RCX CHATBOT RAY IN NUMBERS

RAYA CX built Ray the chatbot to help with the frequent simple inquiries made by website visitors and to generate leads. When mapping the chatbot user journey, we created 3 scenarios based on these keyword inquiries:

- Clients asking for services/solutions
- Job seekers
- Information about RAYA CX

These keywords were chosen based on the analysis of users' search queries for RAYA CX or our services/solutions that come through the company email, IVR, and search engines. Making the chatbot navigation and decision tree different than our website's navigation.

CASE STUDY
RAYA CX'S CHATBOT RAY

THE CHALLENGES

1 Frequent user inquiries that need high responsiveness

2 Inquiries were not categorized

3 Creating a user-friendly lead generator

THE SOLUTION

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Develop a rule-based chatbot that can handle frequent user inquiries with high responsiveness	Map the customer journey based on data of user inquiries into 3 main scenarios	Create a script for the 3 scenarios and humanize the chatbot through conversational text and a name that reflects the brand legacy	Test run the different scenarios and ensure the whole journey is user friendly	Continuously optimize to ensure positive CX and lead generation opportunities

THE BENEFITS

Inquires have been categorized and RCX can easily overlook and handle user requests.

- **40% of the conversations** answered by RAY were business-related inquiries.

- **32% of the conversations** answered by RAY were generated by job seekers.

- **6% of the conversations** received by RAY were irrelevant to the business either related to other Raya business lines (sister companies) or service providers (advertising or spam)

- **22% of the conversations** asked to know more about RAYA CX
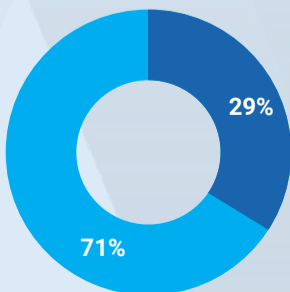
ANSWERED CONVERSATIONS PERCENTAGES

- 40%
- 32%
- 6%
- 22%
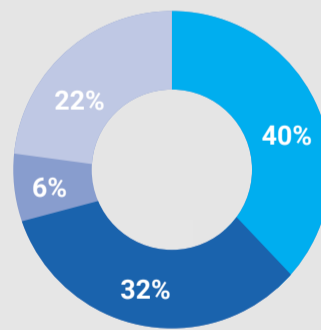
- ■ BUSINESS INQUIRIES
- ■ JOB SEEKERS
- ■ IRRELEVANT BUSINESS
- ■ OTHER (IRRELEVANT)

THE RESULTS

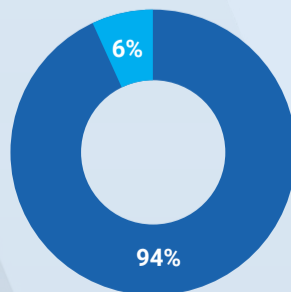**29%** increase in the contribution of leads by the chatbot.

94% of users who took the survey found the chatbot helpful.

25% of users who started the conversation with RAY subscribed to RAYA CX newsletter.

CHATBOT LEAD CONTRIBUTION

- 29%
- 71%

- ■ CHATBOT
- ■ OTHER CHANNELS

USER HELPFULNESS

- 6%
- 94%

- ■ FOUND THE CHATBOT HELPFUL
- ■ FOUND THE CHATBOT NOT HELPFUL

EMAIL SUBSCRIBERS DB

- 25%
- 75%

- ■ CHATBOT
- ■ OTHER CHANNELS