

Quiz and education chatbot



Client: The biggest Dutch brewing company



Location: Hungary, Budapest



Date of implementation: 2018 May



Platform: Facebook Messenger



GENERAL PROBLEM

A new company policy is made, and your employees must learn it. But who likes reading long-long educational papers? No-one. So how can you inform and teach your employees way easier and funnier? With a quiz! But not with regular quiz with their awful UI and copious, text-heavy pages! A chatbot quiz experience is certainly more enjoyable, and your employees might actually remember what the policy is. Let's see the details!



SOLUTION

The concept of a quiz bot is pretty simple. The bot asks a few questions (generally about beer types, product information, etc.), tells the users when they are right and when they are wrong, and then once the quiz is done, it calculates a score! Viktor, who is the „Master of Beers” – an real employer of our client – helps their way with tips and a useful FAQ in its menu. After the questions, a brief tutorial is provided, which helps the users get the right answer and deepen their knowledge. Certainly, the more correct answers you have the more chance for winning a prize! The prizes were festival tickets and cool and useful tools and gadgets.



CLIENT SPECIFIC PROBLEM

Our client would like to educate all of those bartenders who work for their re-seller pubs, bars or restaurants about our client's products. Their aim was to have well-educated barkeepers and tappers in all pub around Hungary, where customers can ask for a beer or info about products, beer tapping or brewing.



BENEFITS

It's intuitive, entertaining and an easy way to get information or educate people online playfully through chatbots. Taking a quiz offers the promise of a pleasurable experience to which you would willingly subject yourself. Thus, people will be more willing to click on a quiz bot than they would read a long paper or fill out a form. Quiz bots have immense potential for promotional campaigns, employee training, lead generation regardless of what industry you are in. Furthermore, they mean more engagement. „Engagement” is perhaps the most valuable resource a business can tap into. Also, a new way to increase conversion or re-engaging cold leads.

WHEN YOU SHOULD USE IT?



- If you are an HR manager trying to conduct an internal policy workshop, engagement means better educated employees
- If you are trying to get leads, higher engagement translates into more conversions

RESULTS



- 2500 bartender played from the HoReCa network of our client
- 90% of the user questions were about real, educational information, they actually used our robot for education, not for trolling
- 71% of the answers were correct
- In the first months the bartenders used our robot 30 mins a day
- Since launch bartenders send average 60 messages