

DAMOVO

Making appointments via
virtual assistants



Change Driver

A technology company regularly takes part in trade fairs as an exhibitor. In addition to ad-hoc discussions with trade fair visitors, the company also likes to schedule appointments in advance of the event. This helps to plan the utilization of the stand personnel. Customers and interested parties also prefer pre-scheduled appointments in advance of the event.

Up until now the trade fair appointments have been arranged by account managers and the Inside Sales team. This can be very time consuming and requires considerable effort. The marketing and sales managers were therefore looking for a way to streamline and optimize this process.





Damovo Approach

The solution to this problem comes in the form of a chatbot that automates the appointment process.

The “Ella” bot, programmed by Damovo, is integrated into the company's website and is also promoted through advertising emails and social media channels.

Customers and interested parties can now arrange individual appointments through Ella.

During the discussion Ella will enquire about the area of interest, the preferred day for a visit to the stand, and what details the company's expert should be prepared for. The information gathered is then compared with all the calendars of the employees who will be on site at the fair. The customer will then be given appointment suggestions with the most suitable expert and will choose his preferred date. Finally, Ella will send the customer an appointment confirmation by email.



Customer Value

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How the customer benefits

The customer can independently arrange an appointment at any time for his area of interest and on his desired day.

An exclusively agreed time slot enables an efficient visit to the trade fair.

Communication with Ella is simple and straightforward.

How Sales and Marketing benefit

Ella is now part of the sales team – removing the need for colleagues to make time consuming calls to set up meetings for trade fairs.

Thanks to appointment booking system and shared calendar approach marketing and trade fair colleagues have exactly the information they need to prepare for in advance for the meetings.

Double bookings of experts are avoided – which ensures a smoother event.