

Before you buy a chatbot: 4 questions

A chatbot is either a foundation you keep adding to, or a trap you pay for twice. Ask these 4 before you build anything, sign anything, or pay anything.

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1 It can grow with your business.

Ask what it must do in 12 months and in two years, not just today. Modular: the next level gets added, nothing gets torn out.

WHY If one job is already its ceiling, you're buying a microwave and calling it a kitchen. Then you REBUILD from scratch.

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2 You know which connections are possible, and which are NOT.

Booking system, customer records, loyalty, point of sale. Ask: is anything locked so no outside software can ever connect?

WHY A clear answer is worth more than any demo. "Everything is possible" is a warning, not an answer.

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3 Whoever builds it stays involved after launch.

Not just for the setup. Ongoing. Ask who updates the bot when you launch a product, run a campaign or change your hours.

WHY Something will break, because your business changes. Anyone promising a finished, set-and-forget chatbot is inexperienced or not being honest.

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4 It's a team of specialists, not one bot doing everything.

One boss bot that routes the conversation, with specialists underneath: bookings, orders, coupons, customer history.

WHY A bot built to know everything gets confused and pulls the wrong answer at the wrong moment.

2 more habits from the video

- Tell whoever runs your bot before every campaign, launch or change of hours. Five minutes of briefing stops the bot answering confidently and wrongly.
- On a tight budget, a basic FAQ bot is better than nothing. Just know what it is: a starting point, not a system.