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Instant conversations that double conversion rates

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Ten Hacks
to
Remove Friction
in Your Business

ARIZONA INNOVATION CHALLENGE
FALL 2019 AWARDEE
botco.ai

fric·tion

/ˈfrikSH(ə)n/

noun

the resistance that one surface or object encounters when moving over another

Instant is the new expectation.

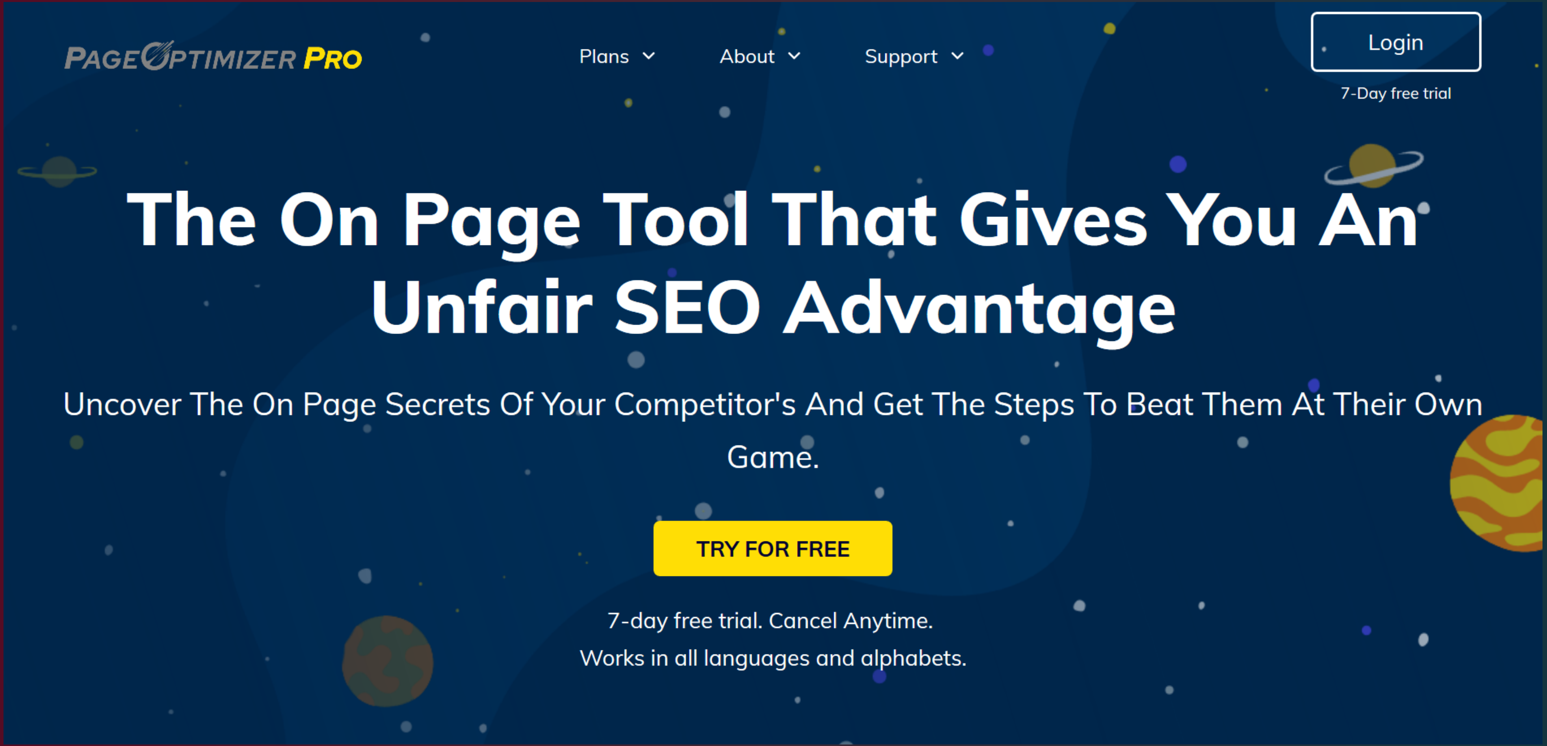
“Businesses are losing 30-50% of potential business by failing to respond instantly.”

Salesforce.com “State of the Connected Customer” 2019

1. Make it super easy to find your business + website.

Optimize for Google Search (SEO) – Meta tags etc.	✓
Run a few Google ad experiments to tune your keywords. (See who else shows up).	✓
Update your company Linkedin Profile & Facebook pages.	✓
Use a location listing service like Yext to keep your location hours up to date.	✓

PRO HACK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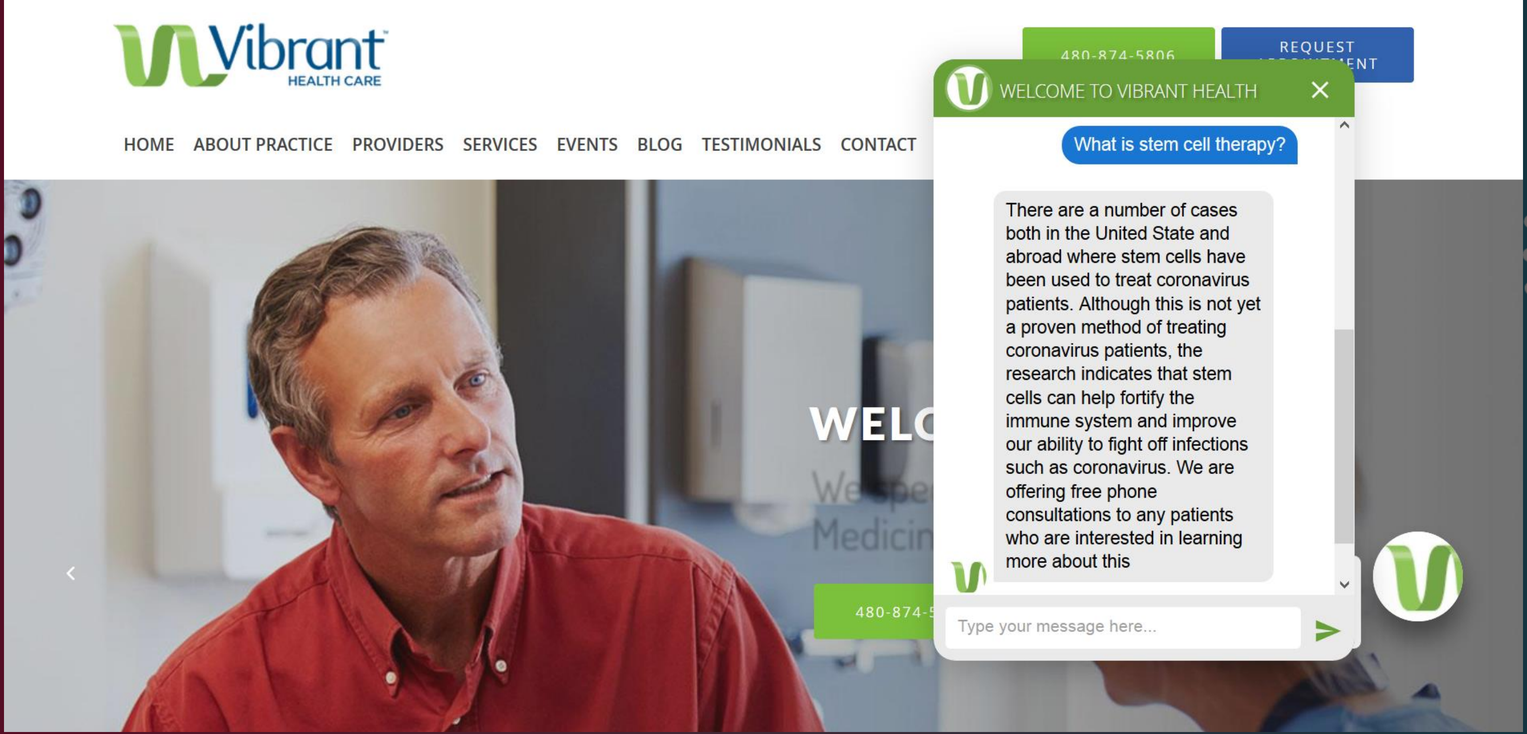
Works in all languages and alphabets.

2. Make your website & digital channels smarter.

Forrester reports:

40% of your customers’ time on your website is wasted - they aren’t finding the content they need.

Make all your content accessible through questions. (Think Alexa…)	✓
Answer questions instantly using AI chat.	✓
Personalize conversations on Messenger.	✓

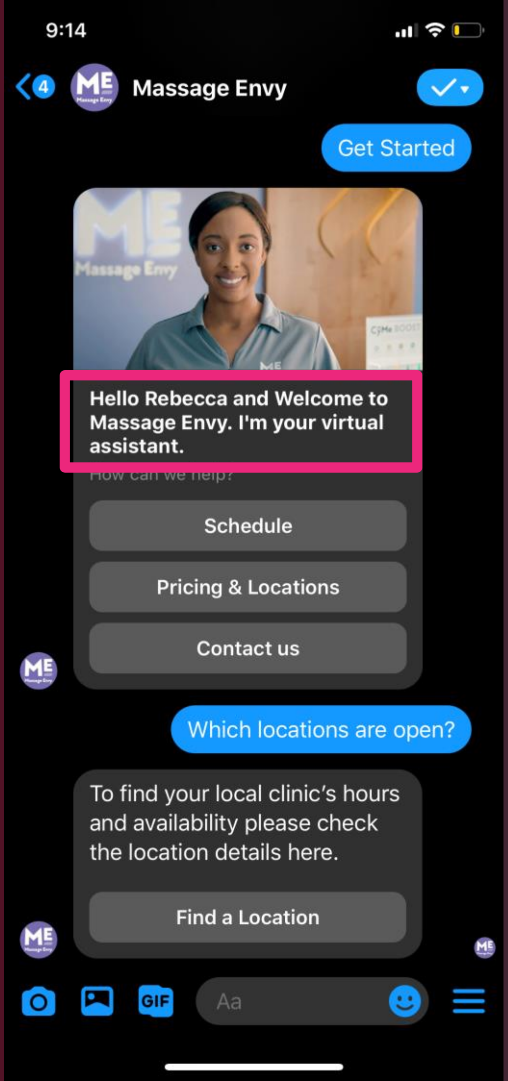

Vibrant HEALTH CARE
480-874-5806
REQUEST
ENT
HOME
ABOUT PRACTICE
PROVIDERS
SERVICES
EVENTS
BLOG
TESTIMONIALS
CONTACT
WELC
We spe
Medicin
480-874-5
WELCOME TO VIBRANT HEALTH
Type your message here...

What is stem cell therapy?

There are a number of cases both in the United State and abroad where stem cells have been used to treat coronavirus patients. Although this is not yet a proven method of treating coronavirus patients, the research indicates that stem cells can help fortify the immune system and improve our ability to fight off infections such as coronavirus. We are offering free phone consultations to any patients who are interested in learning more about this

Answer questions right on your website

Personalized greeting


9:14
4
Massage Envy
Massage Envy
ME
Schedule
Pricing & Locations
Contact us
Find a Location
Aa
GIF

Get Started

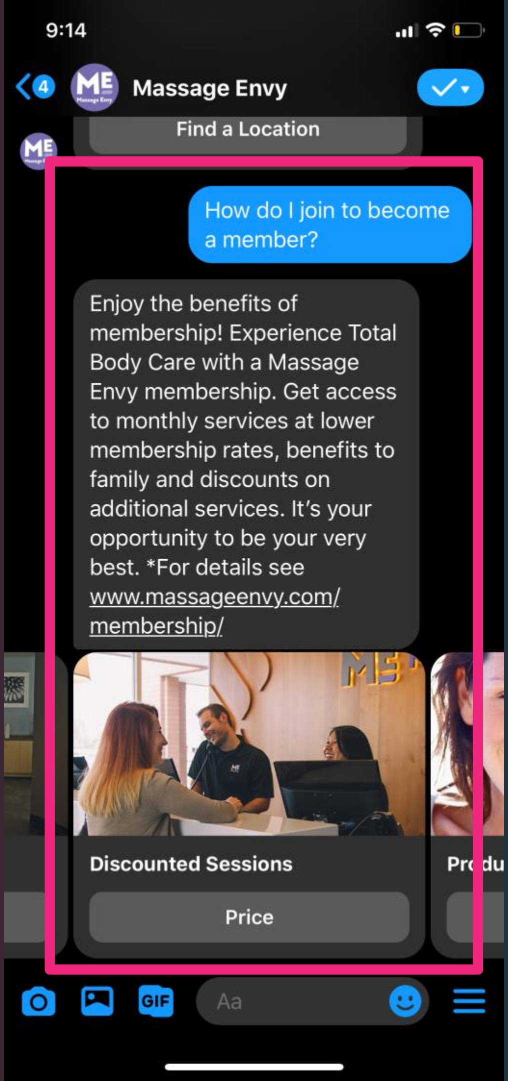
Hello Rebecca and Welcome to Massage Envy. I'm your virtual assistant.

How can we help?

Which locations are open?

To find your local clinic's hours and availability please check the location details here.

Answer free form questions instantly


9:14
4
Massage Envy
Find a Location
ME
Price
Aa
GIF

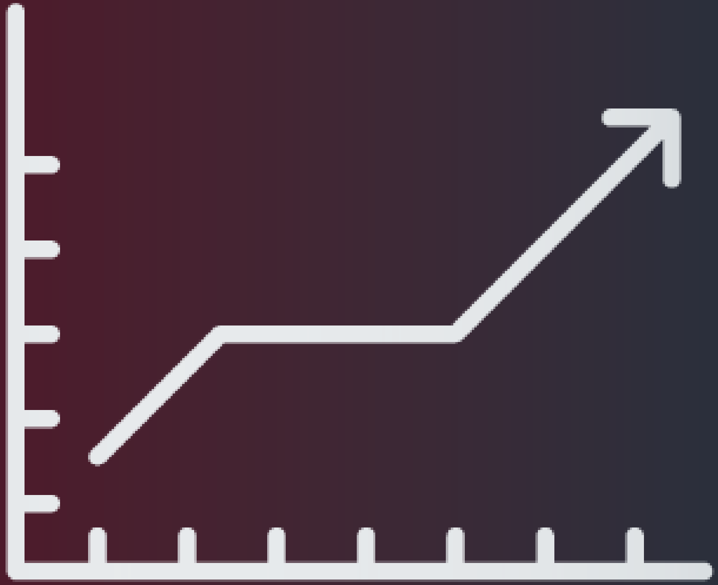
How do I join to become a member?

Enjoy the benefits of membership! Experience Total Body Care with a Massage Envy membership. Get access to monthly services at lower membership rates, benefits to family and discounts on additional services. It's your opportunity to be your very best. *For details see www.massageenvy.com/membership/

Discounted Sessions

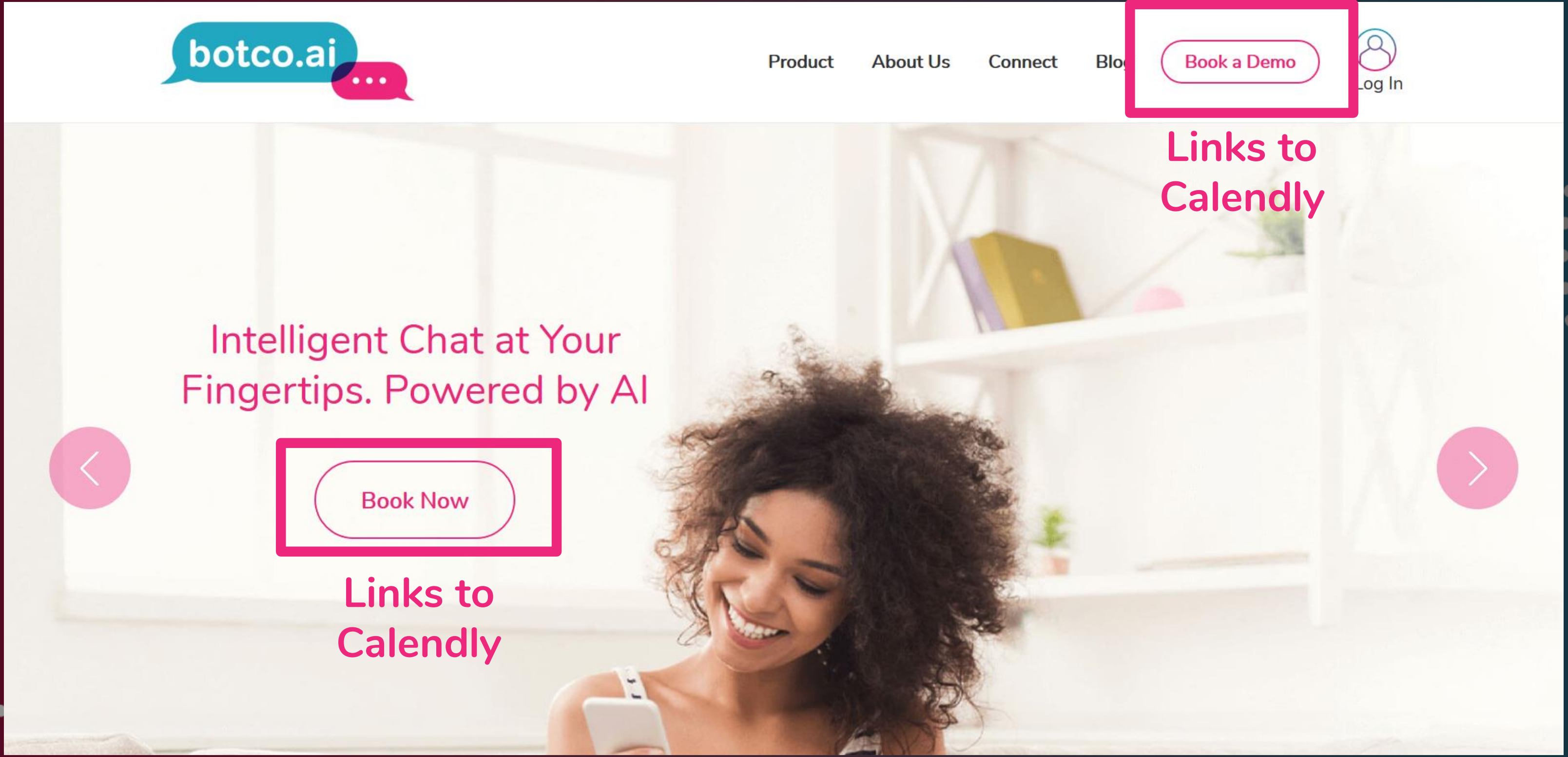
Pr du

Double conversion rates with personalized AI chat



103% increase

3. Use cloud-based calendars to book sales appointments.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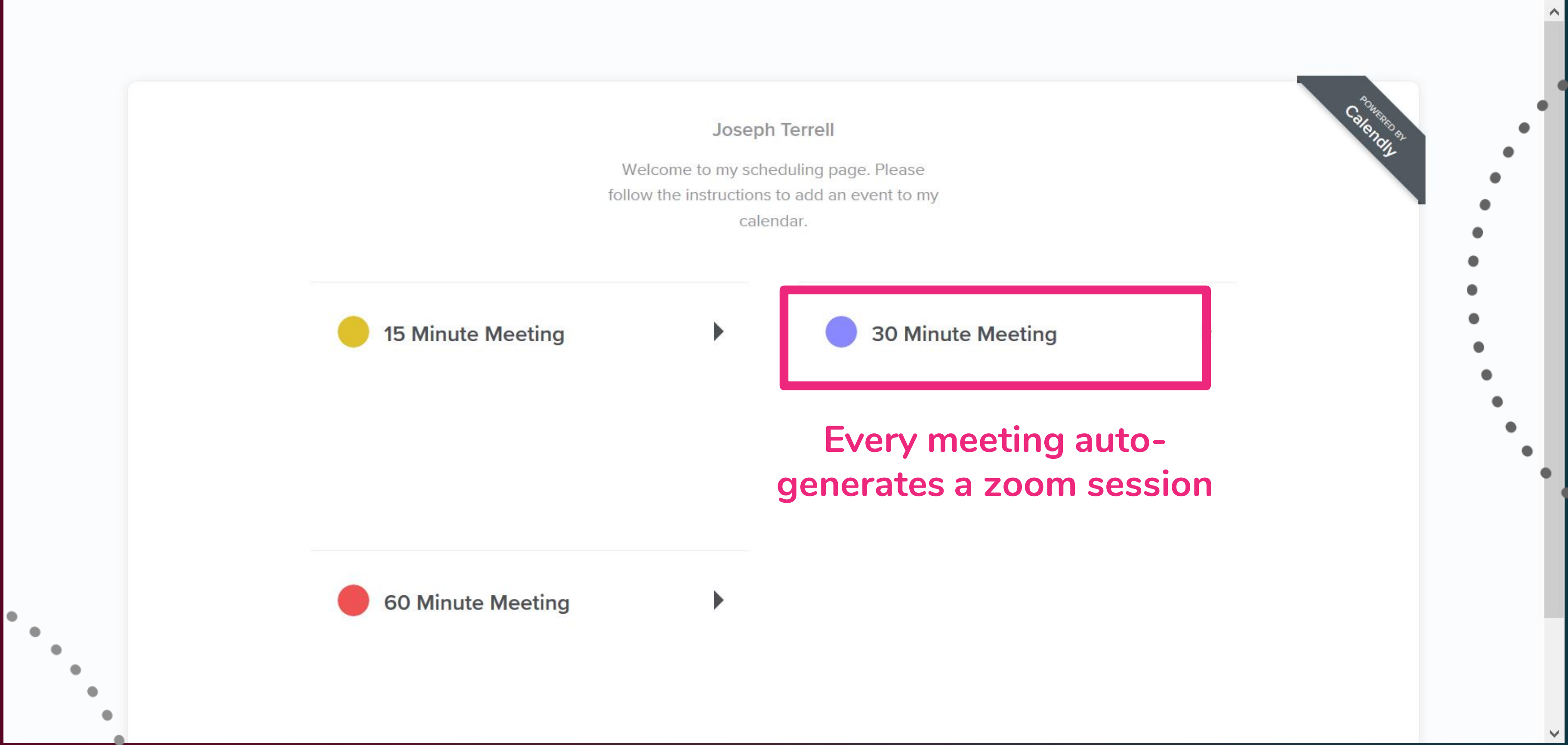
Book Now

Intelligent Chat at Your Fingertips. Powered by AI

Links to Calendly

Links to Calendly

4. Auto-schedule Zoom.



Joseph Terrell

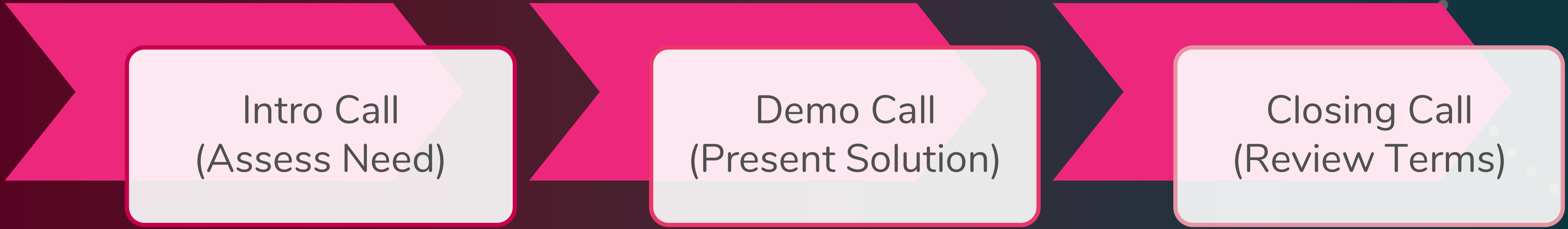
Welcome to my scheduling page. Please follow the instructions to add an event to my calendar.

- 15 Minute Meeting
- 30 Minute Meeting
- 60 Minute Meeting

Every meeting auto-generates a zoom session

5. Streamline your sales process as much as possible.

Sell in 3 Meetings or Less

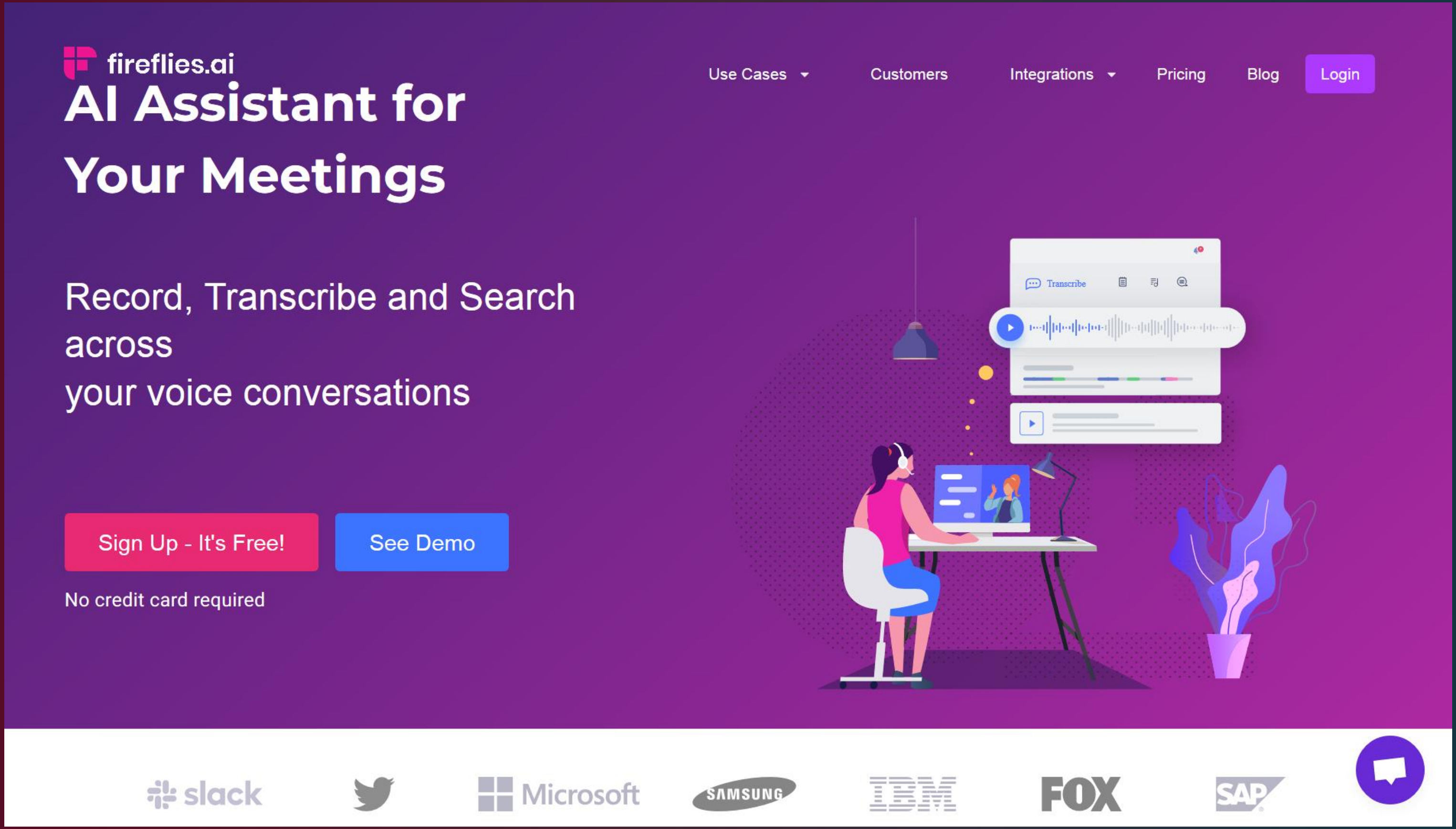


Intro Call
(Assess Need)

Demo Call
(Present Solution)

Closing Call
(Review Terms)

6. Automate meeting notes and assignments.

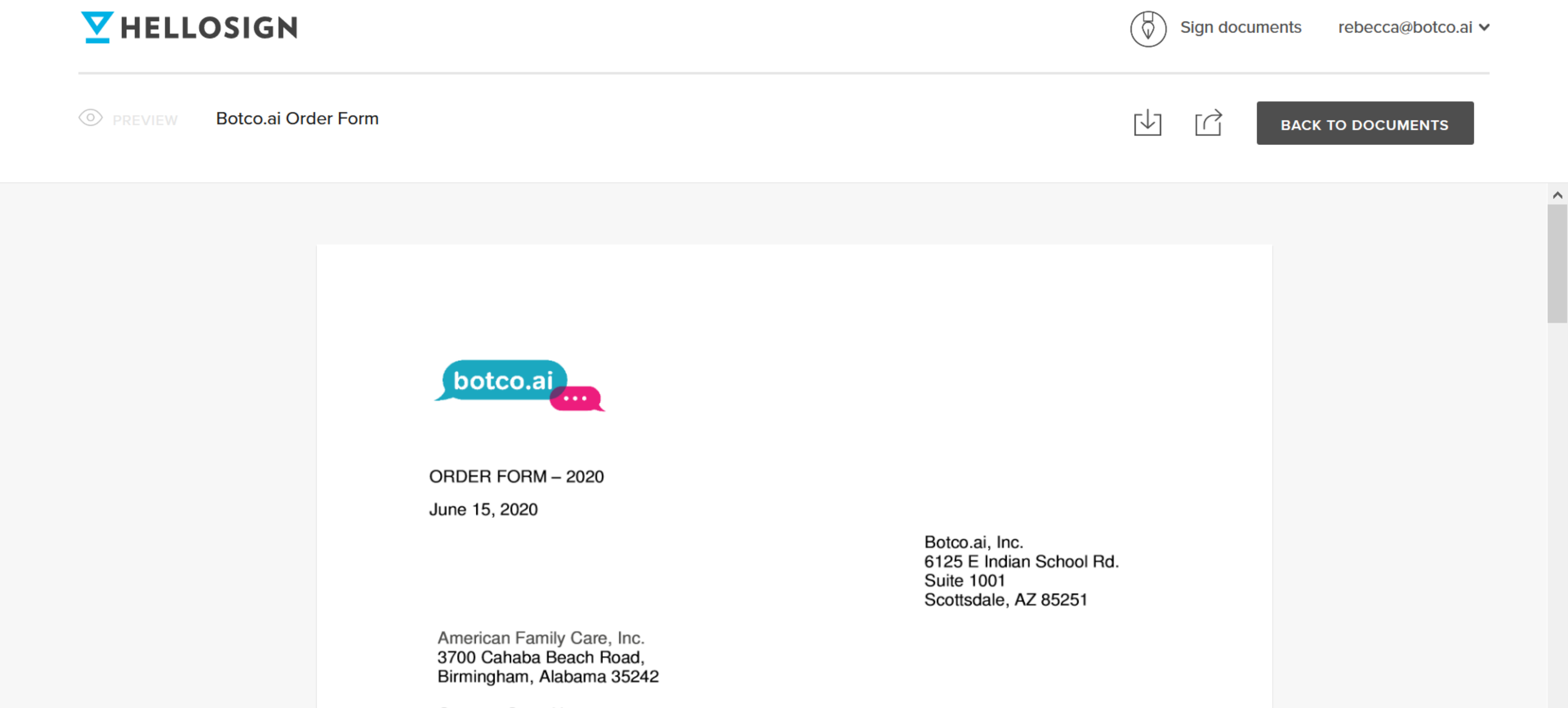

fireflies.ai
Use Cases
Customers
Integrations
Pricing
Blog
Login
Transcribe
Sign Up - It's Free!
See Demo
slack
Microsoft
SAMSUNG
IBM
FOX
SAP

AI Assistant for Your Meetings

Record, Transcribe and Search across
your voice conversations

No credit card required

7. One-step “checkout”.


HELLOSIGN
Sign documents
rebecca@botco.ai
PREVIEW
Botco.ai Order Form
BACK TO DOCUMENTS
botco.ai

ORDER FORM – 2020

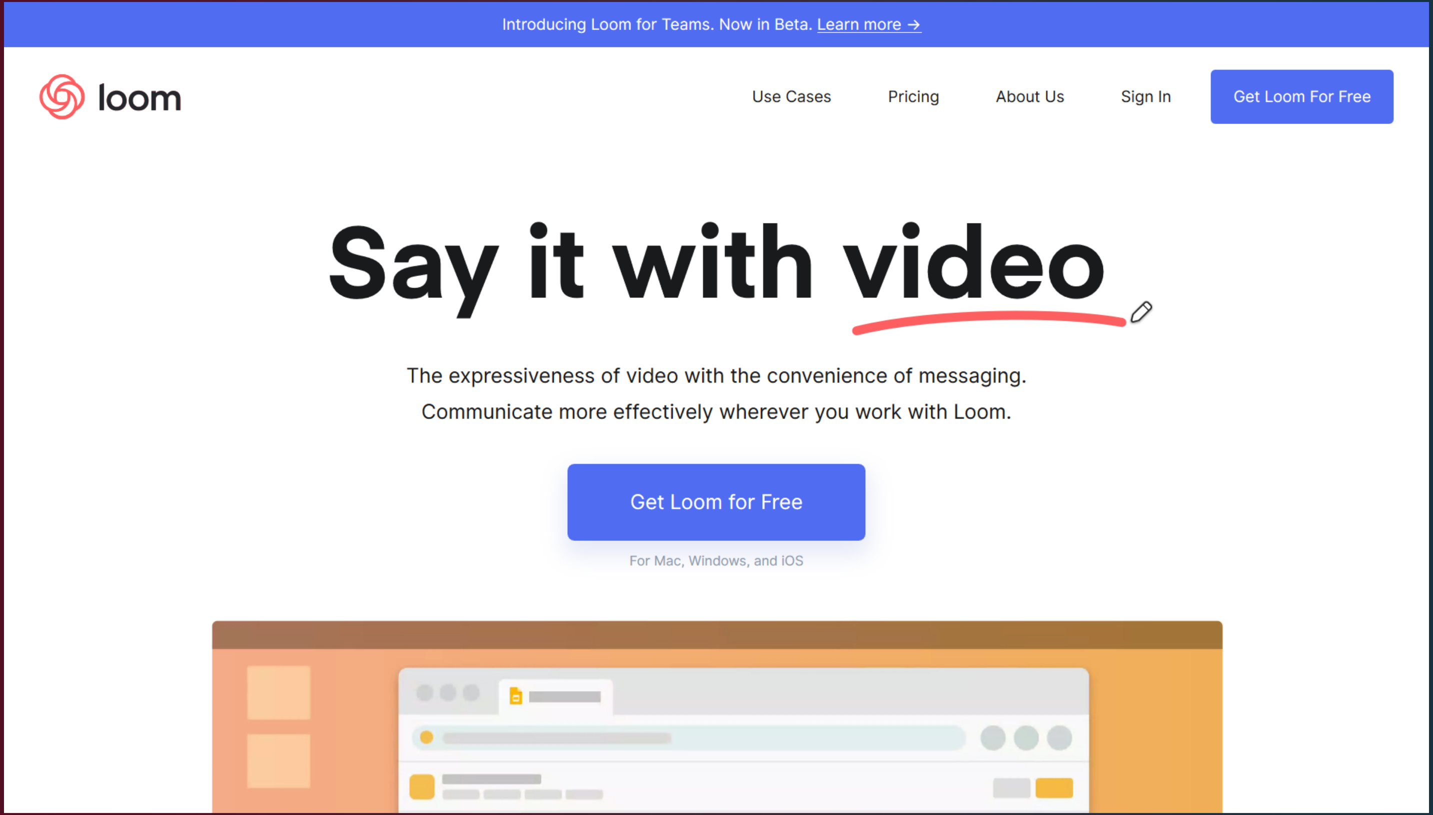
June 15, 2020

Botco.ai, Inc.
6125 E Indian School Rd.
Suite 1001
Scottsdale, AZ 85251

American Family Care, Inc.
3700 Cahaba Beach Road,
Birmingham, Alabama 35242

All fields are “pre-filled”- one tap to sign!

8. Use video messages for onboarding & customer success.



Introducing Loom for Teams. Now in Beta. Learn more →

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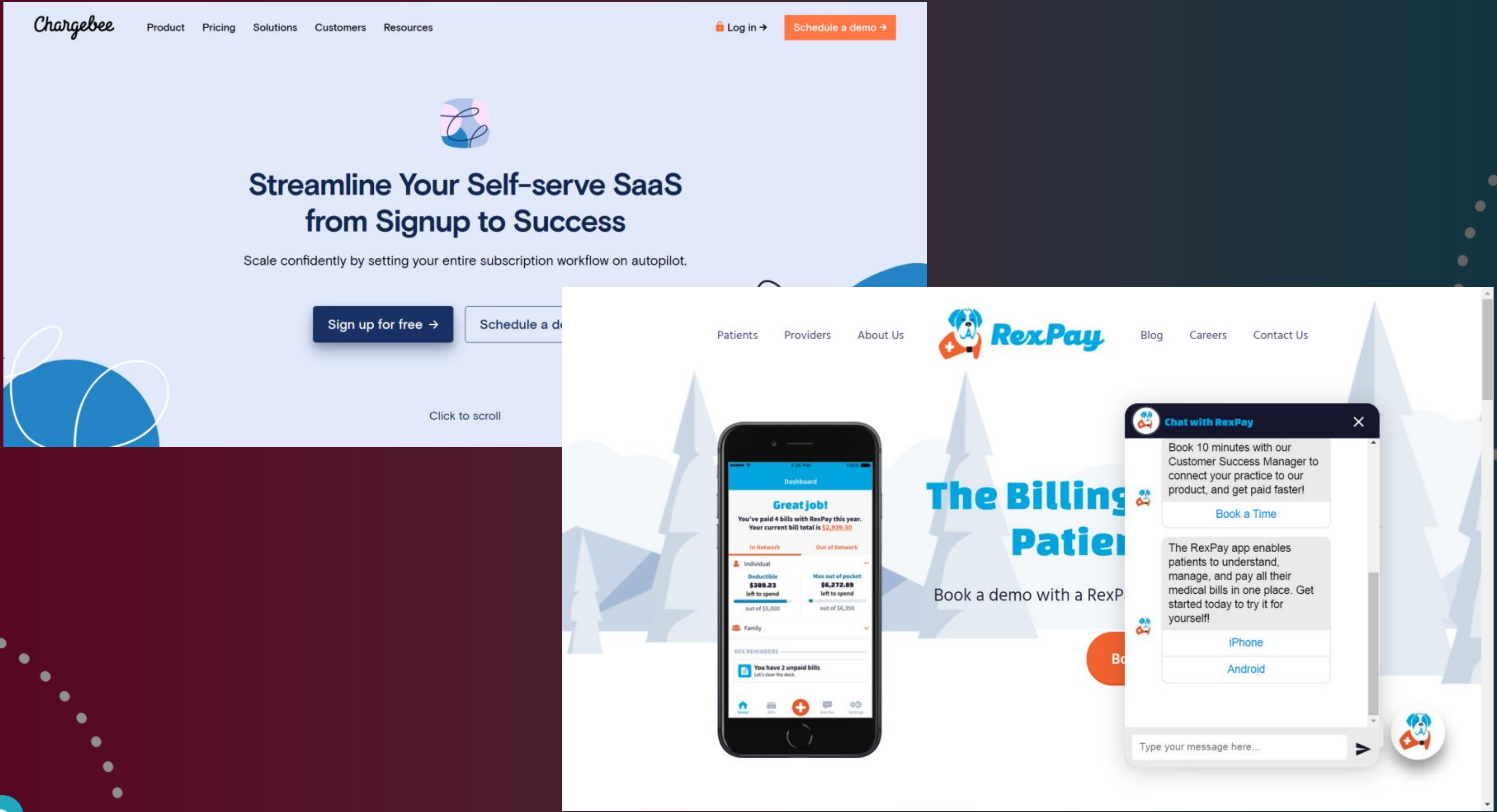
Say it with video

The expressiveness of video with the convenience of messaging.
Communicate more effectively wherever you work with Loom.

Get Loom for Free

For Mac, Windows, and iOS

9. Use digital billing products to invoice.


Chargebee
Product
Pricing
Solutions
Customers
Resources
Log in →
Schedule a demo →

Streamline Your Self-serve SaaS from Signup to Success

Scale confidently by setting your entire subscription workflow on autopilot.

Sign up for free →
Schedule a d
Click to scroll
Patients
Providers
About Us
RexPay
Blog
Careers
Contact Us
Dashboard

Great job!

You've paid 4 bills with RexPay this year. Your current bill total is $2,939.30

In Network
Out of Network
Individual
Deductible
$389.23
left to spend
out of $5,000
Max out of pocket
$6,272.89
left to spend
out of $6,350
Family
REX REMINDERS

You have 2 unpaid bills
Let's clear the deck.

The Billing
Patien

Book a demo with a RexP

Bo
Chat with RexPay

Book 10 minutes with our Customer Success Manager to connect your practice to our product, and get paid faster!

The RexPay app enables patients to understand, manage, and pay all their medical bills in one place. Get started today to try it for yourself!

iPhone
Android
Type your message here...

10. Recognize your team and celebrate!

Recognize

IDEAS COLLIDE

I'm a Pepper
IDEAS COLLIDE
CUSTOM SOLUTIONS
UNICORN
TIME CHAMPION
INSTANT Crush
IDEAS COLLIDE
IDEAS COLLIDE
DUCK
CUSTOMER LOVE
YOU
ROCK!
NEAT FREAK
SWEET TREAT
IDEAS COLLIDE

Connect with Us!

Rebecca Clyde

CEO

Ex-Intel
ATHENA (2016)
Marketing Automation
Industry Speaker
MBA

Dr. Chris Maeda

CTO

Past CTO: Rubric,
Broadbase, Kana
MIT, CMU (PhD CS)

Dr. Anu Shukla

Exec Chairman

Serial entrepreneur,
including Rubric, Tapjoy,
MyBuys, RewardsPay

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