



# Use Case: Implementing a Chatbot on a Website

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*This document provides a detailed guide for implementing a chatbot on a website, including steps, tips, resources, and optional enhancements.*

## Overview

Chatbots are AI-driven tools that simulate human conversation, providing instant responses to user queries. They enhance customer support, automate repetitive tasks, and improve user engagement on websites.

## Steps

### 1. Choose a Chatbot Platform

Select a platform such as ManyChat, Tidio, or ChatGPT-based solutions. Consider ease of integration, pricing, and features like NLP (Natural Language Processing).

#### Tips:

Compare platforms for scalability and integration with your CMS or e-commerce system.

### 2. Define Chatbot Goals and Use Cases

Identify what your chatbot should accomplish: FAQs, lead generation, booking, or customer support. Create a flowchart of conversation paths.

#### Tips:

Start with simple use cases and expand gradually.

### 3. Design Conversation Flow

Use the platform's visual builder or script editor to create dialogues. Include greetings, fallback responses, and escalation to human agents if needed.

#### Tips:

Keep responses concise and user-friendly. Test for clarity and tone.



#### 4. Integrate Chatbot into Your Website

Embed the chatbot widget or script provided by the platform into your website's HTML or CMS settings.

**Tips:**

Place the chatbot in a visible location, like the bottom-right corner of the page.

#### 5. Test and Optimize

Run tests to ensure functionality across devices. Collect user feedback and analyze chatbot analytics to improve performance.

**Tips:**

Monitor unanswered questions and update the knowledge base regularly.

### Optional Enhancements

Integrate AI-powered NLP for better understanding of user intent.

Connect chatbot with CRM or email marketing tools.

Enable multilingual support for global audiences.

Add voice interaction capabilities.

### Resources

ManyChat: <https://manychat.com>

Tidio: <https://www.tidio.com>

OpenAI ChatGPT: <https://openai.com/chatgpt>

YouTube Tutorial: <https://www.youtube.com/watch?v=buRdmguIGCQ>



**Additional information**

**Comparison of selected platforms**

Platform	Key features	Integrations/ Channels	Pricing model (approximate)	Best use	Limitations/ Comments
ManyChat <sup>1</sup>	No code 'Flow Builder', automation, tagging, AI intent recognition (new modules), analytics	Messenger, Instagram DM, WhatsApp, SMS, email; integrations (Zapier, Shopify, HubSpot, Klaviyo)	Free (up to 1,000 contacts), Pro from £15/month, scaled according to the number of contacts; Elite plan – individual pricing	Conversational marketing, SMB/e-commerce, lead generation and social media campaigns	Free limitations (including inability to delete contacts, feature limits); AI extensions in Pro/Elite plans
Tidio (Lyro + Flows) <sup>2</sup>	Live chat + helpdesk, Flows rule-based bots, Lyro AI (Claude) conversational agent, templates, analytics	WWW, Messenger, Instagram, WhatsApp, e-mail; integrations including Shopify, WordPress, Zapier	Free plan (including 50 chatbot conversations/month), paid: from approx. £25–50/month, higher 'Plus/Premium' packages – several hundred £/month with higher limits	All in one for SMEs: 24/7 support, e-commerce, quick start without coding	Conversation/automation limits in lower plans; advanced AI as an add-on (Lyro)
Dialogflow CX (Google) <sup>3,4</sup>	Advanced NLP/NLU, visual flow builder, text and voice,	WWW, mobile applications, voice/telephony, integrations via	Usage-based (pay-per-request): e.g. text from ~\$0.005/request (according to market	Complex, multi-channel assistants, projects	Requires technical knowledge; some elements (personalisation,

<sup>1</sup> <https://manychat.com/pricing>

<sup>2</sup> <https://toollers.com/blog/tidio-pricing/>

<sup>3</sup> <https://cloud.google.com/products/conversational-agents/pricing?hl=en>

<sup>4</sup> <https://chatimize.com/reviews/dialogflow/>



	multilingualism, enterprise scalability	Google Cloud, API	reports); officially: CX/ES price list, trial credits (\$600–\$1,000)	requiring strong NLP and scaling	storage) require custom code/application layer
HubSpot Chatbot (Chatflows / Customer Agent) <sup>5, 6</sup>	No code chatflows, lead qualification, appointment bookings, native CRM integration; more ‘talkative’ agent in higher plans	WWW, Facebook Messenger; deep integration with HubSpot CRM and workflow	Bot features depend on the plan: from Free (simple, rule-based) to Professional/Enterprise for AI/KB; costs result from the entire ecosystem (hubs/seats)	Companies already using HubSpot (CRM centric), handover to sales/service teams	Advanced AI and analytics require higher plans; as a ‘standalone’ bot, it is sometimes considered expensive relative to its capabilities
Drift (Salesloft) <sup>7</sup>	Conversational marketing/sales, lead qualification and routing, appointment scheduling, ‘Fastlane’, AI chatbots, playbooks, A/B testing	WWW, integrations with CRM/MA (Salesforce, Marketo, HubSpot), Salesloft ecosystem	Premium from approx. £2,500/month, higher Advanced/Enterprise packages – pricing; the actual cost can be significantly higher in enterprise (implementation, personnel)	ABM/B2B, SDR teams, mid-market/enterprise focused on quick meetings	Price and complexity; requires human resources to handle chat/live; can be overkill for SMBs

<sup>5</sup> <https://chatimize.com/reviews/hubspot/>

<sup>6</sup> <https://www.elegantthemes.com/blog/business/hubspot-chatbot-builder-review>

<sup>7</sup> <https://getbreakout.ai/blog/drift-pricing>



**Brief conclusions:**

- To start without code: Tidio or ManyChat – quick implementation on the website, ready-made widgets, templates, reasonable costs. (Tidio – better for websites/helpdesk; ManyChat – better in social media and campaigns).

More information:

<https://toollers.com/blog/tidio-pricing>

<https://manychat.com/pricing>

- Advanced NLP/voice: Dialogflow CX – when you need to understand intent, voice channels and full control of the architecture. Costs are calculated per request.

More information:

<https://cloud.google.com/products/conversational-agents/pricing?hl=en>

- If you have HubSpot: consider HubSpot bots – because of CRM and workflows.

More information:

<https://www.elegantthemes.com/blog/business/hubspot-chatbot-builder-review>

- B2B/ABM and meeting bookings: Drift – is great for qualification and routing, but expensive and team-intensive.

More information:

<https://www.g2.com/products/drift/pricing>

<https://getbreakout.ai/blog/drift-pricing>