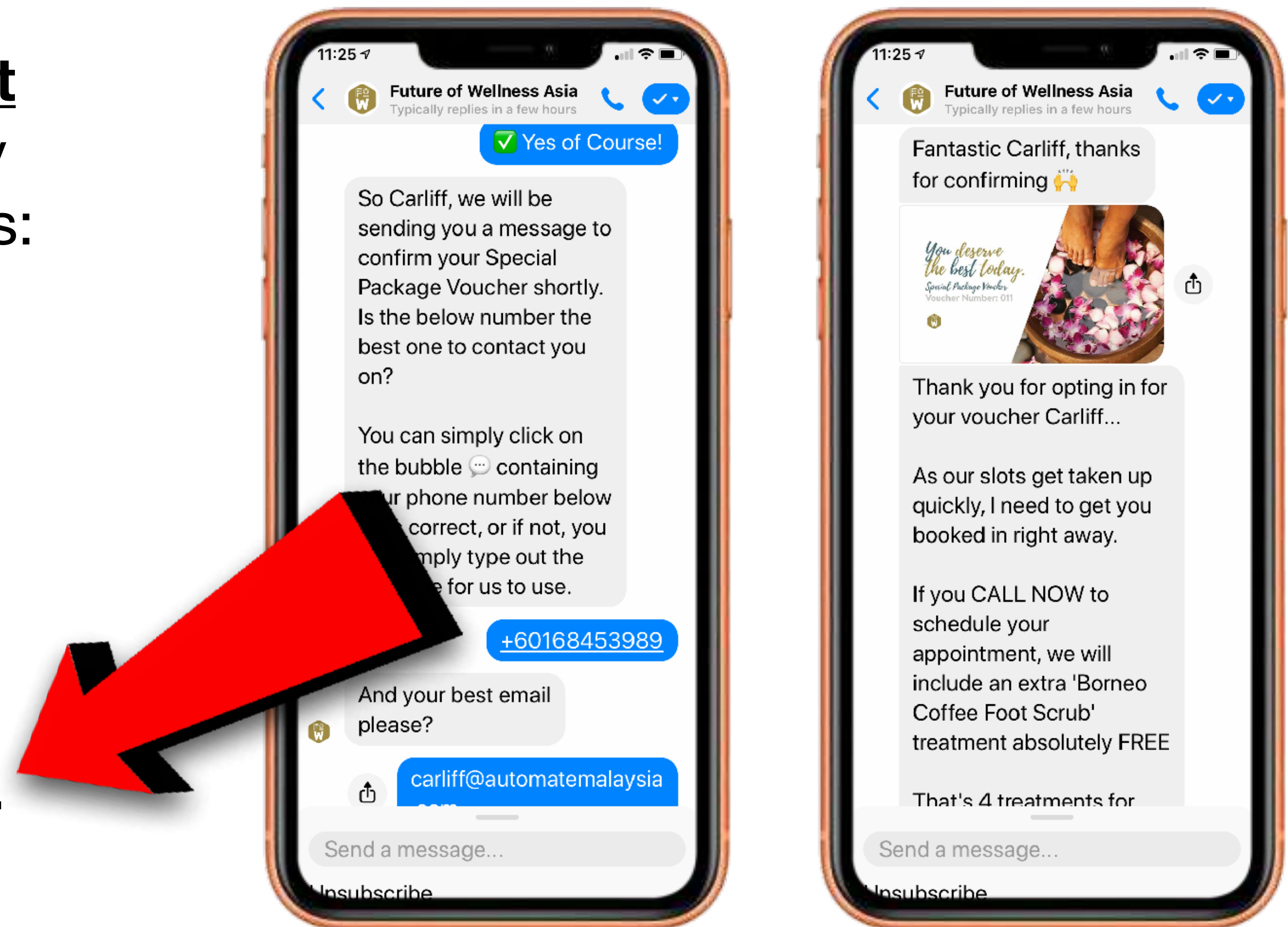


Empathising With Your Customer Through Their Customer Journey With A Chatbot

- **Key #3 - How To Install The Simplest, Most Effective Chatbot Into Your Business Today!**

CLAIM A QUIZ CHATBOT TEMPLATE

- You Get My step-by-step **Quiz Chatbot Template** that you can take and modify for your own chatbot project. It includes:
- Detailed steps with Instructions, Explanatory Notes and Pre-designed chatbot logic.
- One-Click install for deploying a lead generation Quiz Chatbot
- **DONE-FOR-YOU INSTALLATION (For first 20 companies)**
- m.me/carliff?ref=fb-profile



END. QUESTIONS?