



# Unlock The Power Of Conversational Automation





Conversational AI Platform helping marketing and customer experience teams **boost customer engagement** using **Web & WhatsApp chatbots.**



Founded  
in 2016



9000+ Bot  
Creators

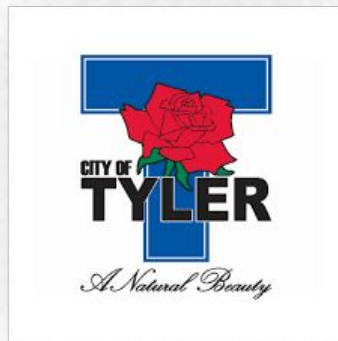


16000+  
Chatbots  
Created



12M+ Bot  
Conversations

# Who We've Worked With



# The Future of Customer Experience Is Conversational

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## Customers Want Conversations

- **68% of consumers** are more likely to buy from companies that offer convenient communication.
- That same report noted that consumers (especially younger ones) **view chat as that convenient form of communication.**



# The Tars Platform

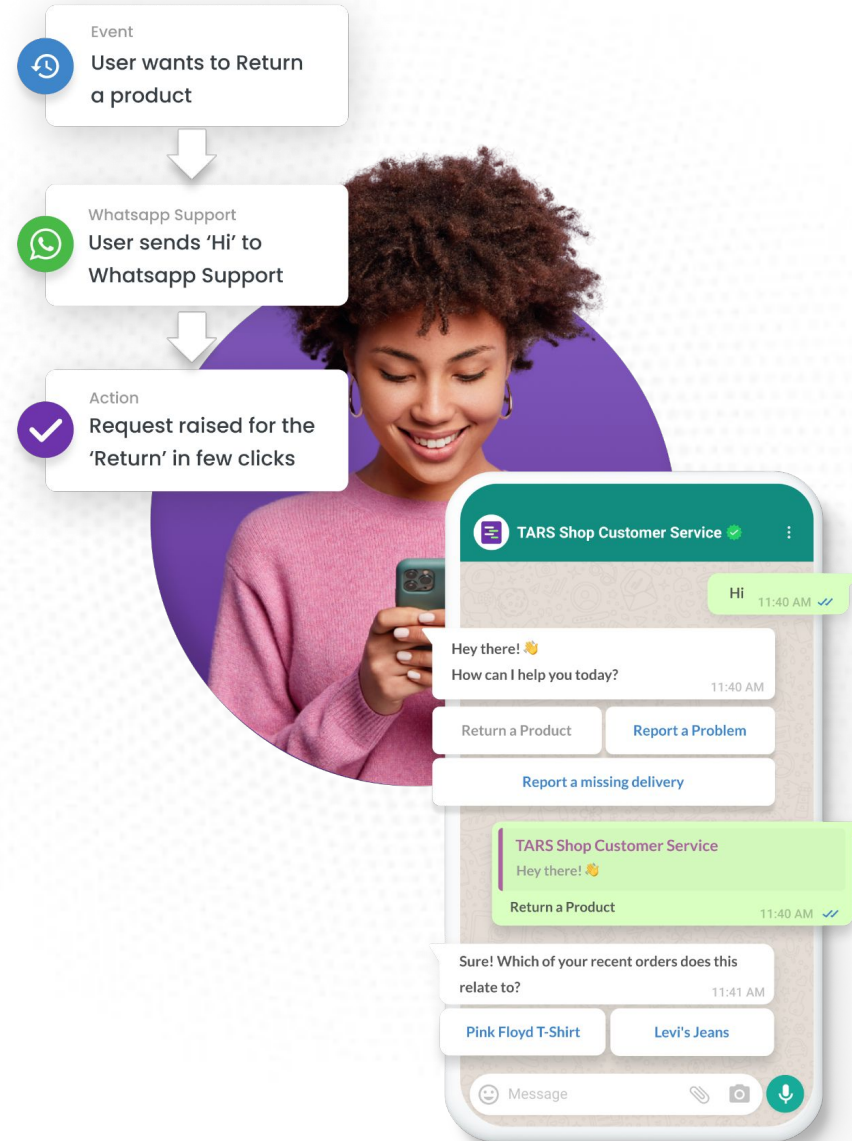
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## Web-based Chatbots

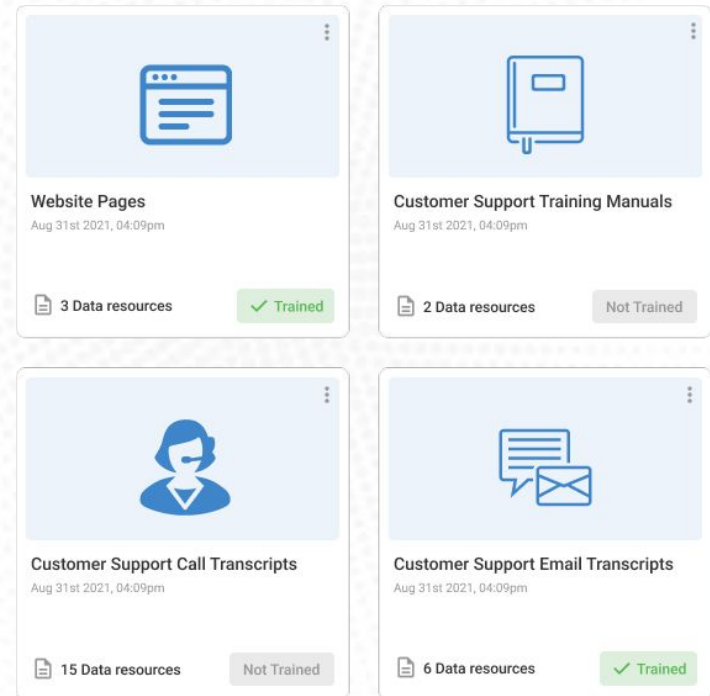
- **Website Widgets** - Chatbots embedded onto websites for lead generation, FAQs and customer service automation
- **Conversational Landing Pages** - Chatbot landing pages used to capture leads in targeted marketing and outreach efforts.





# Train Chatbots on Your Private Knowledge Base

- **Multiple KB Support** - Tars supports multiple knowledge bases to train your chatbot, utilizing resources such as your website's FAQ pages, training manuals, support call transcripts, and more.
- **AI Safety** - We have integrated safety engineering to ensure AI only answer from given guidelines and resources.



A grid of four knowledge base items, each with a blue icon, title, date, and resource count. The status is indicated by a green checkmark or a grey 'Not Trained' button.

Item	Resources	Status
Website Pages	3 Data resources	Trained
Customer Support Training Manuals	2 Data resources	Not Trained
Customer Support Call Transcripts	15 Data resources	Not Trained
Customer Support Email Transcripts	6 Data resources	Trained



Training the chatbot...

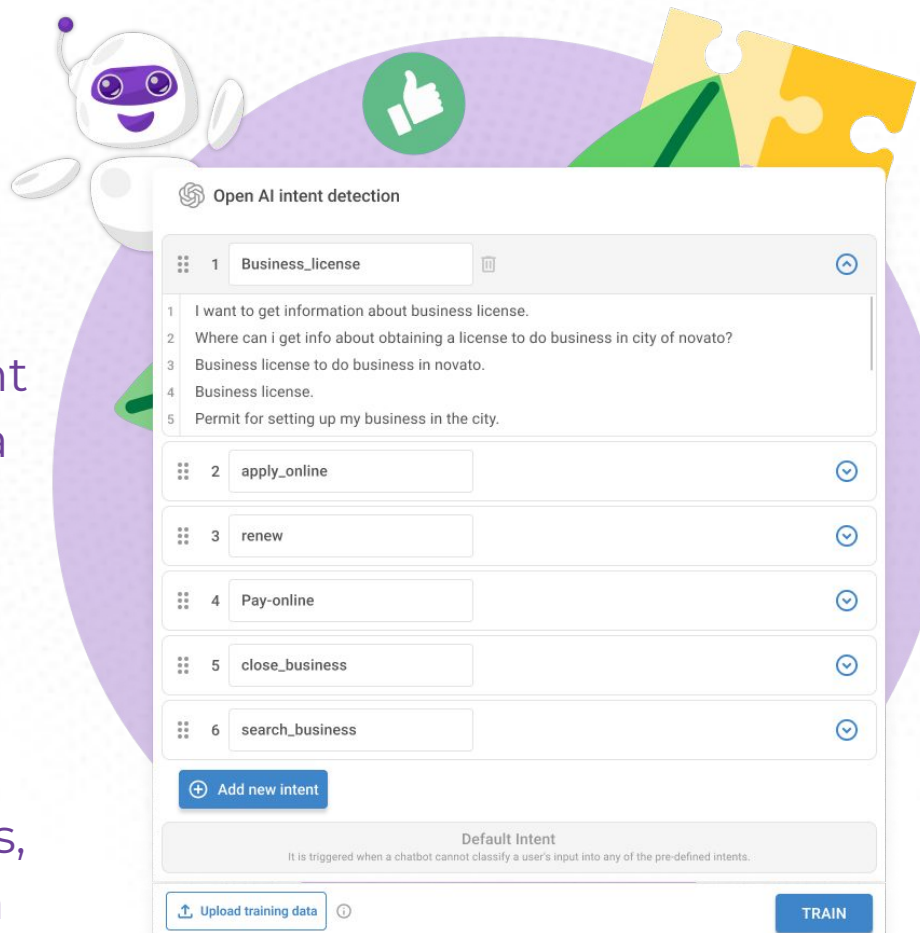


Estimated Time Left : 25 seconds



# AI Powered Intent Detection

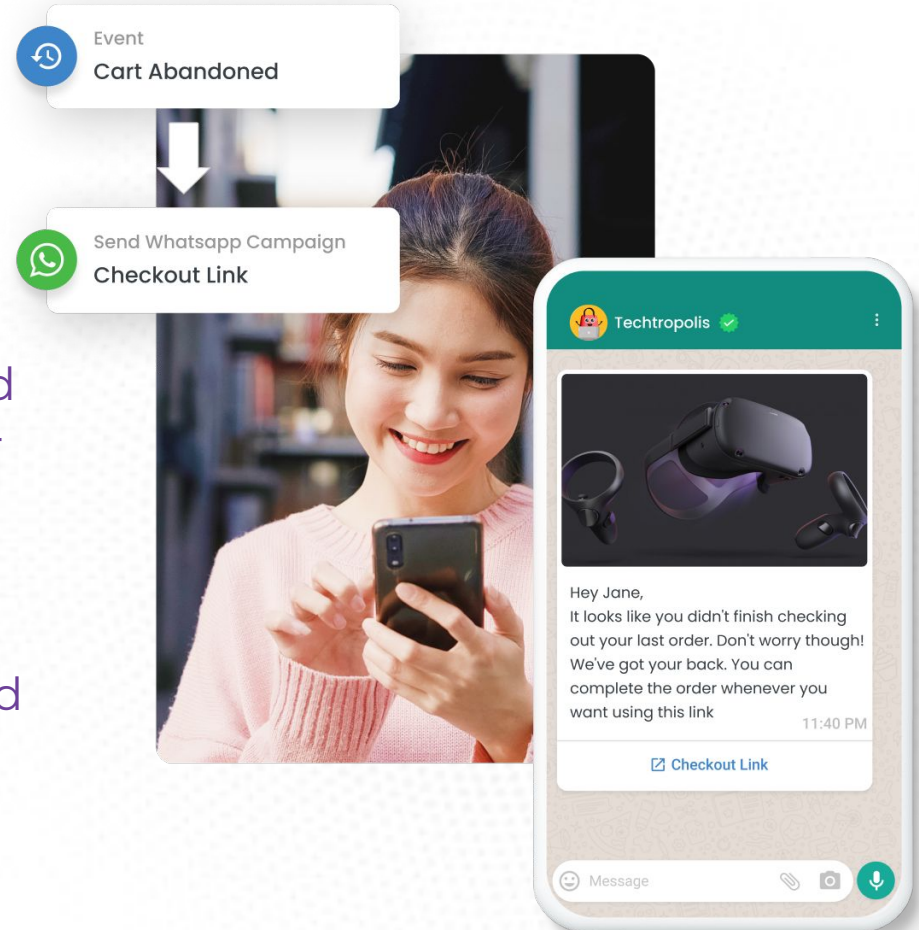
- **One Shot Learning** - We utilize state-of-the-art AI to detect intent from drastically less training data compared to previous methods.
- **Personalized Experience** - By accurately detecting user intent, our AI-powered system can provide personalized experiences, enhancing customer satisfaction and loyalty.





# WhatsApp Marketing Suite

- **Chatbot Assistants** - Automated virtual assistants that live in your customers' pockets
- **Ongoing Campaigns** - Automatic notifications triggered when customers meet certain conditions
- **One-time Campaigns** - Manual notifications sent to segmented audiences

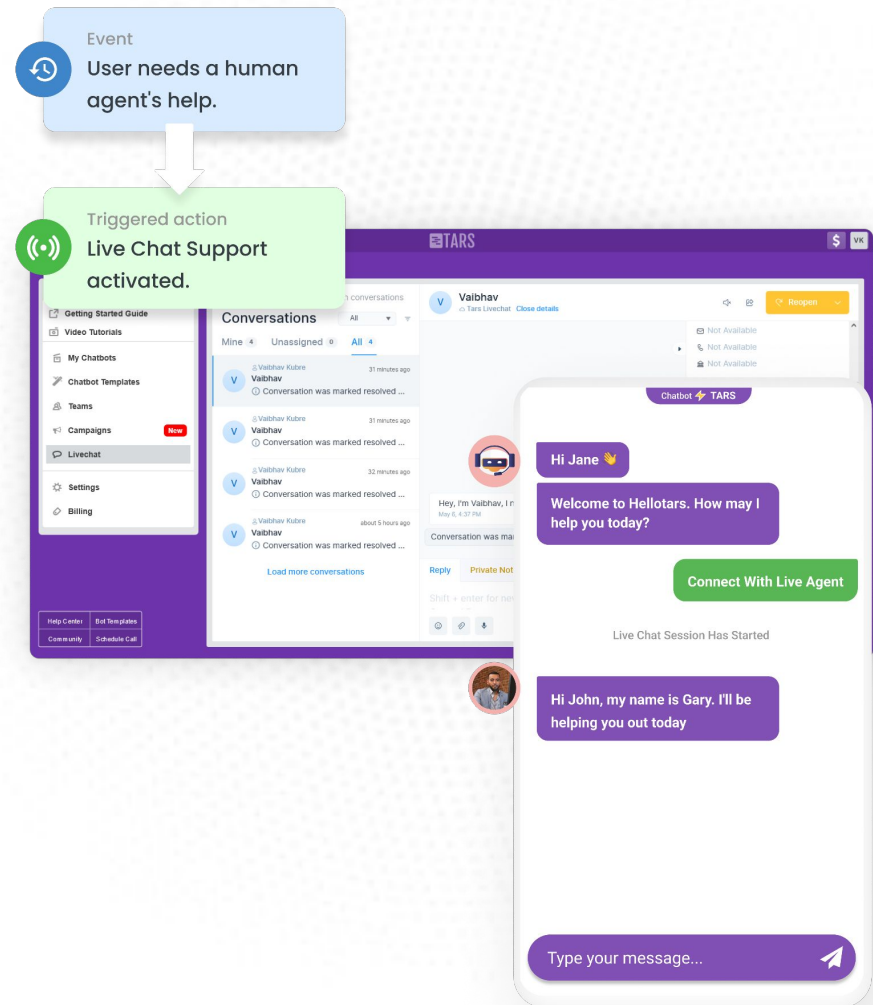






## Native Live Chat

- **Engage** - Connect instantly with 'hot leads' on high-intent pages with tailored engagement.
- **Support** - Provide multi-agent, real-time support for complex customer queries.
- **Integrate** - Add a 'Connect With Live Agent' button in Chatbot Assistants, to escalate L2 queries that cannot be automated.



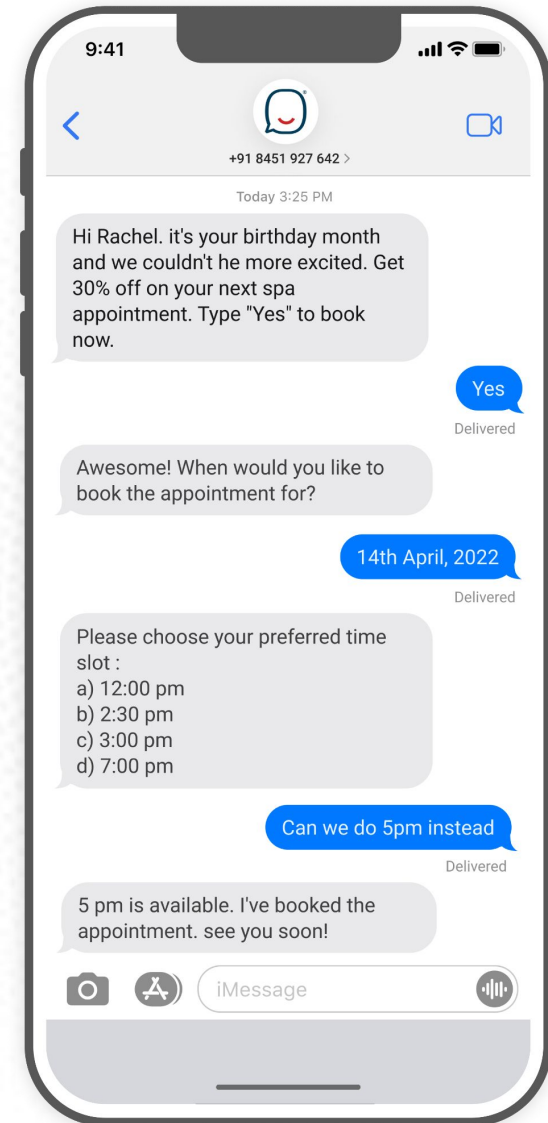


# SMS Marketing Suite

## Two Way Messaging-

**Go beyond no-reply SMS**, and actually engage customers over an automated conversation.

- **Multiple Use-Cases:**  
**Turn your updates, reminders & discount offers into conversion opportunities** by letting customers interact with an SMS Chatbot.





# Use Cases

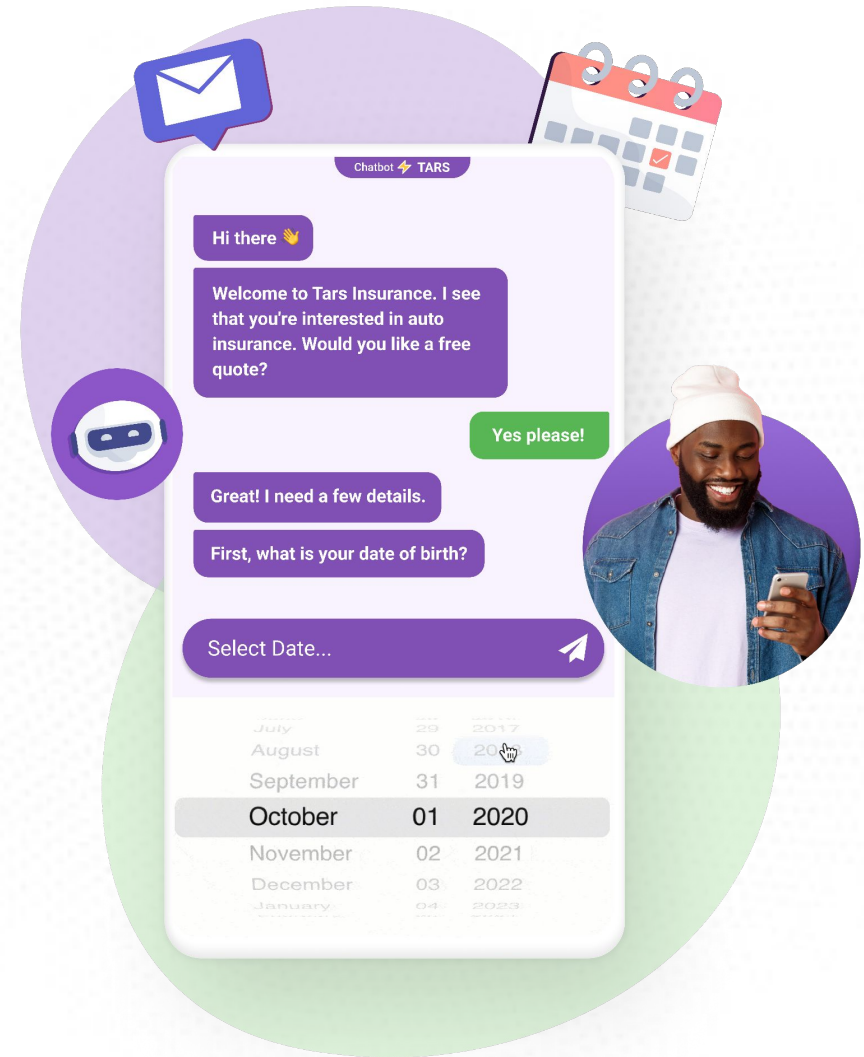
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## Customer Acquisition

- Send **PPC Ad traffic to a conversational landing page** or WhatsApp chatbot.
- Build a guided lead generation experience that **outperforms landing pages by 2x.**
- **Send captured lead information to your CRM** for lead nurturing.



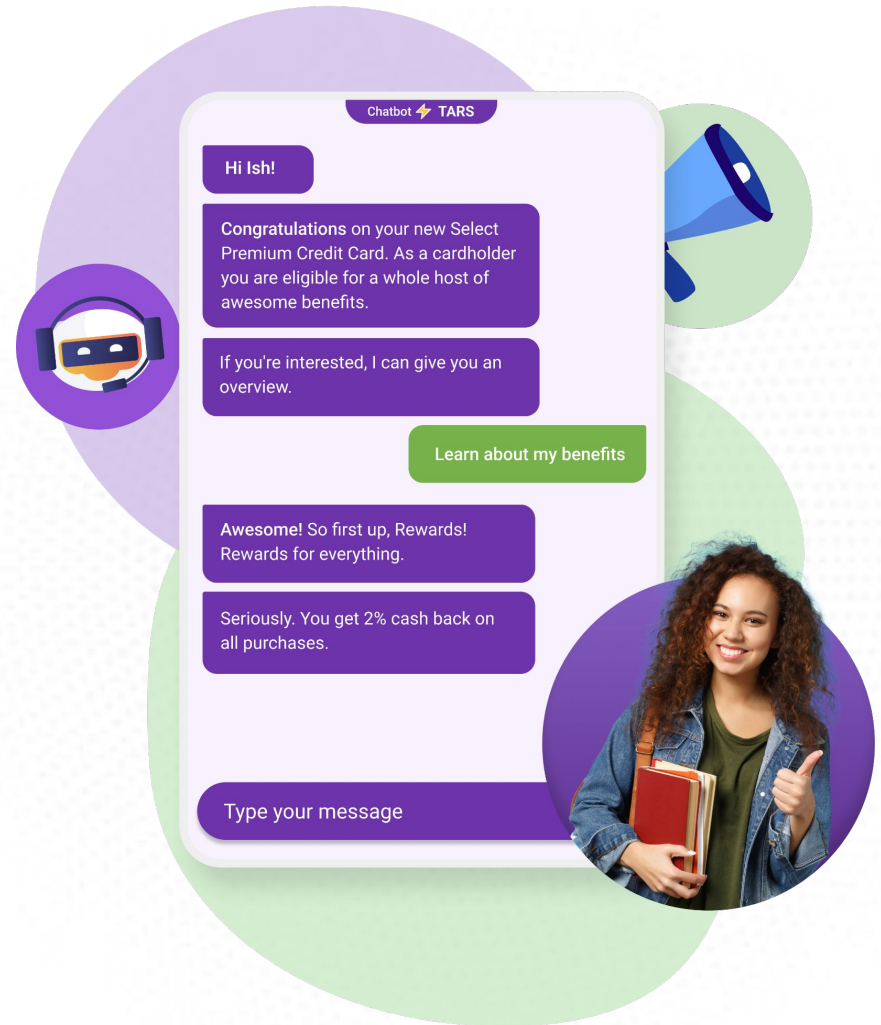
[www.hellotars.com](http://www.hellotars.com)

[ish@hellotars.com](mailto:ish@hellotars.com)



## User Onboarding

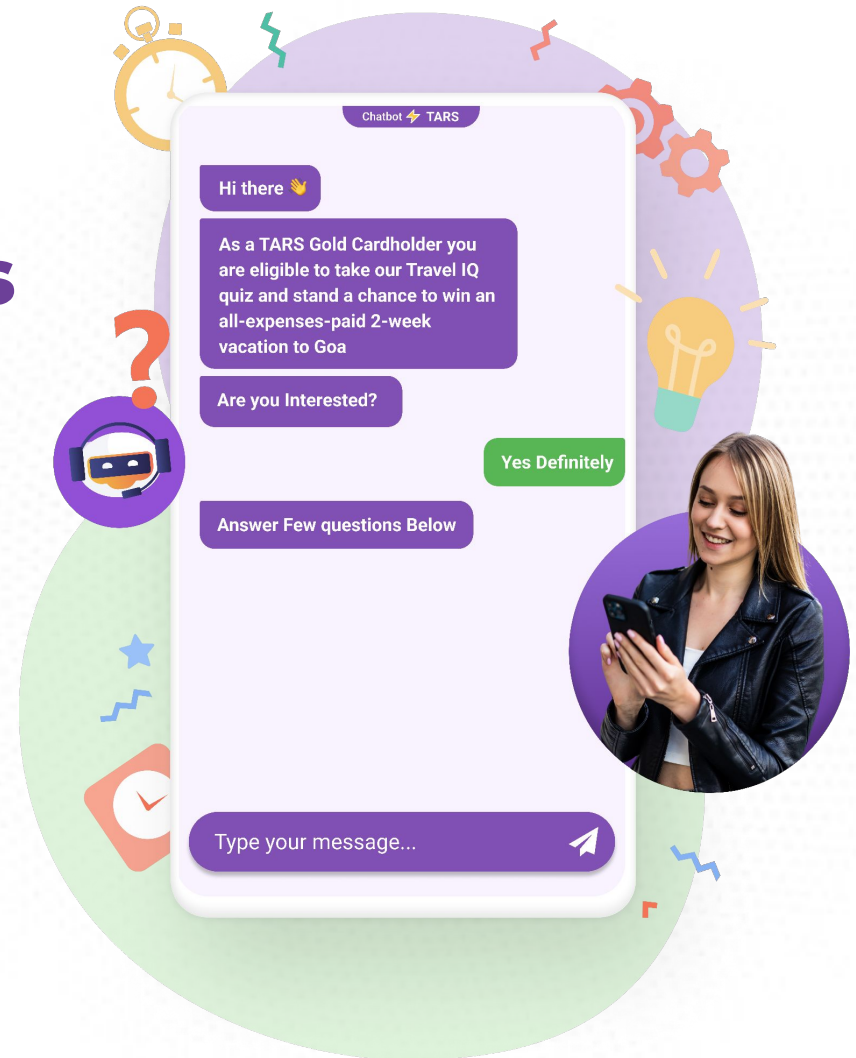
- **Collect the information and documents needed to onboard a customer** using chatbot assistants.
- **Increase CSAT** by delivering **a more engaging onboarding experience** than traditional forms and webpages.





## Engagement Quizzes

- Create **high-engagement chat-based quizzes**
- Send the chatbots through your **existing email and text messaging campaigns.**



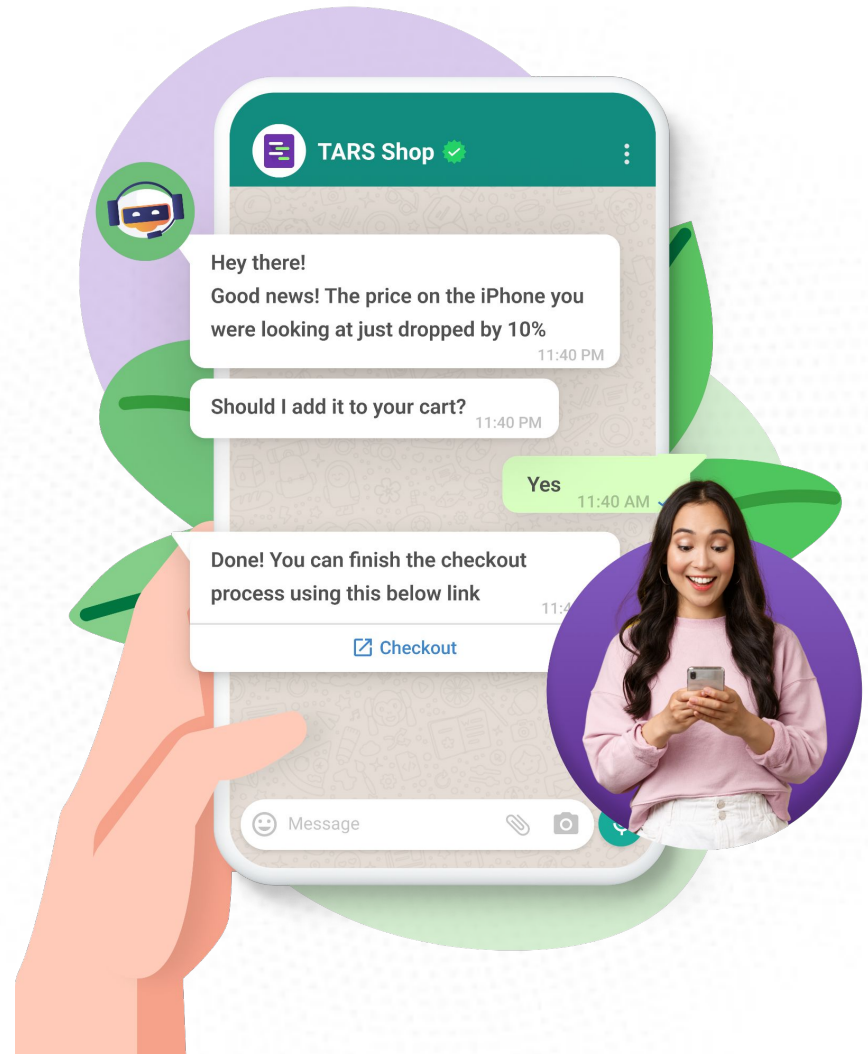
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## Shopping Assistant

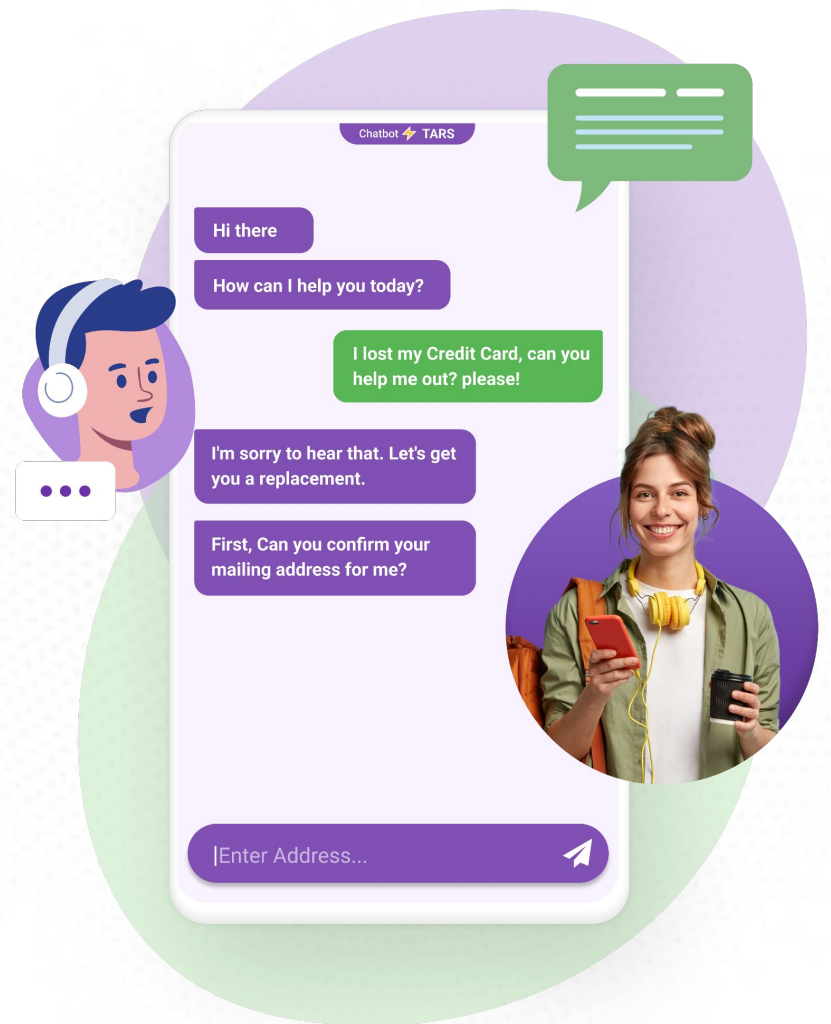
- Build a guided **chat-based shopping experience.**
- Address queries that are **preventing customers from converting.**
- Embed the assistant **in-app and on your website** for ease of access.





# Customer Service Helpdesk

- Address customer service requests through **an automated help desk powered by chatbots**
- **Reduce call center dependency** and give customers instant access to information.



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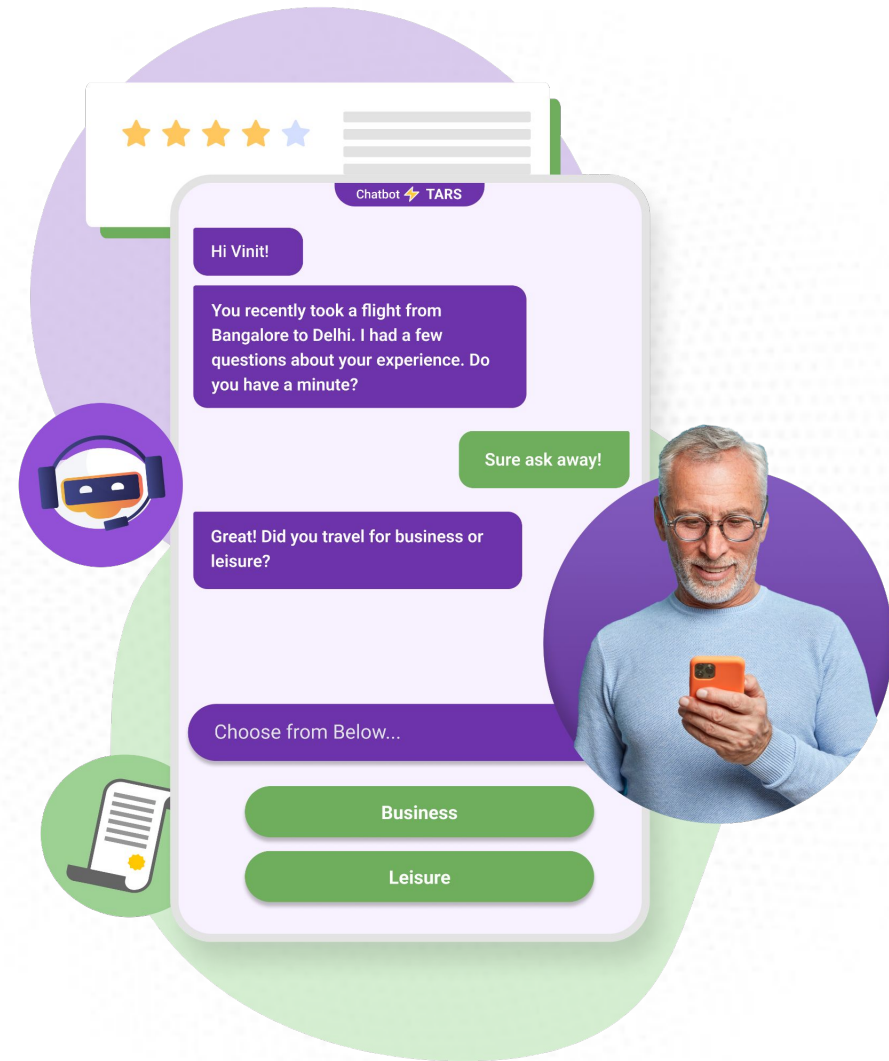
[ish@hellotars.com](mailto:ish@hellotars.com)





## Feedback Collection

- Collect feedback using **conversational feedback forms**
- Increase submissions by giving customers an experience that is **more engaging than traditional forms**



# The Tars Advantage

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# Our bragging rights



**Momentum Leader  
Spring**



**Best Support  
Small Business Spring**



**Best Relationship  
Spring**



**High Performer  
Small Business Spring**



**Best Estimated ROI  
Mid-Market Spring**



**High Performer  
Asia Pacific Spring**

# Why the hype



**Ease of Use**



**Quality of Support**



**Ease of Setup**



# Industry-leading Customer Success

## Continuous Monitoring and Optimization

Optimization is key to any successful chatbot deployment. Our team **will monitor your chatbot's performance and identify potential optimizations** that uncover hidden value.

## Chatbot design expertise to drive engagement

We build chatbots day in and day out. This experience has given us insight into what works and what doesn't. **Give us your requirements and we'll build a chatbot that drives real business value.**

## Tested distribution strategies that grow your audience

We have developed opt-in strategies that have helped our customers **drive millions of conversations across WhatsApp and Web**

## Deep Integration With The Rest Of Your Business

Whether you want to send conversation data to your CRM, ERP, LMS, or ticketing system, our team can get it done. **If it has an API, we'll integrate with it.**





# Client Onboarding Journey

Day 1

Introduction call

Ensuring proper training is given to the clients related to the product

Day 7

Training call

Day 10

Integrations

Testing and feedback loop

Day 11-14

Testing

Day 14-20

GO LIVE

Day 30-60

Biweekly catch ups

Connect every 2 weeks to check if the chatbot is functioning efficiently

Day 30

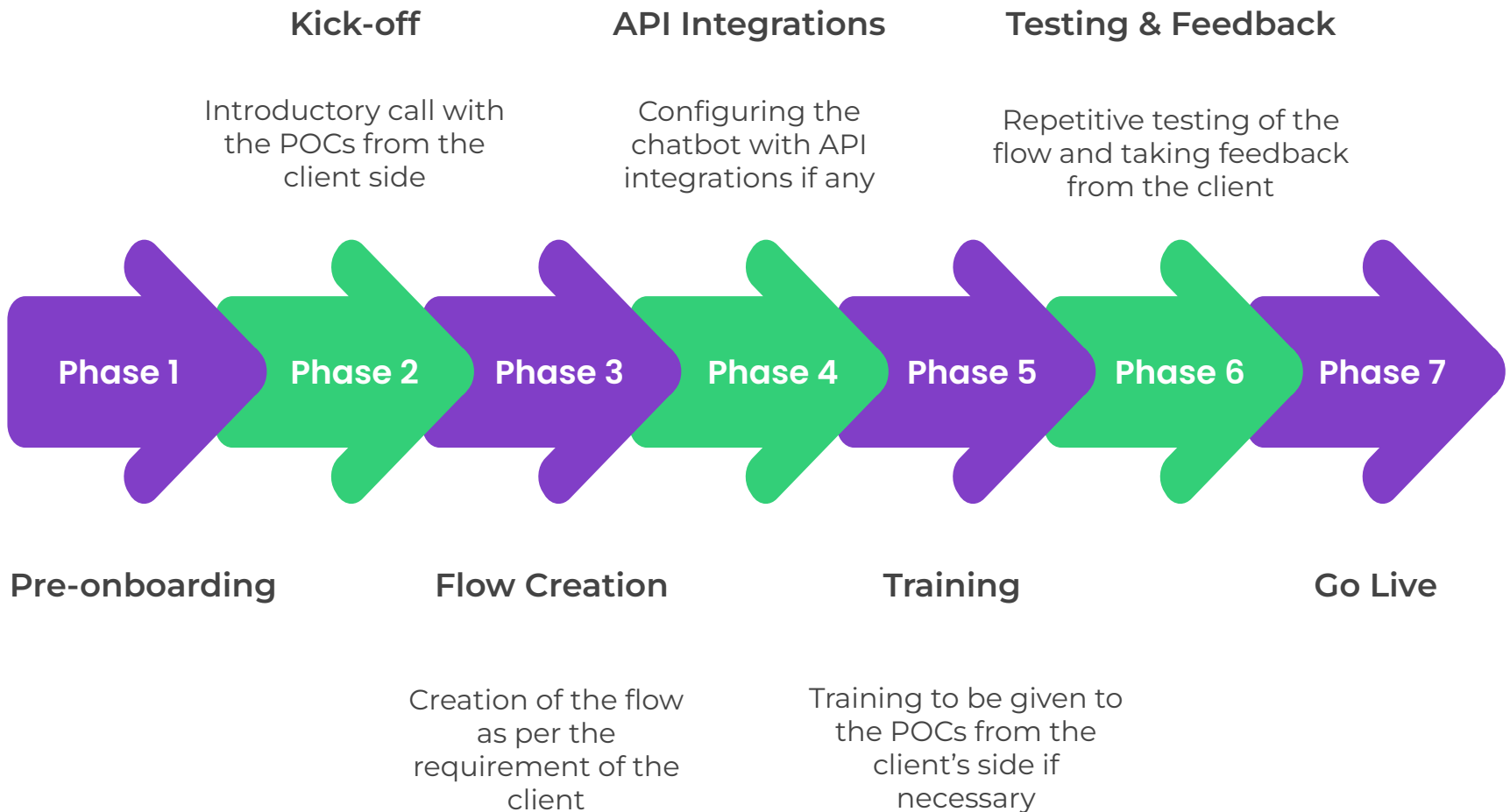
Time to first value

Day 60 onwards

Monthly Review Calls

# TARS Onboarding Timeline

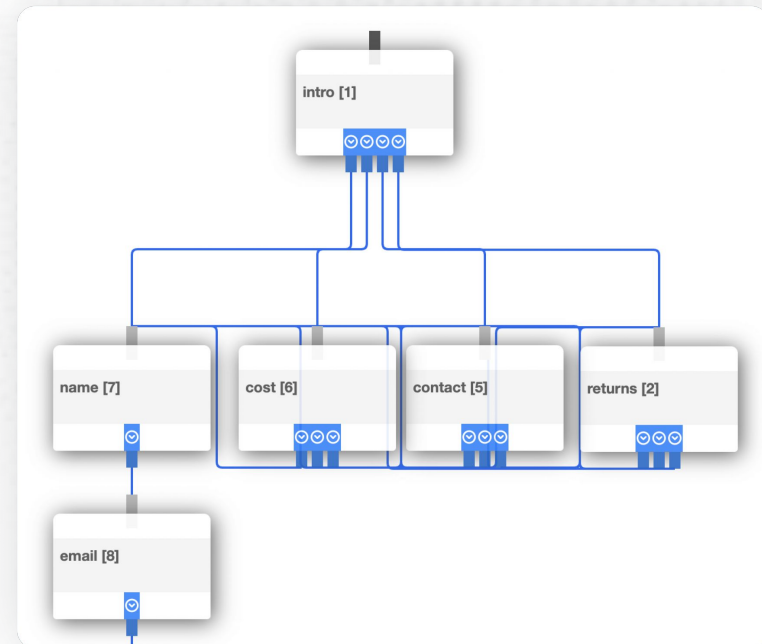
Every implementation is a project for us and we track and assign tasks accordingly to implement the first flow automation in 14-21 days





## No-code Chatbot Builder

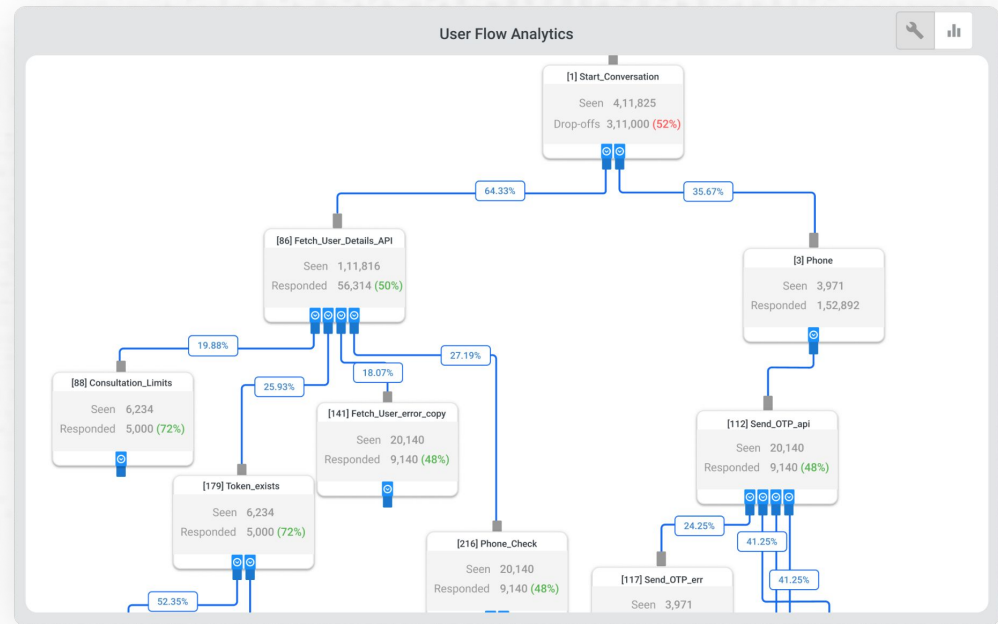
- Build WhatsApp chatbots **without writing a single line of code.**
- Make frequent changes a in messaging **without IT dependence.**





# Actionable Conversation Analytics

- Access top-level analytics to **better understand who is using your chatbot.**
- Visualize droppage funnels to **understand where you can optimize and uncover hidden value.**





## Seamless Data Integration

- Integrate your chatbots **with the rest of your business**
- Send data to **3000+ apps** using our library of **native and Zapier integrations**

 <b>Zapier</b> Send the user conversation data on your Tars Chatbot to 1500+ apps using this amazing no-code automation tool called Zapier.	 <b>Hubspot</b> Send the lead data from your Tars Chatbot to your Hubspot Contacts and and close more deals	 <b>Airtable</b> Send chatbot conversation data to Airtable.
 <b>Google Analytics</b> Track the visitors on your chatbot, and send the user conversation data to your Google Analytics Dashboard and track Goal completion	 <b>Google Ads</b> Retarget the audience that has visited your Tars Chatbot. Also, track conversion based on their activity on the Chatbot	 <b>Facebook Ads</b> Retarget the audience that has visited your Tars Chatbot. Also, track conversion based on their activity on the Chatbot



# 900+ Chatbot Templates

across industries

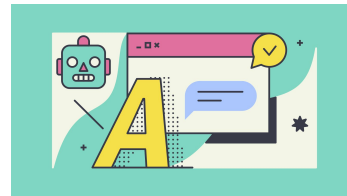
- ✓ Banking and Financial Services
- ✓ Insurance
- ✓ Healthcare
- ✓ HR and Recruitment
- ✓ Travel
- ✓ Real Estate
- ✓ Education
- ✓ Government



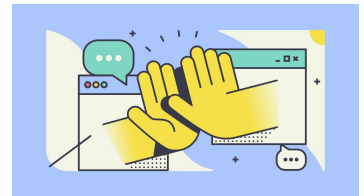
**Customer Acquisition**



**Customer Support and Engagement**



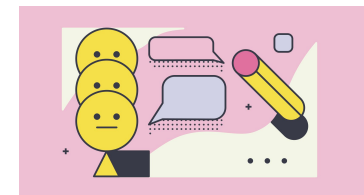
**Education and Training**



**Employee Engagement**



**Feedback and Survey**



**HR Automation**

# Security and Compliance

## Reliability

Tars is a multi-tenant architecture hosted on Amazon AWS with a high availability of 99.9%.



## Security

Enterprise-level protection with end-to-end data encryption, vulnerability assessments, policies & process controls.



## Role-Based

### Access Control

Administer User Roles with access levels to various features and resources.



# Thank you!



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[sales@hellotars.com](mailto:sales@hellotars.com)

 **TARS**

