

# Chat Marketing: Get Started

## With This Conversation Template

### Purpose of Message

#### Welcome message:

Say hello and start a conversation by asking how you can help. Consider crafting several welcome messages with differing degrees of formality based on whether the shopper is a new or repeat customer.

#### Enter order number:

Ask shoppers to enter their order number so you can provide them with their order details and next steps (e.g., change delivery date, cancel order, etc.)

#### Check for clarity:

It can be helpful to re-state details and information, so you understand what type of help the shopper requires.

#### Apology/fallback message:

If you don't understand the shopper's request, you can quickly apologize and offer alternative assistance options.

#### Handoff to human agent:

There should be a seamless transition between your chatbot and a live customer service representative.

#### Conclusion:

If you've satisfied the shopper's requests, end the conversation by offering the next steps (e.g., "rate your satisfaction for today's chat") or a CTA relevant to the conversation topic.

### Your Chatbot's

### Message

Placeholder for chatbot message content.

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