How Fiona, AI Chat-Avatar, validated market demand and drove conversion

Case studies

Idea

The Pitch Avatar team has launched Fiona, an early beta version of an AI Chat-avatar. It was assigned the role of a consultant and had to explain users about Chat-avatar capabilities, collect user's data by adding them to the waitlist and get notified when the version becomes public

Objective

✦ Test AI Chat-avatar functionality at the early stage

✦ Discover the demand for the solution

✦ Convert webpage visitors into leads by encouraging them to join a waitlist
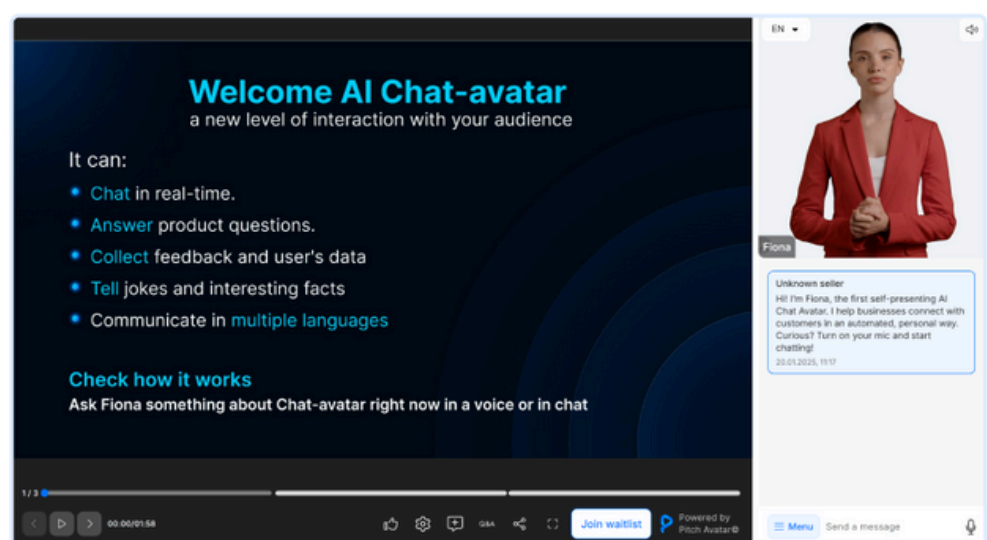
Strategy

The Fiona prototype was launched as a beta version on the company's landing page, allowing users to test its core functionality and provide feedback.

The main call-to-action led users to provide their data and join the waitlist after engaging with the chat. It was important for us to make sure that Fiona provides listeners with correct relevant information. So we analyzed the dialogues of each session. That allowed us to make fast adjustments to Fiona's prompt.

In addition, we thoroughly monitored the conversion rate from conversation to the target action to make sure the user provided us with their contact information.

Key features Fiona offers

- **Real-time user interaction** Avatar engages users directly through a conversational interface embedded on the landing page, providing instant responses to queries. Users can interact with the Avatar via voice or chat for a natural, intuitive experience. Fiona introduces itself and Pitch Avatar solutions, explaining how it supports various tasks across different industries.

- **Multilingual communication** Fiona can speak to the audience in their preferred language with an easy-to-switch language setting.

- **Adaptive dialogue** Fiona adapts its responses based on user input to maintain a relevant and engaging dialogue.
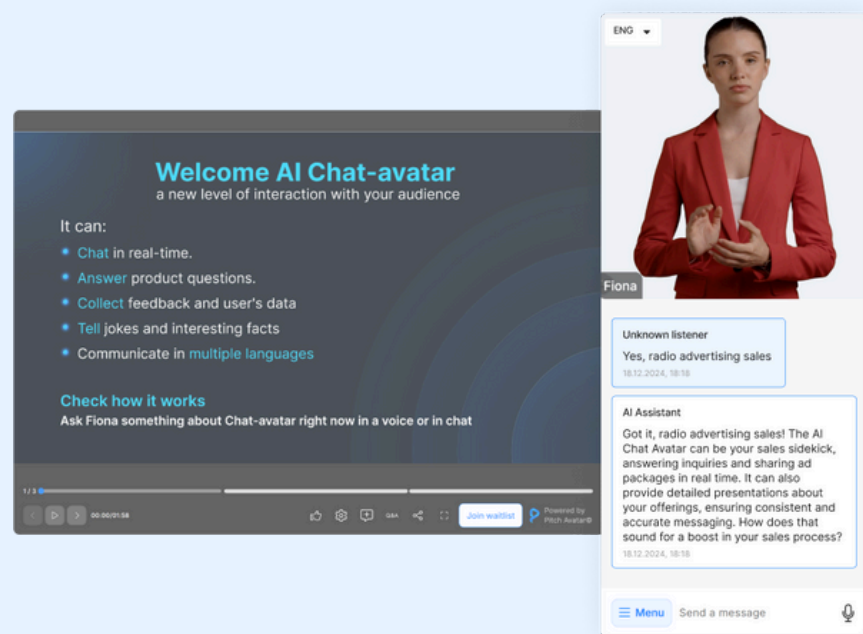
- **Lead generation focus** With a built-in **Join waitlist button**, Fiona collects user contact information to ensure lead generation.

- **Session analytics** View detailed analytics on each session, user activity, conversation script, slides of interest, user's name and country after Fiona has interacted with a user.

- **Quick setup and prototype integration** Launched as an iframe widget for quick testing and deployment without the need for a full-scale AI product implementation.

- **Humor and interesting facts to break ice** AI Chat-Avatar tells jokes and interesting facts to create a friendly dialogue.
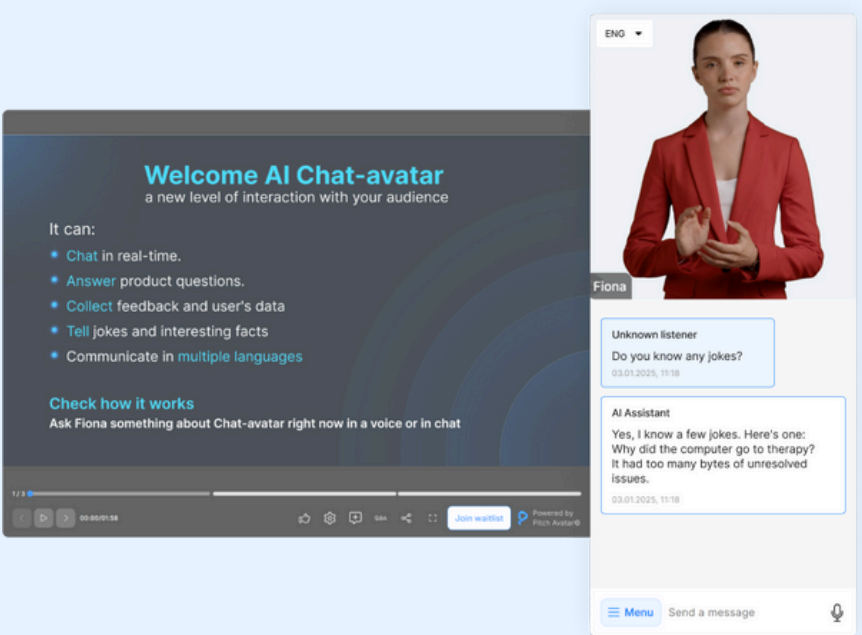
Key results

Total number of sessions: **1600**	Conversion rate from chat-to-lead: **40%**	Average session duration: **6 minutes 45 seconds**

Examples of
chats with Fiona

AI Assistant
Currently, the AI Chat Avatar specializes in chat interactions and doesn't handle inbound or outbound calls. However, it excels at managing text and voice chat communication on your website. Interested in seeing how else it can assist your bakery?
03.01.2025, 06:13

Unknown listener
Yes please
03.01.2025, 06:13

AI Assistant
Great! Just send over your email, and I'll add you to the waitlist for early access to our AI Chat Avatar. I'm sure you'll find it a sweet addition to your bakery's customer service! 🧁🍰
03.01.2025, 06:13

Unknown listener
jessica.hanson@email.com
03.01.2025, 06:14

AI Assistant
Thanks! I'll make sure you're on the waitlist for early access. 😊 Do you have any other questions or specific needs for your bakery's interactions?
03.01.2025, 06:14

Unknown listener
Thank you
03.01.2025, 06:14

AI Assistant
Hi! I'm Fiona, the first AI Chat Avatar. Just type your question or turn on your mic to chat!
18.12.2024, 18:15

Unknown listener
hey fiona, how are you
18.12.2024, 18:18

AI Assistant
I'm doing great, thank you! How about you? I'm excited to chat. Are you curious about how AI chat avatars can boost your business?
18.12.2024, 18:18

Unknown listener
Yes, I'm interesting
18.12.2024, 18:18

AI Assistant
Great to hear that! What's your biggest challenge in customer interactions? Let's see how PitchAvatar's AI Chat Avatar can help tackle it.
18.12.2024, 18:18

Unknown listener
Yeah, I think that people have problems with
18.12.2024, 18:19

Unknown listener
Talking with real human
18.12.2024, 18:19

AI Assistant
Hi! I'm Fiona. Just type your message or turn on your mic, and we can start chatting. Curious to know more?
04.01.2025, 00:34

Unknown listener
Fiona, how does this work?
04.01.2025, 00:37

AI Assistant
The AI Chat Avatar is all about making interactions smoother and more personalized. It analyzes your content, like presentations or FAQs, to provide real-time answers and share resources. Is there a particular use case you're curious about?
04.01.2025, 00:37

Unknown listener
Yes, radio advertising sales
04.01.2025, 00:38

AI Assistant
Got it, radio advertising sales! The AI Chat Avatar can be your sales sidekick, answering inquiries and sharing ad packages in real time. It can also provide detailed presentations about your offerings, ensuring consistent and accurate messaging. How does that sound for a boost in your sales process?
04.01.2025, 00:38

Unknown listener
It sounds awesome
04.01.2025, 00:39

AI Assistant
No worries! If you decide to explore personalized avatars or have any questions, just let me know. Meanwhile, would you like to stay in the loop by joining the waitlist?
04.01.2025, 00:40

Unknown listener
No, given the capabilities, this isn't what I would want I would want my own personalized avatar in my cloned voice to be my assistant So with that, I'm not interested in joining the wait list
04.01.2025, 00:41

AI Assistant
I totally get it! While personalized voice cloning isn't available yet, our current avatars still offer high customization for brand representation. If anything changes or you have more questions about the features, feel free to ask!
04.01.2025, 00:41

Unknown listener
Thank you I appreciate it and you've been very helpful
04.01.2025, 00:42

AI Assistant
I'm glad I could help! If you think of any other questions or decide to explore more about AI Chat Avatars, don't hesitate to reach out. Take care!
04.01.2025, 00:42

Let's talk about the scenarios where
AI assistant could help your business

Get personal demo

Start 7-day trial

Generate leads

Get demos booked

Sell your goods and products

Help your audience with their questions

Speak in the language of your client

Tell me what you can do?

Listener

Write a message......