TRAINING
Chatbot

LEARNING OBJECTIVES
- Understand the use cases and benefits of a chatbot in a digital strategy
- Master the steps for designing a conversational chatbot
- Design coherent and effective dialogue scenarios
- Learn to use no-code chatbot creation tools

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing managers, communication officers, digital project managers, freelancers, UX designers, students in digital or customer experience

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE
- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

DETAILED PROGRAM

- Defining the strategic role of a chatbot
  - Overview of use cases: customer service, conversion, information, qualification
  - Examples of effective chatbots across different sectors
  - Benefits for user experience and the customer journey
- Designing a conversational chatbot
  - Identifying chatbot objectives
  - Structuring dialogue trees
  - Defining messages, tone of voice and user paths
- Using no-code tools
  - Introduction to tools like Landbot, Manychat, Intercom, Crisp
  - Creating a simple chatbot using a visual builder
  - Integration on website, social media or messaging platforms
- Optimising and analysing performance
  - Defining performance indicators
  - Setting up feedback and improvement loops
  - A/B testing, conversion rate, customer satisfaction
- Practical workshop
  - Chatbot design based on a real-life case
  - Scenario creation, configuration and testing
  - Deployment of a functional prototype

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and launch a simple chatbot, tailored to their marketing or customer service goals, and operate autonomously using no-code tools.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com
Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com   3