



# Content Cheatsheet

## Overview

The goal of this document is to provide conversational content to bot builders while they design chat flows.

### Why use this document

Content plays the most important role when designing a bot. This document contains a dictionary of phrases and keywords to use in various situations in any chat flow.

We bring to you a content repository that will help you in times when you feel stuck, distressed, can't find the right words to start, propel or end the bot conversation.

### How to use this document

Based on three broad personality types, we have bucketed these phrases as Formal, Casual and Quirky.

First, decide a personality and select phrases from the bucket for each situation.

#### Personality 1) Formal

Works for most transactional use-cases and brands.

The tone is professional and helpful.

**Eg:** An insurance provider

#### Personality 2) Casual

Works for most transactional and engagement use-cases.

The tone is friendly and helpful.

**Eg:** An e-commerce Bot

#### Personality 3) Quirky

Works for specific niche use-cases like a therapist bot.

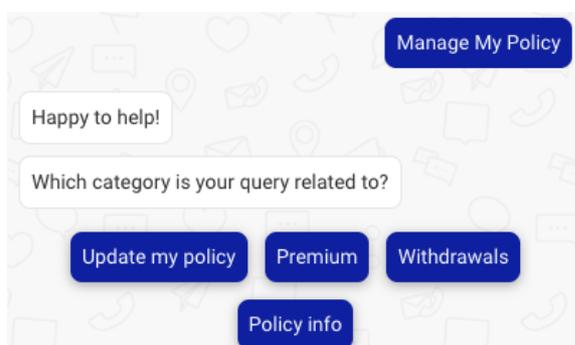
The tone is customizable but tends to be energetic and funny.

Eg. A trip advisor bot.

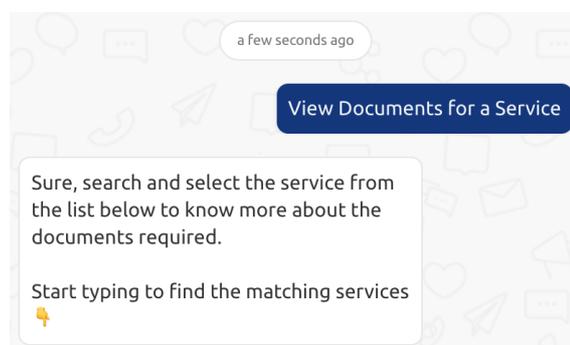
💡 **Remember, conversations are completely contextual. There are no cast-iron rules. You may choose to use a casual phrase in a formal chatbot as per your discretion — consult a copywriter if you have doubts.**

## 1. Verbal Affirmation

- **Definition:** Content to acknowledge any incoming user query



Sample Use Case 1 ^



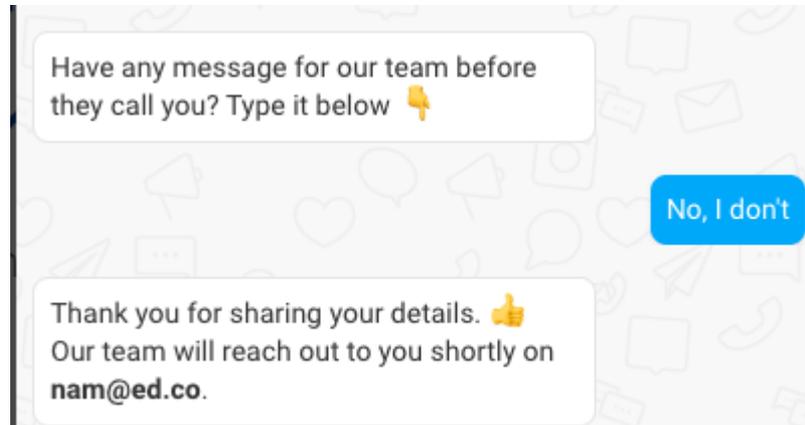
Sample Use Case 2 ^

Copy your selected words & paste them your bot from below 🙋

Formal	Casual	Quirky
<u>Of course</u>		
<u>Definitely.</u>		
<u>Understood</u>		
<u>Great</u>	Glad you asked!	Alrighty
<u>Okay!</u>		Gotcha!
<u>Certainly.</u>		I've got it covered
<u>Alright</u>	Happy to help	I've got you covered
<u>Sure</u>	Absolutely	Sure thing
<u>Untitled</u>		

## 2. Post Information Collection

- **Definition:** Content to acknowledge information shared by the user

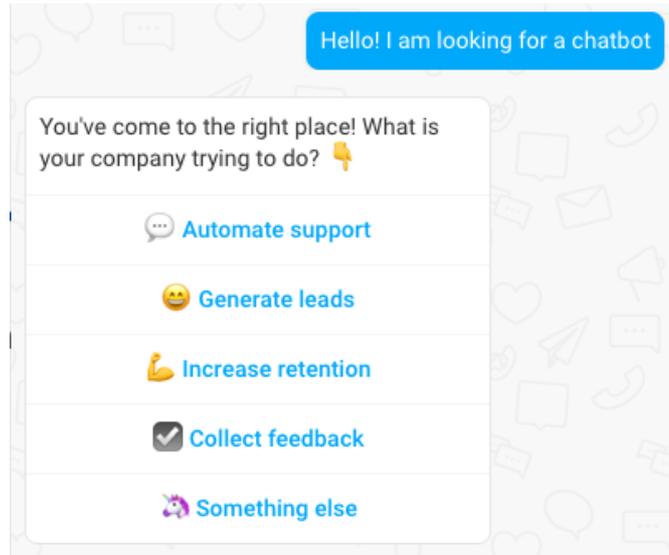


Copy your selected words & paste them your bot from below 📌

Formal	Casual	Quirky
<u>Noted.</u>	👍 Got it	Cool
<u>Thank you for sharing. %detail.</u>	Thanks!	Wohoo!
<u>Thank you.</u>	Perfect	Mission accomplished
<u>Well done!</u>	👌 All set	Yay! We're all done here.
<u>You're all set!</u>	Awesome!	Sweet!
<u>We're all set</u>	Sweet. Its a done deal!	Okay, cool
<input checked="" type="checkbox"/> <u>Done</u>	Perfect!	
<u>Untitled</u>	This information is super helpful!	

## 3. Upon Selection

- **Definition:** Content to respond after a user a selects product, package, service or any offering

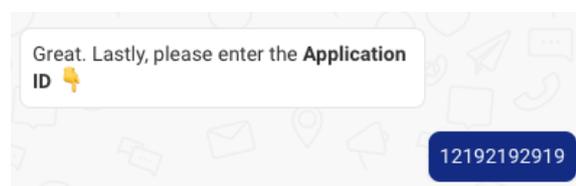
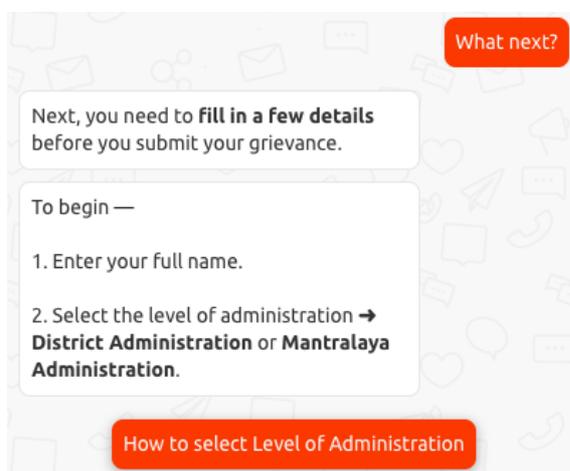


Copy your selected words & paste them your bot from below 📌

Formal	Casual	Quirky
<u>Good choice</u>	Good going!	Wow, that's great!
<u>Great choice</u>	Awesome	That's awesome
<u>Sounds good</u>	Perfect	Super!
<u>Great decision</u>	Superb	Perfecto
<u>Untitled</u>	Brilliant	

## 4. Conversational Propellers

- **Definition:** Content to extract information from the user in an engaging manner and move the conversation forward.



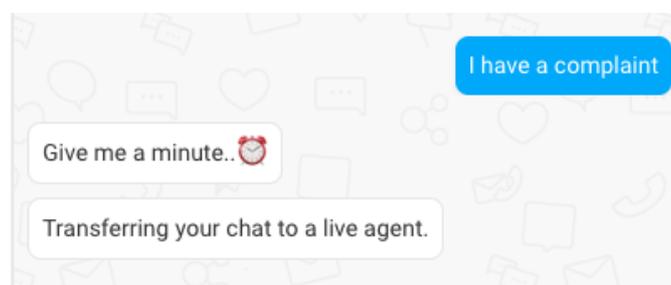
Sample Use Case 2 ^

Copy your selected words & paste them your bot from below 📌

Formal	Casual	Quirky
<u>First</u> ,	We're almost there!	But first, I'd like to know you better. Let's start with your name?
<u>Firstly</u> ,	Go ahead and	We'd love to get to know you better. What's your work email?
<u>Before we begin</u> ,	Go on	
<u>Next</u> ,	Just one more step,	
<u>Lastly</u> ,	Just one more question,	
<u>One last thing</u> ,	Just one last question,	
<u>Next step</u> ,	One last step,	
<u>Go ahead</u> ,	Almost there,	
<u>To begin</u> ,	Last question, I swear	
<u>First of all</u>		

## 5. Setting Waiting Expectation (API wait time, agent transfer)

- **Definition:** Content to set wait time expectation for the user



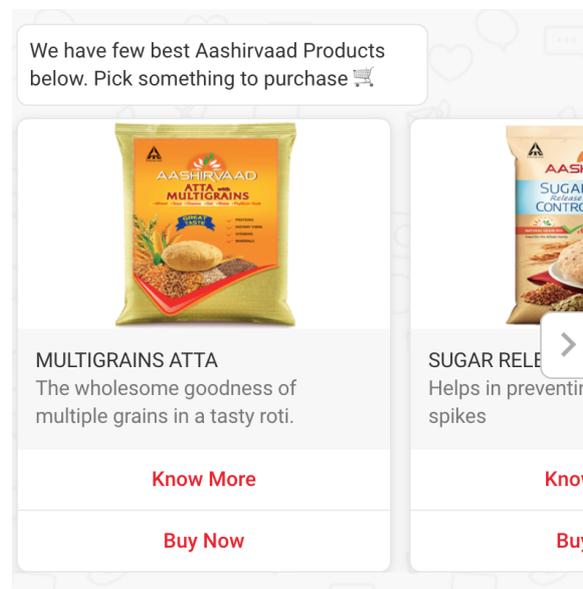
Sample Use Case 1 ^

Copy your selected words & paste them your bot from below 📌

Formal	Casual	Quirky
<u>Give me a minute..</u>	Hang on..	Stay right here,
<u>Give me a moment</u>	Hold on..	On it, boss. 🤪
<u>One moment</u>	I'm on it!	Hold it
<u>Yes, I'm working on it.</u>	Hold up a second	Don't go anywhere
<u>Give me a minute to check</u>	Wait a min, almost done	
<u>Untitled</u>	One sec	
<u>Untitled</u>	Hold on while I....	
<u>Untitled</u>	Wait up..	

## 6. Information Sharing/Suggestion Sharing/ Displaying Options

- **Definition:** Content preceding information shared by the bot



Sample Use Case 1 ^

Copy your selected words & paste them your bot from below 📌

Formal	Casual	Quirky
<u>The best &lt;context&gt; for you are 📌</u>	Here you go 📌	Here are my favorite options —

Formal	Casual	Quirky
<u>Here are the best &lt;context&gt; for you —</u>	Take a look at....	Here are my carefully handpicked <context> options for you 📌
<u>Here are a few options for you —</u>	Tap on the button below to...	You're going to love these tailor made <context>. Go ahead and pick one!
<u>Here are some options 📌</u>	Click on the button below to...	Fetching the best <context> alternatives for you!
<u>I've found some great options for you</u>	Here are the top <context> for you 📌	Check these out 👁️
<u>Pick from the options below —</u>	Go ahead and pick one of these! 📌	You'll like these 📌
<u>Pick one of these</u>		
<u>Tap on one of the options below</u>		
<u>Untitled</u>		

## 7. Task box Preview

- **Definition:** Content for Preview Text

Hi! I'm Ananya, your Aashirvaad Chefbot! 🍳 What can I help you with today?

-  Discover Delicious Recipes >
-  Explore Tips & Tricks >
-  Shop Aashirvaad Products >
-  Get In Touch >
-  Type your message... >

Sample Use Case 1 ^

Hello! Which of the following are you looking for?

-  Current Openings >
-  Recruitment Under Process >
-  Type your message... >

Sample Use Case 2 ^

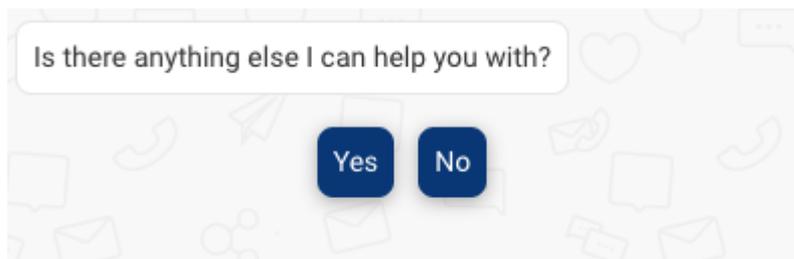
**Copy your selected words & paste them your bot from below 📌**

Formal	Casual	Quirky

Formal	Casual	Quirky
<u>Hi! Pick a task to get started</u> 👉	Here's a list of everything I can help you with —	Hey! What brings you here today?
<u>Hi! What can I help you with?</u>	Here's everything I can help you with —	Heya! What can I do for you?
<u>Hello! What can I do for you?</u>	Hi! How can I help you today?	
<u>I am here to assist you with the following —</u>	Hello! Which of these can I help you with?	
<u>I am here to help you.</u>		
<u>Hello! What may I help you with today?</u>		

## 8. Conversation Enders

- **Definition:** Content to end conversation with user



Sample Use Case 1^

**Copy your selected words & paste them your bot from below** 👉

Formal	Casual	Quirky
<u>I'll be here if you need my help.</u>	Great! I'll be here if you have any other questions.	Twass a pleasure helping you!
<u>Alright! I'll be here if you need my help.</u>	Got it, you can always come back for help!	I'll be waiting for you to come back for any more help!
<u>Okay. I'm always a message away.</u>	I'll be here if you need me.	Happy to help. See ya later!
<u>Happy to have helped.</u>	Cool. You know where to find me if you need help.	Toodles!
<u>Happy to have been of service.</u>	Happy to help, anytime :)	Ping me anytime you need help. See ya!

Formal	Casual	Quirky
<u>Hope to assist you again!</u>		
<u>Is there anything else I can help you with?</u>		

If you think of any words, phrases, or sentences that we may have missed or you wish for us to add please feel free to comment.