



ManyChat

Must-Use ManyChat Features



Company Background

Operates from US

Industry

◆ Conversational Commerce

- ManyChat enables businesses to build chatbots on messaging apps for conversational commerce.
- Businesses can personalize shopping experiences, answer queries, and facilitate purchases within the messaging interface, enhancing customer engagement.

Domain

◆ Technology

- ManyChat uses AI and NLP for chatbots to understand and respond to customer messages instantly.
- By integrating APIs and machine learning, ManyChat enables personalized recommendations and smooth transactions within messaging apps.

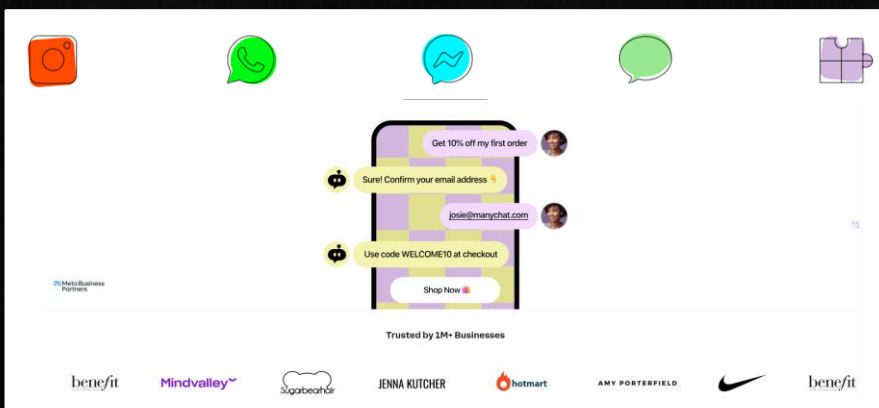
Sector

◆ Service

- ManyChat must adhere to data privacy and digital payment regulations, ensuring secure and compliant transactions within messaging apps.
- Compliance with telecommunications and accessibility laws is crucial for ManyChat.

Brief about Manychat's Business in USA

- ManyChat offers chatbot tools for businesses to automate customer interactions on messaging apps.
- It serves a wide range of industries in the US, providing solutions for customer support, marketing, and sales.

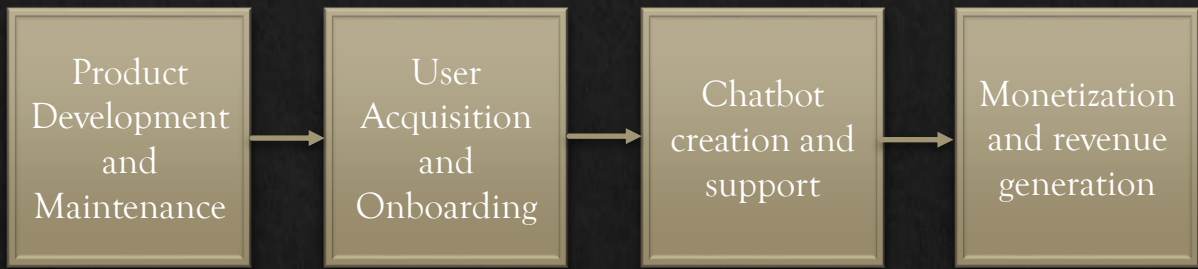


Website outlook

Use Cases Offered:

1. Attract and engage with customers where they are when they're ready.
2. Identify interested leads and reengage them without running expensive retargeting ad campaigns.
3. Automatically respond to every message
4. Automate responses to all your FAQs

Value Chain



Competitors in India



- **Gupshup:** Gupshup is a leading conversational messaging platform in India, offering a wide range of services including chatbot development tools, APIs, and omnichannel messaging solutions for businesses. It has a strong presence in the Indian market and caters to various industries such as e-commerce, banking, and telecommunications.



- **Haptik:** Haptik provides AI-powered chatbots and virtual assistants for customer support, lead generation, and commerce. It offers solutions tailored to the Indian market, focusing on industries like retail, healthcare, and travel.



- **Yellow Messenger:** Yellow Messenger specializes in AI chatbots and voice assistants for customer engagement, commerce, and enterprise automation. It has gained popularity among Indian businesses for its multilingual capabilities and integration with popular messaging apps.



- **Engati:** Engati offers chatbot building and automation solutions for customer support, lead generation, and sales. It caters to businesses of all sizes, providing customizable chatbot templates and advanced analytics features.

Market landscape in India

- **Market Size and Growth Rate:**
 - The Indian chatbot market is a **\$3.1B** market and is expected to grow at a CAGR of over **30%** during the forecast period 2021-2026, driven by increasing demand for AI-powered customer support and engagement solutions.
- **Trends in Conversational Commerce:**
 - **Rise of Messaging Apps:** With over 500 million internet users in India and growing smartphone penetration, messaging apps like WhatsApp, Facebook Messenger, and others have become a primary mode of communication for consumers.
 - **Preference for Instant Support:** Indian consumers expect quick and personalized responses from businesses, making chatbots an attractive solution for providing instant support and assistance.
 - **Omnichannel Engagement:** Businesses in India are increasingly adopting omnichannel communication strategies, integrating chatbots with websites, mobile apps, and social media platforms to provide seamless customer experiences.
- **Regulatory Environment:**
 - **Data Privacy Regulations:** India is in the process of formulating comprehensive data protection laws, which may impact the collection, storage, and processing of customer data by conversational commerce platforms.
 - **Payment Regulations:** Compliance with Reserve Bank of India (RBI) regulations and payment gateway guidelines is essential for facilitating secure transactions within messaging apps.

Trends in India

1. Factors driving the adoption of chatbots:

The Indian chatbot market is undergoing significant growth and transformation, driven by several factors. Here are some of the key trends and insights:

Growth Rate: The Indian chatbot market is expected to grow at a Compound Annual Growth Rate (CAGR) of 6.7% from 2024 to 2030. This indicates a steady increase in the adoption and integration of chatbot technologies across various sectors in India (6Wresearch).

Market Drivers: Several factors are driving this growth, including the increasing demand for efficient customer service solutions and the widespread adoption of mobile devices and digital technologies. The integration of artificial intelligence and machine learning into chatbots is enhancing their capabilities, making them more appealing to businesses across various industries (6Wresearch).

Applications and Integration: Chatbots are being increasingly utilized across multiple platforms such as websites, contact centers, social media, and mobile applications. They are being employed for a range of business functions including customer service, personal assistance, branding, advertisement, customer engagement and retention, as well as for specific applications in data privacy and compliance (6Wresearch).

Challenges: Despite the growth, there are challenges such as the lack of standardization in chatbot development, which can lead to compatibility issues. Moreover, there is still a notable gap in user acceptance and awareness, which could affect the rate of adoption in some sectors (Actual Market Research).

Industry Adoption: The BFSI (Banking, Financial Services, and Insurance), IT and telecom, retail and e-commerce, healthcare, and government sectors are among the prominent adopters of chatbot technology. This wide range of applications showcases the versatility and potential of chatbots to streamline operations and enhance customer interactions (6Wresearch). Overall, the Indian chatbot market is poised for substantial growth, with increasing technological advancements and industry adoption driving its expansion. Businesses are looking to leverage chatbots to not only enhance customer interaction but also to improve operational efficiencies and service delivery.

Market Entry Strategy summarized

Key factors driving Indian Market	Value proposition for India	Target Audience
<ol style="list-style-type: none">Rapid digital transformation: Shift towards digitalization, with increasing internet penetration and smartphone adoption driving growth in online activities.Mobile-first approach: Indian consumers are predominantly mobile-first, with a significant portion of internet usage occurring on smartphones.Preference for instant messaging: With reducing patience there is a growing preference for instant messaging in local languages	<ol style="list-style-type: none">Real-time Engagement: ManyChat enables instant customer interactions, fostering deeper connections.Efficient Operations: Automate tasks, reduce manual effort, and focus on growth.Boosted Sales: Seamlessly drive conversions and revenue growth within messaging apps.Localized Support: Offer multilingual options and adapt to Indian cultural nuances.Actionable Insights: Gain valuable data to optimize strategies and improve results.	<ol style="list-style-type: none">D2CRetail storesNon-profitsRestaurantsReal Estate companies

Implementation Plan

- [6 Months Post-Launch]: Official partnership announcement with [Insert Future Major Indian E-commerce Company] to integrate ManyChat's services into their customer support framework.
- [1 Year Post-Entry]: Full-scale launch of multilingual support, starting with Hindi, to cater to a broader user base across non-metro cities and rural areas.
- [2 Years Post-Entry]: Expansion of service offerings to include advanced analytics for businesses, empowering them to track customer interaction patterns and optimize engagement strategies effectively.
- [3 Years Post-Entry]: Introduction of AI-powered chatbots with enhanced conversational capabilities and seamless integration with payment gateways, enabling transactions directly through chat.
- [4 Years Post-Entry]: Hosting of India-focused developer conferences to encourage local developers to build on ManyChat's platform, fostering an ecosystem of innovation and growth.
- [Recent Developments]: Launch of strategic initiatives targeting small and medium-sized enterprises (SMEs) to facilitate digital adoption amidst the increasing online business activities driven by the post-pandemic landscape.

THANKYOU!



ManyChat

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