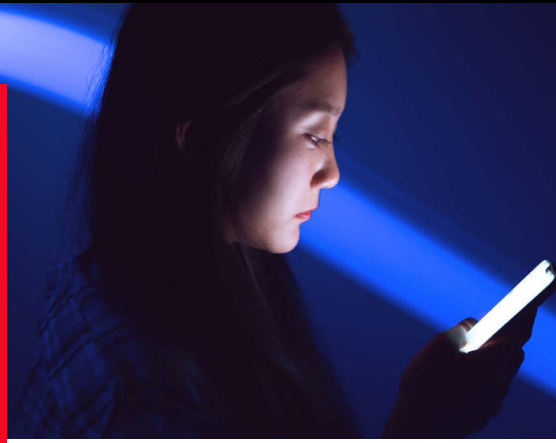


Verizon Business Assistant best practices guide



This guide provides recommendations and best practices for setting up, using and promoting your Verizon Business Assistant. Follow these tips to maximize your Business Assistant experience and enhance customer engagement.

Recommendations: Setting up Business Assistant

Prepare to onboard your Business Assistant

Gather the necessary documentation and information prior to onboarding using the checklist at the end of this document. This will ensure a smooth and efficient onboarding process, which takes approximately 20 minutes.

Define what you want your Business Assistant to do

Clearly defining what you want your Business Assistant to do is key to delivering a successful customer experience. While it is an inbound text messaging service, Business Assistant can do so much more – from simply answering frequently asked questions to more complex tasks (such as promoting events or automating appointments).

Test and train your Business Assistant's knowledge before going live.

Use the **Train Me** feature in the Knowledge Base skill to train your Business Assistant so it can answer customer questions more efficiently. Write questions in a conversational style that mirrors how customers would ask them, and modify the responses similarly. Regularly review and update **Knowledge** to ensure it is current, accurate and relevant!

Recommendations: Using Business Assistant

Understand Business Assistant User Roles

Leverage your existing employee resources to help manage your Business Assistant.

Team members that support Business Assistant are assigned one of the following user roles:

- **Administrators** manage all aspects of Business Assistant. Only Administrators can log into the Business Assistant portal through Verizon My Business.
- **Team Member Agents** create, edit and test Business Assistant's knowledge, and answer customers questions that the Business Assistant cannot answer. Up to 10 Team Member Agents can be assigned to answer questions. Agent phone numbers must be a Verizon mobile phone number (can be a personal or business-provided Verizon number).
- **Team Members** create, edit and test Business Assistant "knowledge".

Ensure Team Member Agent availability

Maintain a personalized customer experience by ensuring that at least one Team Member Agent is active and available during business hours to answer questions the Business Assistant can't.

Build and maintain the knowledge base

Continue to expand your Business Assistant's knowledge base by adding relevant and new knowledge immediately when questions are routed to a Team Member Agent. Organize knowledge by category to more efficiently manage Q&A pairs.

Leverage Analytics and Reporting

Business Assistant gathers data from every customer interaction. Utilize built-in analytics and reporting to gain insights into what customers want and need, helping you make more informed decisions.

Set up Call Forwarding

While your Business Assistant line is designed for text messaging, some customers may still call the number. Administrators can forward these calls to any US domestic phone number by enabling Call Forwarding in My Business.

Here are the steps to enable Call Forwarding: Go to Verizon My Business and sign into your account >**My Business**> navigate to Business Assistant by selecting **Manage > Product Portals > Business Assistant > Manage Business Assistant Lines**.

Driving customer awareness and engagement

Promote your Business Assistant

Your customers interact with your Business Assistant through text messaging. But they won't use it if they don't know about it!

Note: Remind customers to save Business Assistant to their contacts so they can continue to reach out with questions.

There are several ways to promote your Business Assistant's phone number:

- **Post the Business Assistant Number:** Make customers aware that they can interact with your business via SMS by texting questions to your Business Assistant phone number. For example, display: "Text 123-456-7890 with questions or to find out more."
- **Use the QR Code Generator Skill:** Business Assistant allows you to create and display a QR Code that customers can easily scan from their mobile device and immediately start texting with your Business Assistant.

Both can be easily integrated into digital and direct marketing customer touchpoints.

Here are a few examples of where to promote the Business Assistant phone number or QR Code.

- Prominently display the **Business Assistant Number or QR Code** on your website or social media platforms such as Facebook, Instagram, TikTok or YouTube.
- Add the **Business Assistant Number** to your company's business cards, email signatures and referral programs and include it in business search keywords/profiles and online review websites. "Text 123-456-7890 to learn more."
- Include the **Business Assistant QR Code** on direct mailers, flyers, in-store displays and signage and product packaging. "Scan to ask a question or to learn more about [your business name]."

Drive customer engagement

Business Assistant can do more than answer your customers' top questions. Here are some ideas for driving additional customer engagement with your Business Assistant:

- **Offer engaging Daily Content:** Suggestions include "Daily Specials", "Tip of the Day," "Joke of the Day," "Behind the Scenes Q&A," and more.
- **Celebrate milestones and events:** Add Q&A pairs that highlight new product updates, store openings, and in-store events such as live book readings for a bookstore.
- **Promote exclusive text offers:** Add weekly specials, discounts and contests.

Business Assistant onboarding information checklist

Use this checklist to identify the information that you need to onboard your Business Assistant. The onboarding process takes approximately 20 minutes.

1. Required information for My Business – Business Assistant

- Verizon mobile numbers for the live Team Member Agents (up to 10 agents)
- Business phone number for Call Forwarding (not the Business Assistant number)

2. Required information for Business Assistant Management portal onboarding

- ☐ Full Name
- ☐ Contact Mobile Number
- ☐ Business Name
- ☐ Business Address – Address, City, State, Zip
- ☐ Business Hours
- ☐ Business Description
 - Suggested items to add include: What is your business, what do you offer, what sets you apart, brief history, etc. (anything that is helpful for customers to know)
 - Avoid URLs and promos, pricing and sales
 - Limit is 200 characters
 - Note: Business Assistant can generate a description for your based on inputs you provide
- ☐ Type of Business – Which industry best describes what your business does?

• Construction and trades	• Automotive
• Legal services	• Veterinary/pet care
• Healthcare	• Hotels and leisure
• Retail services	• Beauty and wellness/personal care
• Food and beverage	• Sports and recreation
• Financial services	• Travel/transportation
• Real estate and rental services	• Other
• Professional services	
- ☐ Name for your Business Assistant
- ☐ Start gathering knowledge about your business
 - Customer facing FAQ list
 - Marketing/Sales collateral in PDF form
 - Business website pages

Learn more

For more information about Verizon Business Assistant, ask your Verizon Business Account Manager or visit verizon.com/businessassistant.