

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

PESKOVSKAYA Olga Viktorovna

CHATBOT AS A COMMUNICATION TOOL WITH CONSUMERS

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Senior Lecturer
Dariya S. Kraskovskaya

Minsk, 2025

ANNOTATION

The structure of the diploma work on the topic "Chatbot as a tool for communication with consumers consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals various theoretical aspects of the process of communication and interaction with consumers. The second chapter describes the specifics of using communication platforms in the process of interacting with clients. The third chapter is a practical one, in which the chatbot platform was developed for the organization of MetallGroup LLC. The volume of the diploma work is 47 pages and includes 3 applications and 33 used sources.

Keywords: chatbot, tool, communication, client, consumer, metal products.

The object of the diploma work research is a chatbot.

The subject of the diploma work is the communicative aspects of a chatbot in interaction with consumers.

The purpose of the diploma work is to develop a communication platform for communication with consumers for the organization of MetallGroup LLC.

The methodological basis of the diploma work is based on general scientific methods: the comparison method, the descriptive method, digital data analysis, as well as interface design methods.

In the process of writing the diploma work, the following results were obtained: a chatbot implementation system based on the Telegram messenger was proposed, taking into account the most frequent customer questions. An analysis of the economic benefits of using this tool was carried out, which established that the first and second methods are beneficial to the organization of MetallGroup LLC, but using a chatbot in a messenger requires lower costs.

The novelty of the results obtained is due to the relevance of the issues under consideration and the possibility of applying them in practice: in the field of sales to improve communication with consumers. The obtained results are characterized by wide possibilities of theoretical and practical application.

The materials and results of the diploma work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the diploma work can be used in the educational process, as well as in the development and implementation of marketing activities of MetallGroup LLC.