

CHATBOT MARKETING

Leverage on chatbot in your marketing to automate & to provide customized, pleasant customer experience & initial customer service support to improve customer's satisfaction & minimize negative experience!

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COURSE SYNOPSIS

Chatbot must be included in your omni-channel marketing strategy, do not leave the money on the table. Chatbot is a computer application that can be developed to automate various business functions in your organisation, i.e. customer service, lead generation, FAQ, etc. It empowers you to focus and plan your resources on essential and critical business tasks.

Chatbot marketing provides extra touch point and to leveraging the chatbot's highly programmable functions to achieve marketing objectives for the organization. Of all the chatbot's powerful functions, its 24/7 availability and the ability to personalize responses significantly improves the customer experience and providing initial interaction which prevent customers from long waiting time.

PROGRAMME HIGHLIGHTS

- The objectives of chatbot marketing
- Develop chatbot user requirements
- Chatbot marketing system testing methodologies
- User acceptance test, training and support
- Ways to collect user feedback to improve chatbot marketing system
- Components, purpose & benefits of chatbot marketing system
- Design chatbot system specifications
- Types and purposes of information to be stored in the chatbot marketing system
- Understand and compliance to PDPA obligations in personal data collection



LEARNING OUTCOMES

- Develop a profitable and effective business case for chatbot marketing
- Conduct user acceptance test and prepare for the launch of chatbot
- Organize training for internal users who provide the user and back-end support
- Collect feedback for the chatbot improvement
- Design chatbot specifications that meet organization needs on both budgetary and business requirements
- Scope out the user requirements & map the customer journey for chatbot marketing

WHO SHOULD TAKE THIS COURSE?

- Business owners and start-ups
- Customer experience managers
- Sales Professionals
- People keen in building their own chatbots with little to no coding at all

COURSE DETAILS

CHATBOT MARKETING			
COURSE DURATION: 24 HOURS			
FULL COURSE FEES: \$1300 (excl. GST)			
	SELF- SPONSORED	SME	NON-SME
Singapore Citizens (Below 40y/o)	\$741.00 (Incl. GST)	\$481.00 (Incl. GST)	\$741.00 (Incl. GST)
Singapore Citizens (40y/o and Above)	\$481.00 (Incl. GST)	\$481.00 (Incl. GST)	\$481.00 (Incl. GST)
PR/LTVP+ (All Ages)	\$741.00 (Incl. GST)	\$481.00 (Incl. GST)	\$741.00 (Incl. GST)
SkillsFuture Enterprise Credit	N.A	Eligible companies can enrol	Eligible companies can enrol
Absentee Payroll	N.A	Fixed at \$4.50/Hour	Fixed at \$4.50/Hour

- Companies that are eligible for SkillsFuture Enterprise Credit can cover up to 90% (Capped at \$10,000)
- Trainees are eligible for Absentee Payroll fixed at SGD4.50 per hour (Capped at SGD100,000 per year per enterprise)
- SkillsFuture Credit Claimable for Singaporeans aged 25 & above

