

# Inbox Pro Enablement

## Do-It-With-Me Solution

Work with our talented professionals to create the ultimate communication hub in Inbox.

**Note:** *Inbox Pro is a required product to receive this service.*

### What to Expect Next:



#### Order and Fulfillment Form

##### Client Requirements

To ensure a smooth and efficient process, please fill out the order and fulfillment form with as much detail as possible. This will help streamline the entire experience.

**Timeline:** We'll review the order and start the process within 2 business days.



#### Google Business Profile Claiming & Verification

##### Client Requirements

If your business has an existing listing, you must provide manager or owner access to our team.

If your business does not have an existing listing, you must be willing to complete the verification process via phone call, text, email, postcard, or video. (*Note: The options offered for verification are entirely dependent on Google.*)

**Timeline:** Listing claiming may take up to two weeks and is dependent on access received from you. Syncing will occur within 2 business days of receiving listing access.



#### Web Chat Embed Code Installation

##### Client Requirements

In order for our team to install the chatbot on the website, you must share backend website credentials with our development team.

If your business' website has a 2FA (two-factor authentication) login requirement, you must be willing to work with us to coordinate the login process.

**Timeline:** We will install the code on the website within 3 business days of receiving back-end access.



#### Inbox Pro Enablement Process Complete

Once the listing is claimed and verified, you are free to update your business information as frequently as necessary to ensure your clients are up to date and informed.

Once the listing is synced with Business App, you'll be able to enjoy a simplified communication process with your leads from Google Business Messages and can answer them all directly from your Inbox.

Once the web chat is embedded onto your website, your clients can interact with the AI-powered chatbot at any time to get clear answers to their questions.

**Timeline:** From start to finish, this process will be complete within 5 - 14 days.

# Process Expectations

## Google Business Profile Claim & Verification

In order to set your business up for success with Inbox Pro, there are a few requirements that must be met in order to deliver this service efficiently. Please ensure you have read the following for best results.

**There are a few reasons why a Google Business Profile may not be claimed.**

- The business is in the restricted verticals list.
- The business is considered a service-area business.
- The business is eCommerce-only or online-only.
- The business is illegitimate or is utilizing lead procurement practices.
- The business does not have a physical location, and its address is a PO box.

### Gaining Access to an Existing Listing

- The business must provide manager or owner access to [listings@yourdigitalagents.com](mailto:listings@yourdigitalagents.com).

### Claiming an Existing Listing

- If the above access is not given, or if the GBP listing is already claimed and the contact is not the owner, we can work to have the listing unlocked so that it will be available for claiming.
  - If there is an existing Google Business Profile, our team will attempt to claim it.
  - If Google says there is an email currently owning the listing, our team will request ownership access.
    - If the current owner denies our request to take over the listing, we will need to work with Google Support to gain access, but cannot guarantee ownership.
    - If the current owner does not respond to the inquiry within 4 days, the listing becomes 'Free' again, and can be claimed using the regular verification methods mentioned below.

**Note: This process may two weeks or more.**

# Process Expectations

## Google Business Profile Claim & Verification

In order to set your business up for success, there are a few requirements that must be met in order to deliver this service efficiently.

### Claiming a New Listing

- If you do not currently have a GBP listing, our team will support you in the claiming of your Google Business Profile. The GBP listing must be claimed using one or more of the following means:
  - **Phone Call/Text Message:** An automated phone call is sent from Google to the business listed phone number. A PIN is given to enter into the listing site for validation.
  - **Postcard:** A physical postcard is sent from Google to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. This verification method is extremely common.
  - **Email:** An email is sent from Google to the business' domain email (...@businesswebsite.com.. A PIN is given to enter into the listing site for validation.
  - **Video:** Google may request either a live video verification where someone from the business must join a call with a member of Google support while at the business to complete verification. An asynchronous video may be asked for as well showing various parts of the business. If this is the only option available, our team will provide further clarification as to what is required.

We do not have control over which verification option(s) is/are provided to us by Google, and must comply with their requirements in order to ensure your listing is claimed.

### Once the Listing is Claimed

Once the listing has been successfully claimed, our fulfillment team will ensure the following listing data is accurate:

- Business name
- Address
- Phone number
- Website
- Hours of operation
- Category.

### Notes:

- Your listing information should reflect your business's real-world name, as used consistently on your storefront, website, stationery, and as known to customers. Including unnecessary information in your business name isn't permitted, and could result in the suspension of your Business Profile. Further Google guidelines may be found [here](#).
- Any listing suspensions may cause a delay in the timeliness of the service.

# Process Expectations

## Web Chat Embed Code Installation

In order to set your business up for success with Inbox Pro, there are a few requirements that must be met in order to deliver this service efficiently.

### Process Expectations

#### Web Chat Embed Code Installation

There are a few reasons why it may not be possible for us to install the Web Chat Embed Code.

- The business is unable or unwilling to share backend credentials with our team.
- The website has interfering third-party services, such as web hosting providers, CDN services, or browser updates. While we do our best to mitigate these issues, they are beyond our control.

#### Gaining Access to the Website's Backend

- The business must share backend credentials with our development team. Specifically, this includes:
  - Hosting Platform
  - Login URL
  - Username/Email and Password

#### Installing the Web Chat Embed Code

- Once our development team has access to the website's backend, our team will generate the javascript code or download the plugin.
- We will then add the javascript code or install the plugin to the website.
  - If there is no global functionality available to add the javascript code to your website, we will only add the chatbot to the main navigation pages.

#### Notes:

- Customization options for the web chat are limited. We welcome your feedback, as it helps us enhance our product. Your input will be shared with our product teams for future improvements.
- While we strive to ensure compatibility with various website platforms and configurations, there may be specific cases where certain features do not function as expected. We will work diligently to address any such issues.
- While we aim for uninterrupted service, there may be occasional maintenance or updates that could temporarily affect the web chat's availability. We will strive to minimize disruptions and provide advance notice when possible.

# Frequently Asked Questions

## **How does the AI-assisted web chat capture leads?**

When customers interact with the chat on your website, the AI-assisted web chat will reply for you, with simple conversational behaviour designed to get a name and mobile phone number. That way, you can rest assured that you'll always capture the lead without interrupting your work day and can follow up with it later.

The AI-powered web chat will be intelligent enough to answer basic questions about the business in question, such as their location, operating hours and offerings based on their business profile.

## **Once we install Inbox Pro, who responds to messages on Google Business Profile and website chat?**

Currently, only the web chat is 100% powered by AI. The AI assistant will get a website visitor's name and number, and then notify the business that they have a new lead. The business can reply via SMS as soon as possible, and move the conversation off the website and onto the customer's phone.

Google Business Profile messages, on the other hand, will be synced to the account's Inbox Pro so that they can actively interact with their customers.

## **How much does the chatbot know about the business? Can it answer questions?**

The chatbot will thank the user for their questions, records them for a business person to follow up, and tries to get a name and phone number so that the business can reply and get new customers. The contact will be added to the CRM in Business App, and the conversation will show in Inbox, ready for your client's team to follow up.

It's also possible to add "knowledge" to the chatbot from the business profile, so it can answer basic questions about services, location and contact info, and hours. You can also upload additional text to the widget to add FAQs, service & pricing details, more context on the products/services a business does and does not offer, and even instructions on how to book appointments. That way, the web chat can converse with visitors to the website and answer their questions accurately.

## **What does the service include?**

We will work with the business to claim and verify their Google Business Profile listing, connect it to Business App, and install the chatbot embed code on the business's website.