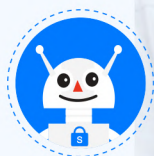


# SnatchBot Messenger Marketing E-Book



**SnatchBot**

**How to create meaningful customer care experiences with the  
Facebook Messenger channel using the SnatchBot Platform**

# Table of contents

<b>Introduction</b>	1
What is this guide?	2
Why messaging matters	4
Messenger for business	8
How Messenger supports the customer journey	11
Getting started	13
<b>Step 1: Introducing Messenger as a new customer care channel.</b>	15
Your goal	16
How to do it with Messenger	17
Where to implement: Industry examples	23
Success story: SCB Group and automation	24
<b>Step 2: Resolving most customer care inquiries end-to-end on Messenger</b>	28
Your goal	29
How to do it with Messenger	30
Where to implement the second phase: Industry examples	33
Success story: Grab goes global with Messenger	35
<b>Step 3: Driving a sizable portion of customer support volume through Messenger.</b>	38
Your goal	39
How to do it with Messenger	40
Key entry points	42
Success story: TPBank redefines banking	44
<b>Best practice</b>	48
A smooth live agent experience	49
Automated agent experiences that work	50
Success story: Samsung Benelux and Sam	52
What are you waiting for?	55
Create Your Own Messenger Marketing Chatbot with SnatchBot	58

# Introduction



# What is this guide?

Customer care is at the heart of every business: it helps cultivate a loyal following, generates new business and enhances the reputation of your brand. And the glue that keeps all these parts together? Communication.

Messaging is becoming the fastest-growing form<sup>1</sup> of communication between friends, family and, increasingly, businesses. We're already working with companies to show how they can innovatively use the Messenger platform to build rewarding conversations with customers.



**More than 1.3 billion people around the world use Messenger every month<sup>2</sup>**

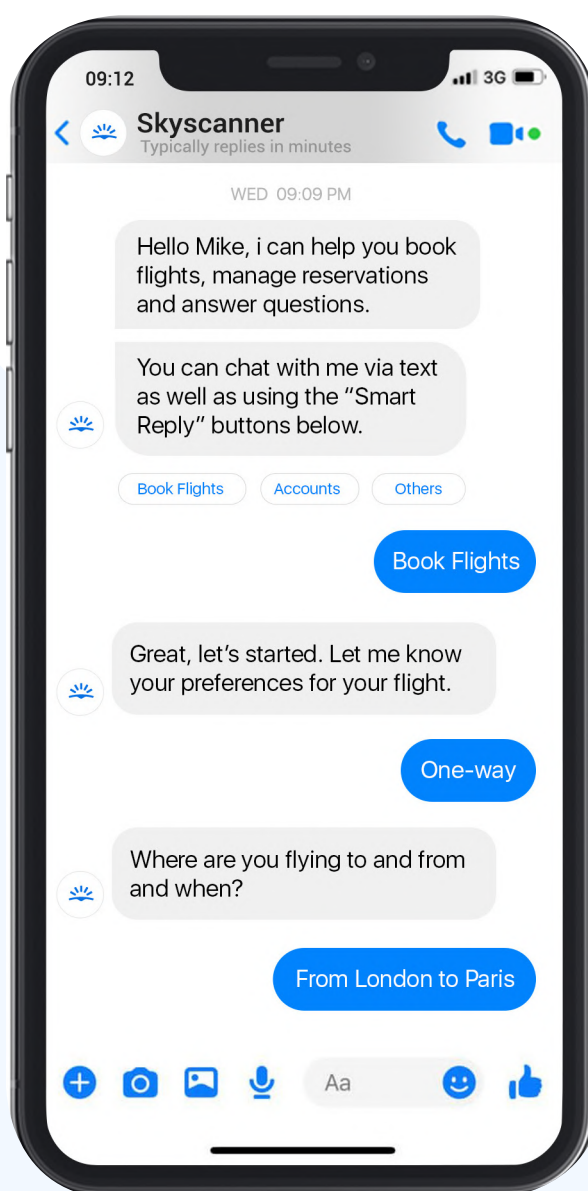
<sup>1</sup> Source: Facebook for Business – Messenger, <https://www.facebook.com/business/marketing/messenger>.

<sup>2</sup> Source: Facebook data, Q4 2018.

This playbook provides guidance on how brands can go about building valuable customer care experiences on Messenger.

While the task of integration may look daunting, we've broken it down into three clear phases. Each phase shows how your business can move from opening up Messenger as a channel for customer care to using it as a key part of your omni-channel strategy.

Together, we want to help demystify messaging and show you how it can minimize your customer care challenges. Many brands have already seen great success with Messenger, so why not see what it can do for you?



# Why messaging matters

While many brands still lean on traditional channels of customer care, customer expectations have moved on: Messaging has established itself as the modern way to communicate. Mobile may have given us the freedom of calls and emails on the go, but messaging is the preferred avenue of communication for most people—around 63% of people across generations prefer to message than call or email.<sup>2</sup>

It's not just friends and family they're messaging, either. The convenience of messaging opens up this avenue to businesses as well. The promise of a quick comment to sort out shipping inquiries or payment disputes is a growing trend that can't be ignored. In fact, more than 1 in 2 people say messaging a business makes them feel more personally connected to a brand.<sup>4</sup>

## 63%

of people across generations prefer to message than call or email<sup>1</sup>

## more than 1 in 2

people say messaging a business makes them feel more personally connected to a brand<sup>3</sup>

Source: "Facebook Messaging Survey" by Nielsen

What's more, messaging helps people feel better connected to businesses across the entire customer journey. From the start of the marketing funnel when customers are browsing new services, to asking for product demos, to special delivery requests, messaging doesn't just make the process smoother, it also makes it a more intimate experience.

People surveyed who say messaging is the easiest, most convenient way to contact a business<sup>1</sup>:

**62%**

US

**61%**

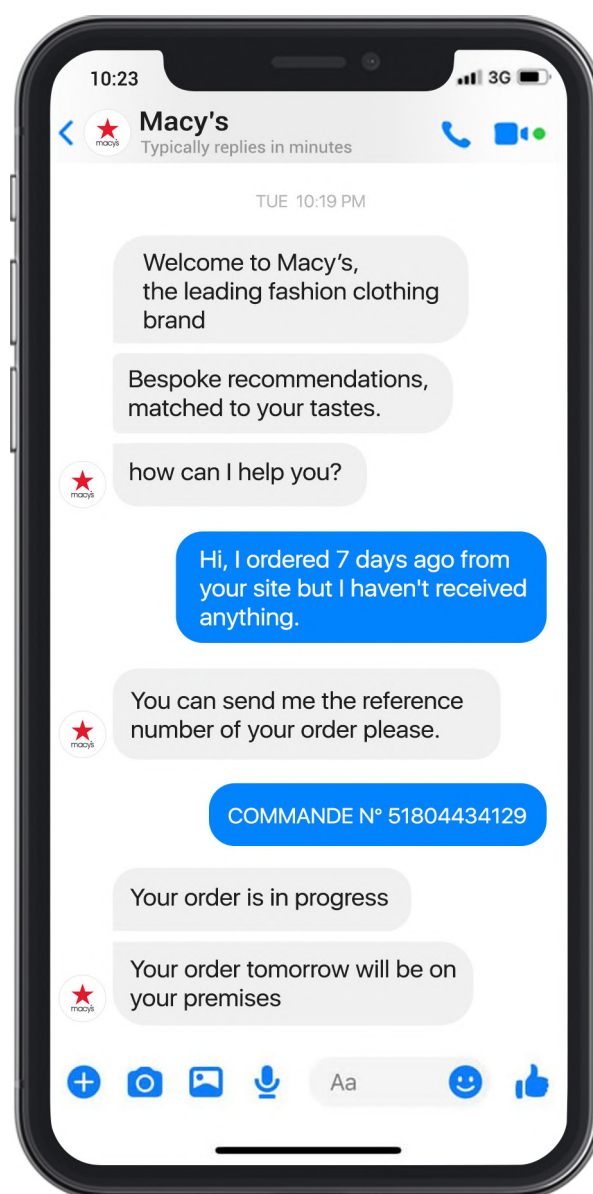
UK

**69%**

Brasil

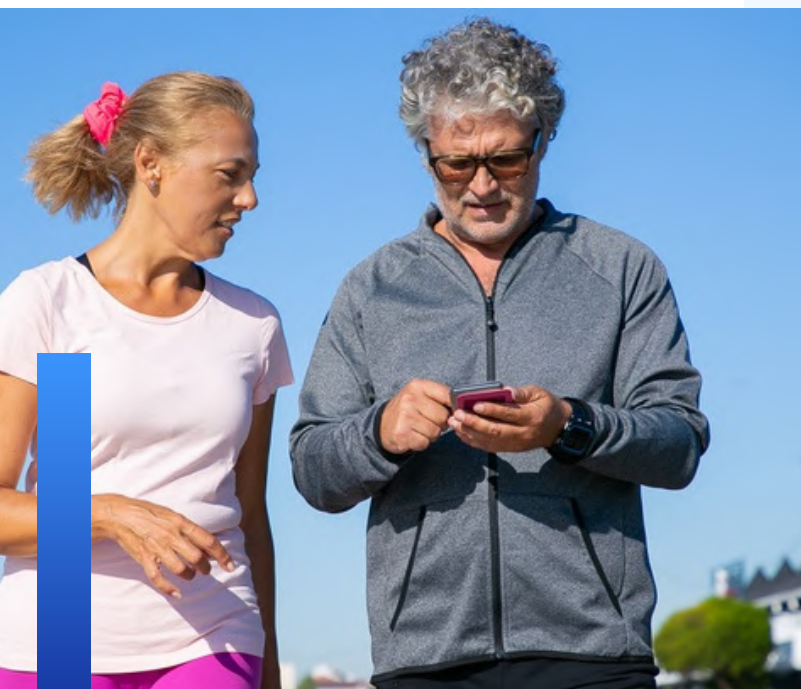
**76%**

India



Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science

Problems can be resolved quickly, questions can be answered, and there is the opportunity for customers to receive special care where they might not have been able to before.



of people message businesses to ask about products or services



of people message businesses to make a purchase



of people message businesses to get support for a product or service<sup>1</sup>

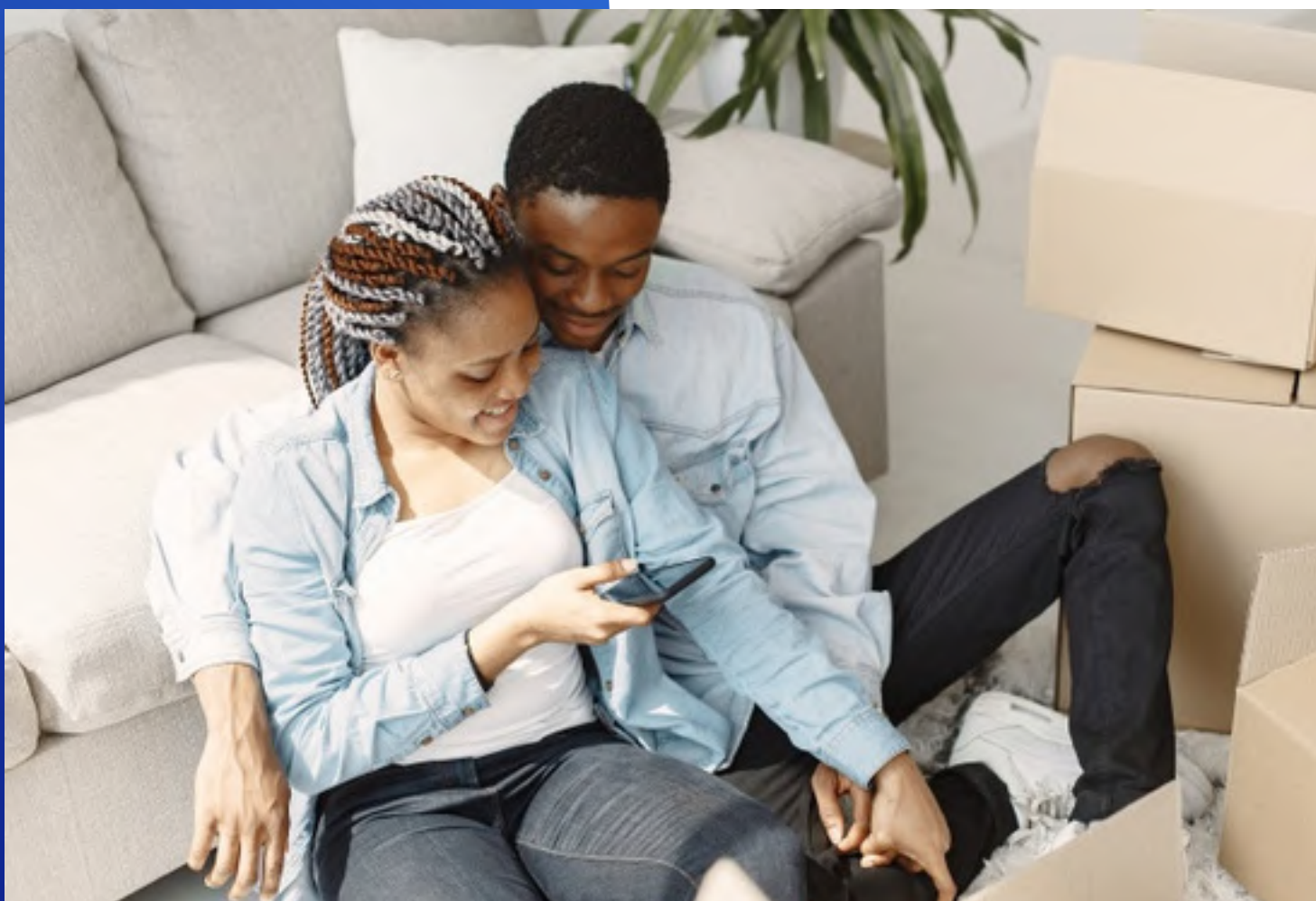
Businesses can also fully integrate messaging apps into their existing systems, allowing for a full range of customer services without any additional hassle.

Messaging is convenient and convenience matters.

<sup>1</sup> Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science

# >1.3 billion

people around the world use  
Messenger every month<sup>1</sup>



Source: Facebook data, Q4 2018.

# Messenger for business

Messenger is used by more than 1.3 billion people around the world. For businesses, this presents the opportunity to connect with customers in the way they're already connecting with each other.

Available across multiple platforms and devices, the Messenger app allows people to move freely from mobile to desktop and back again, on Android and iOS, with complete convenience. It's the modern way to communicate, complete with rich media such as GIFs, stickers and buttons.

This flexibility provides a seamless way to support conversations, making it easy for businesses to start and re engage in conversations, whether that's on Facebook, on your website or offline.

When a conversation starts on Messenger, it creates a thread of communication that's always accessible. This means you can communicate with customers in real-time or over a longer duration. A Messenger chat enables you to leave a conversation and come back without having to start all over again. The customer's conversation history stays in the thread, saving time and effort for both the customer and the agent whenever they pick up the conversation.

Businesses can use Messenger to understand and track events happening in the chat experience. To learn more about how you can measure the effectiveness of the Messenger experience please refer to app events tracking on Messenger [here](#).

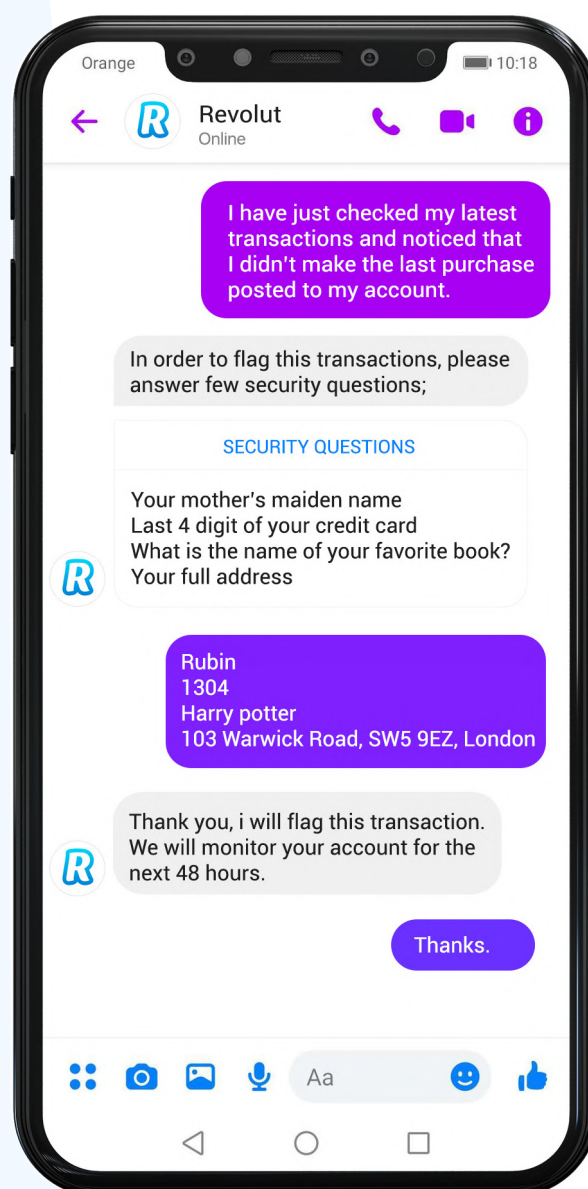
Most importantly, people on Messenger use their real identity to set up their profile, so the customer relationships you build are based on trust.

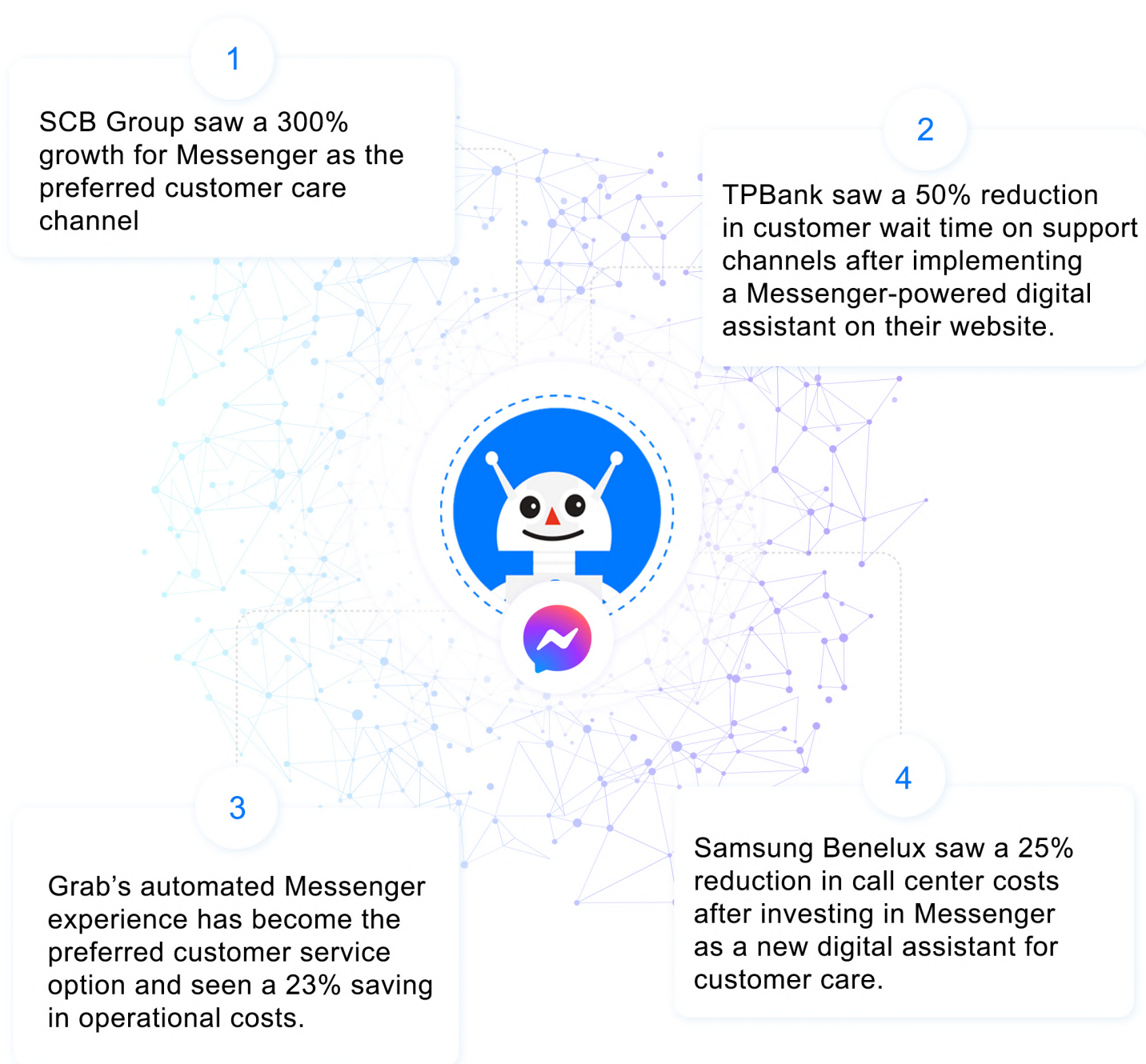
A key feature of Messenger is that it can be easily integrated into your existing systems. It's already part of the Facebook Business platform and Facebook ads, and it supports integrations with third party messaging and support channels, automation providers, CRMs and more.

You can start building your customer experience with Messenger quickly and easily with the help of customer experience platform providers.

They're experienced in understanding how to implement Messenger to drive a successful end-to-end customer experience, from raising awareness to driving transactions.

Businesses are already working in this way. Brands across different regions and industries, from retail and e-commerce through to travel, are working in partnership with Messenger and expert customer experience platform providers to support customers and drive real business results.





# How Messenger supports the customer journey

Customers can reach your business on Messenger through multiple organic entry points—such as on Facebook or on your website—offering complete convenience.

## On Facebook

Customers can access Messenger across mobile and web, using your business page on Facebook to start conversations. It's as easy as adding a "Send Message" button to your Facebook page, and enabling automatic conversation starters to help people get information quickly.

## On your website

Customers can access Messenger through your website on mobile and web with plugins. These let customers transition back and forth without losing the conversation's history and context, and provide a customized consultative experience.

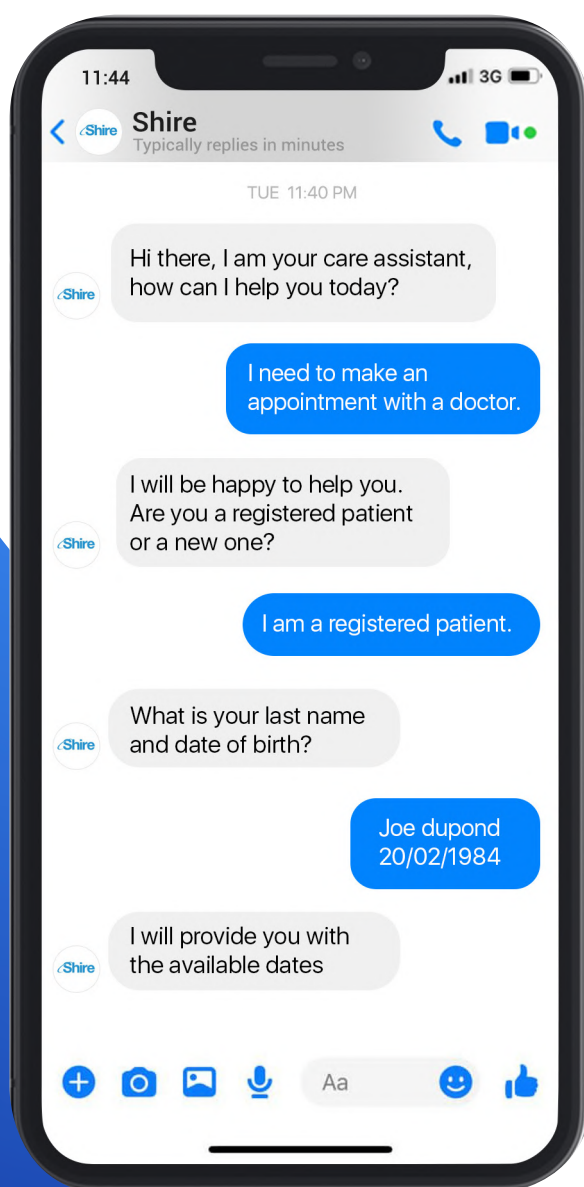
## On other channels

Customers can also message you from elsewhere, such as an e-newsletter or via QR code, through a unique Messenger URL that sends people from an owned channel into a Messenger conversation. You can even track how people found you



In addition to these options, you can use paid advertising solutions across Facebook's platforms to encourage people to talk to your business in Messenger. For example, you can run ads that click through to Messenger, which are available on Facebook and Instagram feeds, or through Sponsored messages that appear in Messenger Inbox, to re-engage customers who previously messaged your business.

We're going to look at what stage you should implement these different solutions as you begin to integrate Messenger.



# Getting started

As with any new business strategy, integration cannot be accelerated without setting solid foundations—which is why we have created three phases for how to approach this:

**1**

Introducing Messenger as a new customer care channel.

**2**

Resolving most customer care inquiries end-to-end on Messenger.

**3**

Driving a sizable portion of customer support volume through Messenger.

We start off by focusing on top-tier customer care and end with the more detailed inquiries that require increasingly complex back-end system changes.

The progression from one phase to the next depends on the volume of customer inquiries handled by your business on Messenger, as well as how well Messenger is meeting your KPIs.

For each phase, we've outlined example goals, the main steps for integration, and where we can provide support.

# 65%

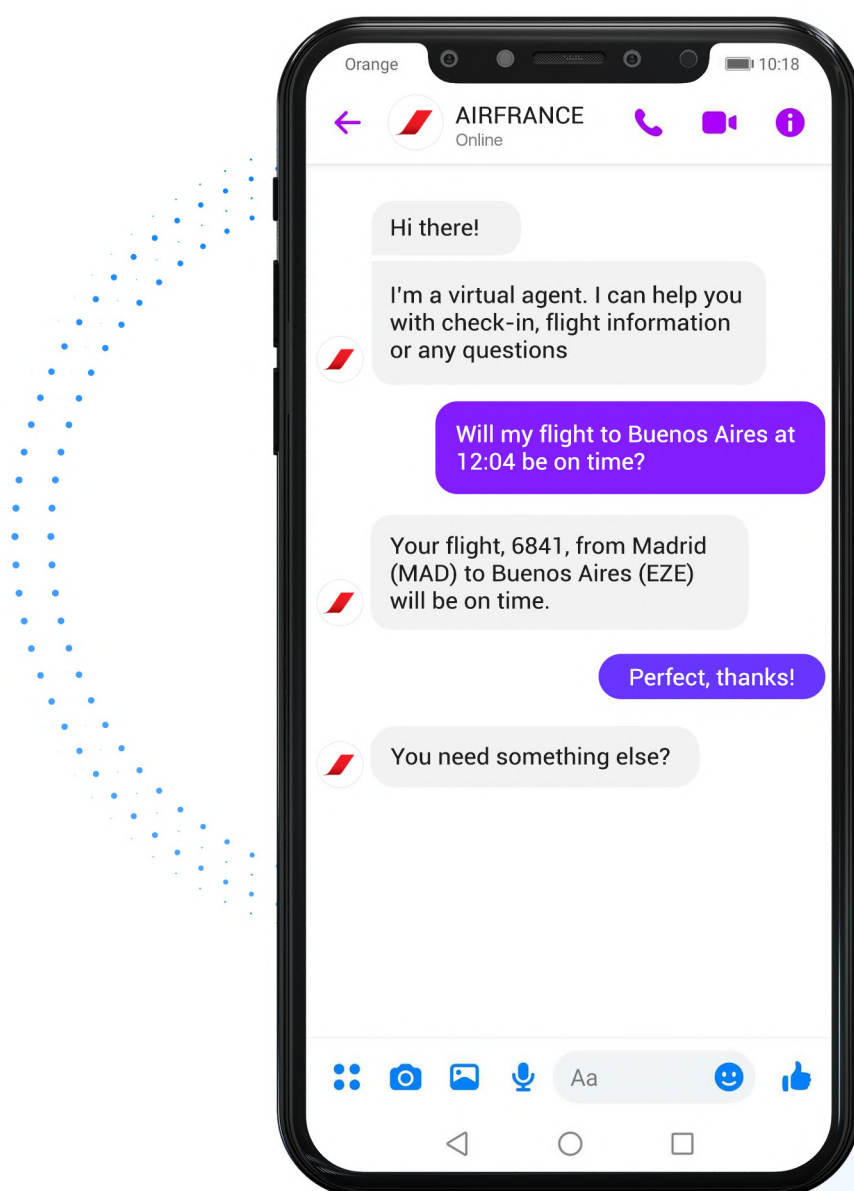
of people say they are more likely to shop with a business they can contact via a chat app<sup>1</sup>



Source: "The evolution of e-commerce: Conversational commerce" by BCG.

# Step 1: Messenger as new customer care channel

The first step will get you moving in the right direction and introduces Messenger as a new customer care channel.



# Your goal

Before you introduce Messenger to your business as a new customer care channel, you need to outline exactly what you want to achieve.

There's no "one size fits all" approach—each business will have its own objectives. For example, you might want to focus on lowering support costs or increasing agent productivity.

We've outlined some suggestions to get you started.

1

If you are using a customer service platform, work with your provider to use Messenger as a channel.

2

Make a list of the top 10–15 customer inquiries and sort them by volume. Pick one or two use cases that can be easily automated. It's best to start with areas that do not require building complex back-end system capabilities within Messenger.

3

Of these customer inquiries, aim to complete the majority (90%) of them within Messenger without the need for the customer to click out or for an agent to escalate the inquiry.

4

Aim for a high customer satisfaction score. If you are using a customer satisfaction score, for example, aim for scores that are 4 or above.

# How to do it with Messenger

The next stage is to work with your customer service platform provider to action the new implementation strategy. We've divided this section into five steps, from set-up to customer feedback, to ensure a smooth integration.

## 1. Focus on onboarding

When customers come to your business through Messenger, you need to make it clear what the Messenger experience will or won't be able to help them with. Outlining what they can expect from the service will make them feel valued and appreciated.

Use message greetings on your welcome screen to create a customized message that sets a friendly tone and provides information on when the user should expect to hear back from you.

Introduce IceBreakers to help customers easily start a conversation by surfacing the most common customer care inquiries you are likely to get, such as "Where's my order?" You can pick a shortlist of questions to start and use your call logs and website search history to determine the most common questions your business typically receives. If you've been using Page Inbox to respond to messages, you can export the conversations using the message history API.

When your business is shut, send an "outside of business hours" automated reply detailing operating hours and when customers can expect to hear back from you.

## 2. Create automated FAQs

When customers start talking in Messenger, there are a few simple automated solutions that you can implement at the new phase to make the customer journey smoother.



### Response time

As soon as a customer clicks the "Get Started" button, they'll expect to get a response. So make sure the response time window is less than five minutes.



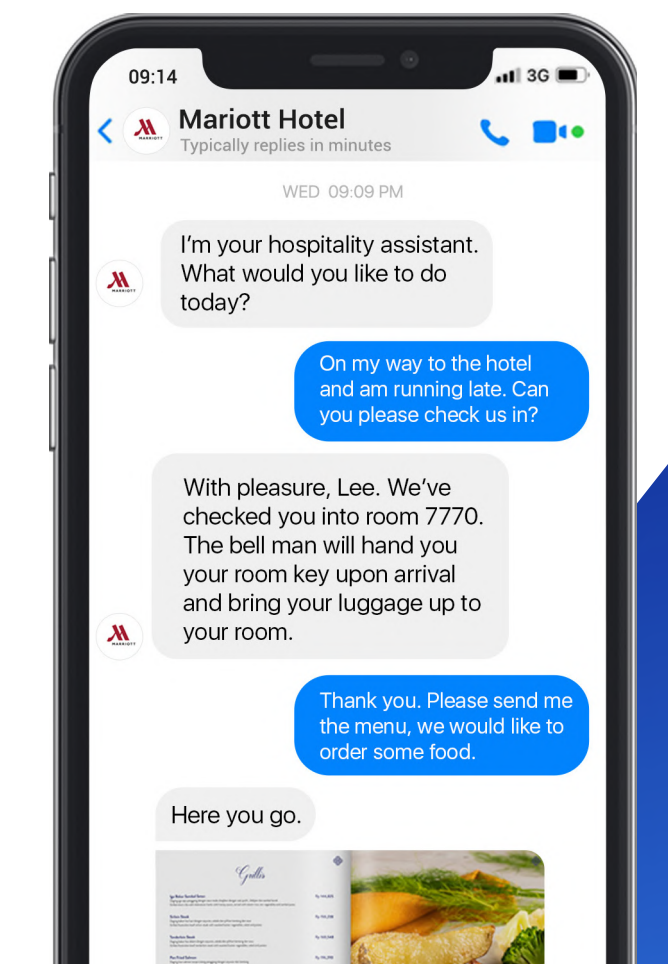
### Buttons and templates

Add in these conversational components as it limits the need for people to type in the composer and makes the chat easy to follow.



### Persistent menu

With a menu that's always visible, it can help customers navigate core functionality at any point in the conversation.



**Quick replies:** Use quick replies to minimize the need for customers to type their answers. Choose up to five answers and they'll all display on the screen. If you need additional details, consider adding extra questions after the user selects a reply. You can also use prefilled quick replies when users need to input their contact details.

## The composer

People can type whatever they want into the composer. It's important to consider when in the automated flow it's best to disable the composer and use quick replies instead.

## More information

If needed, allow customers to reach a live agent or a website resource if they have more complex questions that can't be handled by the automated experience.

## Trigger words

Support key trigger words—such as “restart” or “stop”—when the customer isn't happy with the automated experience flow. They can then be redirected to a live agent.

## 3. Enable live agent support

As the new phase only focuses on simple use cases, it may be that you only use a live agent to start with. As with automation, response time and setting expectations are key.

### Response time

You should aim to respond to a customer's message within one hour during your regular service hours. If no live agents are available, display an appropriate message to set expectations, such as: “Sorry, we are experiencing heavy message volume. All agents are busy at the moment. An agent will be with you in a few minutes”

### Conversational best practices

All agents should introduce themselves with their name when responding to a customer's initial message. For example: “My name is Lisa, and I will be happy to assist you today.” If the agent doesn't hear back from the customer for a while, they can disconnect the chat, and let the customer know they can message back if they need help

# 90%

of customers rate an immediate response as important or very important when they have a marketing or sales question.



Source: "Consumer Customer Support Survey" by Hubspot Research, Q2 2018 (Based on 1,000 consumers in the US, UK, AU and SG).

## 4. Set up Facebook entry points

Give customers the option to connect with you on Messenger. If you give them the option, you're more likely to be able to deflect volume from expensive channels, like calls, and improve customer satisfaction. There are a variety of plugins to help.

### Message us button:

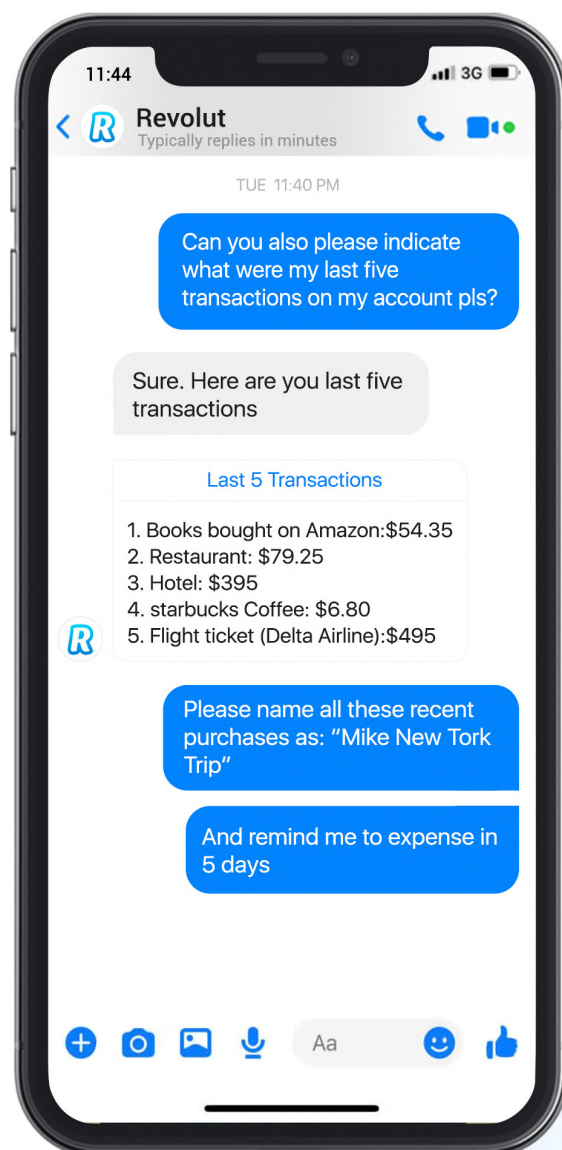
Include a "Send Message" call to action on your Facebook page that allows people to open a Messenger conversation with your business.

### Private Replies:

When you respond to comments on a Facebook page, choose to reply privately via Messenger to solve customer requests more efficiently and securely.

### Facebook Chat Plugin:

The Chat Plugin allows you to integrate your Messenger experience directly into your website. Your customers will be able to interact with your business at any time with the same personalized, rich-media experience they get in Messenger.



## 5. Set up Facebook entry points

As you implement these various solutions above, it's important to gauge the level of customer satisfaction before you start implementing solutions in the next two phases. We recommend setting up a CSAT survey with quick replies that appear in the Messenger chat to ensure higher levels of feedback from customers.

You'll need to measure what percentage of customer inquiries are being resolved in Messenger without them having to deflect to another channel. It's also useful to know how many conversations are being passed on to live agents from the automated FAQs. This will help you streamline your services and ensure you can move to the next phase.



# Where to implement: Industry examples

Each business will have its own idea of where to introduce the first phase strategy, but the focus should be on customer care conversations that are simpler and more intuitive. While these areas will depend on your business model, we have suggested some industry examples as a good starting place.

## Industry

Retail and e-commerce

Financial services: Banking

Financial services: Insurance

Telecommunication

## Use case

**Store hours:** Refund and return policy  
Modes of payment Shipping inquiries

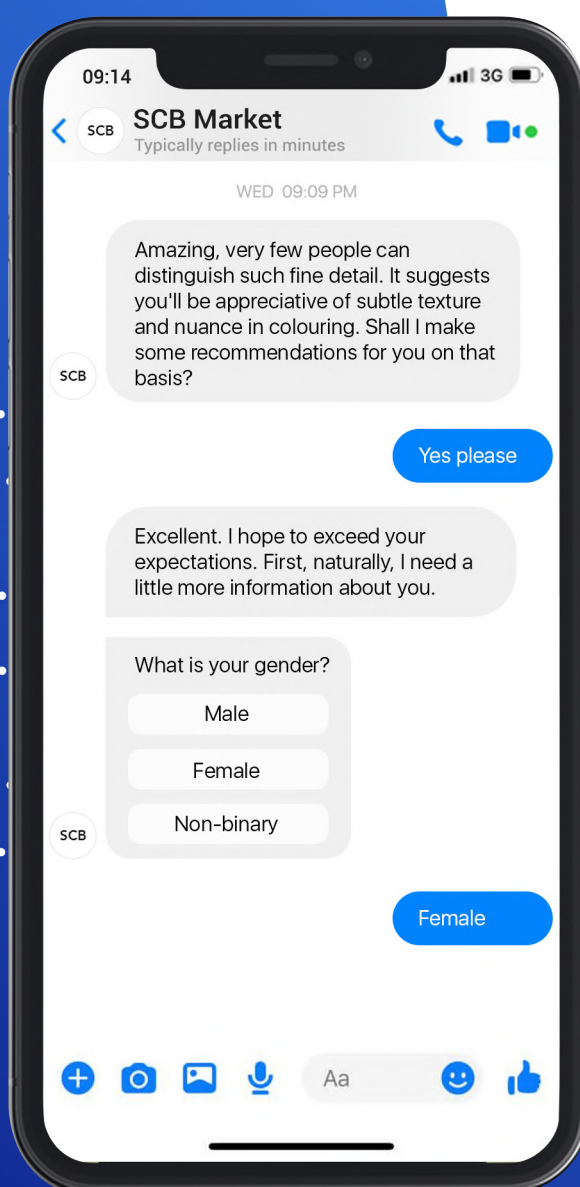
**Bank hours:** Nearest ATM Routing number

**Tracking claim status:** Policy coverage and questions Proof of insurance

Coverage Nearest store locations



# Success story SCB Group and automation



To boost customer service and improve staff productivity, SCB Group developed a smart automated system to pick up top-tier customer inquiries.

## Their story

SCB Group was founded in 2004 and sells today close to one million clothing items per year across Europe. The company has witnessed a strong expansion over the past few years yet they decided to use AI technologies to enhance their customer support and use automation.

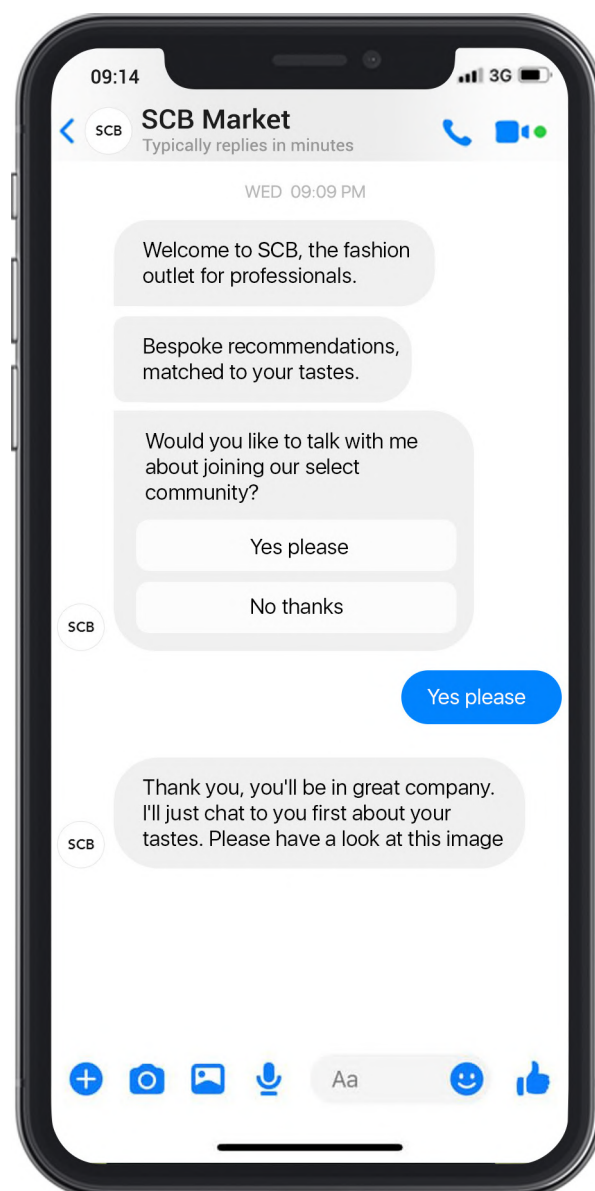
## Their goal

SCB Group wanted to maintain excellent customer service, but in a competitive labor market and with rising labor costs, it was increasingly difficult to secure a bigger workforce of quality customer service agents. As such, the retailer wanted to automate certain aspects of its customer service so that agents could focus on the more rewarding inquiries.

## Their solution

SCB Group worked with the developer SnatchBot to create an automated customer care solution that could perform essential tasks faster, more reliably and more cost-effectively. SnatchBot worked with SCB Group for three months to create a Messenger-powered automated solution that would work for top-tier use cases. The solution enables customers to search the clothing catalogue, recognizes uploaded images and responds to common customer inquiries, including shopping advice and recommendations about products and services.

The automated system includes keywords, triggers and a series of menus to guide customers through each step of self-service until their inquiry is resolved. For occasions when automation cannot adequately resolve the query, the solution integrates with live chat support software to provide high-quality customer service that is available 24/7.



# Success in stats

After implementing the Messenger-powered automated experience and promoting its automated care via Messenger ads, SCB Group successfully improved the quality of its customer service, and earned the following results:

## 56%

of handling inquiries and product recommendations are automated

## 300%

growth for Messenger as a customer care channel over a two-year period, showing preference by customers on using Messenger to connect with SCB Group

## 78%

over a two-year period, showing preference by customers on using Messenger to connect with SCB Group increase in agent productivity



# 61%

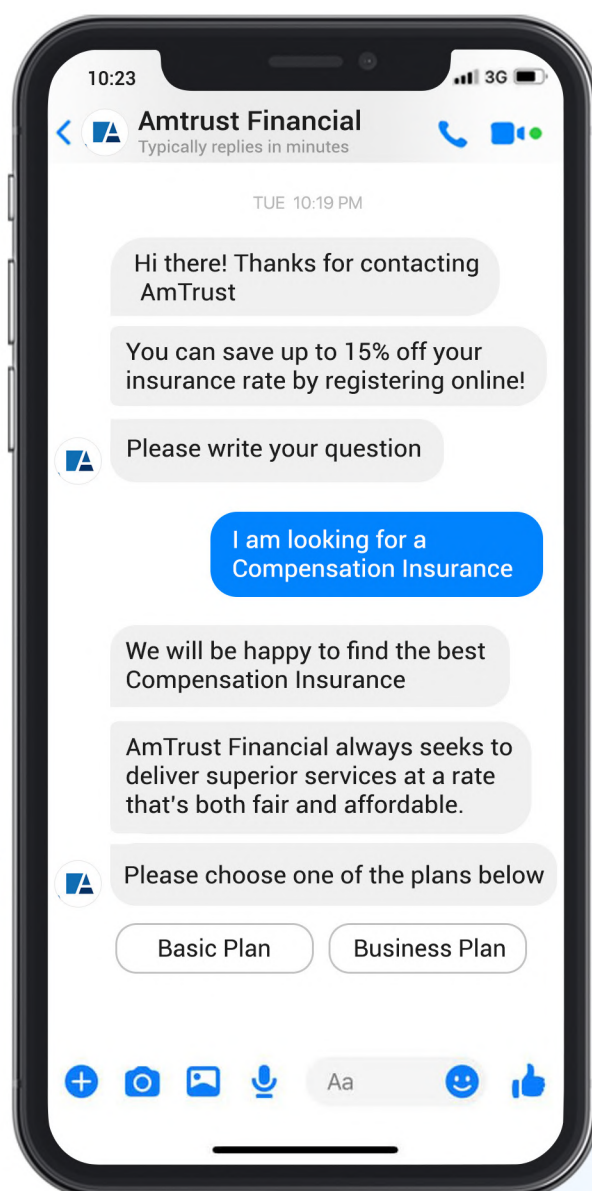
of people say messaging is the easiest, most convenient way to contact a business<sup>1</sup>



Facebook IQ Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science

# Step 2: Resolving most customer care inquiries end-to-end on Messenger

The second phase takes you from resolving simple questions to dealing with more complex inquiries within Messenger.



# Your goal

Now that you've introduced Messenger for the initial use cases within your business, the next step is to broaden the reach across more complex inquiries. The aim is to resolve most of your business's customer care inquiries end to end on Messenger. This phase uses a combination of both automation and live agent experiences, so you'll require more complex back-end integration. As such, there are a few extra objectives to fulfill:

1

Introduce complex back-end integrations to support the top 10 types of customer inquiries in Messenger.

2

Sustain the containment rate of Crawl, where 90% of users have their inquiry resolved in Messenger and don't click out.

3

Retain the CSAT score of 4 or above.

4

Aim for Messenger to boost staff productivity so that their time can be spent on other areas of work, such as solving more complex queries.

# How to do it with Messenger

The emphasis in this phase is on preparing the back-end system of your business to handle more complex inquiries. Here, we've outlined some of the most important areas to focus on.

## 1. Identify existing customers

At this stage, you can integrate conversations from Messenger with your business's system to identify existing customers. Use account linking to identify pre-existing customers. This means that if someone has an existing account (e.g. loyalty/rewards account), the business can personalize the experience for the user. For example, premium customers can be routed to a different queue to speed up the process.

## 2. Integrate Messenger with existing back-end systems, such as CRM

To enable a true end-to-end customer experience, you'll need to integrate Messenger with your CRM and customer experience systems. Self-service is a growing trend and people often want to resolve an issue on their own. Simple automation can reduce the number of inquiries into the contact center and also increase customer satisfaction.

Focus on inquiries that can typically be fully automated, such as "Order Status." You can collect the necessary order details from the customer and cross-reference them with your back-end and shipping systems to get the latest update.

In cases where the customer inquiry needs a human to help out, automation can still play a role in freeing up time for the agent. For example, if a customer reaches out regarding a charge on their bill, the agent can trigger an automated flow to collect the necessary information to validate the customer.

Once the customer has been validated, the agent can look into the issue. This use of automation means the agent can use their time more efficiently.

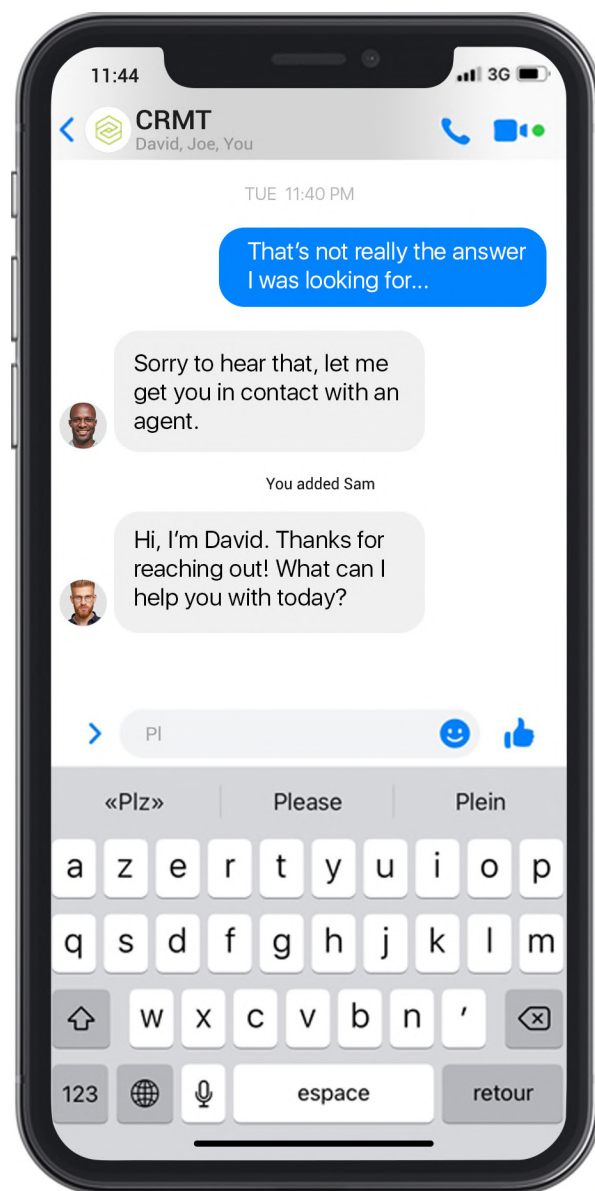
### 3. Introduce NLP support

In this second phase of integration, you can introduce a natural language processing (NLP) solution. This will allow you to understand and extract meaningful information out of the messages customers send. You can then use this information to identify intent, automate some of your replies, route the conversation to a live agent and collect audience data.

You can introduce a contextual NLP, which means the customer's text in Messenger will be interpreted in relation to where they are in the customer journey. For example, a customer might type: "I want to know the status of my order" and NLP will detect this phrase and tag it as "Track my order" and trigger the appropriate actions. It's also important to remember that if your business operates across international markets, this solution will need to be multilingual.

### 4. Set up alerts and notifications

Businesses can send personal, timely and relevant notifications to their customers on Messenger. Proactive alerts, such as updates on an order, can prevent future calls into the contact center. For example, an e-commerce business can send notifications when an order is shipped and delivered. The customer then doesn't have to call back to check the status of an order.



Use message tags to send notifications outside of the standard messaging window to customers who have opted in. Messenger has four tags for sending personal updates: confirmed event updates, post purchase updates, account updates, and a human agent tag.

Use Messenger's One-time Notification to allow customers to receive a one-time notification from the business beyond the 24-hour standard messaging window. For example, if the customer opted in to receive a notification once an item is back in stock, you can then send a notification when the item is available.

## 5. Know when to introduce a live agent

As we move from the first to second phase, it's important to know at what point in the customer's journey you need to involve a live agent.

Set the automated agent as the customer's first touch point and live agents as secondary. That way the automated experience can be used to capture the intent, route the customer to the right agent and, in some cases, resolve a customer inquiry. You can also set up some rules to identify a situation where an agent handoff might be required.

Provide customers with the option of reaching a live agent at any point in the conversation. You can use trigger words like "agents" to initiate a hand-off or have a "Chat with an agent" option available in the persistent menu.

## 6. Measure success

Similar to the first phase, it's important to measure customer satisfaction and whether inquiries are being resolved within Messenger end to end. Alongside this, you can start to measure agent productivity. As more customer inquiries are resolved on Messenger, this will lessen the workload for live agents. You should then be able to free up bandwidth for customer care staff so they can focus on more complex inquiries that aren't currently being dealt with at this stage.

# Industry examples

In the second phase, you will begin to introduce Messenger into more complex scenarios within your business. Here are some pointers as to where that might be for different industries.

Industry	Use case
Retail and e-commerce	Track my order Late payments on a store card Incorrect amount charged to the card or bank Card issuer declined payments Reminders and alerts (e.g. shipping, order confirmation, returns and refund status)
Financial services: Banking	Checking balances Billing (e.g. view bills, pay bills) Billing disputes Making deposits Report lost or stolen cards Reminders and alerts (e.g. when payment is due, overdraft fees, low balance, transfer status)
Financial services: Insurance	Reporting an incident (e.g. glass damage) Filing a claim Billing (e.g. view bills, pay bills, postpone payment, update payment method) Roadside assistance (e.g. request a tow, cancel roadside assistance, check status) Cancel policy Reminders and alerts (e.g. when payment is due, claim updates, renewal notification)
Telecommunication	Billing (e.g. view bills, pay bills) Reset password Data usage Changing due date Addressing network coverage and roaming issues Resolving billing disputes and special requests Scheduling a technician visit Reminders and alerts (e.g. when payment is due, when device has been shipped, outage alert, late payment fees charges)

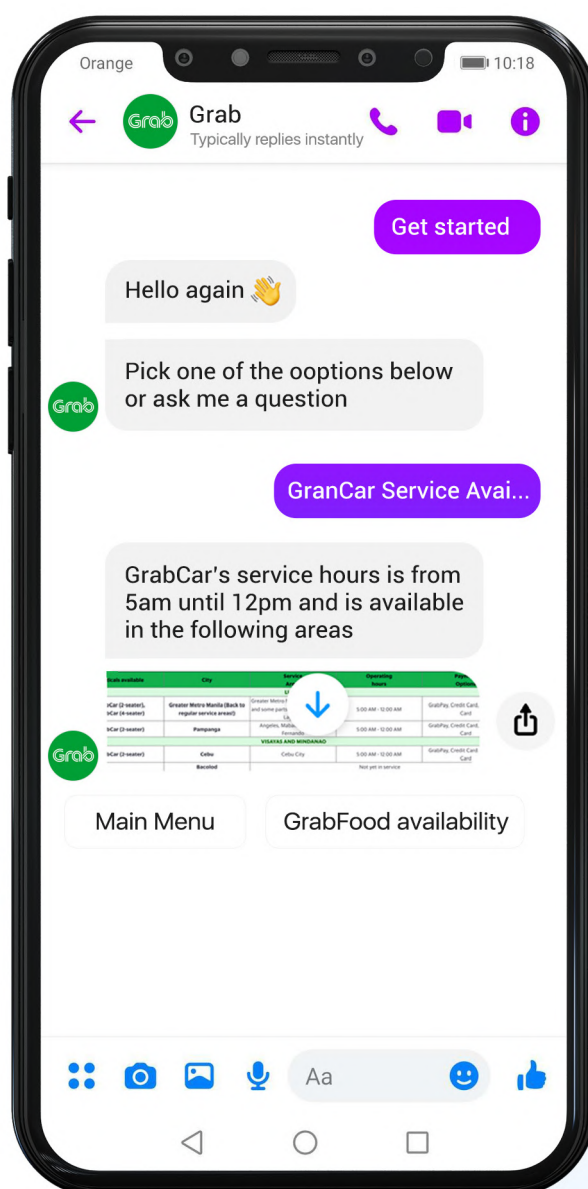


Messenger helps  
customers feel  
valued with personal  
advice and assistance.

# Success story

## Grab goes global with Messenger

Grab used Messenger to address its increase in customer inquiries and rolled the service out across six different countries.



### Their story

Founded in 2012, Grab began as a ride-hailing service in Malaysia and has evolved into a super-app company with a strong presence throughout Southeast Asia. With the Grab app, people can book transport, order takeaway from restaurants, have groceries delivered, hire home repair professionals and pay bills.

### Their goal

Grab was experiencing such a high volume of online customer inquiries that customer service agents were unable to address requests in a timely manner, resulting in a backlog. To tackle this issue cost effectively, ensure customer's questions were being addressed as quickly as possible and maintain customer satisfaction, Grab decided to build and launch a scalable automated experience on Messenger.



### Their solution

Grab partnered with SnatchBot to build its Messenger-powered digital assistant. Together, they created automated FAQs based on the most common questions, set up a handover protocol for customers with complex queries to be transferred to a live agent and integrated the Messenger experience into Grab's existing software.

Grab then launched its new customer service experience powered by Messenger in six countries across the region: Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

### Success in stats

Grab's automated Messenger experience has become the preferred service option for its large customer base. Grab is now launching a Messenger-powered solution for its GrabFood service and working to upgrade its digital assistant by introducing detailed personas. With Messenger, Grab earned the following results:

**90%**

higher containment rate

**23%**

savings in operational cost

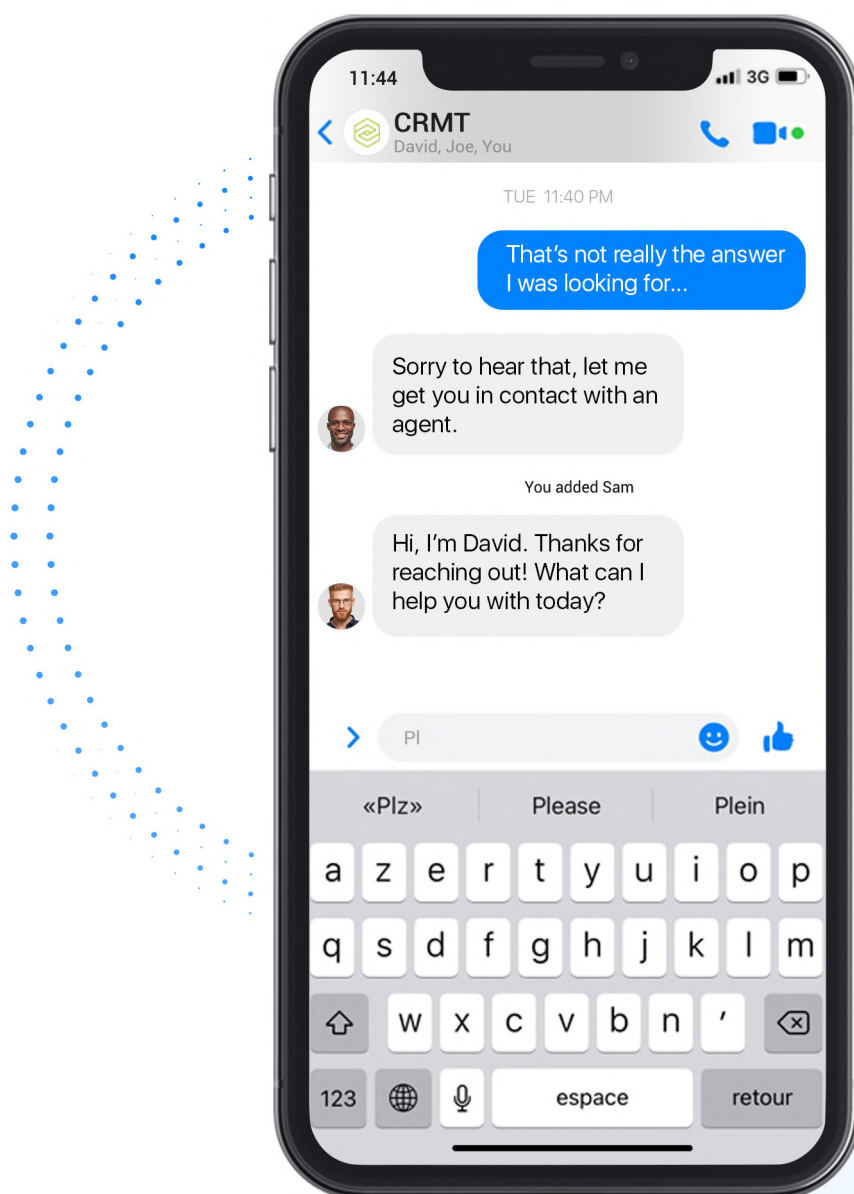
**90%**

decrease in ticket backlog



# Step 3: Driving a sizable portion of customer support volume through Messenger

It's full speed ahead for this phase, as the majority of your business's customer care inquiries will soon come through Messenger.



# Your goal

As your business advances automation and end-to-end customer care on Messenger, the aim is to drive the majority of your customer inquiries through chat. You may be planning to move significant volume away from the traditional customer care channels that you previously used, such as phone or email. To do this, you'll need to:

1

Promote Messenger entry points to deflect significant volume from expensive channels, like phone lines.

2

Be prepared to handle the new volume of inquiries that come through.

3

Ensure that the high customer satisfaction and containment scores from the first and the second phase are sustained.

4

Measure how automation is benefiting live agent productivity

# How to do it with Messenger

Intro: It's now all about escalating your systems to make Messenger the go-to customer care channel. Here's how.

## 1. Focus on entry point

At this phase of your implementation, it's important to drive as many channels of customer care support as possible from different entry points. Key areas to focus on include:

### Web plugins:

These make it easy for you to start a conversation with customers who visit you on the web, either providing the Messenger experience on your website (such as through the Facebook Chat Plugin) or bringing customers directly into Messenger.

### M.me links:

You can redirect customers to a conversation in Messenger using m.me links, which are a shortened URL service operated by Facebook. This can widen entry points to include your website, email newsletters, QR codes and more. It's a great way to handle simple inquiries and FAQs without overwhelming your customer support channels.

## 2. Personalize the experience

Find ways to personalize the customer's experience with your business. Referral parameters can be added to m.me links to add additional information to the chat channel, such as which page or product the user was browsing.

## 3. Measure success

As in the first two phases, it's a good idea to continue to measure customer satisfaction, the proportion of customers' inquiries that are being resolved within Messenger, and agent productivity. In support of this, you'll now need to measure agent satisfaction to understand how it is affecting your staff.

Without automation in Messenger, some agents within customer care will spend the majority of their time supporting mundane cases, which can result in lower agent satisfaction and subsequently a higher staff turnover.

When the mundane inquiries are automated, agents get more time to focus on more challenging work that they consider rewarding. All of this saves time for the agent and increases their productivity as well as their job satisfaction.



# Key entry points

By the time you enter the third phase, you should already know where Messenger should be implemented within your business (see the first two sections for specific industry examples). Now the key is to drive inquiries through more entry points. Here is a summary of the most important ones to focus on.

Entry points	How they work
Ads that click to Messenger	Ads send customers to a Messenger conversation with your business.
Sponsored messages	Messages are sent outside the 24-hour standard messaging window, to re engage customers.
Facebook Chat Plugin	Allows people to message you while browsing your business website.
M.me links	Links send customers directly into a conversation with your business in Messenger.
Send to Messenger plugin	Allows customers to opt in to receive messages from your business on Messenger.
Checkbox plugin	Another way for people to opt in to receive messages from your business on Messenger.
Send to Messenger plugin	Allows customers to opt in to receive messages from your business on Messenger.
Message us plugin	A button that customers can click on to open a conversation with your business on Messenger.
Search	Customers can discover your business by typing in the Messenger search box.
Facebook page	Customers can find out how to message your business through your Facebook page, often through search or a post in their newsfeed.
Private Replies	You can reply to visitor posts or comments on your Page via Messenger.

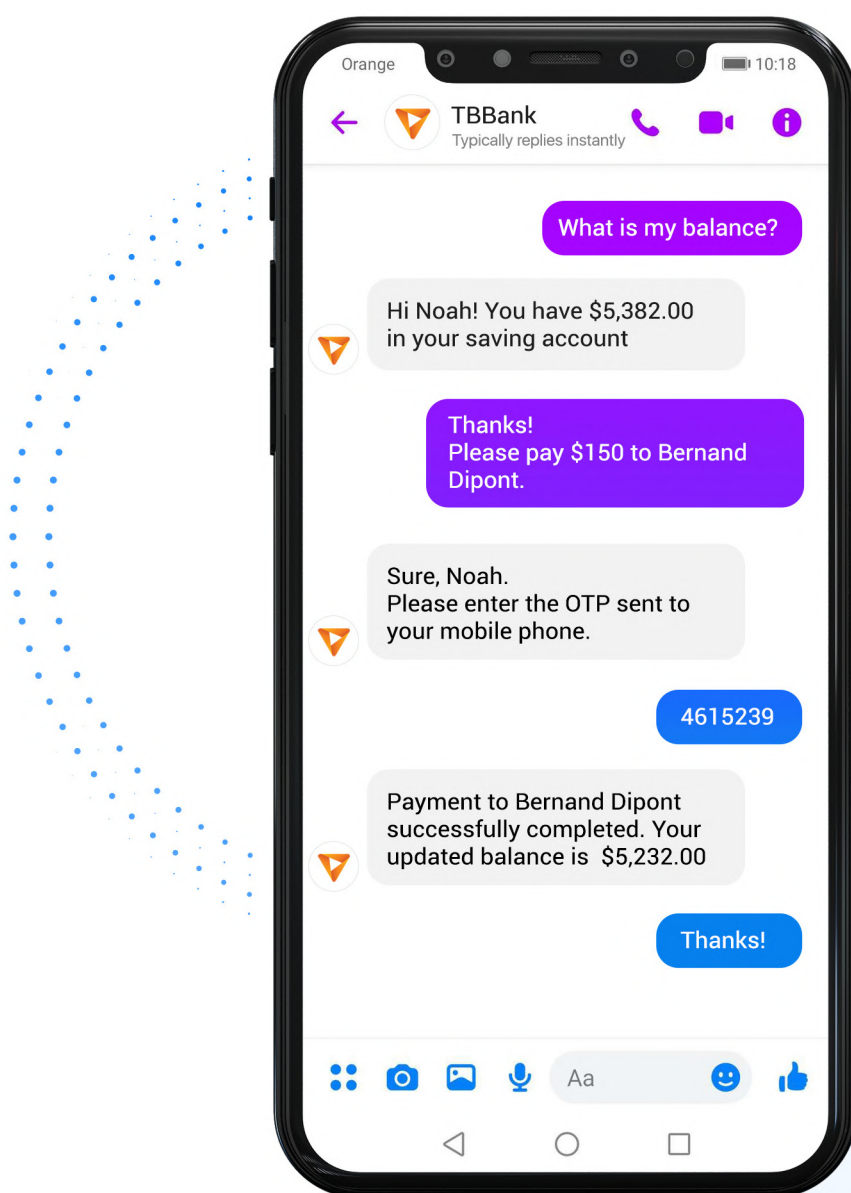


Messenger provides organic ways for people to start a conversation with your business.

# Success story

## TPBank redefines banking

TPBank stepped its digital banking up a notch by introducing Messenger to deal with sensitive customer inquiries.



## Their story

The leading Vietnamese bank, TPBank offers a diverse digital banking portfolio that includes e-banking, QR code payments and machine learning solutions.

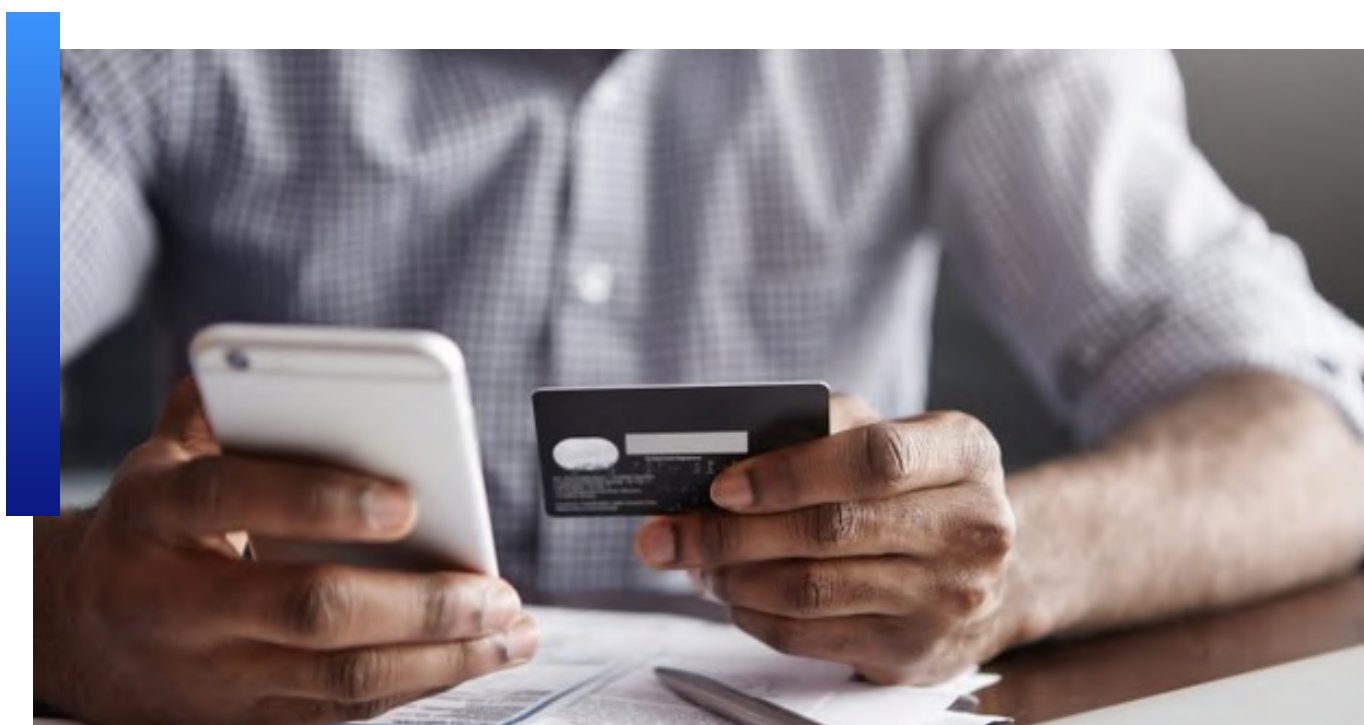
## Their goal

TPBank previously only had a hotline for customer support, which was overwhelming the bank's customer service agents and incurring waiting times of 5-10 minutes.

To improve agent productivity and reduce costs, TPBank wanted to ensure that customers could access its services 24/7 by automating simple tasks and directing the more complicated ones to human agents.

## Their solution

TPBank looked to SnatchBot to create an automated experience supported by Messenger. Now customers can contact TPBank on Messenger through the bank's website, Facebook page or mobile app and choose from a predefined list of topics they need assistance with. The customer's inquiry is either resolved on Messenger or referred to a live agent when needed, resulting in 20% of the bank's customers resolving their issues without the need to speak to staff.



Customers can manage many operational functions themselves in Messenger, such as changing their PIN number, locking cards in emergency situations or viewing credit card offers. To protect its customers, the bank uses Facebook user data and conversation history to detect any fraudulent actions. Using SnatchBot Analytics, the bank can also gain insights into consumer behaviours and send targeted messages catered to the customer's needs.

## Success in stats

After implementing a Messenger-powered digital assistant, TPBank was able to provide customers with swift and effective service as well as improve operational efficiency. It saw the following results:

**2x**

increase in agent  
productivity

**80%**

containment in  
Messenger

**50%**

reduction in customer  
wait time on support  
channels

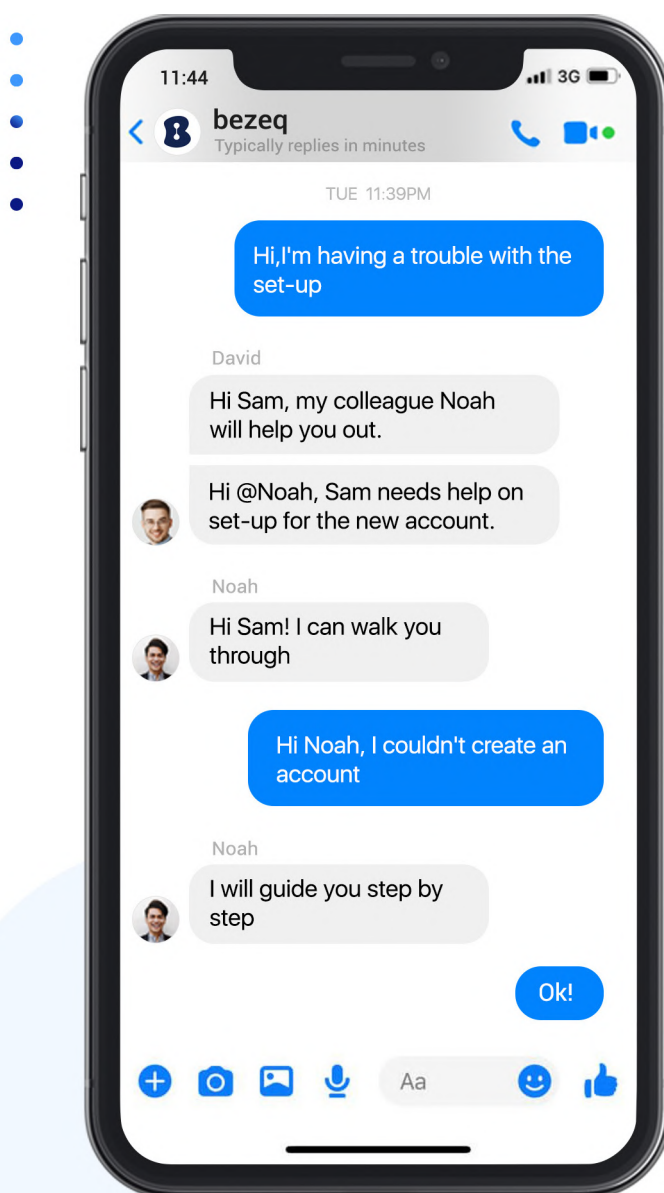




Provide fast answers  
to simple inquiries  
with powerful  
automation.

# Best practice

A recap of the most important actions to remember when you implement the three strategies.



# A smooth live agent experience

When customers reach out to a business, they expect the business to be responsive and helpful. So here are few pointers on how to ensure you keep customers happy when they start a conversation through Messenger.

## Reassure customers

- Set expectations around appropriate response times, wait times and operating hours.
- Respond to a message sent by a customer as soon as possible, ideally within 1 hour but at least within the first 24 hours during regular customer service hours of operation.
- Be ready to prioritize certain customers if they require immediate attention.

## Start and end a conversation the right way

- In order to personalize conversations, we recommend agents introduce themselves with their name whenever possible.
- After answering a customer's questions, we recommend that agents ask if the customer requires additional assistance and thank the customer for reaching out.
- If agents don't hear back from the customer, they can disconnect the chat and let the customer know they can contact support again in case additional assistance is needed.

## Minimize channel switching

- For a seamless experience, we recommend that a customer issue is resolved in the same channel they used to make contact.

# Automated agent experiences that work

To alleviate time and pressure on live agents, it's vital to make sure that the automated solutions you provide on Messenger work as seamlessly as possible.

## Set expectations

- Acknowledge receipt of a customer's message.
- Set expectations around when a person can expect a response (e.g. the wait time or operating hours).
- Promptly follow up with the information they require.

## Personalize the conversation

- Address the customer by their name.
- Let the customer know they are chatting with an automated experience.
- Introduce Ice Breakers.
- Personalize the experience by mentioning that you know why the customer is getting in touch. For example, "I see that you filed a claim recently. Are you looking for an update on the claim?" (Applies to second and third phases).
- End the conversation asking if there's anything else the customer needs help with.

## Optimize for "tap" vs. "type"

- Make it short and sweet.  
Use buttons and quick replies to minimize instances where a user has to type.
- Create the conversational experience that customers are used to by indicating when the automated agent is "typing" and when they've "seen" the message. Allow the customer enough time to read the message
- Provide an option for a user to restart the Messenger experience if needed.

## Transfer to live agents seamlessly

- Always provide an option for the user to reach a live agent.
- Hand over to a live agent when trigger words, such as “help” or “agent,” are used, or if the automated agent doesn’t understand the customer’s request after two attempts.
- A live agent must let the customer know when they’re switching to an automated experience.

## Minimize channel switching

- Agents must make every effort to resolve the customer inquiry in Messenger, but if necessary customers can use another customer channel, such as a phone line.

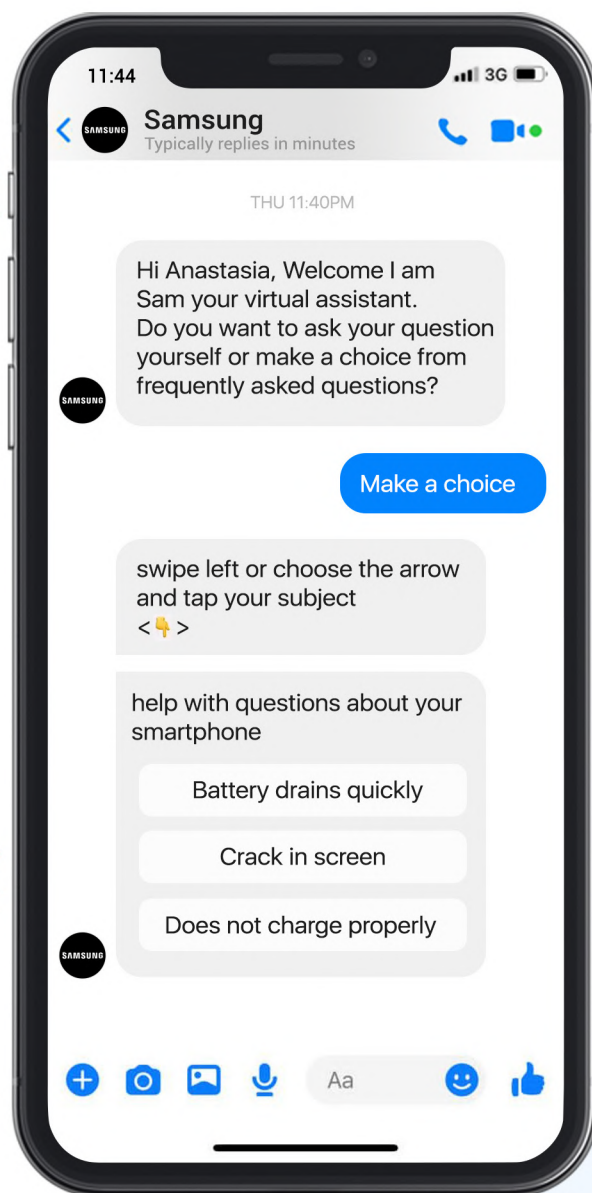
## Send notifications

- Use notifications to send customers important messages outside the standard 24-hour messaging window.

# Success story

## Samsung Benelux and Sam

With the help of an automated assistant called "Sam," Samsung Benelux transformed its traditional contact center into a digital-first, data driven customer service.



## Their story

Samsung Electronics Benelux is a worldwide distributor of consumer electronics products, including computers, computer equipment, software, televisions, digital video devices, tablets and cameras.

## Their goal

Samsung Benelux's offshore contact center was using traditional channels of communication. The lack of automation was leading to a high staff turnover, long customer waiting times and wasted time for agents. With messaging becoming popular, the contact center was forced to hire more staff, which increased costs. Samsung Benelux needed to reinvent its customer care with the help of Messenger.

## Their solution

Samsung Benelux decided to introduce a digital assistant, "Sam," that would provide 24/7 customer support, which included support services on both Facebook Messenger and WhatsApp. Sam was created by Samsung Benelux in partnership with SnatchBot, and uses a series of quick replies to help customers with specific error codes and general technical issues.



Sam is also able to intuitively understand colloquial language queries and effectively address them for customers. This minimizes the tasks that typically monopolize agents' time and frees them up to tackle higher-value issues. Sam's other unique ability is providing live status updates on product promotions available at a number of different retailers.

For any customer queries Sam can't resolve, it hands the customer over to a live agent. Sam reduces time and effort taken by agents and allows the company to deliver consistency and quality to customers across its support channels.

## Success in stats

Since incorporating Sam, the improvements have been so significant that Samsung Electronics Benelux completely switched off email and Samsung chat as customer service channels. It resulted in:

**54**

point increase in NPS by switching from email to messaging

**25%**

reduction in call center costs

**20%**

higher volume of messages handled

**80%**

compliance to a 10-minute response time

# What are you waiting for?



It's time to set this strategy in action. While the three step phases provide detailed steps on how you can make Messenger work for your business, you'll also need an overarching plan of action to bring together this guide, your teams and any third parties.

## Plan

First define your business objectives and identify which customer inquiries you want to prioritize for the relevant three phases.

## Create

Whether you're a large or small business, you can create a fully customized experience with SnatchBot's platform.

SnatchBot is an Intelligent Virtual Assistant Platform with Robotic Process Automation tools that improve and automate customers, employees and agents experience at scale to deploy AI powered virtual assistants. The SnatchBot platform streamlines business workflows and communications with a single message based interface with no coding skills required. With our omni-channel platform, SnatchBot's tools support the entire lifecycle of a bot, from developing and testing to deploying, publishing, hosting, tracking and monitoring and including NLP, ML and voice recognition. The platform provides robust administrative features, scalable and enterprise-grade security that comply with all regulatory mandates.

Sitting on top existing tech stacks, SnatchBot combines four proprietary technologies:

1. Natural Language Processing available in 160 languages (NLP-powered chatbots) to manage meaningful, quality communications at scale.
2. Voice Recognition (Speech-to-Text & Text-to-Speech) available in 60 languages.
3. Robotic Process Automation (RPA) that reduces manual and repetitive work.
4. Machine Learning (ML) with supervised ML engine and Sentiment Analysis.

The SnatchBot solution delivers an enriched experience for customers, employees and agents. Our virtual assistants automate and streamline the customer journey on digital and voice-based channels.

This allows to improve customer acquisition, reduce churn, and increase revenues per user. For the employee experience we liberate employees from unproductive tasks so they can focus on critical issues. As for the agents we reduce agent workloads by providing them with relevant information at the right time and suggesting next-best actions. Our agent virtual assistants can seamlessly integrate with customer service applications to extract knowledge, identify customer intent, and recommend solutions.

Once your team is in place, you can use this guide to start building the Messenger experience with the SnatchBot platform.

## Connect

As you implement the different phases, make it easy for people to reach out to your business using a mix of organic entry points and paid advertising solutions.

## Optimize

By evaluating the performance of your business metrics, you can learn what works and improve service over time. To get the most from Messenger, you should constantly test and learn from the results.

With all this in place, you'll be ready to revolutionize your customer care experience.

To find out more, visit: [www.snatchbot.me](http://www.snatchbot.me) or contact us [Contact Sales Expert](#)

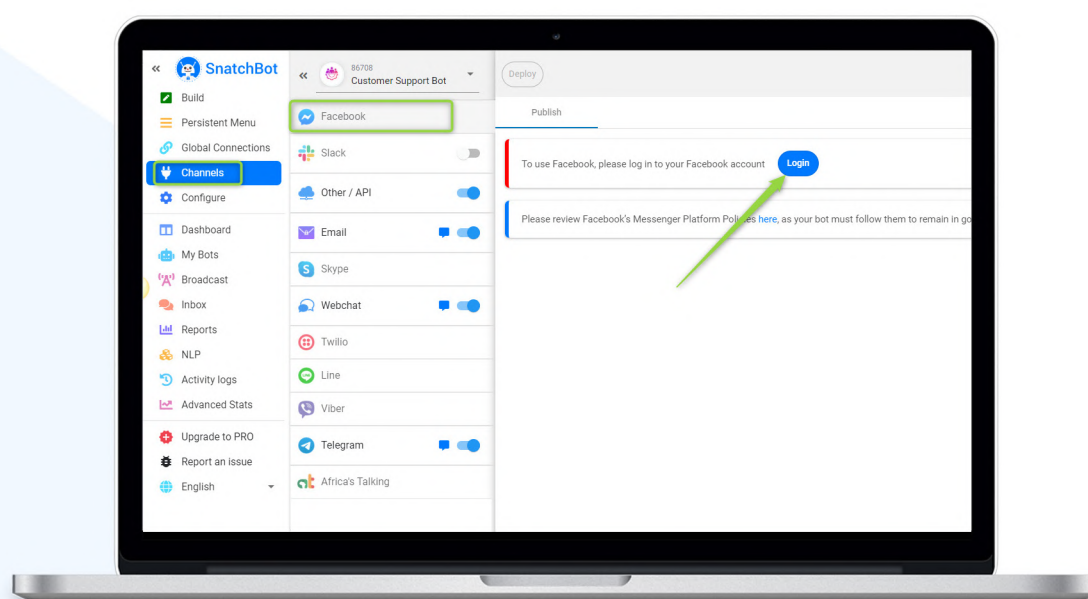
# Create Your Own Messenger Marketing Chatbot with SnatchBot

Creating a Messenger chatbot is easy with SnatchBot.

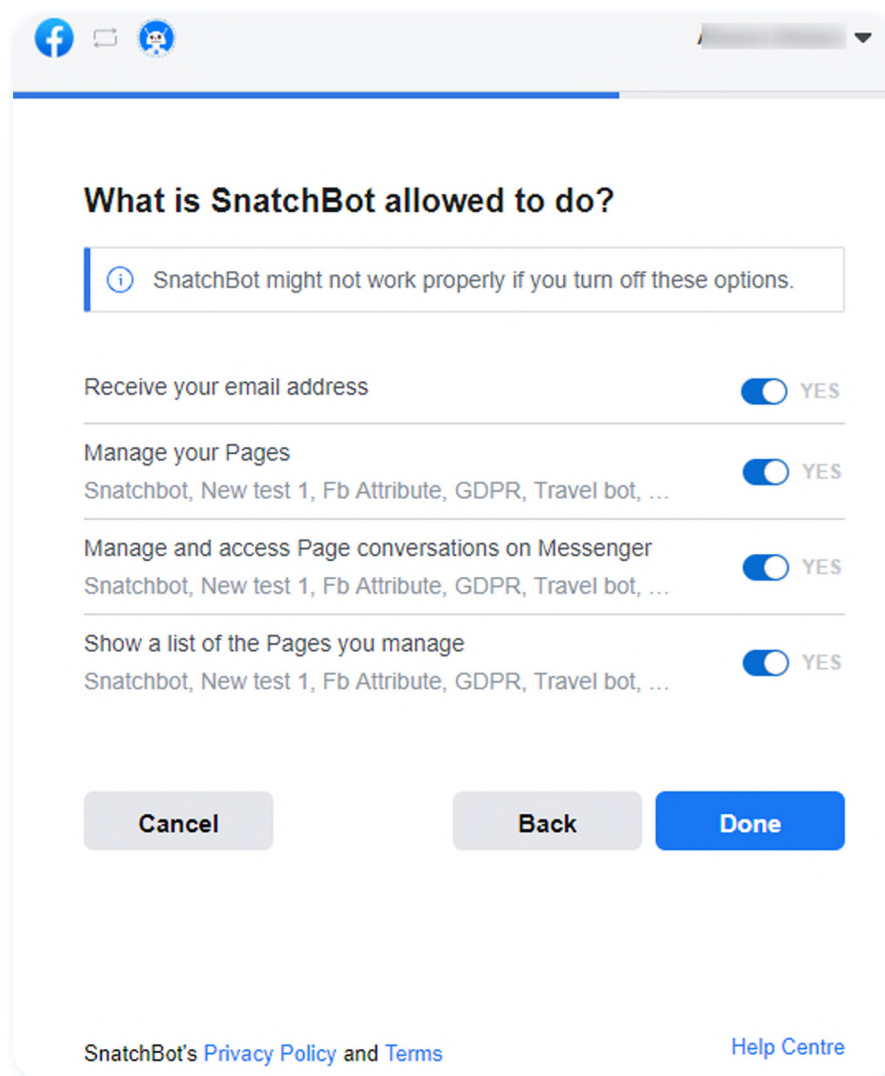
You don't need any coding skills and you can jump right in with our wealth of templates.

Let's assume you have created your chatbot. How do you put it to answering your customers on your Facebook Messenger channel?

From the left hand menu of your bot's dashboard, click on the Channels tab. Then select the 'Facebook' channel. On doing so, you will be redirected to log in to Facebook if you have not done this already:



On your Facebook account, you need to check if the following options are turned on:



As soon as you press the «Done» button a pop-up window with the confirmation that you have linked your account to SnatchBot.

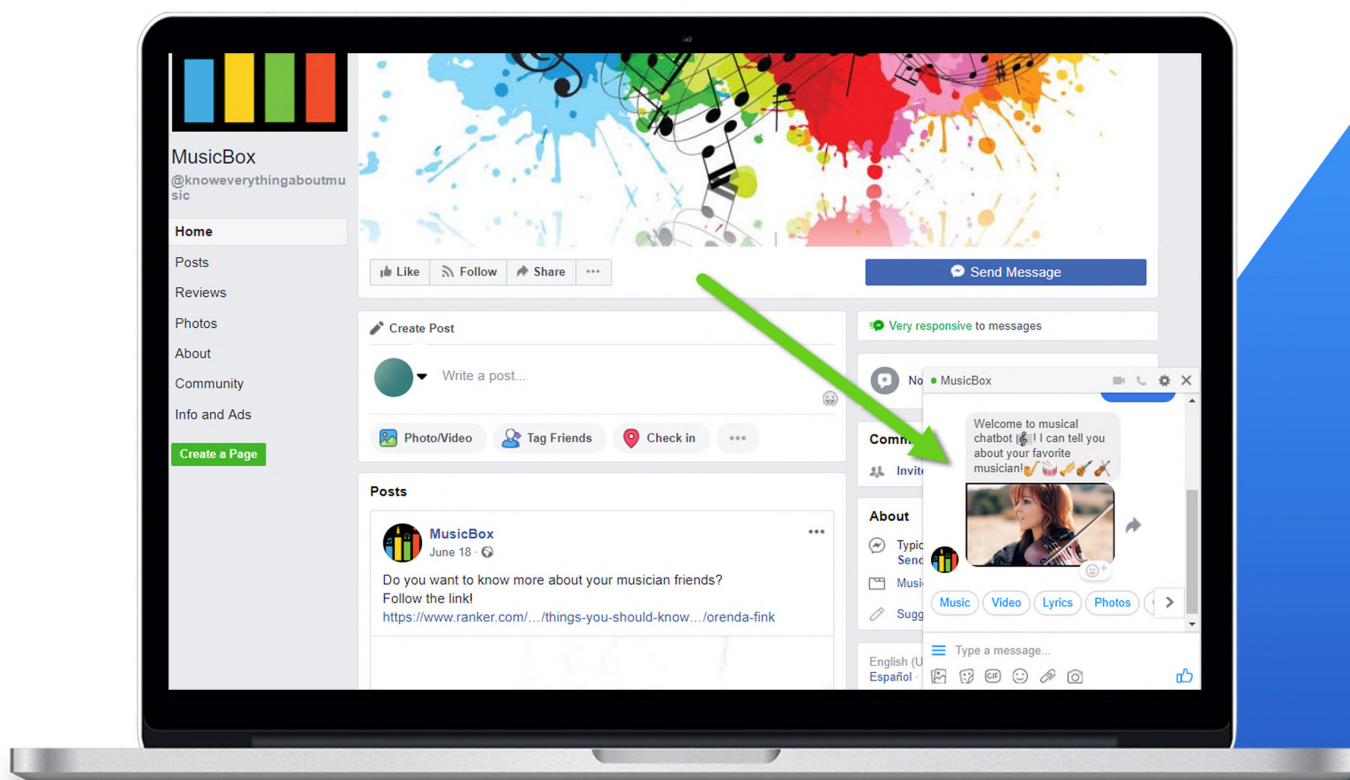
You can connect only one Facebook page to the one chatbot. You can switch the bot to another page at any time.

Let's see how your published bot works on your Facebook page!

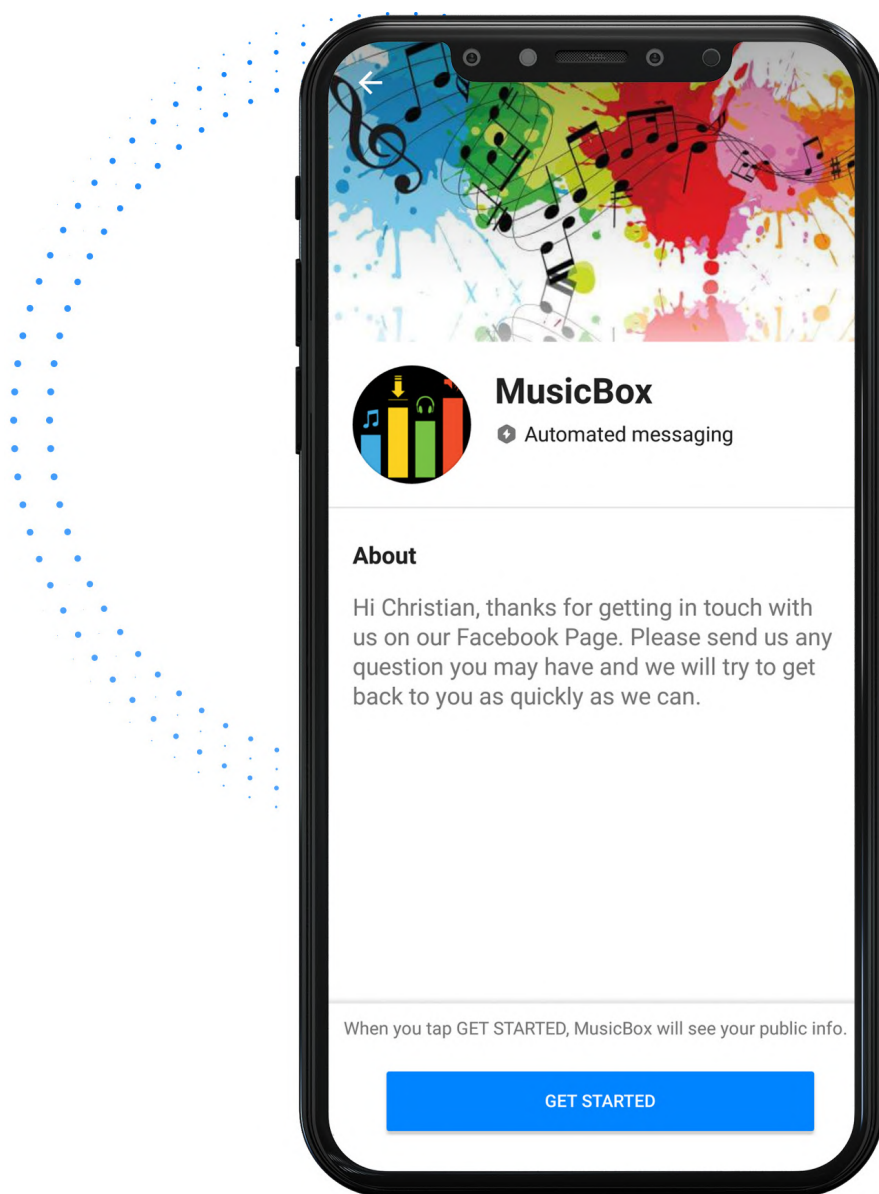
Visiting your page, a user can send a message to the chatbot:



If a user connects to Facebook's Messenger by smartphone, he or she can communicate with your bot as well:



If you want ever want to disable the chatbot on your Facebook page or delete it, these options are under the Publish tab.



To find out more, visit: [www.snatchbot.me](http://www.snatchbot.me) or contact us [Contact Sales Expert](#)

# Office Locations



## SnatchBot Israel

8 Abba Eban Blvd, Herzliya  
Pituach, Israel



## SnatchBot Ireland

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Northwood Crescent, Santry  
Dublin 9 D09C6X8



## SnatchBot Russia

82 Observatornaya Str.,  
Rostov-on-Don, 344000

[www.snatchbot.me](http://www.snatchbot.me)