



# 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





<b>Title</b> <b>Landbot</b>	
<b>Date/Period</b> <b>Currently available</b>	<b>Authors</b> <b>Landbot &amp; HELLO UMI S.L.</b>
<b>Partner</b> <b>Nikanor Ltd, Bulgaria</b>	

Element	Guiding question
<b>Type of practice</b>	<i>Landbot no-code builder offering Chatbot for Education</i>
<b>Publisher (optional)</b>	<p>Desktop research; Sources:</p> <ul style="list-style-type: none"> <li>● <a href="#">Chatbot for Education: No-Code Solution   Landbot</a></li> <li>● <a href="#">Multimedia Chatbot Knowledge Center   Landbot</a></li> <li>● <a href="#">Landbot Help</a></li> <li>● <a href="#">Chatbots: The Ultimate Guide to Chatbot Technology   Landbot</a></li> <li>● <a href="#">9 Website Chatbot Examples [Build Without Coding]   Landbot</a></li> </ul>
<b>Target audience</b>	<i>Potential users of <b>Landbot</b> educational bots are any educational or training provider, irrespectively if it is a university or a small training centre.</i>
<b>Objective/Aim</b>	<i><b>Landbot</b> is a chatbot builder and management platform, which allows its clients to equip their education bot/s with means to gather, update and retrieve student and course data and to fulfil key actions such as signups without any need to write a code.</i>
<b>Location/Geographical coverage</b>	<i>Originally registered in Spain but operates worldwide as an online platform.</i>
<b>Description</b>	<i><b>Landbot</b> offers educational chatbots which can help in 3 areas – for marketing, for administration and for learning. The chatbot can personalize marketing solutions to students, teachers, and advisors, streamline administrative processes</i>



	<p>such as matriculation and help to digitalize learning experiences.</p> <p>The chatbot offers the following features:</p> <ul style="list-style-type: none"> <li>● Student Bot Support</li> <li>● Increased Engagement</li> <li>● Personalized Marketing</li> <li>● Interactive Learning</li> <li>● Educational Omni-Capabilities</li> <li>● Integration Powers</li> </ul> <p>The educational chatbots created through <b>Landbot</b> are compatible with Slack, Stripe, SendGrid, MailChimp, SalesForce, Google Analytics, Google Sheets, Dialog Flow and Zapier.</p>
<b>Methodological approach</b>	<p>The platform provides opportunities and templates for designing and deploying rule-based and/or NLP assistants, which can be created by easy drag-n-drop interface. The educational chatbots allow to integrate images, gifs, videos, buttons and carousels responses, etc, thus adding fun and interaction to the tool, as well as 3rd-party tools to improve workflows &amp; real-time information sharing.</p>
<b>Finance</b>	<p>The no-code builder is offered as a paid service and offers 4 types of plans, plus opportunity for adding a WhatsApp channel.</p>
<b>Constraints (optional)</b>	<p><b>Positives:</b> Landbot provides easy no-coding templates and solutions for developing educational bots, including <u>a Chatbot Template Library, survey and questionnaire templates and product chatbot templates.</u></p> <p><b>Negatives:</b> The platform offers some free base options and paid plans for more advanced levels. There is some free-trail period for the more advanced solutions, and after its expiration, the service is paid.</p>
<b>Outcomes</b>	<p><b>Landbot</b> develops as a private IT endeavour. It has created a <u>Knowledge Centre</u> with a <u>Library of video courses</u> how to master no-code chatbot building.</p>
<b>Replicability and/or up-scaling</b>	<p>Possibilities for up-scaling might be assessed as 5 /according to the scale from 1 (= min) to 5 (= max)/</p>



	<p>Templates provide easy steps and features how to build your bchatot depending on your specific needs.</p>
<b>Conclusion (optional)</b>	<p>There is a <u>Customer Stories Section</u> with real examples of organisations which have already tried the no-coding bots of <b>Landbot</b>, a <u>Chatbots: Beginner's Guide</u> and <u>Chatbot Website Examples</u>.</p>
<b>Opinion (optional)</b>	<p>On the scale from 1 (=min) to 5 (=max) about:</p> <ul style="list-style-type: none"> <li>● <b><u>Usability – 5</u></b> – Potentially no-coding chatbots can be built by everybody and do not require specific ICT and developer skills.</li> <li>● <b><u>Relevance – 5</u></b> – The presented good practice allows the possibility to develop a chatbot relevant to the specific needs of each client.</li> <li>● <b><u>Integration – 5</u></b> – The chatbot can easily be integrated with different applications and co-working software.</li> </ul>
<b>Further considerations</b>	<p>None</p>