



# How AI Powered Chatbots Can Help B2B Business

## What are B2B Chatbots?

B2B bots are one of the most efficient help desk management tools that provide the best customer experience. But the question remains - How could a chatbot help B2B business? B2B chatbots are intelligent chat agents that help businesses in numerous ways. From reducing employee training costs to increasing agent productivity B2B bots are a one-stop productivity tools that help businesses increase their profitability in the long run. These intelligent bots not only save time but also increase efficiency and help brands create a positive brand image. These [AI chatbots](#) possess Machine Learning abilities and Natural Language Processing (NLP) abilities due to which they are able to provide contextual remediation and are able to communicate with consumers in a human like manner. They aid businesses in increasing customer engagement levels and customer satisfaction levels.

Below are few benefits of B2B Chatbots

- **B2B bots help in lead generation**

Generating leads is one of the main tasks that marketing departments handle and using chatbots for B2B lead generation is one of the best ways to identify new leads and prospects. These AI chatbots study the behaviour of customers or website visitors. They track the links clicked on, videos watched, map visitor's journey or the keywords that customers used in a conversation with the bot. They analyse this data and create a profile of the visitor which can then be used to find out new leads or prospects. Kapture's chat softwares also categorizes the leads into 3 different groups that will determine how fast businesses will be able to convert those leads.

- **B2B AI bots provide immediate assistance**

Did you know that according to a report by Oracle 69% of customers prefer intelligent bots because of their ability to provide immediate responses? One of the best features of B2B chatbots is the immediate assistance they provide. These bots generate quick and contextual responses that eliminate waiting time. They provide immediate remediation and at the same

time do not compromise the quality of assistance being provided. Due to machine learning abilities and Natural language processing abilities these bots are able to understand what customers really need and are able to serve them better by providing a contextual understanding. Providing contextual assistance showcases the customer needs are being understood and this is considered as one of the best practices in help desk management.

- **AI bots provide round the clock assistance**

According to a study by Drift about 37% of customers expect to receive immediate assistance during an emergency. These bots are not limited to agent hours or company hours. They can work nonstop day and night and will not feel fatigued or bored due to the repetitive nature of questions or issues. They are available 24/7 due to which they are able to provide help or remediation to customers. This allows businesses to be available to their customers in case there is an emergency regardless of the time. AI chatbots like Kapture chat also increases customer engagement with the service which ultimately leads to greater customer satisfaction levels.

- **B2B chat services are cost effective**

B2B chat systems are low cost and only take a one time investment. They help businesses cut down on operational costs and service desk care costs. Unlike traditional sources of customer care services that required infrastructural investments and other costs like employing salaried call center agents AI bots don't require anything of the sort. They help businesses, especially small and medium businesses, make low cost purchases. These B2B chat platforms also aid in low cost customer acquisition and also increase customer onboarding. Additionally they also retain existing customers and increase repeat buyers.

Choosing the right chatbots is essential for businesses to run effectively and efficiently. To know more about best chatbot services for businesses click [here](#) for a demo