



engati
Bot Innovation

5 roles a chatbot can play in media & entertainment

KNOW

This is one of the most obvious use cases for a bot: asking for information. For news and media, what is the latest news. Whats current on the headlines for my areas of interest. Push notifications that notify in case of breaking news.



DO



Chatbots can help complete tasks and get things done, and get them done faster than other channels. Ability to check on account, profile, settings, interest maps, subscribe and sign up intelligent search of history

BUY

Subscribe and pay for your subscriptions from the bot, check on payments due, trigger automatic renewals, get reminders for payments and much more to keep subscriptions alive and active



CONNECT



Chatbots are closest to completely replacing is phone calls to customer service. A chatbot offers the benefit of starting, dropping, and resuming a conversation at your convenience.

SHARE AND PLAY

Use the bot to share stories of interest with your friends. Chatbots can be used for gamification, quizzes, polls and much more.

