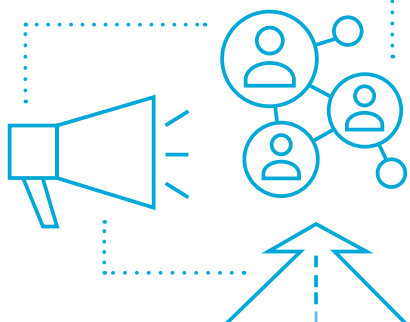


Your Fantastic Four: Key Roles for a Bot Project

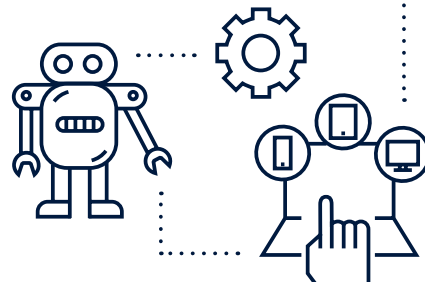
Successful bot projects all have one thing in common: four key roles are required to ensure every angle of the project is covered for deployment and ongoing success.

1 BOT MASTER



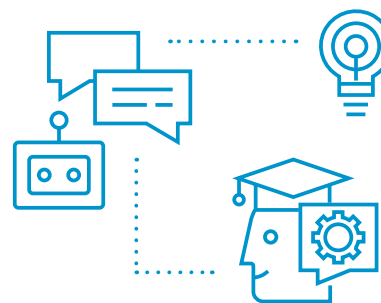
The “Bot Master” is the overall owner, driving the project and automation via bot inside the company. In addition to securing the required infrastructure, they build the necessary team and manage the project.

2 TECHNICAL ADMIN



The Bot Technical Admin understands the technical side of things including both the opportunities and limitations of the software. They'll setup your new chatbot, connect it to the right channels such as your website and help with deployment.

3 BOT COACH



The Bot Coach designs the bot's personality and scripting. They understand the search algorithm and concepts such as Design Patterns and Specificity. They are your point of contact for all functionality questions.

4 EDITOR / CONTENT MANAGER



The editor or content manager writes the text, tailored to the bot's target group(s) and the medium (e.g. chat, voice, desktop). An editor can be from the editorial team but must be supported by the relevant experts to ensure the content is accurate.

LEARN MORE ABOUT HOW TO LAUNCH A CHATBOT OR VOICEBOT PROJECT:

<https://www.unymira.com/en/customer-care/chatbots/>

