Design and monitoring of a chatbot

Avisia supports Les Restos du Coeur by providing our Data and Digital expertise to this non-profit organization for the design, deployment and monitoring of an assistant chatbot for the donation section of their website.

The challenge

The chatbot's objective is to help visitors in the donation process by providing the maximum number of relevant answers to their questions and maximize the transformation of this process into actual donations.

The solution

Once the chatbot features were defined with the teams, we were able to use Dialogflow to implement the different intentions and to simply deploy it on the target platform. In addition, the log data collection allowed us to propose a real-time reporting with the agent's performances but also the satisfaction rates by intention which allows to correct possible problems within the chatbot.

The results

Each year, the chatbot now independently handles more than 10,000 conversations, which not only did optimize the conversion rate on the donation page and also greatly reduced the number of contacts to the customer service who can start to tackle new challenges.

> " The chatbot is a powerful tool that helps the act of donation. First level queries can be submitted to the chatbot and will be addressed thanks to its "replies tree" built in collaboration with AVISIA. Thanks to them for this very important work ! "
>
> Clémence PEAN, Digital Marketing Manager

About Les Restaurants du Cœurs

Founded by Coluche in 1985, the Restos du Cœur is an association that aims to help and provide voluntary assistance to the needy, particularly in the area of food through access to free meals, and by participating in their social and economic integration, as well as any action against poverty in all its forms.
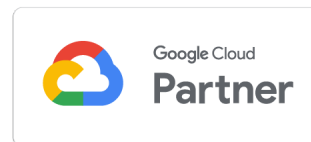
Industry: Non-Profit

Primary project location: France

About AVISIA

Founded in 2007, AVISIA is a leading actor in the field of consulting and is structured around 3 poles: Data, Digital & Technology.

Products

Google Cloud Platform