

# Next-Gen Chat

Is your chatbot delivering revenue wins or driving opportunities away?

## FIRST GEN

Conversations are scripted and force visitors down a predefined path

Basic lead capture or question routing tool, requiring human follow-up for every interaction

Exchanges created manually, requiring humans to write messages and define each step

Conversation ends when the visitor closes chat window; can't switch channels



## NEXT GEN

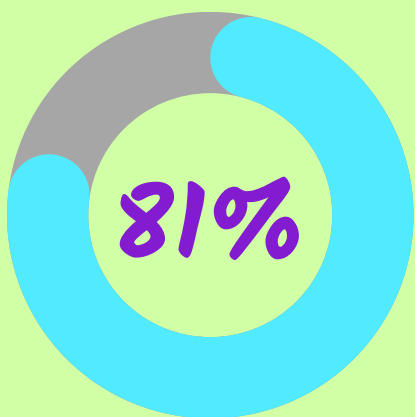
Uses **advanced NLP technology** for human-like, dynamic conversations

Smart enough to **answer questions and gather info** to determine & launch next best step for each individual

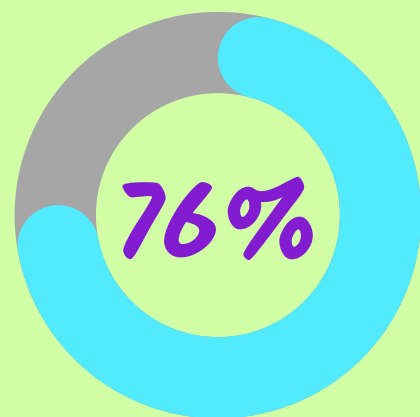
Uses your messaging, large language models like GPT and external data sources to **generate conversations**

Carries conversation to **other channels**, leveraging data & insights from chat

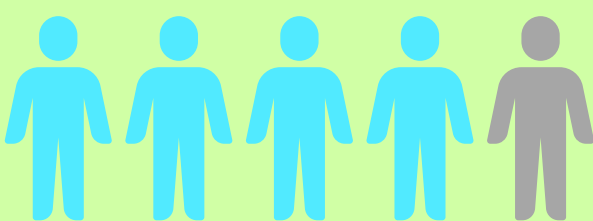
## The Chat Experience Matters



of B2B buyers **abandon the chat** if their question isn't answered

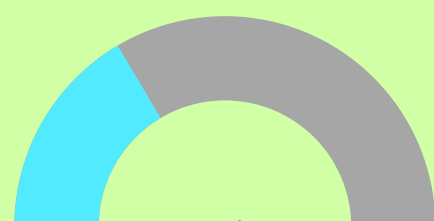


of B2B buyers want their needs addressed in **3 or fewer messages**



**4 in 5**

buyers will end a conversation if the chatbot **can't speak to their unique needs**



**1/3**

of buyers say the chatbot experience has a **big impact on purchasing decisions**