The masses don’t have a face. They come in, do their thing and they leave. It is hard to get information about what they would like, what they want to see, they just simply vote by leaving and not coming back. Meanwhile the customer desk is sometimes swamped with repetitive questions about where the shops are or when do they close. 

By using digital coupons, you can get rid of all the litter, with push messages, you can promote your events, build your brand by providing content to your users according to your positioning on the market. You can do quick polls about certain things and give product search and referral capabilities. Data collection about customer behavior will help you to determine peak hours, best-selling products, and as customer demographic becomes available, it can help inventory and staff management, as well.

It becomes much easier to find the shops they are looking for, by collecting all data into the database of the plaza, they can get recommendations about what is available and where. In their personal profile, they can add items to their personal shopping list and get reminded to purchase those items when they visit the shopping center.

If you’d like to provide automated responses for Facebook comments ensuring better consumer satisfaction and instantaneous responses. Users will automatically subscribe to the chatbot, which opens opportunities for preference-based and personal coupons.

You can build loyalty via personal treatment. One of our shopping center customers in a 5 weeks campaign period achieved 50+ thousand new bot users, and on Facebook and Viber they got more than 130 thousand users as bot-friends. Not bad results out from the faceless masses, isn’t it?

Our unique bots are built from over 30 integrable function modules and leverage the chatbot-marketing know-how built from tens of millions of conversations. All chatbots we’ve ever made are different, because they are tailored to the needs of each client. This is also a marketing and content management service besides the software development. Cool isn’t it?

### Interaction & Marketing automation

With an automated chatbot service, you can forget about mobile applications, e-mails, and human resources for social media platform maintenance.

### Enterprise-grade technology

Talk-A-Bot framework’s architecture is enterprise-grade, the software is horizontally scalable, and we can deploy new functions and features cost efficiently without any user-side software updates. This system supports banks, government bodies and passed various IT security tests. Data management is fully GDPR compliant.

### Chatbot marketing know-how

We develop unique and customized bot personalities (character, communication style, avatar) to avoid the feeling of talking to a cold machine.

### References

![References](image)

### Partners

![Partners](image)