



**“Today was a great opportunity for everyone to get their hands dirty...not only behind the scenes in theory but deploying these bots out there into places like FB Messenger. We started talking about conversational platforms and what it really means for us to start building.”**

**Scott Abbott,**  
General Manager at Scorch iProspect, Australia



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### Citizen Coders



You don't have to know basic coding to make a chatbot. Using [Microsoft Solutions Q&A Maker](#), anyone can do it.

### Door Opener



Working with Microsoft, agencies learn new solutions, including bots, to leverage and sell to current and potential customers.

### One Microsoft



Microsoft Advertising, Office 365, and Microsoft Cloud-Solutions unite to support client solutions with a multi-faceted approach.

## Microsoft's 'Build-A-Bot' workshops help iProspect generate new revenue streams

iProspect, the world's leading performance marketing agency, teamed up with Microsoft for a 'Build-A-Bot' workshop. The goal was to use the power of Microsoft AI to create innovative solutions. In the workshop, they created useful new chatbots for internal use, which equipped them to offer the same solutions to clients.

### Workshops open doors for agencies behind the power of a One Microsoft Solution

How do you get non-coders to create a useful chatbot that solves real-world problems? You give them a One Microsoft solution.

Microsoft provided experts from various departments to iProspect to deliver the first 'Build-A-Bot' workshop. iProspect brought team members with varying levels of technical expertise to the workshop as 'Citizen Coders' and tasked them with creating a useful chatbot in under three hours.

Standing by to help, as the "Citizen Coders" fed data into the easy-to-use Q&A Maker, were Microsoft Advertising reps, Cloud Solution architects, and even Office 365 engineers who assisted with the Microsoft Teams deployment.

On the cloud-based Q&A Maker, teams had to decide which knowledge base of semi-structured content (FAQs, manuals, and documents) to upload to create a bot. After the upload, a working [Azure Web App Bot](#) was created that gets smarter as more users ask questions, all with no coding required.

Using the [Azure Portal](#), teams downloaded and tested their bot before deploying it to Microsoft Teams, Skype, and other services. The winner was a human resources bot that engages potential new hires and answers their questions.

After the workshop, iProspect went on to create successful chatbots for several clients, helping them increase brand engagement. A new door opened for iProspect, as the teams bolstered their skillset with a valuable new tool to help clients increase revenue.

Microsoft Internal Data, 2018-2019.

[www.iprospect.com/en/gb/blog/buildabot-iprospect-and-bing-host-interactive-workshop](http://www.iprospect.com/en/gb/blog/buildabot-iprospect-and-bing-host-interactive-workshop)

