

How Brand Launch Solutions
Reimagined Event
Communication with the

Everlytic AI Studio



Overview

Brand Launch Solutions, a versatile marketing agency, sought a more effective way to manage real-time communication during live events. Traditional methods, like pre-event signage and on-the-day MC announcements, often fall short of addressing the dynamic needs of large crowds. The agency sought a solution to streamline communication and elevate customer experience.

They turned to Everlytic's AI Studio and WhatsApp integration for help. This solution enabled the creation of interactive chatbots that provided attendees with instant answers, event updates, and navigation assistance – all through WhatsApp, one of the world's most widely used communication platforms.

The result? A smooth, professional customer experience that freed up their team and kept customers happy. The implementation drove over 90 000 WhatsApp interactions during a single event, providing valuable data to help the Brand Launch Solutions team refine future campaigns.

Objectives

The team at Brand Launch Solutions set out with a vision to improve their management of real-time communication during events.

Their first objective was to deliver faster responses to attendees' questions, ensuring timely and accurate information was available. They also wanted to reduce the strain on their team by automating repetitive tasks, like addressing common queries, thus allowing

staff to focus on delivering a seamless event experience.

Additionally, they wanted to maintain their reputation for providing a personal and engaging customer experience, even while introducing automation. Finally, scalability was necessary as they needed a solution to support larger audiences and more complex events as the business grew.

Execution

To address their objectives, Brand Launch Solutions collaborated with Everlytic to implement the AI Studio with WhatsApp solution.

The project was planned with the Everlytic team to map out pre-event, on-the-day, and post-event communication strategies. A distinctive component of the solution was an interactive chatbot designed to handle common attendee queries, give event updates, and offer navigation assistance in real time. The chatbot was easily accessible through strategically placed QR codes at the venue.

Pre-event, the team used WhatsApp broadcasts to share necessary information,

such as event schedules, artist lineups, and activation details, building excitement and anticipation. During the event, the chatbot was the main method of communication, guiding attendees to specific locations, answering frequently asked questions, and offering updates on ongoing activities.

By the end of the event, over 90 000 WhatsApp messages had been exchanged, demonstrating the platform's scalability and effectiveness. Brand Launch Solutions noted that attendees continued interacting with the chatbot even after the event.

Results

Implementing the Everlytic AI Studio solution through WhatsApp exceeded the expectations of Brand Launch Solutions during their event.

The AI solution's ability to adapt in real-time proved invaluable. As the event unfolded, the team was able to adjust the chatbot's functionality based on attendees' needs, refining the communication flow and enhancing engagement. This flexibility improved the event-day experience for attendees.

The data gathered during the event underscored the success of the AI solution. Over 60% of attendees engaged with WhatsApp broadcasts. The high engagement rate demonstrates the solution's ability to resonate with audiences and provide meaningful value. Brand Launch Solutions set a new benchmark for customer engagement at live events by streamlining communication and delivering personalised, timely responses.

Why Was It Successful?

The success of the project can be attributed to three main factors.

First, Everlytic AI Studio proved to be an intuitive and adaptable solution. The solution was designed to be easy to set up and customise, and with the help of the Everlytic team, extensive technical expertise is optional. This accessibility enables a swift implementation and seamless integration with existing communication strategies.

Second, the chatbot was tailored to reflect the friendly and approachable tone of the Brand Launch Solutions brand, ensuring a personalised experience for users. By focusing on creating meaningful interactions rather than simply pushing information, the chatbot fostered a sense of connection and value for users.

Finally, close collaboration with the Everlytic team was instrumental. Everlytic worked alongside Brand Launch Solutions to fine-tune the chatbot's functionality, ensuring it aligned perfectly with the company's objectives and event requirements. This hands-on support and dedication to delivering a customised solution significantly impacted the project's overall success.

How Can Other Brands Use the Service?

Everlytic's AI Studio featuring WhatsApp is a flexible, user-friendly solution offering the best tools for brands looking to enhance engagement, streamline operations and improve customer satisfaction.

Here are some ways other brands can use it

Answering FAQs

Save time by automating responses to common customer questions.

24/7 Support to Clients

Clients can get the help they need at any time, even outside of business hours.

Streamline Processes With Chatbots

Chatbots can guide your users through journeys like bookings, sign-ups, or general enquiries and information.

Saving on Costs

Free up time for your Support staff by letting the chatbot handle basic and repetitive tasks.

Getting started with Everlytic AI Studio is easy. The solution is designed to be straightforward, even if you don't have technical expertise. Plus, Everlytic's Support Team will assist with customisation and tailor the chatbot to meet the unique needs of every business.

This sounds great! How do I get started?

The integration process is designed to be seamless. Our Everlytic team will set up your WhatsApp Business API and Everlytic AI Studio account.

Note that this product is only available for clients on our Professional, Advanced and Private Security packages.

Reach out to our Sales team for more information and to sign up.



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