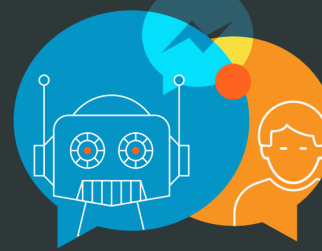




Top 10 Pharmaceutical Chatbot Implementation Checklist



Considering adding chatbots to your marketing or patient support?

Here are 10 essential strategic topics to address for a successful chatbot program:

1. Select the best messaging app platform for your chatbot

Chatbots rely on conversational messaging apps as the primary way to interact with consumers. Where are your customers and prospects? Determine which messaging app they use most and start there. Facebook Messenger is the leader in the US and most Western European countries. But if your customer base is global, use WeChat to engage Chinese audiences, LINE for Japan and Thailand, or Viber for parts of Eastern Europe or Africa.

What's up with Whatsapp? Whatsapp is a very popular messaging app, but does not have an open API; therefore chatbots cannot be integrated at this time.

PRO TIP

Select 1-2 secondary messaging apps to experiment with. You might find a quieter platform gains you a larger voice and positions you as a niche player.

2. Clearly define what your chatbot will do and not do

Will your chatbot perform a single role or be multi-purpose? Will it provide help with a specific medicine or disease-state use case, or be able to handle multi-step workflows such as accepting questions, finding answers in docs, providing an FAQ, or referring users to a website?

PRO TIP

Enable simple automatic surveys after every few chatbot interactions to gain feedback on user experience and what your users would like to see.

3. Determine your chatbot personality

How do you plan to train your bot for brand voice? Most messaging app conversations do not involve colors, font choices, or frequent use of rich media. Think through the language your bot will use to establish a brand perception aligned with your corporate brand—although you may want to adapt it to fit with the conversational channel you choose.

PRO TIP

Name your bot so it can introduce itself. It can be formal (“I’m X Brand’s Chatbot”), clever, or cute. Use what fits best with your brand’s personality.

4. Chatbot development and optimization

Should you build or buy your chatbot? How do you find an experienced bot developer for your industry? How do you improve the quality of responses? Building a chatbot in-house has become easier with the availability of platform documentation, online services, and tutorials; but it all depends on what problem you’re solving with your bot. Building a bot that strictly follows rules is relatively straightforward; however, AI power bots that pull data from other systems are more complex and best outsourced.

PRO TIP

If outsourced, discuss what roles each party will play in the building of the chatbot and determine if you have the correct people needed to manage the relationship.

5. Chatbot integration with enterprise systems

Integrating chatbots with your existing technology can be powerful enabling real-time message personalization. Sharing conversational data enriches enterprise systems such as CRM and Help Desk applications, and completes customer profiles with full conversation history. Enabling bots with on-the-fly access to customer purchase history or support tickets creates a seamless customer experience that improves satisfaction scores and creates brand advocates.

PRO TIP

Make a list of your back-end systems and determine which are the most critical for integration. Some systems require bidirectional data flow such as ecommerce, ticketing and booking systems.

6. Integrating chatbots with your team

What are the roles of humans in your messaging apps? Do you need to connect to a team of nurses or HCPs? When do you plan to hand off between bots and agents? The best customer experiences are delivered with a smooth transition from bot to human when bots reach the limits of their domain expertise. The agent should have full context awareness of the conversation to avoid customer frustration from having to repeat information. If you plan on building a conversational UI, be sure you've got seamless two-way conversation transfers between bots and HCPs covered.

PRO TIP Your chatbot should allow the customer to access a live agent on demand, plus tell the customer when it's reached the end of its capacity and is transferring to a team member.

7. Chatbot discoverability

This is one of the most overlooked steps in chatbot deployments and is critical for a successful program. How will you build awareness and increase usage? When and where will you add "Message Us" to ongoing programs?

PRO TIP Run Facebook ads with Messenger as the destination, presenting a prepared message or greeting to drive engagement or action.

8. Chatbot measurement

What are your chatbot KPIs and what reports will you need to demonstrate success? Whether your bot program is an experiment or an integral part of a program, you need to measure performance. Deploying on a chatbot management platform with integrated metrics and reporting capabilities helps to ensure you know what's working and where improvement is required. Some of the more important chatbot metrics are retention, engagement and resolution rate, and confusion triggers (when a bot answers "I don't understand").

PRO TIP Sentiment analysis for bot interactions helps determine positive or negative interactions and if human intervention is warranted.

9. Chatbot cost

Determining the cost of building, hosting, and launching an enterprise chatbot depends on many of the factors listed above. Price range can vary greatly, so consider these variables when constructing a budget. Complexity of actions and interactions is the biggest factor. Simple interactions with pre-defined options like buttons (where rule sets can be applied) will be lower cost. However, a conversational bot in one or many languages with integration to back-end systems can get quite pricey.

PRO TIP Well-constructed bots can save you hundreds of thousands in call center costs or make you much more in additional revenues.

10. Active chatbot management for AE management and reporting

Once your chatbot is launched, promoted, and enjoying frequent usage, you need to decide how you'll manage and scale your chatbot program. Most enterprise chatbot programs benefit from a bot management platform that has built-in capabilities to capture, track, and manage bot-enabled conversations. If used for patient support, a well-designed bot platform will include adverse events capture capabilities to triage, tag, and route high risk or high value conversations in real time, and provide instant visibility to legal, risk or pharmacovigilance teams.

PRO TIP To help scale your program, choose a platform that has an open API to help developers with quick integrations.

If you need help in starting up a chatbot program or would benefit from a brainstorm session, LiveWorld is here to assist. Through services and software, LiveWorld empowers the top pharmaceutical companies in the world to deliver social customer experiences that deepen relationships between brands and customers.

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