

Breue - Icelandair Facebook Chatbot Case Study

Customer - Icelandair

Problem - Outside of being able to book flights directly on the Icelandair website, or call in via phone, customers that prefer digital conversational interactions, had no fast way to get the information they needed or do a booking in a timely manner.

Solution - Breue built a well-designed and functional facebook messenger chatbot that allowed customers to search for flights based on where they are flying to, from, and when. The bot would return the best flights, sorted by price for each query the user would make.

How long did it take to build?

3 months, to get the first iteration out there.

What were the results?

High conversion rate - People would message in the bot saying something like “book a flight” and would interact with the bot until they got flight results. About 65% of users that started a conversation with the bot completed their conversation and got to the end of the flow.

High retention rate - A good percentage of users came back to interact with the bot again. Precisely, 36% of users that interacted with the chatbot came back to use it for at least a second time.



Bot Users

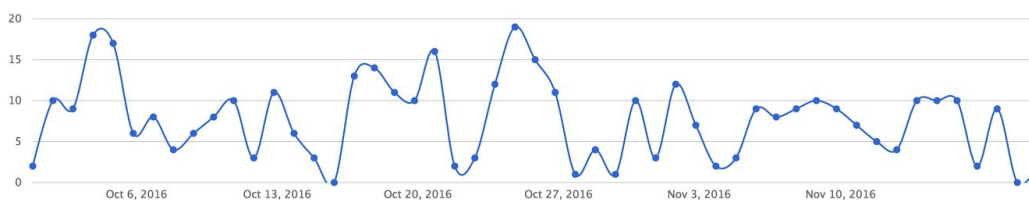


Searches



Completed


All Flight Searches



How easy was it for users to signup?

It's was as easy as a user messaging in "hi". Right away, we were able to grab a bunch of information on the user to tailor the experience for them.

Here is an example of the information we were able to get after a user would send in their first message:

Facebook ID	First Name	Last Name	Email	Phone	Picture	Locale	Timezone	Gender
1381583598549036	Jamie	Lynn				en_US	0	female

Any other cool stuff?

Because the Facebook messenger bot platform is fairly new, Facebook was active in promoting the Icelandair bot in an attempt to better promote their messenger platform. Icelandair received a great deal of advertising.

Does my business need one?

If you are a small business, no, for now.

If you are a larger company with a substantial base of customers/users. If you are constantly looking for ways to make it easier for customers to complete transactions. If you are looking to improve your conversion and retention rates. If are looking to be an early adopter of new technologies, then absolutely **yes**.