

florius

4NG



Customer story

# Chatbot Robert.

How Chatbot Robert helps home owners make the sustainable shift.



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# 1. Introduction

Florius, a subsidiary of ABN AMRO, is a leading Dutch mortgage specialist, providing mortgages and financial services to more than 400,000 customers. Since 2019, Florius has focused heavily on developing its sustainability strategy, by offering its customers attractive financing plans to make their homes more sustainable.

“We wanted to help our customers make a sustainable shift. We noticed that a lot of customers wanted to make their home sustainable but were facing challenges in doing so. These challenges included: lack of information on where and how to start, limited insight into the ROI, and lack of advice on sustainability best practices” explains Roel Kroeks, digital product owner at Florius.

With the help of DigitalCX and 4net interactive part of 4NG, Florius decided to revolutionize the customer experience with a ‘green’ chatbot, providing customers with personalized ideas and insights into making their homes greener.

Roel explains, “we choose to deploy a chatbot to better explain the benefits of our sustainability propositions. Our financial offerings are complex, high-impact products, so explaining it in simple words via a chatbot really helps to convince the customer about the benefits. In addition, a chatbot enables you to gain a lot of insight into the customer’s needs and behaviors.”

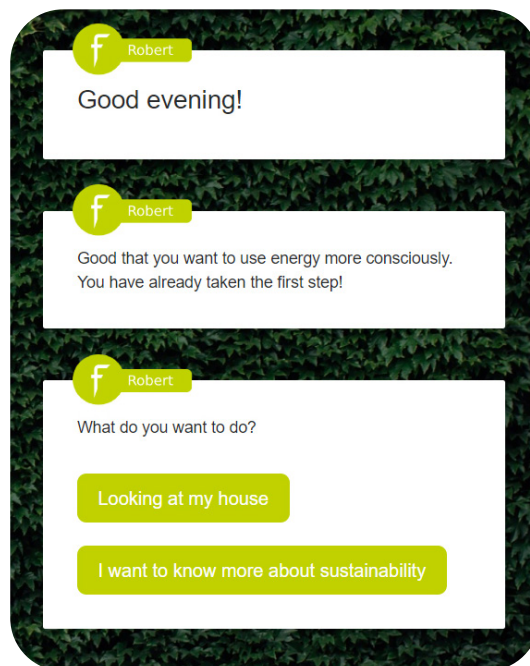


## 2. The launch of Chatbot Robert

In November 2019, Florius introduced Chatbot Robert on its website. The bot provides customers with personalized tips & tricks on how to make their homes greener and provides an overview of what that means in financial terms.

The development of the bot was aided by 4NG, who worked on the UX design, developing web services and integrating features such as Google Street View.

The chatbot served 10,000 customers within the first 5 months on the Florius website.



## 3. Insights from Florius

Roel shares some key insights:

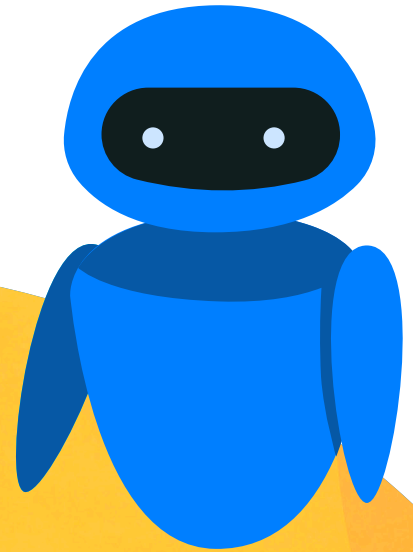
- “Not only is the bot the perfect tool for solving customer questions, it’s also the perfect marketing tool to improve your conversion rates;
- Keep it simple. We wanted to start with open questions, but in the end, it turned out closed dialog options were the best option to help us achieve our marketing goals quicker.
- Conversational design is key. Invest into conversational expertise and choose a platform that supports the conversational design philosophy, as it will help you create the most natural, convincing dialog you need.
- You always need to ask yourself, is the bot the best solution for solving the problem? Or are there any other channels that better fit?
- We have learned a lot about the UX. The dialog is the most important part of the bot. If you can create a design that focuses on the dialog, then you are one step ahead. Our first design put a lot of information not only in the dialog but also on the page around it. And people were completely lost. People are there to focus on the dialog and not on the stuff around it.
- You can only make improvements if you have enough traction, and therefore data, in your bot.”





## 4. Moving the chatbot forward

In the coming months, Florius will work on integrating the bot into other areas of its website, such as the logged-in customer environment. Roel further adds, “we would also like to embed our new conversational design in other areas of the organization. It is a new way of communicating, so first we must consider where it fits best within the organization and our channel mix plan.”





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