



CHAT2LEARN

Chatbot technologies for digital entrepreneurship education and adult learners

Project n. 2020-1-CY01-KA204-065974

*IO1: Developing a chatbot learning environment in the field of digital
entrepreneurship*

*1.1. Collecting best practices and tools on Technology Enhanced Learning and
creation of a resource library on topic*

PREPARED BY





Title Chatbot.com	
Date/Period Currently available	Authors Chatbot.com & LiveChat, Inc.
Partner Nikanor Ltd, Bulgaria	

Element	Guiding question
Type of practice	<i>Chatbot.com offers educational and university chatbot templates</i>
Publisher (optional)	<p>Desktop research; Sources:</p> <ul style="list-style-type: none"> ● University ChatBot Template Free & Ready to Use ● Chatbot for Education ChatBot.com ● Your Ultimate Chatbot Best Practices Guide ChatBot ● The Complete 2021 Chatbot Guide by ChatBot.com
Target audience	<p>Potential users of Chatbot.com educational templates are universities and any other educational provider.</p> <p>Commercial entities could also build marketing, sales or customer care chatbots using Chatbot.com provided templates.</p>
Objective/Aim	<p>Chatbot.com is an all-in-one platform for building and launching conversational chatbots without coding.</p> <p>It has 2 objectives related to its educational chatbots:</p> <ul style="list-style-type: none"> ● For <u>university templates</u> – to help universities engage and support candidates on their website and social media pages and to streamline the admission process. ● For <u>general educational chatbots</u> – to allow educational providers to automate their communication and admission process and to quickly recruit and help students.



Location/Geographical coverage	Originally registered in the USA but operates worldwide as an online platform.
Description	<p>Chatbot.com offers educational chatbots and templates, which have the following key tasks:</p> <ul style="list-style-type: none"> • For <u>university templates</u> – 1) to educate future applicants about the university and its programmes and courses, and to promote different courses, open days and other events; 2) to explain the admission process, procedures and registration deadlines for applications; 3) to gather candidates’ questions using a conversational contact form and to enable them to leave their applications right in the chat window; 4) when a candidate needs to learn more about any of the topics or has other question, they can make a call or leave a message directly from the chat widget and contact the respective department. The chatbot can easily be integrated with university’s website, LiveChat, Messenger, and other platforms. • For <u>educational chatbots</u> – 1) to promote courses and open days, to explain the admission procedures and to streamline the recruitment process; 2) to engage students in conversation, to help them and to automate FAQ process. The chatbot can easily be integrated into organisation’s website and with Facebook Messenger.
Methodological approach	The platform provides ready-to-use chatbot templates, which can easily be customized, so the chatbot can be launched in minutes. No specific coding is required.
Finance	The all-in-one platform is offered as a paid service and includes 4 types of plans for companies, plus an option for a 14-day trial period. There is a discount for registered charities.
Constraints (optional)	Positives: Chatbot.com provides easy no-coding templates and solutions for developing educational chatbots. In addition to them, the platform provides options for commercial chatbots – for customer support, marketing and sales.



	Negatives: The services are paid, with a free-trial period. No sample or demo version of the educational templates could be found on the platform.
Outcomes	Chatbot.com develops as a private IT endeavour. It has created a <u>Chatbot Academy</u> which provides 3-level lessons – for beginners, intermediate and advanced, how to master your bot creating skills.
Replicability and/or up-scaling	Possibilities for up-scaling might be assessed as 4 /according to the scale from 1 (= min) to 5 (= max)/ Templates provide possibilities for building your chatbot depending on your specific needs in 4 steps – 1) Selecting a template; 2) Setting up your ChatBot account; 3) Customizing your template to fit your needs; 4) Add the customized template to your website, Facebook Messenger, LiveChat and other messaging platforms using ChatBot integrations.
Conclusion (optional)	There is a <u>Chatbot Best Practices</u> section, where a step-by-step process is explained how to Plan, Build and Monitor your chatbot, and a <u>Chatbot 2021 Guide</u> about useful facts and figures about chatbots.
Opinion (optional)	On the scale from 1 (=min) to 5 (=max) about: <ul style="list-style-type: none"> ● Usability – 5 – Potentially no-coding chatbots can be built by everybody and do not require specific ICT and developer skills ● Relevance – 5 – The presented good practice allows the possibility to develop a chatbot relevant to the specific needs of each educational organisation ● Integration – 5 - The chatbot can easily be integrated with other applications and software.
Further considerations	None