



FRENEMIES:

How A.I. Chatbots Make
New Home Sales More Human


atlasRTX
REAL-TIME EXPERIENCE


LASSO™

Our Presenters



Kimber Gabryszak

Director Client Success

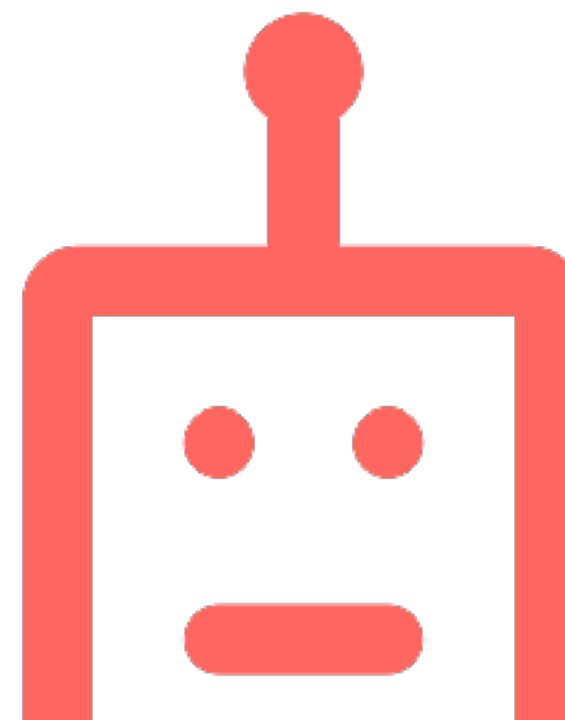
An expert in city planning, land development, and customer experience, Kimber has a Masters in City and Metropolitan Planning, which led to 14+ years in Utah's development community. Kimber specializes in working with home builders to help them successfully leverage emerging technologies.



Laura L. Smous

VP Marketing & Client Success Executive

Laura blends extensive Software-as-a-Service (SaaS) and agency experience, along with a love for marketing and passion for data, to help clients unlock the potential of emerging technologies to develop memorable customer experiences that drive engagement, revenue and loyalty.



ATLASRTX COMBINES A.I.
CHATBOTS WITH LIVE
HUMANS TO CREATE
REAL-TIME, ENGAGING
EXPERIENCES 24/7,
IN ANY LANGUAGE.

We believe technology can make new home sales more human.

What You'll Learn Today

AN INTRODUCTION TO A.I. FOR HOME BUILDERS

- What chatbots and A.I. really are (and aren't)
- What you need to know to adapt
- How (and why) they create customer engagement
- Why home builders should consider incorporating them
- How you can provide a more personalized...and human...homebuyer experience, using A.I.
- Easy ways to get started today

The World Has Changed

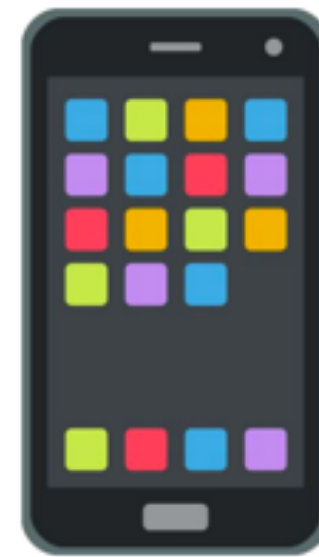
IT'S NO LONGER ABOUT APPS AND WEBSITES

Distribution channels are shifting



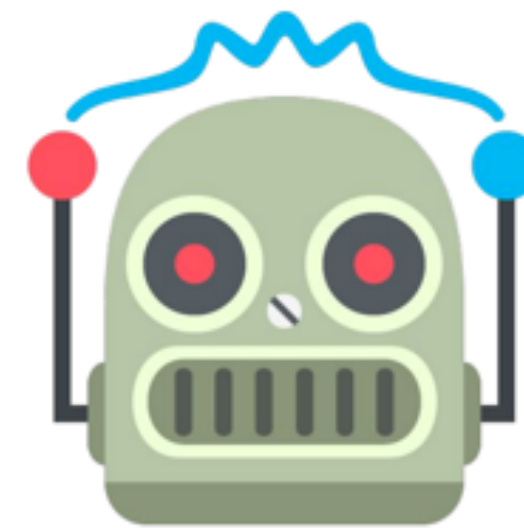
Webapps

>



Apps

>



Bots

Source: Oratio

48%

TAKE RECOS
FROM
CHATBOTS

67%

WOULD
PURCHASE
FROM CHATBOT

86%

BRANDS
SHOULD USE
CHATBOTS

\$1.4T

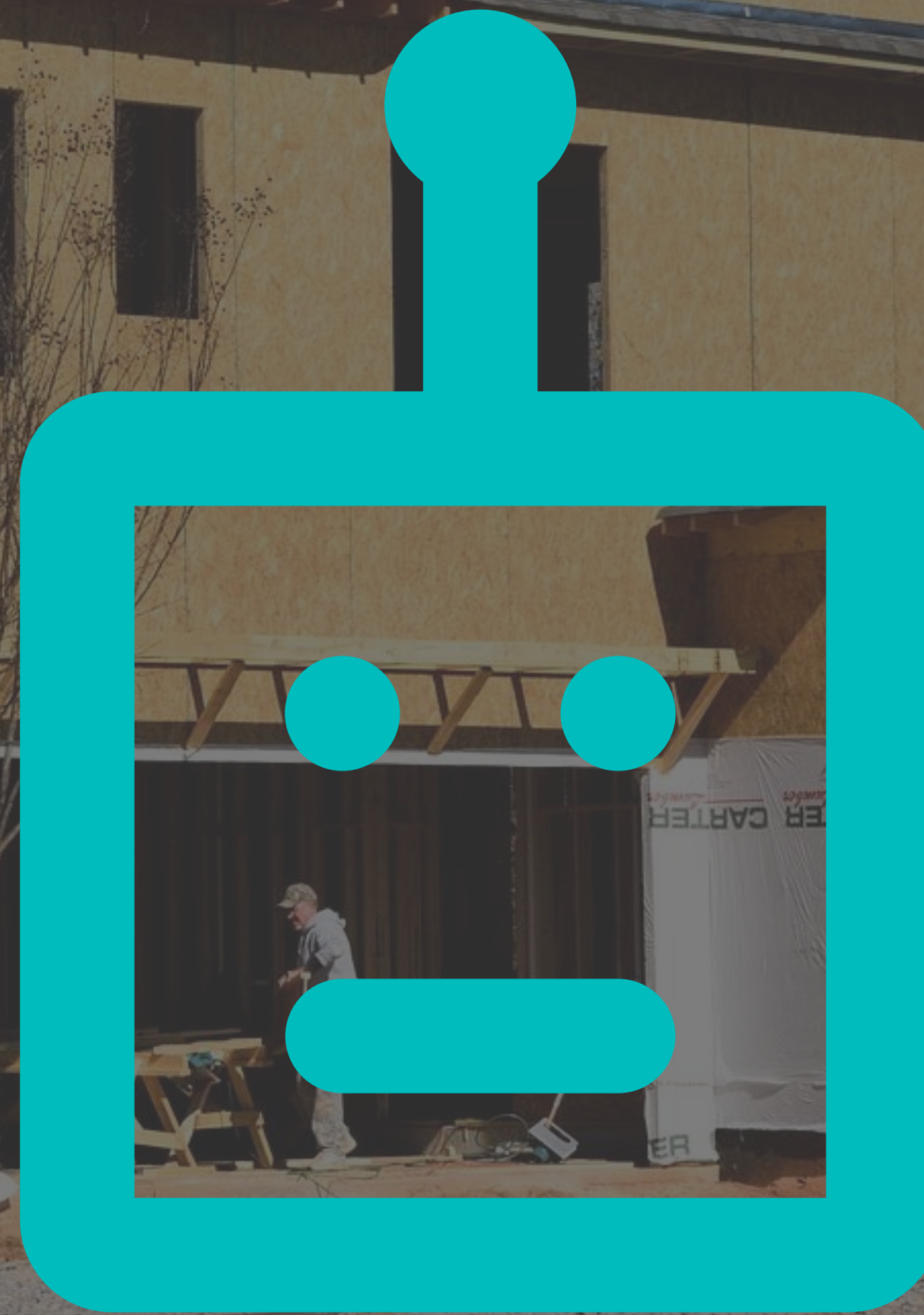
MILLENNIAL
SPENDING
POWER BY 2020

59%

HAVE
TALKED TO
CHATBOTS

85%

CHATBOT
CUSTOMER
SERVICE 2020



People Hate Context Switching

WHAT WE USED TO DO IN ALL THESE PLACES, WE NOW DO IN ONE

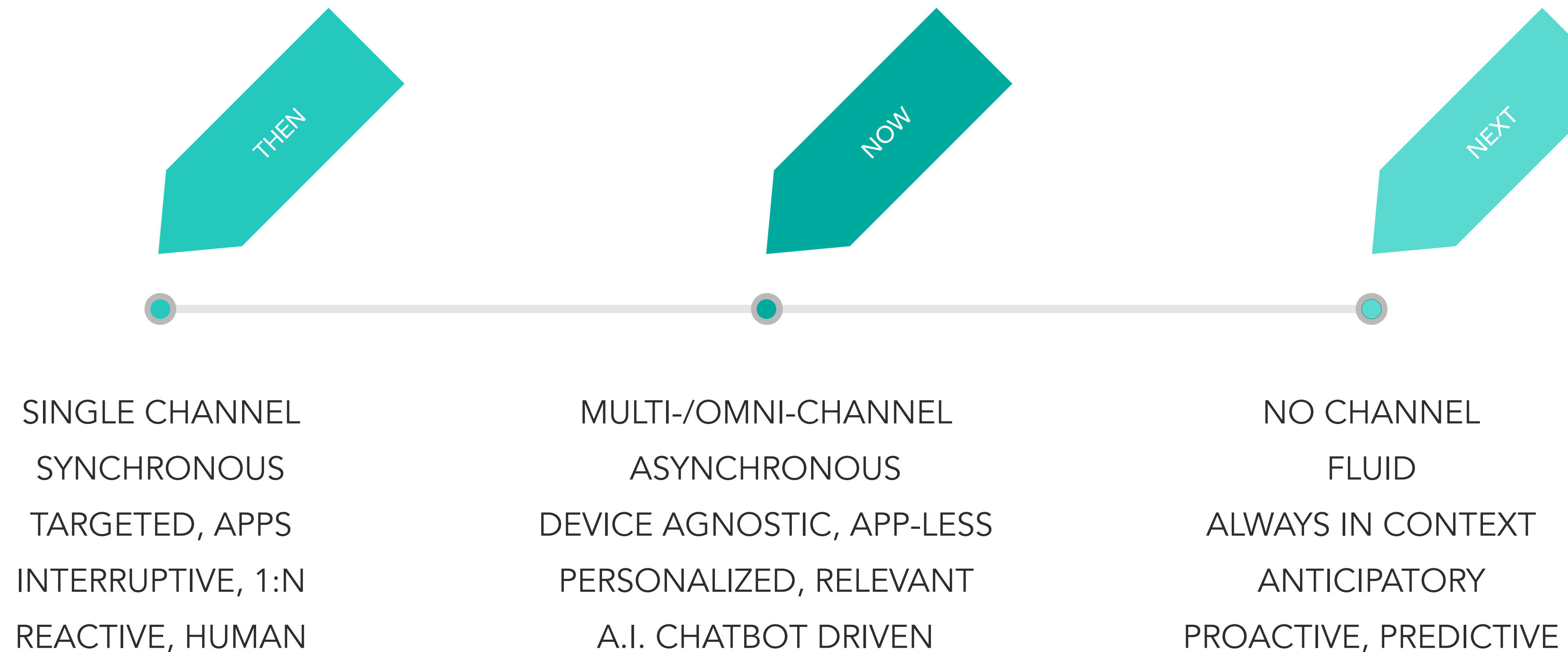


HALF OF ALL U.S. SMARTPHONE USERS DOWNLOAD ZERO APPS PER MONTH

Source: Comscore

We Want Real-Time Experiences (RTX)

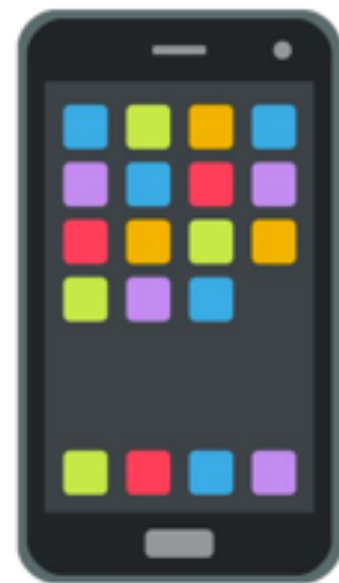
THE MOVE TO MESSAGING IS REVOLUTIONIZING MARKETING



We Expect All Experiences to Be Personalized

EVERYTHING (OR THE IoT) JUST KNOWS WHAT WE WANT

Drivers in Bot Trend



Messaging Apps



Natural Language
Understanding / ML



Voice

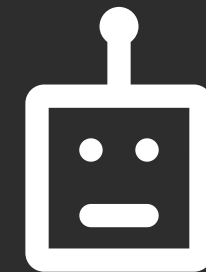
Source: Oratio

What Does Personalization Mean Today?



SMS AND MESSAGING

Texts have a 98% open rate and 45% response rate. The average text is read within five seconds and responded to in 90.



A.I. CHATBOTS

Go beyond simple, predetermined responses, and take advantage of natural language processing and machine learning.



LIVE CHAT WITH HUMANS

Chatbots perform best when they work side by side with human teams. Set expectations and ensure a seamless handoff.



LANGUAGE TRANSLATION

Automatic language detection and translation into 100+ languages means you can be responsive, in any part of the world.



CONVERSATIONAL U.I.

Let people navigate complex documentation and resources in seconds, using natural language they control.



REAL-TIME ANALYTICS

Get immediate qualitative and quantitative feedback, track engagement and see how you're doing, in real time.

A man and a woman are standing in a bright, modern interior space, possibly a kitchen or living area. The man is on the left, wearing a grey and white plaid shirt over a blue t-shirt and blue jeans. The woman is on the right, wearing a white tank top under a red, white, and blue plaid shirt and blue jeans. They are both smiling and looking towards the right. The background features white walls with grey wainscoting and a window with a white frame. The text "Today's buyers are different." is overlaid in the center in a white, sans-serif font.

Today's buyers are different.



Foreign Investment

Foreign buyers were most common within the 37 to 51 age range (13 percent), followed by 36 and younger (10 percent)



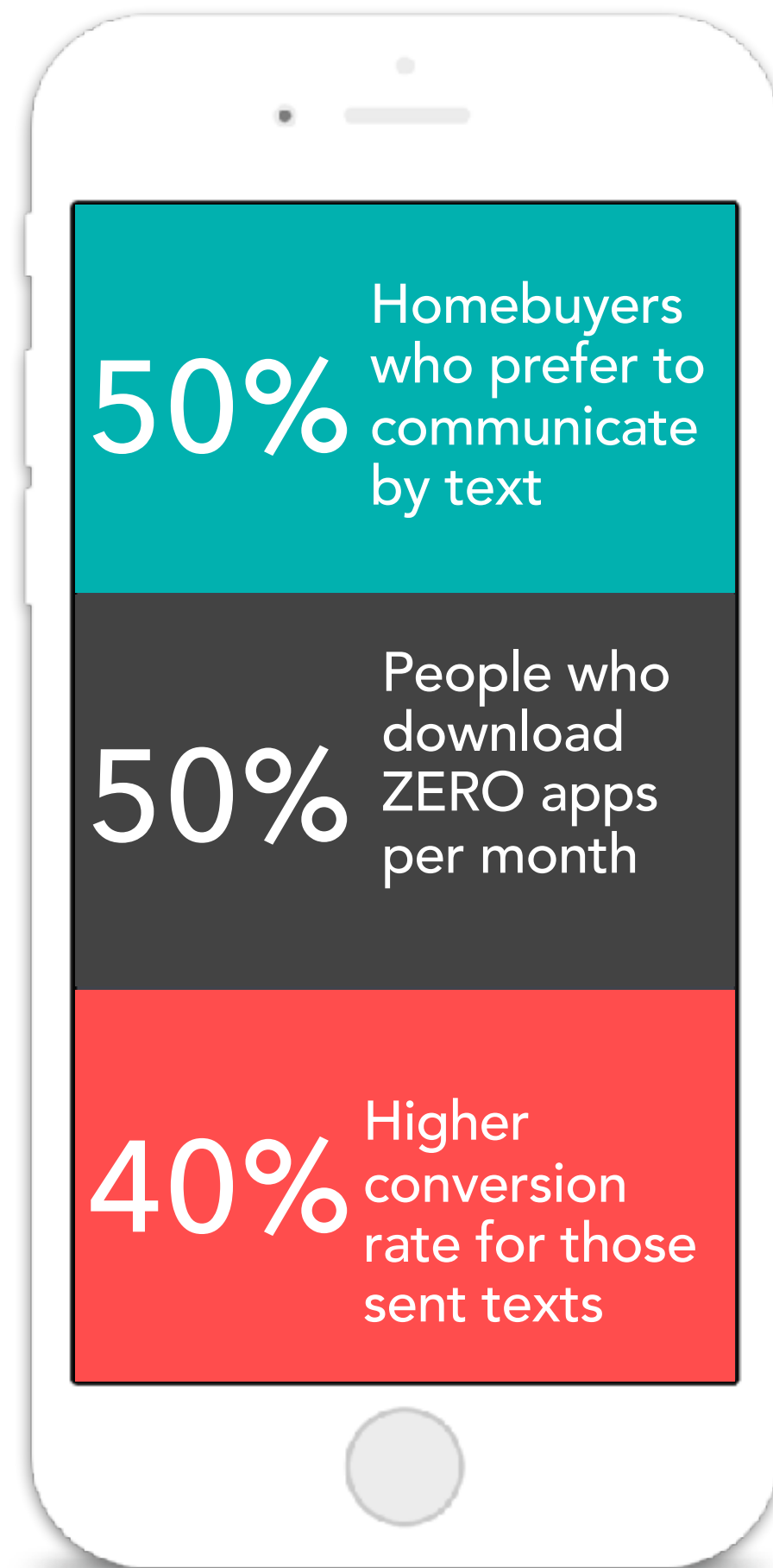
Millennials

Buyers 36 years and younger (Millennials/Gen Yers) is the largest share of home buyers at 34 percent. Buyers 37 to 51 made up the second largest generational group of home buyers at 28 percent

Today's buyers are technology dependent—not just savvy. To engage them, we must create experiences that are technology-enabled, seamless, easy to connect to, available, and sharable.

Customer Experience Isn't Keeping Up

MORE NOISE, LESS ENGAGEMENT



Website and Apps Have Limits

Adoption, accessibility and lack of integration still major challenges

One-Way Text Blasts and Bad Bots Don't Engage

Better channels, yet just an evolution of the same experience

Everyone Needs Something Different

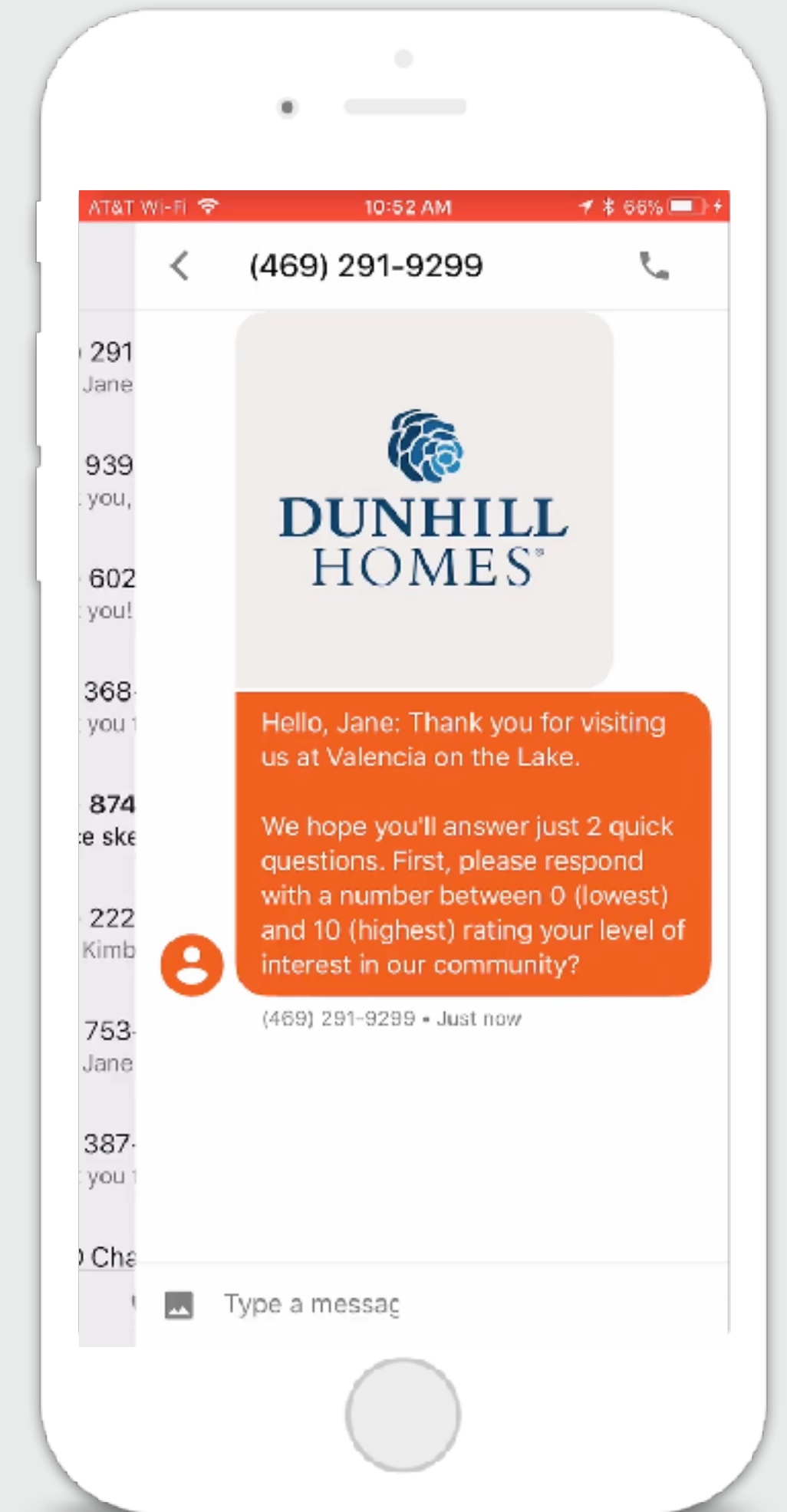
What matters: speed, personalization, tone, bite-sizing, convenience

Your Buyers Expect a Real-Time Experience

PERSONALIZED, ON THEIR TIME, ON THEIR TERMS

- A.I creates a flexible, immediate, immersive buying experience that speeds sales and drives advocacy.
- You can provide a more personal...and human...homebuyer experience, using A.I.
- Your buyers **expect** to interact with A.I., at some point in the process.

“Half of home buyers **prefer texting to phone calls**, yet only 15% of agents do it (and millennials will be 33% of buyers in 2017).” (Forbes)



You Face Real Challenges Delivering

A.I. TO THE RESCUE

1. Inconsistent follow up by agents to buyers, and losing track of leads before they buy elsewhere
2. Relying solely on agent's gut and opinion misreads or misses buying signals
3. No line of sight to market conditions, competition, process and problems
4. Failure to hear candid objections so you can fix them and/or cross-sell
5. Inconsistent communication and satisfaction of the buyer through the buying and move-in process, impacting ratings and referrals

A close-up photograph of a hand holding a set of keys, poised to hand them over to another person whose open palm is visible below. The background is a blurred image of a house under a blue sky with clouds. The text 'Incorporate A.I. into your process sooner, rather than later.' is overlaid in white, centered on the image.

Incorporate A.I. into your process
sooner, rather than later.

You Can Get Started Immediately

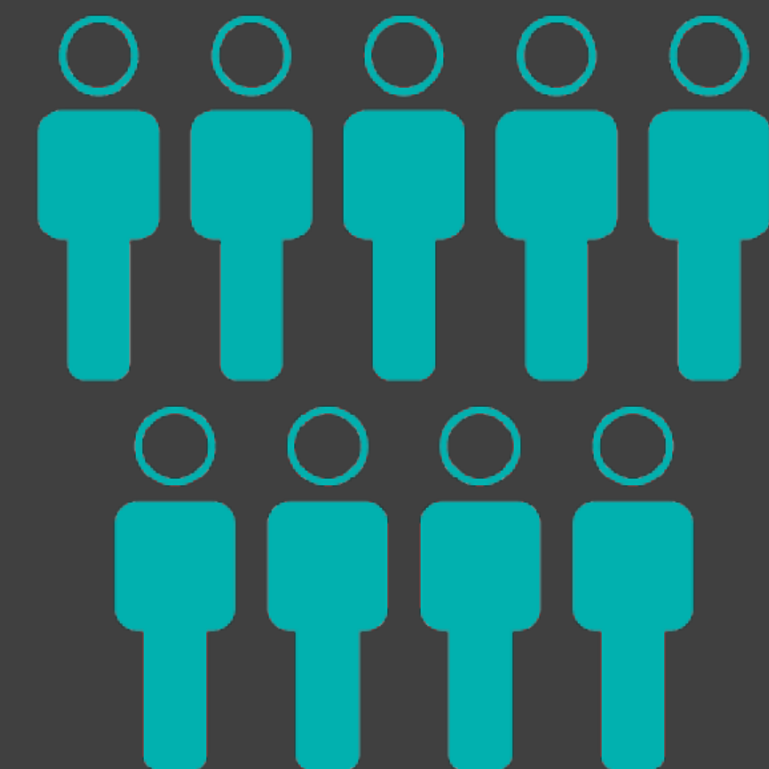
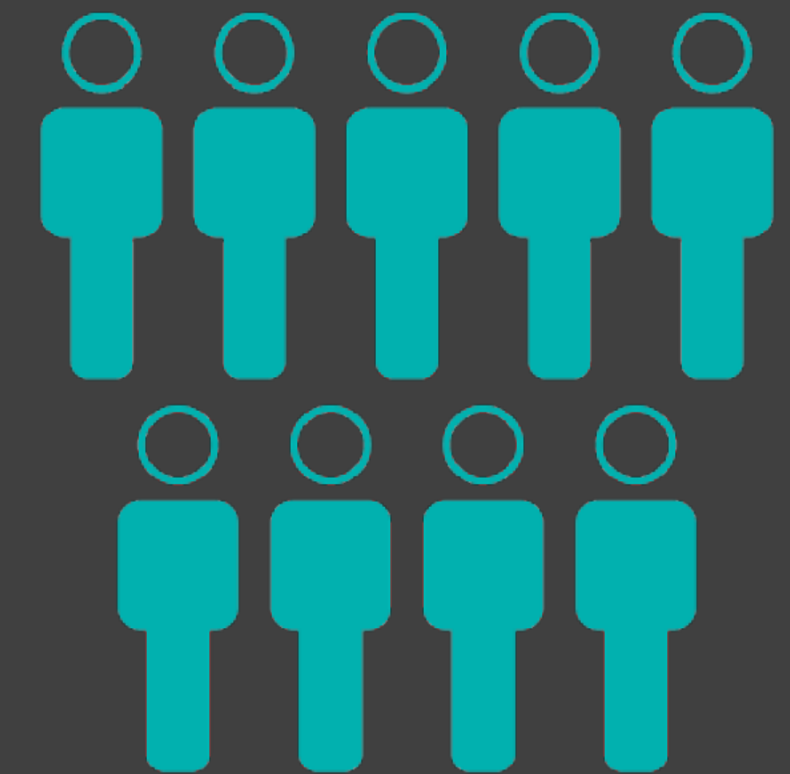
TRY THESE EASY WAYS

1. Leverage web chat and Facebook Messenger
2. Create a multi-lingual, after-hours OSC assistant
3. Get better visibility into buyer needs and market through chatbot conversation
4. Add A.I. touchpoints during in the buy/build/move-in stages for the same reasons
5. Use A.I. to conduct additional surveys and real-time follow-up

Can You Offer What They Need?

WITHOUT INCORPORATING A.I.

1. Help making decisions in a timely fashion—with information at their fingertips?
2. Guidance on choices, cost, and timing implications—when buyers need?
3. Information about what is going to happen next and roughly when—at all stages?
4. Successful move in, responsiveness, and management of warranty requests—in real-time? (rewarded by loyalty, advocacy, and referrals)
5. Consistent communication and follow-up—with expected level of service regardless of staffing and volume?

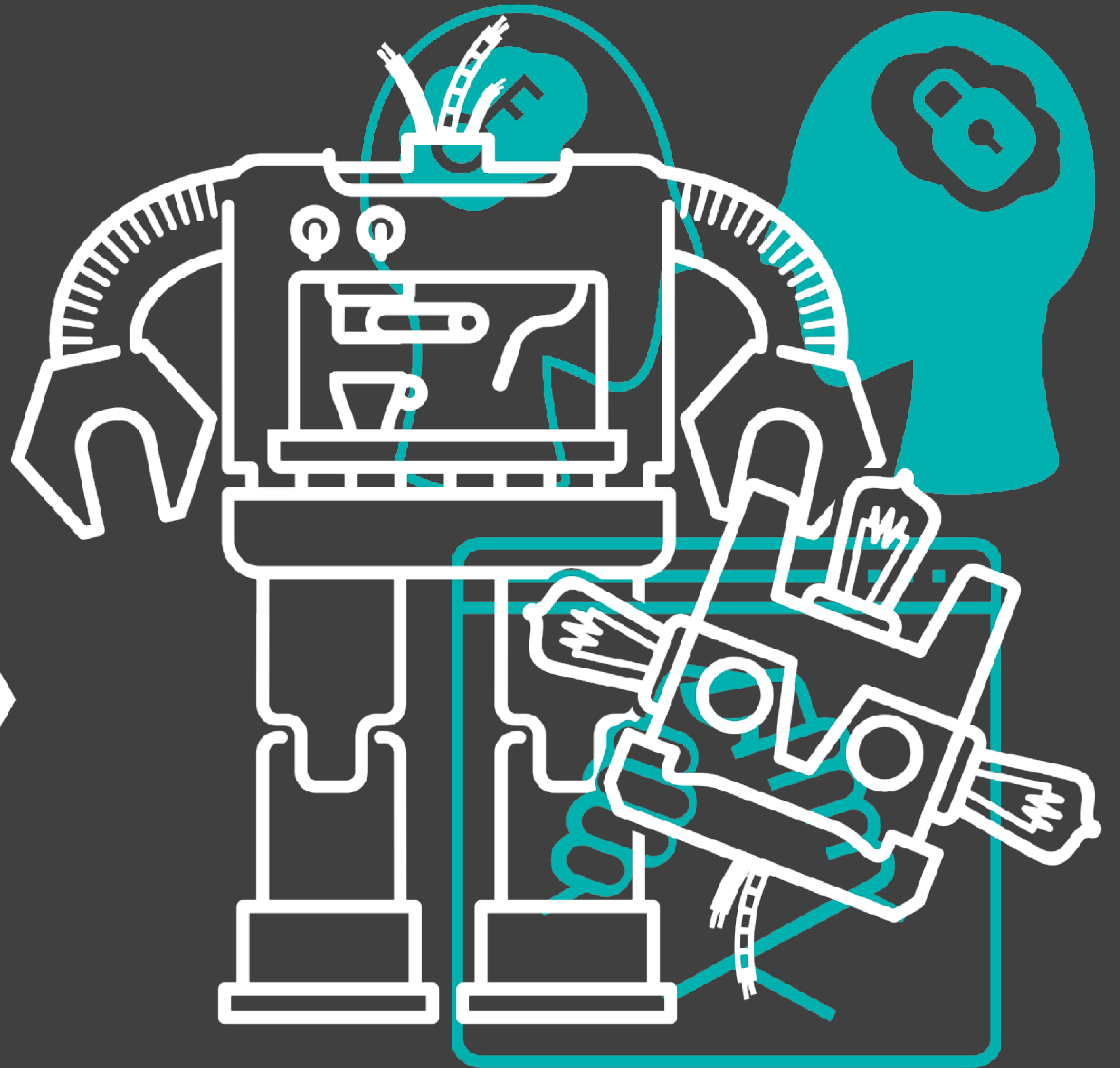
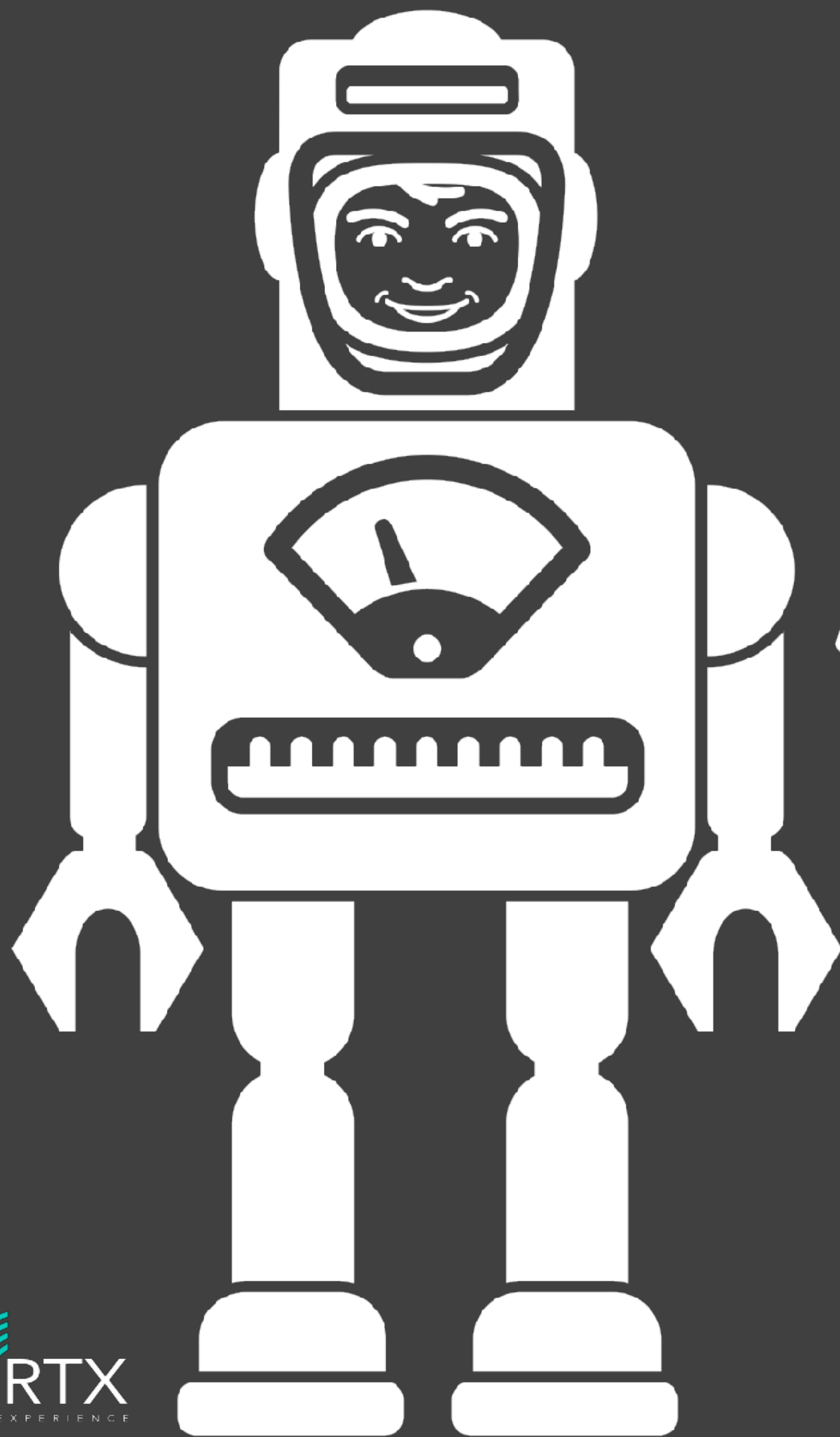


A background image showing several construction cranes against a dark, cloudy sky at dusk or dawn. The cranes are silhouetted, with some showing details like the lattice structure and counterweights. One crane in the center has the word 'HARFID' visible on its side. The overall mood is industrial and somewhat somber due to the low light.

Tips for Getting Technology Averse Teams to Work Well with A.I.

THE HOMEBUYER JOURNEY



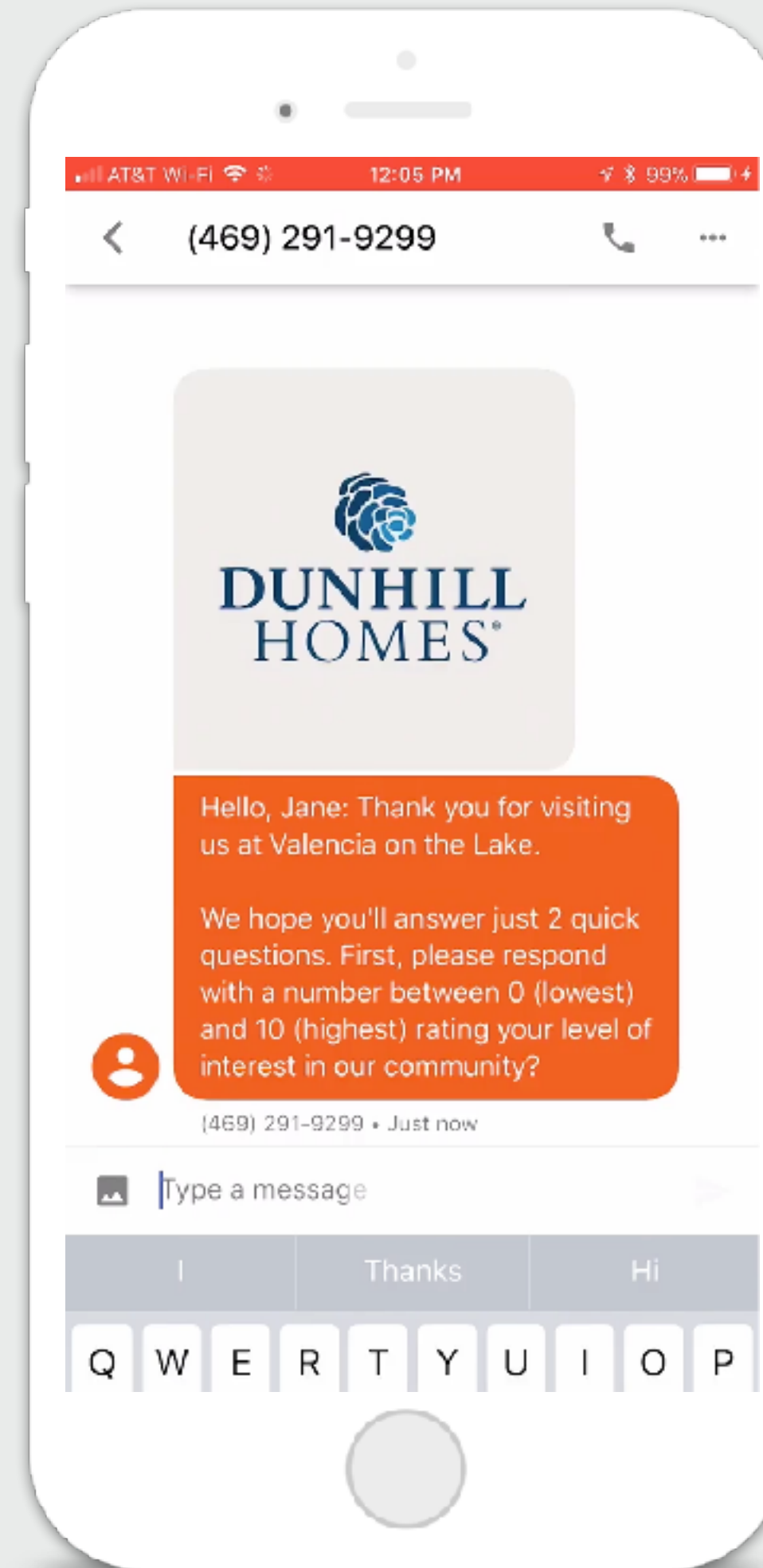
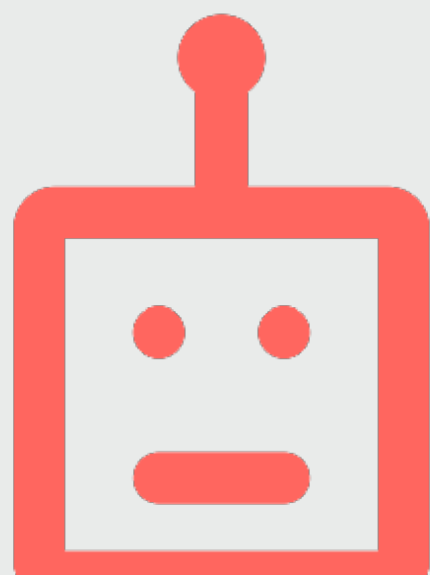


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Thank You

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