RealPage Website Chatbot

Abstract

RealPage Inc. desires a chatbot for its main website, https://www.realpage.com. The chatbot will direct users to the product they are looking for more efficiently than customers navigating the website themselves. After building the logic behind the chatbot we will implement it using an existing framework. The reasoning behind this project is that RealPage owns over sixty different products. Reducing the amount of time people spend looking for products on the company’s website will ultimately help the company generate more revenue.

Results

We built the chatbot using Dialogflow and provided options for new customers, existing customers, and other website visitors. The chatbot is able to clearly identify the user’s purpose on the site. For example, if they are a potential customer, it directs them to the product or products that would best fit their needs. Additionally, the bot is properly integrated into the RealPage website’s UI without having any substantial impact on the speed of the site. Finally, the entire project is documented to allow the RealPage development team to continue expanding the bot’s functionality as more products are added to the site.

The metric we used to evaluate the success of the chatbot was whether it would redirect the user to the correct website for the keywords given to us by RealPage. The chatbot successfully navigates the user to the correct webpage every time, and we estimate that we have a 95% success rate for the chatbot for the products and services we built it for, using the right keywords.

Architecture

<table>
<thead>
<tr>
<th>Dialogflow Server</th>
<th>Chatbot Module</th>
<th>RealPage Website</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dialogflow processes input and determines best response based upon conversation intent</td>
<td>Displays text along with interface to prompt user input</td>
<td>Website loads and displays chatbot</td>
<td>User navigates to website</td>
</tr>
</tbody>
</table>

Impact

During the semester, our team worked with RealPage to build a chatbot to help potential customers better navigate their website. Our chatbot will help RealPage remain a market leader by assisting users in finding the product they are searching for, and by generating sales leads for RealPage. It should direct people to the products they seek in a faster way than just by searching the website. As a result, future customers will convert and become sales leads. Potentially hundreds of people that visit the website each day will utilize this chatbot and contribute to RealPage’s continued success.

Summary

The RealPage chatbot directs website visitors to the correct page to increase sales leads and conversion rates. It helps potential and existing customers, tenants, customers with complaints, investors, and job seekers. RealPage is the first among its competitors in the multifamily property management software industry to add a chatbot to its website. With the documentation that we provided to RealPage, they will be able to add more support and different products as they grow.