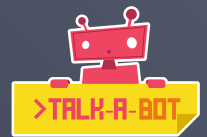


# Comedy Theatre chatbot



**Client:** The most popular Hungarian comedy theatre



**Location:** Hungary



**Date of implementation:** 2017 May



**Platform:** Viber, Facebook Messenger and webwidget



## PROBLEM

Our client has 60 theatres in Hungary, with 1,000 performances per year. Their goal was to attract as many visitors as possible, so they needed to maximize the number of sold tickets. They were looking for an innovative, digital solution to easily get subscribers, increase conversion, and for enhance user experience. They desired a new, real time and automated communication channel to get in touch with their customers and a new way to sell tickets.



## SOLUTION

Talk-A-Bot's solution offers more client touchpoints, better user experience under less time with decreasing costs. With a chatbot our client can profile their customers, stay in touch with them and send more relevant marketing messages than ever before. This innovative new channel offers the most popular services to consumers. The chatbot can handle each user in a fully personalized manner, that lead to up-and cross sell, service loyalty and strong brand awareness.

## NUMBERS



Number of followers:

**109 000**