Sample Bot Flow Chart

https://m.me/OriginalCoastClothing
Sample Bot Flows

**Awareness**
- CTM
- M.me Link

**Consideration**
- Curation: Suggest an outfit based on you
- Redeem coupon

**Purchase**
- Shop now CTA to Website Store

**Care**
- Talk to an agent
- Track my order
- CSAT
Greeting Text

Welcome to Original Coast Clothing <First Name>! Click Get Started to enjoy our sample automated messaging experience.
If you want to build a similar one visit https://fburl.com/samplebot

Persistent Menu

- Customer Support
  - Order updates → Find Order
  - Talk to an agent → Care experience
- Outfit suggestions → Curation
- Shop Now → Url to the Store

Get Started
Messenger Profile

Get Started

Hi <First Name>! Welcome to Original Coast Clothing where you'll find styles for every occasion.

At any time, use the menu below to navigate through the features.

What we can do to help you today?

Outfit suggestions  Talk to an agent
Leadgen: CTM or M.me link

Original Coast Clothing
Sponsored

This is a demo experience of how a click to Messenger Ad helps drive traffic and can unlock experiences on your Messenger

50% Off Our Summer Collection
Redeem this coupon

Hi <Name>, finding great outfits is now easier and more convenient.

50% Off Summer Collection

50% Coupon
Here is your coupon

Redeem Discount sends the payload COUPON_50

Added your coupon to this thread, you can now check out the discounted summer collection

Summer collection 2019
Featured outfit

M.me Link
http://m.me/originalcoastclothing?ref=summer_coupon

50% Coupon
Redeem discount

Shop This Style
Another look
Talk to sales
Curation: Suggest an Outfit

Are you looking for an outfit for yourself or someone else?

For me   Someone else

Great! Let's get started. First, is there an occasion in mind?

Work   Dinner   Party   Talk to sales

How much are you looking to spend?

~ $20   ~ $30   +$50

Summer collection 2019
Featured outfit

Shop this look
Another look

Shop this look
Another look
Talk to sales
Curation: Suggest an Outfit

Fallback gender request

Are you looking for an outfit for yourself or someone else?

For me!  Someone else

For me!  Someone else

If the gender call fails

What’s the style preference?

Female  Male  Neutral

Total outfit combinations (9)

- Male
  - Dinner
  - Party
  - Work
- Female
  - Dinner
  - Party
  - Work
- Neutral
  - Dinner
  - Party
Care: Live Chat

Hi <Name>, my name is Michael, I'm here to assist you with any questions you might have about your bill.

To connect you with the right team please let me know what this is about?

Order Inquiries  Billing Issues  Sales  Other

Order Inquiries

Hi <Name>, my name is Laura, I'm here to assist you with any questions you might have about your order.

This is as far as the demo goes. Leverage the power of the messenger platform for your business. See https://fburl.com/samplebot to learn how to build a similar experience.

Talk to an agent

Billing Issues

Hi <Name>, my name is Daniel from Original Coast Clothing. This is as far as the demo goes. Leverage the power of the messenger platform for your business. See https://fburl.com/samplebot to learn how to build a similar experience.

Sales

Hi, my name is Riandy.

Hi, my name is Riandy. And I'm here to answer questions you might have on our work styles.

Hi <Name>, my name is Jorge, I'm here to assist you today. How can I help you?

Other

Other
Hi, want to get quick feedback on your recent experience with Jorge 😊🙂😕

Thanks for the feedback, if there is something we should improve feel free to comment with #suggestion.

Thanks for telling us. Sorry to hear that, if there is something we can do to turn this let us know 😊

Make it better #suggestion

Your suggestion has been recorded for future review by the team. If this is something we need to get back to you right now just comment “help”

Goes back to the help cycle
Care: Track order

We'll be happy to help you. Select from the following?

- Search by order number
- Link my Account
- Talk to an agent

Sure, please write the order number

Search by order number

123

Account linking dialog

Searching for your last order...

Your order is on its way, expect to have it in 3 days.

Your order is on its way, expect to have it in 3 days.
**Message: “Hi” Or “Start Over”**

Or any other unrecognize message type: Greeting (NLP)
This is the same as the Getting Started action

Welcome to Original Coast Clothing where you'll find styles for every occasion.

At any time, use the menu below to navigate through the features

What we can do to help you today?

- Outfit suggestions
- Talk to an agent
Fallback Message
Freeform text that does not match known commands

Sorry, but I don’t recognize “Test”.

At any time, use the menu below to navigate through the features.

What we can do to help you today?

Outfit suggestions Talk to an agent
Thanks for sending this attachment, we can connect you to an agent to review it or we can start over.

Talk to an agent  Start over