

Making Appointments Using A Virtual Assistant





Change Driver

A technology company regularly takes part in trade fairs as an exhibitor. In addition to discussions with visitors who walk by, pre-arranged appointments are important for the predictable utilisation of stand personnel.

Customers and prospects also prefer scheduled appointments in order to obtain exclusive information.

The trade fair appointments were previously arranged by account managers and the inside sales team with customers and interested parties.

However, the overall time required is considerable. The marketing and sales managers were therefore looking for a way to optimise this process.





Hallo, ich bin Ella, Ihr CCW Terminvereinbarungs-Bot.

Kommen Sie auf die Messe, um sich über ein bestimmtes Thema zu informieren?

Cloud-basiertes Omnichannel Contact Centre

Kundenkollaboration mit Video

Chatbot

Microsoft Teams Integration

Ich interessiere mich für ein anderes Thema

Ich will mich nur so umsehen

Geben Sie Ihre Frage ein



Damovo Approach

The solution is a chatbot that automates the appointment scheduling process.

The Ella bot programmed by Damovo is integrated into the company's website and was also publicised through promotional emails and social media channels.

Customers and prospects can arrange individual appointments with Ella. In the dialogue, Ella asks about the area of interest, the preferred day of the visit to the stand and which details the company's expert should prepare for.

The information collected is matched with all the calendars of the employees who will be at the trade fair. Customers then receive appointment suggestions with the appropriate expert and select their preferred date.

Finally, Ella sends them an appointment confirmation by email.



How **customers** benefit

Customers and prospects can arrange an appointment for their area of interest and on their preferred day at any time.

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

Communication with Ella is simple and uncomplicated.

How **marketing & sales** benefit

For sales, Ella is a new colleague who makes many acquisition calls unnecessary.

Thanks to the standardised creation of all appointments in the shared calendar, marketing and stand personnel have exactly the information they need for the call.

In addition, double bookings of experts are avoided.