



**HOW WE DEVELOPED A  
CHATBOT TO EXCEED  
CAMP AMERICA NZ'S  
RECRUITMENT TARGET  
BY OVER 200%**

*...with Plexy*



# Who?

CAMP AMERICA  
NEW ZEALAND

**Camp America New Zealand is one of the best known summer work experience programs for young people.**

Through working with partners in the USA, Camp America NZ has been providing a recruitment service for over 40 years. This is in providing safe and secure camps in America to native New Zealand residents to have the best summer of their life.



# Why?

LEAD  
GENERATION

**They were encouraged to build on their current Facebook campaigns through increasing conversions across social media from recruitment enquiries.**

They required knowledge and expertise to create a chat bot that engaged with young people in a fun and conversational way.

While their current Facebook campaigns were working okay, they wanted to experiment with new technology and improve the reach on campaigns.



# What?

SALES FUNNEL

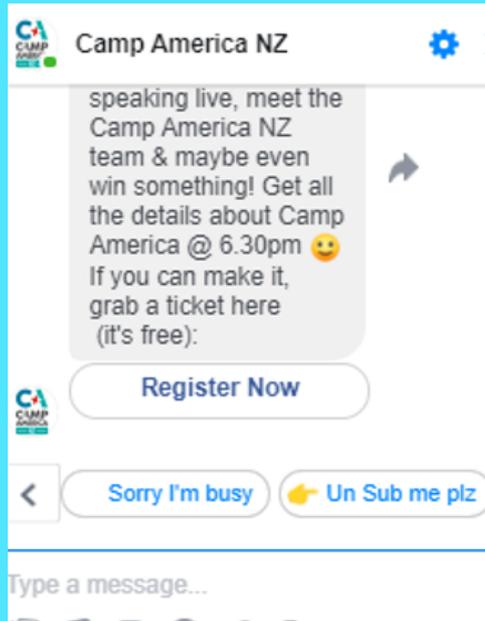
**Plexy built a high converting Chat bot that beat Camp America's NZ lead generation target by around 200%.**

We understood their audiences demographics and needs which allowed us to create a chat bot that's messaging was appropriate to the conversational language of the target market and use of New Zealand slang.

We automated their recruitment processes and conversations saving them on time and resources while exceeding previous targets.

# How we increased Camp America NZ's conversions by around 200%

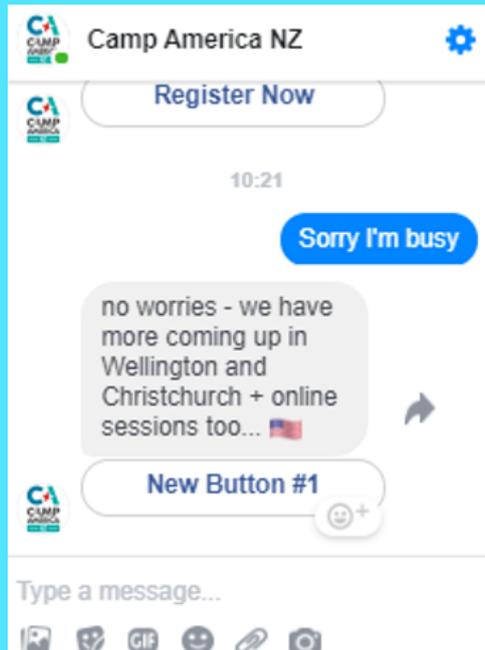
Clicking register now provides a quick interactive option to lead users directly to the external link of the website.



We familiarised ourselves with kiwi slang to create conversational copy appropriate with local dialect.



Final results saw around 140 new sign ups.



Messaging to entice a solution to users to find out more information if they are unsure or unavailable to at that current time.



"Rob is fantastic and quickly picked up on what our market needs are. I didn't have to teach him how to be effective with ManyChat or our target market - will defiantly use again."

Head of Camp America NZ



Vicky Kenny



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