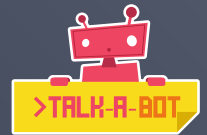


Healthcare digital reception



Client: The most popular dental clinic among Austrian patients, and one of the leading dental clinics in Hungary

Location: Hungary, Mosonmagyaróvár

Date of implementation: 2018 June

Platform: Messenger, Webwidget

! PROBLEM

Digitalization is happening and it's highly important when it comes to the service sector. Nowadays it's a must to have an innovative, real-time and a convenient communication channel to get in touch with customers. That's why our client needed an innovative solution for booking appointments at their clinic, reserving transfer service and answering FAQs regarding treatments and prices. Via our chatbot the whole experience gets easier and more comfortable which enhances user experience and also brings more leads.

✓ SOLUTION

Our client introduced the "Denise" chatbot on a webwidget and in Messenger. Denise helps with treatments and prices or any other Frequently Asked Questions. In only 5 steps the client is able to make an appointment, book a transfer from the airport and a premium room or apartment to stay overnight at the clinic.

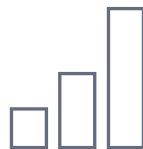
Denise has a distinctive character, an own, helpful personality. It can operate as a real assistant, can handle each user in a personalized manner, and it can result in service loyalty and strong brand awareness. When the chatbot is not able to handle a question, customers can ask for a Hybrid chat meaning a real human person (from Contact Centre) will continue the conversation.

NUMBERS



3000

total users in 9 months



300

new users in every month



Total bookings via chat:

100



Average monthly Hybrid chat request:

40



1500

inbound questions were answered in 97,3 % without human touch



correct answers in

97.3%

without human touch

TOP TOPICS



- prices
- treatments
- transfer
- booking