

A bot customers trust: 6 checks

Customers don't hate bots. They hate bad ones. Run these 6 on your bot, or on the one you are about to buy.

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1 It answers the same question the same way, every time.

The fifth repeat gets the same calm, helpful answer as the first.

WHY Many messages are the same questions, over and over. Nobody can stay that patient forever, and you shouldn't have to.

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2 It answers at 3 AM as warmly as at 3 PM.

It doesn't sleep or get tired. It takes the routine; you step in for the human stuff.

WHY You on call around the clock is a prison. A system on call keeps the customer.

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3 It fits the customer: language, style, slang.

It picks up how they talk. In Malaysia, that includes Manglish.

WHY Someone local, someone who gets them. That builds trust fast.

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4 Asked "are you a real person?", it tells the truth.

It says it is AI. No tricks, no pretending. Warm is fine. Claiming to be human is not.

WHY Built right, people don't just accept the AI. They TRUST it.

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5 When it needs a human, it hands over cleanly.

Complicated conversation? Right person, right time.

WHY That's how you keep customers happy and your brand safe.

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6 It is never rude, passive-aggressive or cold.

The tone is built in on purpose, and it can be built wrong.

WHY I once built a mean version for fun. It made people feel bad. Customers left fast.

2 more things from the video

- Stop being the front line yourself: at dinner, at bedtime, on weekends. That's a system problem, and it's fixable.
- Before go-live, check the guardrails: no loops, no going rogue, nothing that embarrasses your brand.