



The future is bot  
bright: Acquisition  
chatbots.

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# What is an acquisition chatbot?

Acquisition chatbots, or lead generation chatbots, represent a cost-effective way to engage new customers and re-engage exciting ones. Put simply, they can speed up the process of converting new clients, cross-selling to existing ones, answering questions and providing useful content to customers without the need for human intervention.

One of the biggest headaches for any business is engaging new customers and making sure they stick around long enough to convert or enable you to cross-sell. So, how do you build a healthy pipeline of new customer leads when [the average time spent on a webpage across all industries is 54 seconds?](#) The answer is simple and doesn't involve an expensive website redesign or massive PPC investment. An acquisition chatbot can help you find new leads and identify those most likely to convert, saving you both time and effort.

**The average time spent on a webpage across all industries is 54 seconds**

## Why implement an acquisition chatbot?

An acquisition chatbot can interact with potential customers on your behalf. The beauty lies in its ability to quickly and simply get vital information from a prospective customer and identify when the time is right to route them to a human agent. Equally, acquisition chatbots can identify customer needs and help them to navigate to the right products for their requirements. You can implement chatbots across various channels and your website to ensure you don't miss any opportunities to engage with new and existing customers. So, acquisition chatbots aren't just about awareness and consideration; they can be helpful throughout the funnel.



# Benefits of acquisition chatbots.

Let's dig a little deeper into the benefits of acquisition chatbots and look at how they can help your business to deliver excellent ROI.

- **Increase new business sales**

Acquisition chatbots can help to bring in additional business by allowing you to field many more new business enquiries than would be possible using human agents alone. Your acquisition chatbot can handle a limitless number of enquiries at one time and can gather information from each new lead to prioritise them by their likelihood of converting.

- **Cross-sell to existing customer base**

Implementing your acquisition chatbot across the channels you use to communicate with your customers can help you cross-sell to your existing customer base. Using your acquisition chatbot to suggest new and complementary products and services to those customers can increase ARPU (Average Revenue Per User) simply and effectively.

- **Reduce the cost of acquisition**

By creating a more robust vetting process, an acquisition chatbot can help to reduce the amount of time wasted following up on leads which are unlikely to convert. The chatbot can field initial questions and involve a human only when the transaction requires it.

- **Increase Average Revenue Per User (ARPU)**

Acquisition chatbots can help to increase ARPU. However, it's not just a result of the chatbot's ability to cross-sell. In addition to creating, or more accurately curating, new leads, an acquisition chatbot can also help with the onboarding process and build revenue and value throughout the lifetime of an account.

- **Measure ROI**

Properly measuring ROI can be tricky in a multi-touchpoint sales journey, but an acquisition chatbot can do much of the hard work of tracking time and expenditure when onboarding a new account. By tracking the cost of prospecting via chatbot, you can easily compare the relative cost of gathering leads via your sales development teams, your website, or via third-party lead generation solutions.

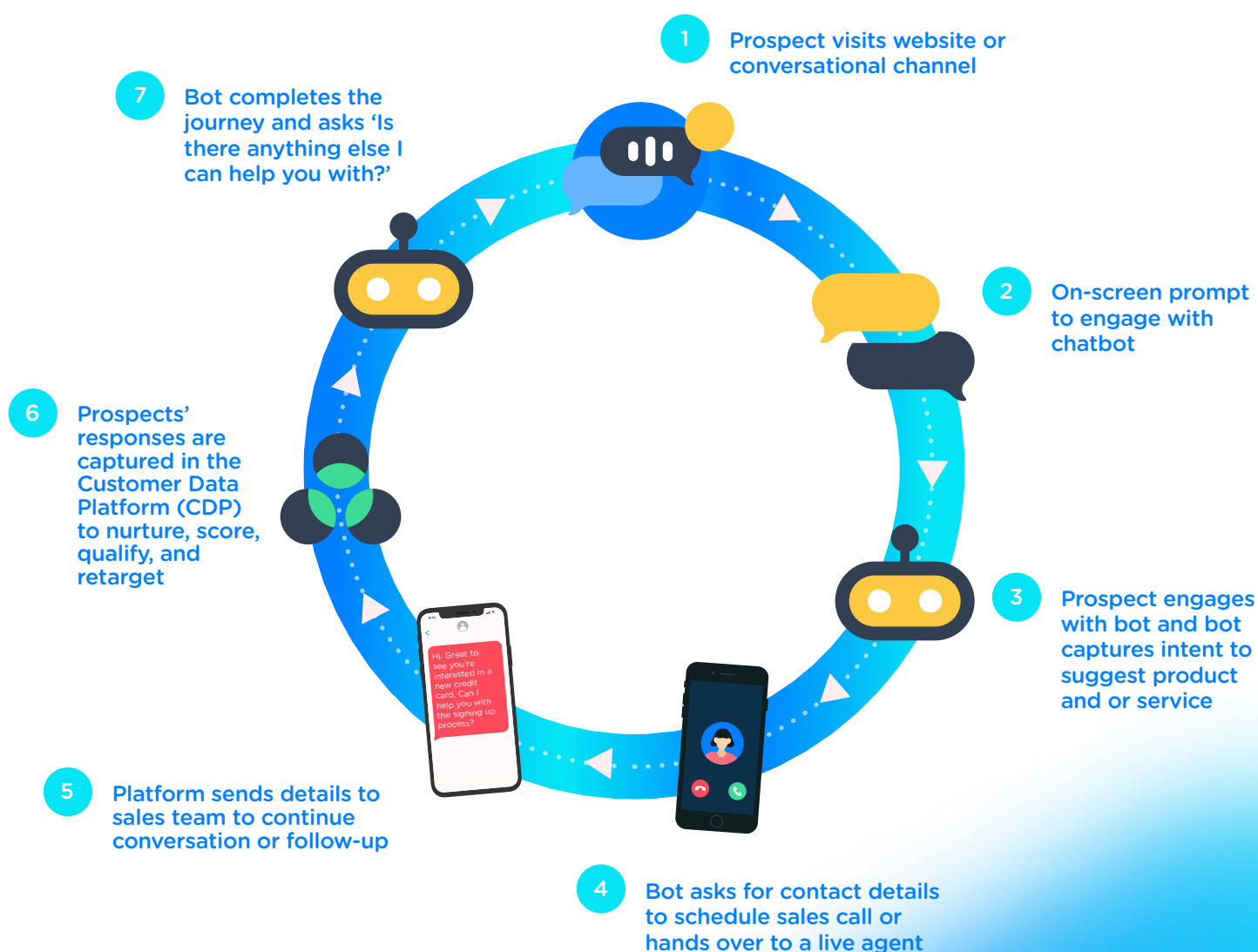


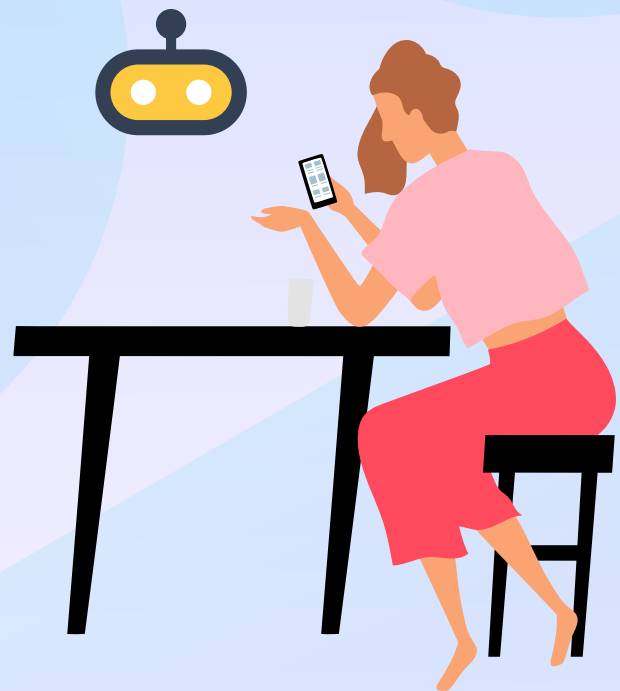
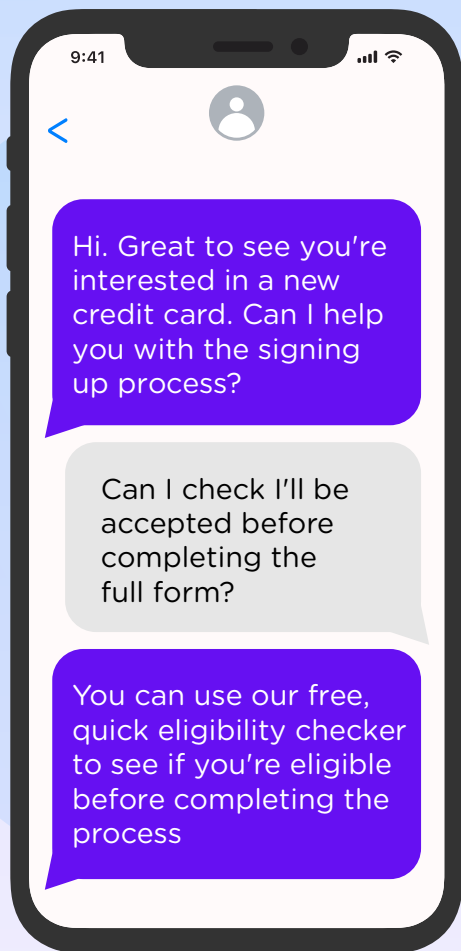
# How an acquisition chatbot works.

An acquisition chatbot has the potential to add value at many points throughout the customer journey. Whether vetting new leads, helping to onboard new customers or upselling existing ones, an acquisition chatbot can do many of the hard yards to conversion so your team can focus on account management and building relationships.

## The customer journey

Here's an example customer journey that shows you how an acquisition chatbot can save your sales team time and deliver new business with a reduced cost of sale.





## Industry use cases.

### Financial services

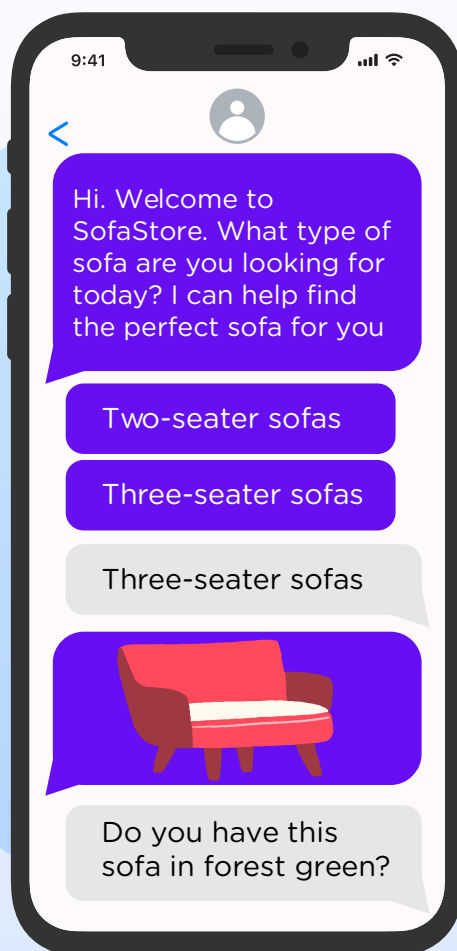
One of the world's leading banks uses our Conversational AI Cloud solution to deliver best-in-class customer service. The brief was simple: create the ultimate customer experience for the bank's customers regardless of when they needed help.

By deploying an advanced AI chatbot, the bank now serves customers relevant product and service information every time they engage. This approach helps to drive higher sales across the brand's website.

The bank's acquisition chatbot was initially deployed because it was experiencing a 98% failure rate with credit card applications. The chatbot now guides customers through the process and asks them to identify any issues they're having, which it then assists in resolving. The result is a considerable uptick in successful applications.

## Retail

One of our clients is a major furniture retailer that proactively messages customers who show an interest in a specific product to re-engage them and help them convert. The brand's acquisition chatbot asks customers a series of questions to show them the most suitable products. That information is stored in the brand's CDP, ready to be used to re-engage potential customers that have yet to convert.



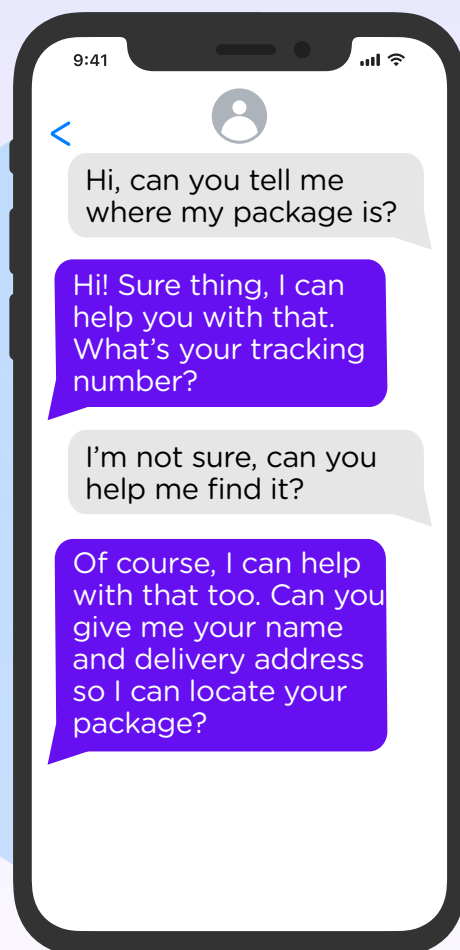
## Logistics and Transport

One of South Africa's leading logistics companies that provides delivery and shipping services across multiple industries deployed our AI chatbot.

With the chatbot, customers can track their packages, receive delivery updates, and get answers to their questions without having to speak to a customer service representative.

This approach not only improves the customer experience but also frees up customer service team to focus on more complex inquiries. Additionally, the chatbot is integrated with the logistics companies inventory management system, which allows them to provide customers with accurate information on the availability and location of their packages.

This has resulted in a significant reduction in customer complaints related to delayed or lost packages. Moreover, the acquisition chatbot has been instrumental in driving higher sales and revenue for the company.





# Amplify acquisition chatbots with... ...conversational channels

## What are conversational channels?

Conversational channels are the messaging platforms that allow users to communicate with one another and with businesses. They include apps such as WhatsApp, Facebook Messenger, Telegram, Instagram Messaging and many other platforms.

Conversational channels can provide your customers with on-the-go access to your sales and customer service teams and allow them to communicate with brands on the platforms they use every day. They also allow your teams to initiate conversations with customers and build customer relationships on neutral third-party platforms.

## Hand-in-hand: Acquisition chatbots and conversational channels

Combining acquisition chatbots with conversational channels is a great way to simplify the customer experience for consumers. Our omnichannel dashboard means you can combine channels such as WhatsApp, Facebook Messenger, and RCS with native mobile channels like SMS in a single easy-to-follow interface. Initiating conversations with your customers has never been easier or more effective.

Starting these conversations with your customers can uncover their needs and allow you to present them with solutions in a natural, conversational way. Building that initial contact via outbound messages is easy if you have the right solution, making the whole process efficient and seamless. Combined with these channels, your acquisition chatbot can be there throughout the customer journey and interact with consumers on your behalf, giving them a special offer or a link to relevant content on your website, for example.

Plugging an acquisition chatbot into your conversational channel setup with CM.com is simple since we can offer outbound communication via all major channels and also provide the acquisition chatbot element. Our team can guide you through the process to make it simple, efficient and, most importantly, hassle-free.



# ...live agent handover

Of course, there'll be points in the customer journey where you'll want (or perhaps need) your customers to speak to a human sales agent. That's where live agent handover comes in. Your chatbot can gather all the necessary information before handing over to an agent, so your team can jump in and help without gathering basic information repeatedly. Your chatbot can even qualify leads to save your team valuable time.

Every sales team would benefit from a [live chat solution](#), particularly for dealing with last-minute questions when closing a deal. But there are still limitations to enabling human agents to handle multiple queries. Humans can only handle so many queries at one time, whereas chatbots can handle as many as required. A [hybrid live chat/chatbot solution](#) makes the most of the strengths of both humans and automation by allowing agents to deal with queries that need empathy and ingenuity, as opposed to the logic and efficiency of a chatbot. By splitting tasks between AI and human agents, your team can handle many more queries (and handle them more effectively) than using either solution alone.

## Skills-based routing

When handing over customer questions from chatbot to live chat, how does the system ensure the human agent is qualified to solve the issue? After all, humans aren't machines and have varied skill sets and expertise. The answer lies in skills-based routing; something you should make sure your hybrid solution offers. [Mobile Service Cloud's agent inbox](#) solution includes skills-based routing as standard and uses AI to determine which agent is best suited to each query. With advanced skills-based routing, the customer is automatically connected to the right agent.

As well as basing routing on skills, you can also route based on brand, store, or language. Based on the question asked, the customer is always assigned to an agent with the knowledge to help.

### Here's a list of available routing options:

- Skills, topic, or expertise
- Language, store, or brand
- Availability
- Channel

Once the customer is handed over, the integrated Customer Data Platform (CDP) pulls all previous contact and puts it on-screen for the agent, so they have all the information at their fingertips right from the word go.

With Mobile Service Cloud, you can build [brilliant, integrated experiences for your customers](#) that get them the answers they need quickly.

## Customer success story: Radius Payment Solutions

Radius Payment Solutions uses our products to provide omnichannel messaging to its roster of clients. Its **acquisition chatbot** primarily cross-sells existing clients by making them aware of its wide range of products and services. Once a customer expresses an interest, they can complete a form via the chatbot, and a customer service agent follows up to discuss customer requirements.

Ultimately, the vision is for each customer to use three to four of Radius' products. Many current customers just use single products from their range and miss out on the benefits of multiple solutions from the same vendor. Deploying an acquisition chatbot provided the answer.

Colin Peters, Customer Experience & Practices Director at Radius takes up the story, "It's a single voice of the truth, it is not intrusive, the customer can interact when they want to interact and, actually, every customer needs these products. We're not trying to sell a customer something they don't need. The chatbot says, 'Hey customer, did you know that we did insurance?' And, 'Hey, customer, if you gave us your renewal date for your insurance, could we give you a quote at that time?' So it's letting people know that we do more than just one thing, and it's advantageous to any customer to have multiple products through one vendor because it saves them time and money, admin costs, and delivers a great customer experience."

**"This is new technology; this is innovation. And with CM.com, we're on that journey together."** Colin Peters, Customer Experience & Practices Director, Radius Payment Solutions



James Welton, Head of Business Development at CM.com UK continues, “Radius is now deploying a number of AI chatbots. One of particular interest is the acquisition chatbot which sits in their Velocity platform so that when a customer downloads their invoice, the chatbot pops up and asks if they would like to purchase another product and service. That means we can increase the share of the wallet for Radius and help them sell more products and services.

“CM works with Radius on several fronts. The first is acquisition. They want to streamline their customer service, how they look after their customers and get quick responses to them. We can help do this on a global scale.

“We also provide SMS for the collections department. We’ve run some analysis with Radius’ credit control, and we’ve found that 48% of customers who clicked on the SMS link actually made a payment. It’s been able to help bring in money from customers, and it’s freed up approximately two full-time employees’ time per month.”

**“Moving forward, one of the most exciting projects we’re working on with Radius is their acquisition chatbot. This will enable them to cross-sell their services to their customers, but also enable their customers to engage with Radius on a new channel.”** James Matthews, Country Manager UK & Ireland, CM.com

[Read the case study](#)

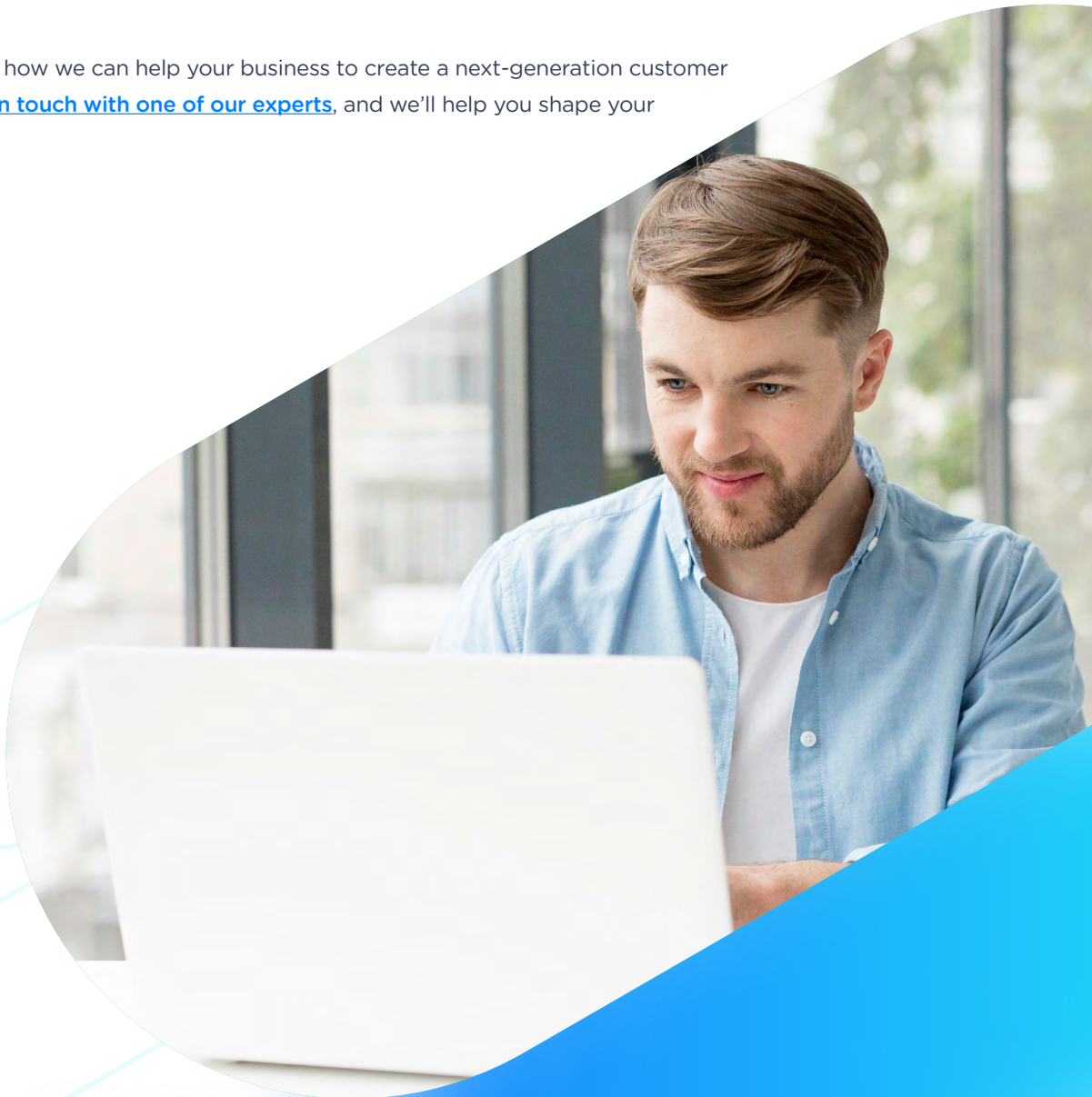
# Conclusion.

Acquisition chatbots clearly have their place in the modern sales and cross-selling mix. The ability to deploy them both on owned channels and third-party platforms, such as conversational channels, makes them even more valuable as a communication tool.

With the labour and cost-saving benefits - and the chatbot's ability to assist in ROI attribution throughout the customer journey - the case for acquisition chatbots is pretty clear. Add to that the ability to assist in cross-selling and the potential to influence ARPU significantly and, just as we've seen with live chat, acquisition chatbots are set to become part of the accepted customer service mix over the next few years.

We have a range of solutions that allow businesses to deploy their own acquisition chatbots, available across several of our key solutions, including [Conversational Channels](#), [Mobile Service Cloud](#) and [Conversational AI Cloud](#). In addition, we can build [Live Chat](#) capability into your offering and create a hybrid live chat/chatbot model to enable 24/7 customer interaction and create a more efficient, flexible customer experience for consumers.

If you'd like to discuss how we can help your business to create a next-generation customer contact offering, [get in touch with one of our experts](#), and we'll help you shape your roadmap to success.







CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

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