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How to write chat scripts that actually get read

It's one thing to get excited about Facebook chatbot automation. It's another to actually pull it off. What's not to love about chatbot automation in general? Can you imagine turning what would otherwise be a flat pointless inbound interaction into a potential sales opportunity?

That's precisely the kind of opportunity Facebook chat automation and bot programming bring to the table. By making your prospects feel that you are actually listening to them and catering to their needs, you go a long way in building your brand. This is a great thing, this is a victory in and of itself. However, beyond this, you cannot overlook the tremendous commercial opportunities.

When people come in inquiring about their bill, the discussion doesn't necessarily have to end there. The script can open up potential other needs that may currently be unmet. And when you do this, you open the door to potential sales opportunities. It's not a surprise that a lot of call centers located in the Philippines, India and elsewhere make billions of dollars for their clients based on this model.

It's an all too familiar story; somebody calls in with a question regarding their credit card bill. The question is resolved satisfactorily, but the customer has questions. These questions are unmet. These questions are unanswered, so they're looking for solutions.

The customer service representative then patches them through to a sales specialist, and this customer, who originally called in with a potential or borderline complaint, now buys another service. That's how you turn what would otherwise be a negative experience into something very positive for your business.

Obviously, call centers, whether in the Philippines or India, cost a lot of money. They definitely cost an arm and a leg when they are based in the United States. So how do you turn this interaction into a reality for your business? Enter chatbox.

When you deploy chatbox using Facebook Messenger automation, you can turn what would otherwise be a simple series of questions into sales opportunities. Now that sounds great and everything, but the problem is, how do you translate that opportunity, or potentiality into reality? How do you turn the idea into cold, hard dollars in your bank account?

Well, it's actually more complicated than that because you have to write chat scripts. And the problem is most people will not read it, because by and large, their question may be so tight, maybe so finely defined that the broad or overly general chat scripts really have no way of addressing them.

This is why you have to pay close attention to the actual interaction time your customers have with your chatbox. If you noticed that they're dropping off after the first couple of questions, then you know that there is something seriously wrong with your script; look more carefully.

If you can, reach out with your follow-up questions to your customers, and get them to supply the answers to you. Keep fine-tuning and optimizing your chatbot scripts until it leads to more sales prospects, or more satisfied customers. That is how you optimize it in real time. It has to be done on a proactive basis.

You can't expect the chatbot to sit up and tell you what's wrong. You're going to have to dig in. You're going to have to care enough to figure this out yourself first hand. The good news is once you know what to look for, things will fall into place fairly quickly. The answer will present itself. To get a clear understanding of how Facebook chatbot marketing works, and how to set one up so as to take your business to the next level, click here. You will get access to the only Facebook chatbot marketing resource you will ever need.