



## TOP START-UP IN ASIA USES INSTABOT TO EXPLAIN THEIR INNOVATIVE PLATFORM

### / CHALLENGE

To explain a highly-sophisticated technology to 4 different audiences within 90 seconds on one static website

### / SOLUTION + OBJECTIVE

FintruX uses Instabot to personalize their website for different demographics and answer common questions to improve the efficacy of their website.

### / BENEFITS

Website visitors who engaged with the chatbot receive a curated experience which reduces friction, and speeds the conversion cycle, leading to an increase in newsletter and borrower sign-ups.

### Bringing New Technology to Market

FintruX Network, founded by veteran entrepreneurs and having raised over \$25 million in their first round, is about to launch an innovative financing solution set to change the way SMEs globally secure affordable financing without collateral requirement. The company provides innovative global financial and business solutions to foster startups and SME growth. Their latest product leverages cutting-edge blockchain technology, credit enhancements, and an open ecosystem to deliver immense value.

### The Challenge

A challenge for companies with sophisticated technology or services is the ability to explain nuances and competitive advantages in a simple and targeted way. In 2017, the average duration of a user on a website ranged from 90 seconds for B2B websites and 150 seconds for B2C websites<sup>1</sup>.

In this limited amount of time, users typically cannot read all the content on a website. For users who are at the beginning of the funnel, this can mean a drop in conversion. When users experience friction or cannot answer their question, they are more likely to abandon your site.

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*We felt it is important to leverage an automated solution that would streamline our marketing, sales, and customer service efforts.*

*Instabot offered us a simple, easy-to-use platform that focuses on building robust, automated bot conversations, and employing the use of NLP to better understand needs of our users. ”*

Instabot understands the adage:  
**‘Customer is King’**

## Instabot is the Right Solution

The FintruX Network aims to be a one-stop resource and solution provider for business growth and sustainability. In order to speed their conversion cycle, FintruX needed a way to answer common questions from different audiences. FintruX decided to use Instabot to answer frequently asked questions through an interactive experience and educate visitors who came to their website. This allowed them to personalize and target answers for each audience without having to change any of the content on their website.

When we asked the Fintrux team why they chose Instabot, they told us, “We felt it is important to leverage an automated solution that would streamline our marketing, sales and customer service efforts. Instabot offered us a simple, easy-to-use platform that focuses on building robust, automated bot conversations, and employing the use of NLP to better understand needs of our users.”

## Why Instabot

Before signing up with Instabot, the team at FintruX had carried out a detailed analysis of platforms available in the market.

“One of the main reason we decided on Instabot was that customer service and support we received throughout our trial period. Instabot understands the adage ‘Customer is King’ and focused on alleviating our experience until we found the right solution for our requirements. They could have just shared a few tutorial links, but their team took extra effort in ensuring we understood the product and solutions.”

## Results

By better understanding user needs across their different client audiences, FintruX has been able to increase newsletter sign-ups and sign-ups for borrowers through Instabot.

Fintrux looks forward to leveraging the ever-expanding feature set on Instabot.

“As one of the leading blockchain-enabled platforms, we feel that an AI-enabled chatbot is a perfect complement to our offerings. We trust that our customers will feel the same.”

See how Instabot can help you. Get a custom chatbot built for free. | Email us at [info@instabot.io](mailto:info@instabot.io)