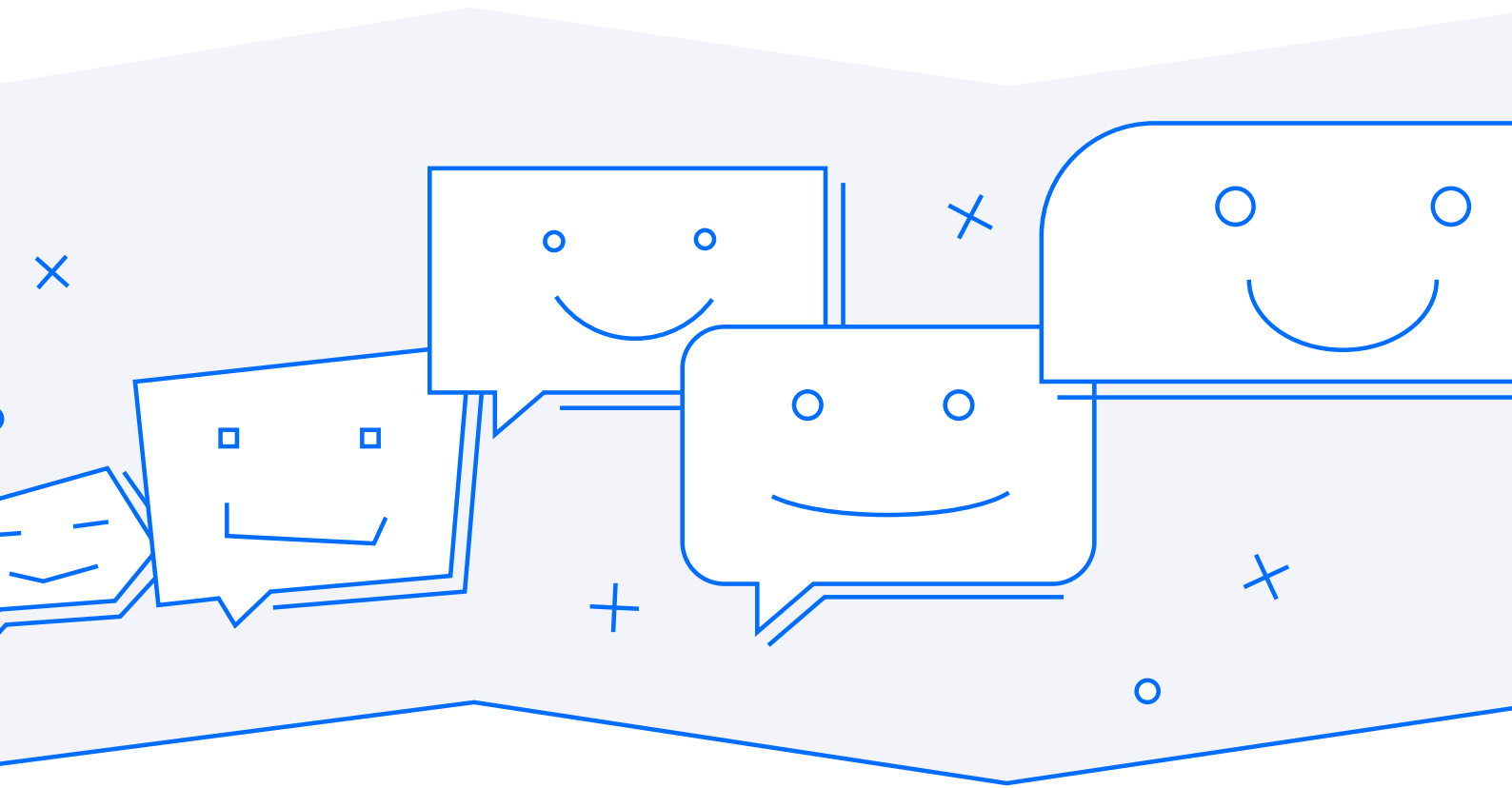




The Ultimate Guide to Chatbots in Business

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Intro

By 2020, it is predicted that 85% of consumer interactions will be handled without a human agent, according to Gartner. At the same time, 80% of businesses will probably have some sort of chatbot automation by that year. Chatbots have been around for a while already, but they only managed to gain traction in recent years. In this research, we'd like to trace how conversational AI applications have evolved, what constitutes a good chatbot, how businesses monetize chatbots.



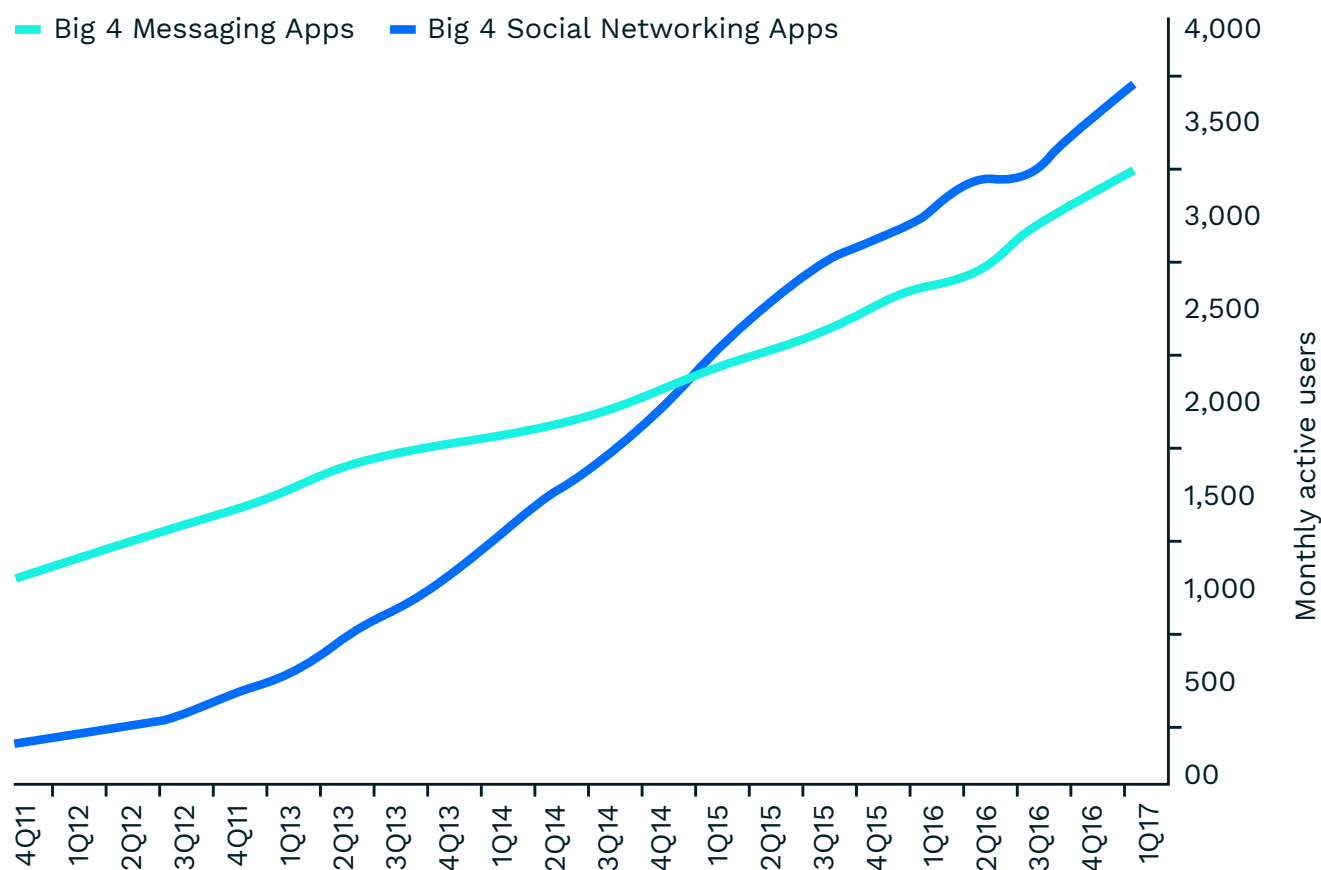
Chatbot evolution

Chatbots have existed for decades, but businesses have only recently begun to exploit the opportunities they provide. The situation changed with the release of Facebook Messenger — Facebook made it possible

to integrate chatbots into the platform. In 2016, messaging apps surpassed social media in popularity and the four biggest messaging apps reached about 4 billion users:

Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks, in millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.

Big 4 networks are Facebook, Instagram, Twitter, LinkedIn.

Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI Intelligence



Encouraged by active user count, companies started building bots. At the 2018 F8 conference, Facebook announced it had 300,000 active Messenger bots. The company keeps adding new features like an appointment-booking for the Messenger bot platform, “that could help accelerate the adoption of bots among the 40 million businesses that use Messenger to communicate with their customers.”

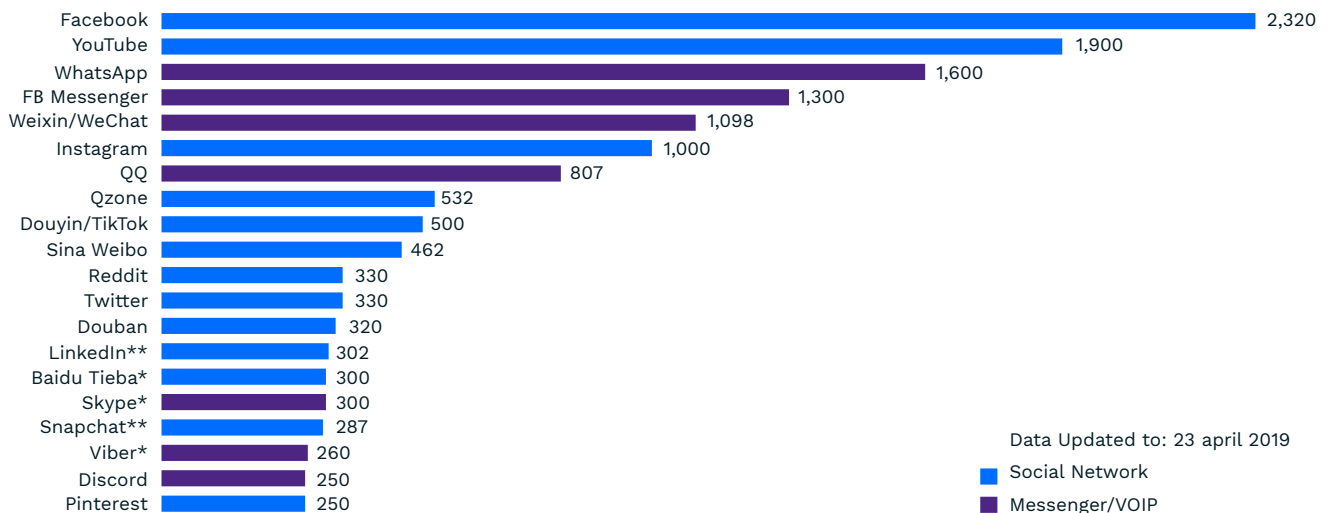
In today’s world you need to keep running to stand still: the general user expectations have changed a lot in the last couple of years. Nowadays, companies that want to sell

something or need more subscribers have to stand out of the crowd. The best way to do so is to insert new elements into the already-existing business model and improve the user experience.

Apps are ubiquitous and app fatigue is growing: between 80-90% of apps are used once and then deleted. The one exception is messaging apps, which account for 91% of the time spent on mobiles in the U.S. Messaging apps have over 5 billion monthly active users (HubSpot). This chart shows the growing usage of messaging and social media apps:

Active users of top social platforms

Based on monthly active users, active user accounts, or unique monthly visitors to each platform, in millions



Sources: kepios analysis; latest company earning releases, or media statements, reports in reputable media (all to apr. 2019)

Source: We are Social, 2019

* Advisory: Platforms identified by (*) have not published updates user figures in past 12 months, so figures may be less reliable.

** Notes: These platforms do not publish MAU data. LinkedIn figure is based on monthly unique website visitors in dec. 2018, via similarweb. Snapchat figure extrapolated from data reported in TechCrunch (june 2017).



Chatbots and business

When thinking about conversational AI, the first thing that comes to mind is its use in customer service across multiple channels. In that sense, chatbots and customer service truly go hand-in-hand: from the proactive approach bots can take with the help of machine learning to their growing abilities to hold a human-like conversation using natural language processing.

One of the best things about chatbots is that they can create an illusion of an in-store experience for online shoppers and ensure an unprecedented level of consistency when it comes to customer service.

Chatbots can answer product-related questions, sell products and direct customers to web pages—just the way human sales associates would do, but with an unprecedented level of immediacy and accuracy. So, with the help of chatbots purchasing experience on mobile and web devices becomes highly personalized.

With natural language processing (NLP) and understanding (NLU) dramatically improving, the voice becomes the new UI. Conversational AI is capable of answering complex questions three times faster than text-only chatbots.

As the demand for voice-enabled technologies is growing, conversational AI is something the retail industry will inevitably embrace. Retailers will work to create their own chatbots with customized NLP models catering to specific customer-directed needs.

However, conversational AI is not only helping businesses to listen and understand their customers. Voice-enabled technologies can help to provide real-time data on stock and to order, volumes, sales figures, and HR, thus making operations management more efficient and comprehensive.

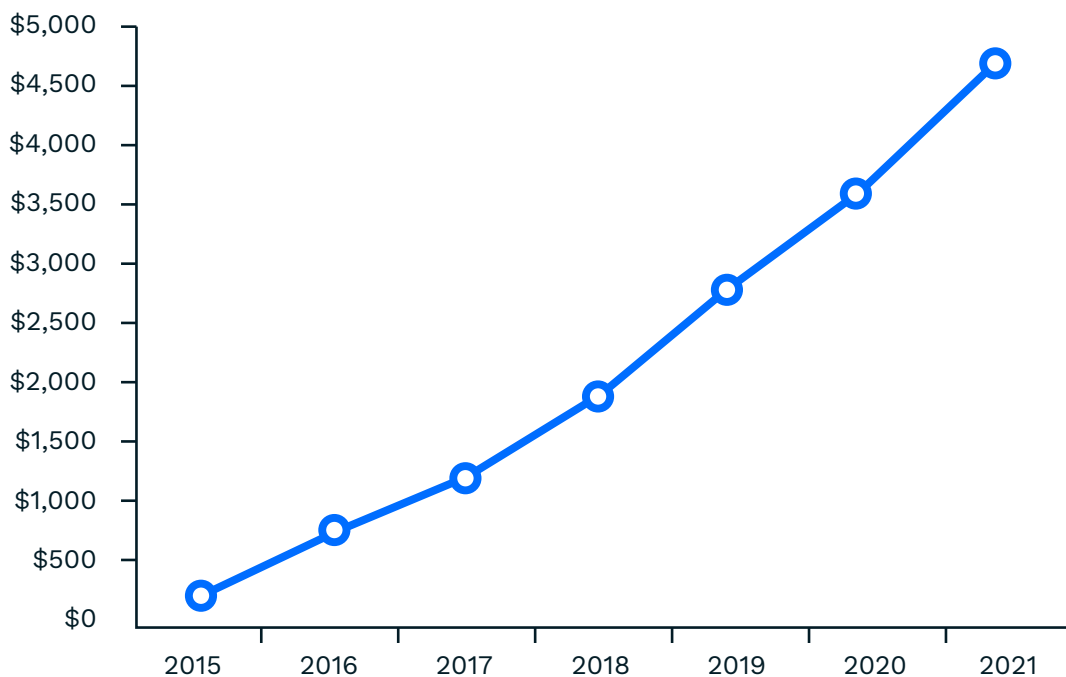
Today we see conversational AI transform a number of industries: from call centers to healthcare to retail. In the years to come, we can also expect the industries, that usually adopt new technologies somewhat reluctantly, to jump in, creating new voice-enabled services and changing the way we communicate with computers.



Spending on intelligent assistants

The recent research finds “that the investments are expected to quadruple by 2021. This is an inevitable result of competition. Enterprises are increasingly challenged by finding and developing an omnichannel strategy and chatbots made it possible to effectively

and efficiently communicate with the consumer. Customer relations, marketing, sales all the departments of a traditional enterprise can achieve greater efficiency by implementing chatbots.”



Source: Opus Research (2017)

Opus Research found that enterprises are becoming increasingly aware of the potential in intelligent assistants.

Curious chatbot insights

35% 

of consumers want to see more companies using chatbots

(Opus Research, 2018)

58% 

of companies that use chatbots are B2B tech

(Ubisend, 2019)

21% 

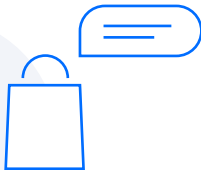
of consumers believe chatbots are the easiest way to contact a business

(Ubisend, 2019)

42% 

of companies using chatbots are B2C

(Relay, 2018)

53% 

of customers are more likely to shop with businesses that they can message

(Outgrow, 2018)

41% 

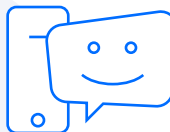
of people that start online chats with businesses are executives

(The State of Chatbots Report, 2018)

67% 

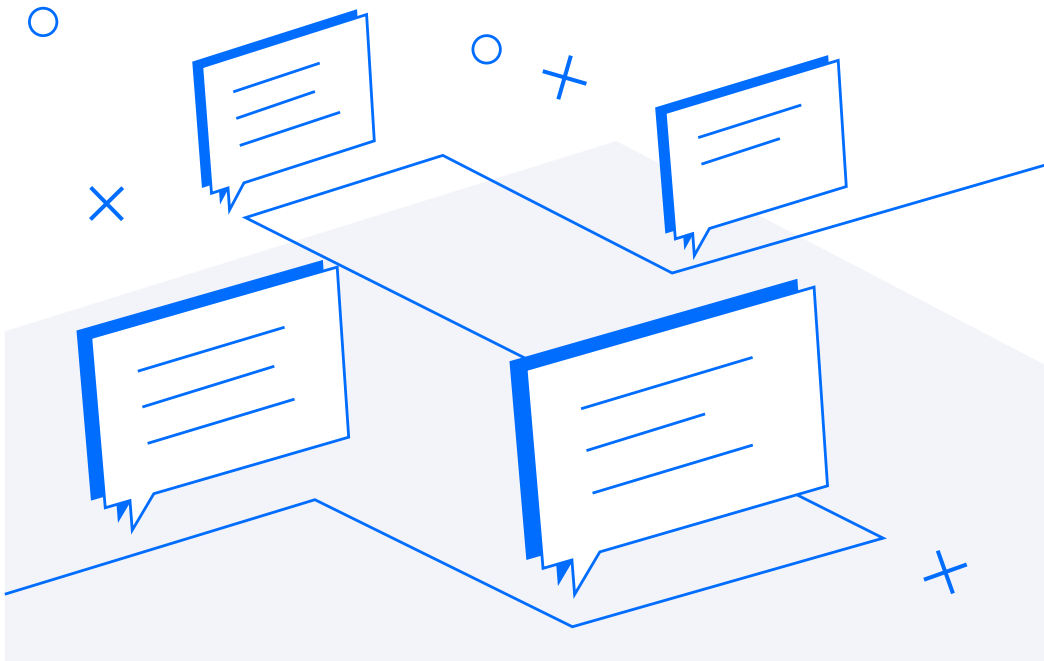
of US millennials said they are likely to purchase products and services from brands using a chatbot

(Chatbots Magazine, 2018)

67% 

of businesses believe that chatbots will outrun mobile apps within the next 5 years

(Medium, 2019)



Chatbot strategies for business

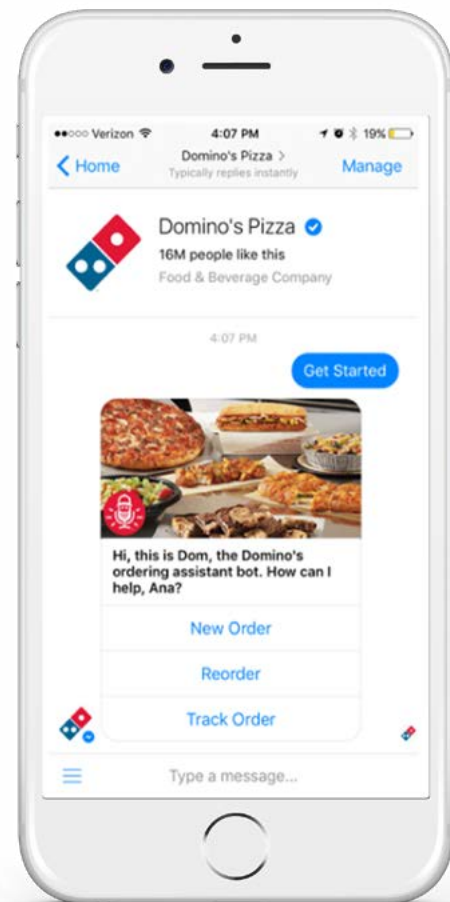
Here are the most popular chatbot strategies companies utilize: from a classic enterprise chatbot to landing page chatbots to survey chatbots. Of course, in most cases, businesses combine several of them to reach their goals.

Customer support chatbot

One of the most popular use-cases, this one usually helps customers find information on products and services, answers frequent questions, helps to place orders and asks for feedback. One of the most popular being Domino's Pizza ordering bot, which allows customers to order directly through Facebook Messenger. The advantage of the bot is that it allows one-off and returning customers to order without having to create an account or profile, and without even leaving the comfort of their favorite app. To capitalize on this new 'employee' the brand launched the bot in anticipation of a Super Bowl weekend, freeing up phone lines and keeping their website running smoothly during one of their busiest days of the year.

Another big-name brand, Starbucks introduced a chatbot that operated via its MyBarista app where you can order by voice through Amazon Alexa or by sending a message. Along with allowing customers to remain in the comfort of their homes right up until their brew is ready (the bot messages you when the order is ready for pickup), barista bot also allows payment and tipping, meaning all a customer needs to do is show up. In addition, the chatbot will enable loyal customers to place multiple and specific orders and due to its ability to learn, can gauge customer preferences and habits based on previous orders.

Lyft is another company that uses chatbots for better customer service: using a chat on Facebook Messenger and Slack or voice on Amazon Echo you can get yourself a ride. The Messenger bot will let you know the current location of your driver and show you a picture of the license plate and car model. In Slack, you can simply use slash commands (e.g., /lyft home)

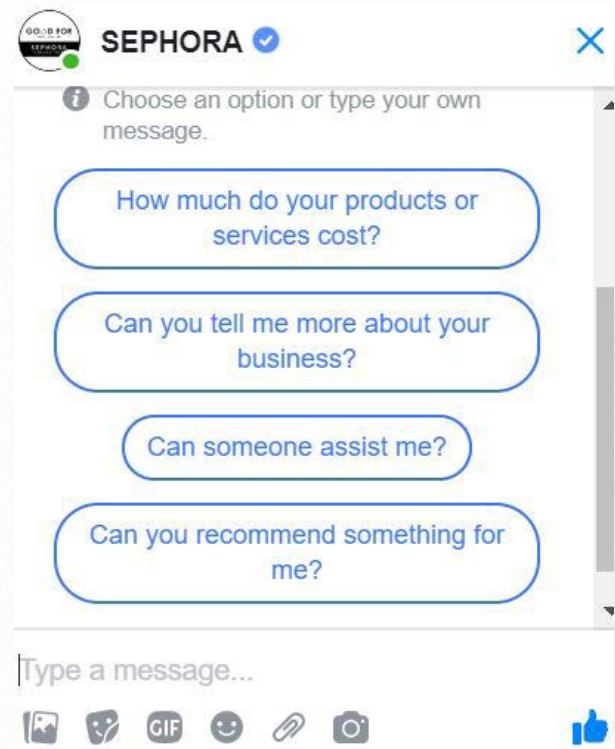


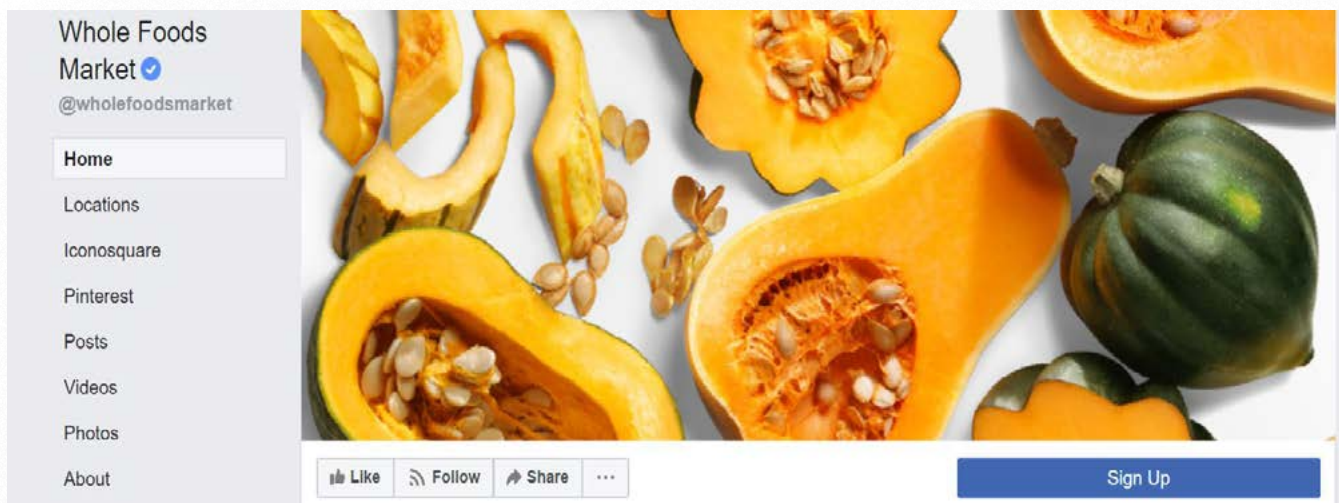


Meeting planner chatbot

One of the most popular examples is Amy, a virtual assistant that schedules all your meetings for you. Since its launch date in 2014, Amy by x.ai has already scheduled 1M+ meetings. In fact, there are many services with similar functionality: Meeting Bot, TARS Meeting chatbot, Clara Labs and Kono.

There are also scheduling capabilities inside branded apps, like Sephora chatbot: there is a Reservation Assistant that enables customers to make appointments with beauty specialists seamlessly by sending a message to the chatbot. Through smart learning capabilities, the chatbot can understand the language used by the customer to make the interaction even easier.





Consulting chatbot

As you can tell from the name, users ask the bot for a piece of advice and the bot provides them with the right information. Sometimes it works purely for marketing purposes. In fact, the aforementioned Sephora chatbot has a consulting service as well: you can get all kinds of makeup tutorials if you chat with Sephora on Kik. This personal assistant will also provide product reviews and ratings when you're shopping in a store.

A chatbot from Whole Foods helps users search for recipes via Facebook Messenger. One of the coolest parts is you can search by an emoji to get those recipes, and it also lets you filter recipes if you have special dietary needs.

There is a whole family of legal advice chatbots: e.g. Visabot chats with customers over Facebook Messenger and the company's website. It asks simple questions and helps complete the application. Users pay to print the documents, which they mail to the government. Visabot's founders claim that their product costs 10 percent of the usual legal fees.



Education chatbot

While education is believed to be a slow-to-innovate industry, during the most recent years, many innovative tools emerged and conversational AI applications are among them. One of the educational resources to utilize chatbots is Memrise, a learning program that uses the latest technology to help you hone your skills. These chatbots focus on “missions” in outer space. To interact with the chatbots, you select words from a list to put together sentences for a text-based conversation.

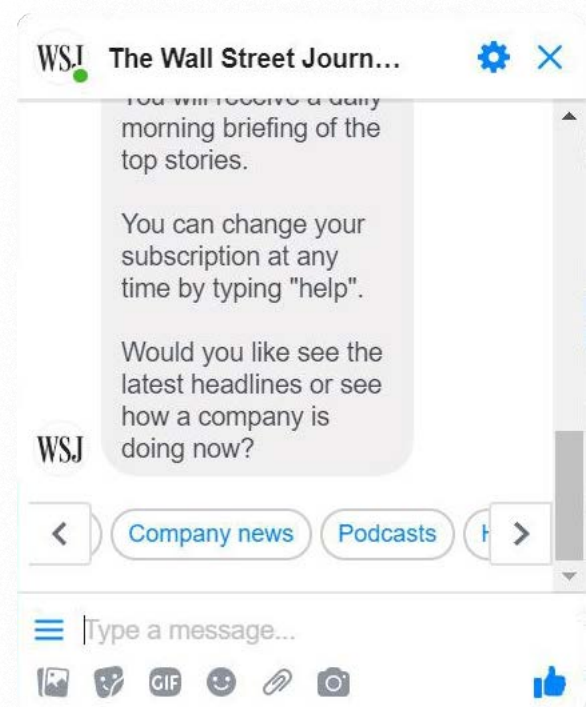
There is also Eggbun Education, which is designed to help beginner language students practice their skills, where artificial intelligence chatbot acts like a tutor. Lanny, as she’s called, guides you in learning your target language. The interaction offers text-based dialogue along with audio examples. Along the way, Lanny will share information and ask you to type certain words to help you learn vocabulary and grammar.



News chatbot

Chatbots have also been utilized by new media: the Wall Street Journal chatbot makes it easy to keep track of big news and stock quotes through Facebook Messenger and allows you to customize alerts. Simply type in some commands and you can get company information and key financial metrics, compare companies, and get live stock quotes.

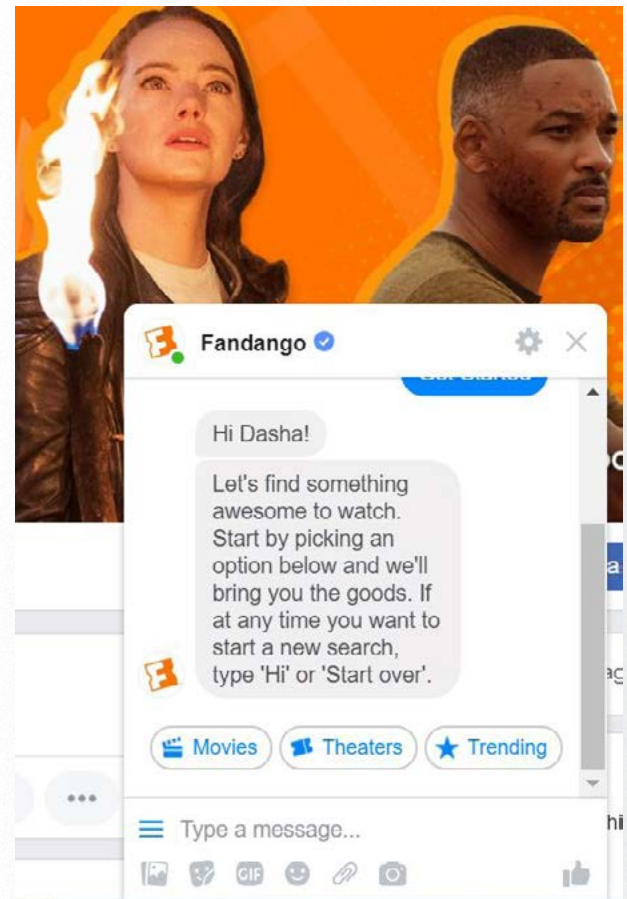
There is also TechCrunch that uses chatbots to send you the content you want whenever you want. The chatbot allows you to pick the number of times you'd like to receive new content, as well as the type of content (hot stories, specific authors, etc.).



Entertainment chatbot

These bots are designed to deliver entertaining content: Fandango's Facebook Messenger bot lets you watch movie trailers, find local theaters, and see what's trending this week. Simply enter your city or ZIP code, and the chatbot will show you what's playing nearby, when, and send you to a page where you can buy tickets.

Music streaming platform Spotify has millions of users worldwide, so using chatbots to interact with consumers makes sense. Bots allow the company to monitor customer service issues and provide a better service. The chatbot also enables Spotify users to discover the latest music, artists, tracks, and genres via Facebook Messenger. Consumers can even interact with the company on the platform and receive playlist recommendations based on their current mood.



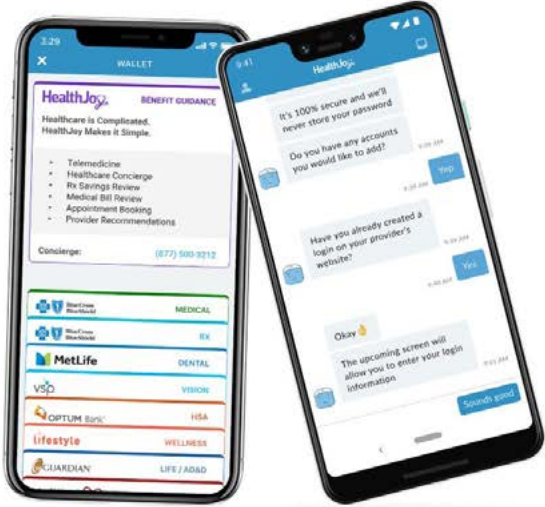




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All-in-One Health Benefits Platform

HealthJoy is an all-in-one cost containment and guidance platform that helps employees make better healthcare decisions. The platform brings together medical professionals, advocates, Rx savings, an artificial intelligence-powered virtual



Healthcare chatbot

Conversational AI applications are deemed to be the future of the healthcare industry and there are already cases that prove it. HealthJoy is a chat-based app that lets employees manage their own healthcare benefits by combining a team of doctors, insurance experts, and the chatbot Joy. The bot explains benefits and providers to users, provides different healthcare options and directs users to higher quality care that's also less expensive. The bot is supported by a team of professionals who can also help users with contacting doctors, booking appointments, and more.

Another example is Dr. A.I., which reads patients' symptoms, asks follow-up questions and analyzes their data stored in the HealthTap app to guide patients to the right level of doctor-recommended care. Dr. A.I. utilizes a database of answers written by medical doctors to make the right recommendations on the next steps the patient should take. The steps can range from reading doctor recommendations to scheduling a virtual or in-person doctor visit to seeking urgent care.

Promotion chatbot

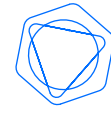
Chatbots also make a great promotion strategy: to promote National Geographic's new TV show *Genius* — chronicling the lives of figures like Albert Einstein and Pablo Picasso — creative agency 360i designed a chatbot that impersonated a featured *Genius* on Facebook

Messenger bot. Before the show on Albert Einstein aired, for instance, promo landing page visitors could “Send Message” to “Einstein.” The bot conversed with users, replying with information about the show, quips about relativity and other topics Einstein studied.



To promote the second installment of the 50 Shades of Grey franchise, PersonaBots released a Christian Grey chatbot for Facebook Messenger.

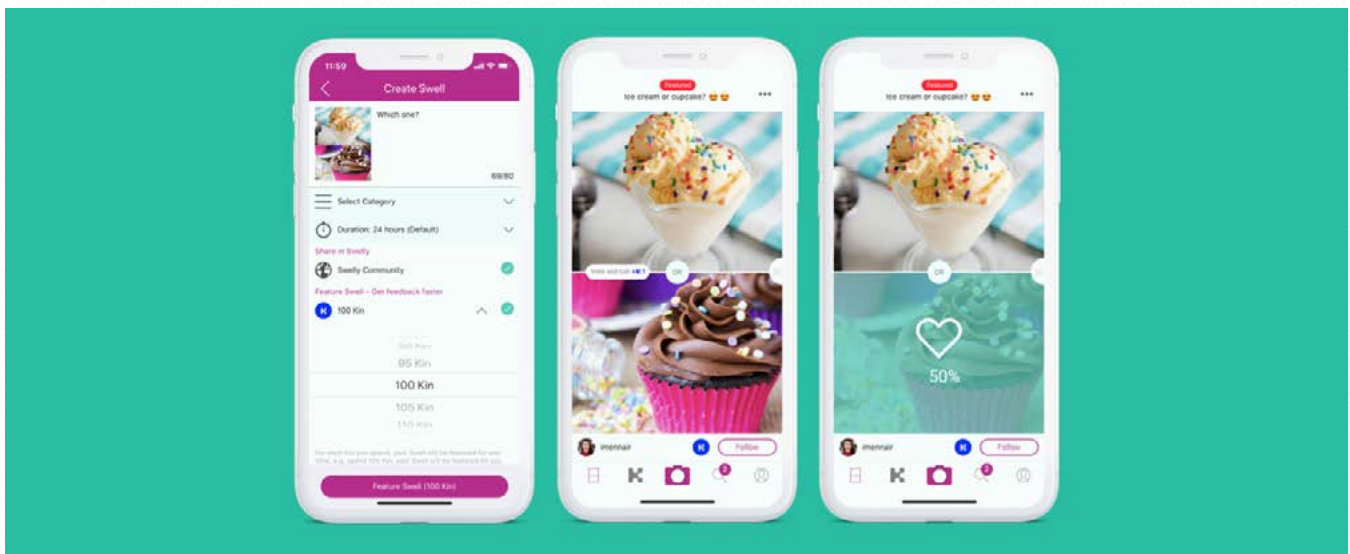




Money transfer chatbot

As the name betrays, the chatbot helps transfer money between users. Once you've put relevant information like account number, name, address e.t.c., you can transfer the money to the receiving user. In return, the bot charges you a small fee.

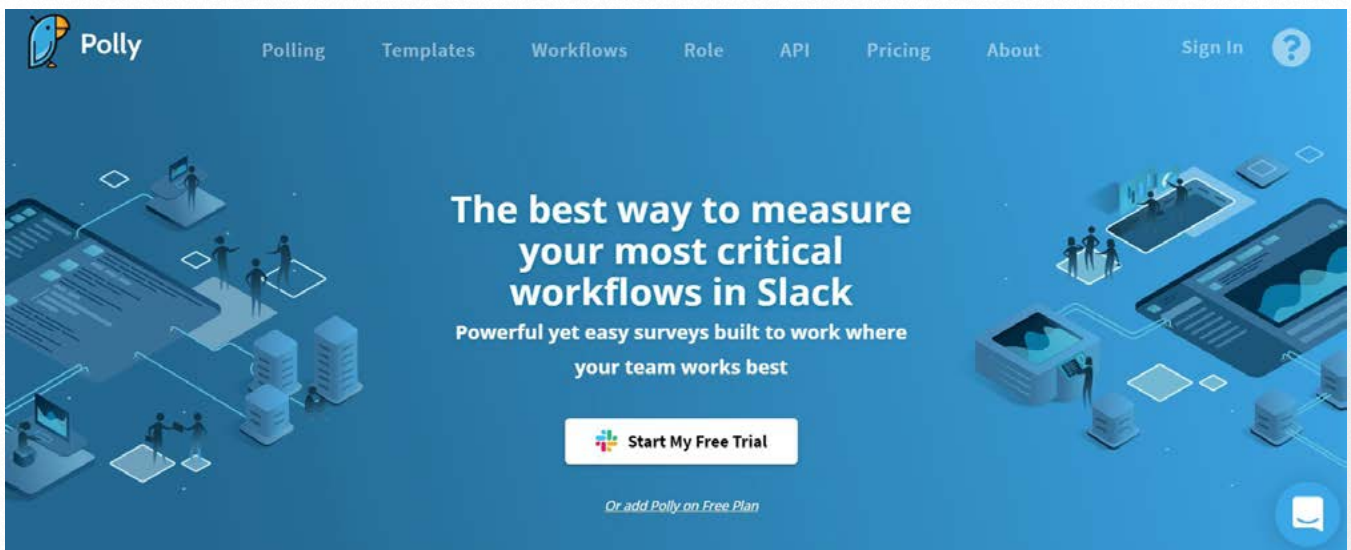
Western Union was among the first to introduce integration with the Facebook Messenger, enabling one of the largest social networks to transfer money as well.



Survey chatbot

Such chatbots ask questions and collect the answers. Swelly chatbot, for example, helps users get their friends' opinions about various decisions. Users ask their friends about a variety of things - from what to wear to choosing the right response to messages. Sure, you could simply ask friends for opinions. But Swelly went viral and reached over 2 million users.

A bot for Slack and Microsoft Teams, Polly is mostly used to collect employee data like employee satisfaction. It boasts several Fortune 500 references and seems to be gaining traction.



Polly Polling Templates Workflows Role API Pricing About Sign In ?

The best way to measure your most critical workflows in Slack

Powerful yet easy surveys built to work where your team works best

[Start My Free Trial](#)

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The screenshot shows the SurveySparrow website. The header includes the SurveySparrow logo, navigation links for Products, Features, Pricing, Use Cases, and Resources, a phone number +1 (800) 481-0410, and a sign-up section with a 'Your Work Email' input field and a 'SIGN UP' button. Below the header, the main content area features the headline 'Go conversational. Get more answers.' followed by the subtext 'And close the feedback loop as you go!'. A large illustration depicts four people interacting with a laptop, with speech bubbles and a paper airplane. Below the illustration, there is a 'SIGNUP FOR FREE' button and a '14-Day Free Trial • Cancel Anytime • No Credit Card Required • Need a Demo?' text. A chatbot widget is visible in the bottom right corner with the text 'Need help? The team typically replies in a few minutes.' and a green chat icon.

There are dedicated survey chatbots for more advanced tasks, like SurveySparrow. This software platform for conversational surveys and forms, features a range of question types, survey templates, question logic, and piping. Surveys can be embedded on websites or in other software tools through integrations with Zapier, Slack, Intercom, and MailChimp.

Another chatbot survey platform, Wizu is used for collecting customer experience feedback. The tool has survey templates for NPS, CES and CSAT surveys, and allows for building custom surveys with open text, sliders, ratings, and single/multiple-choice questions.



Other ways to make use of a chatbot

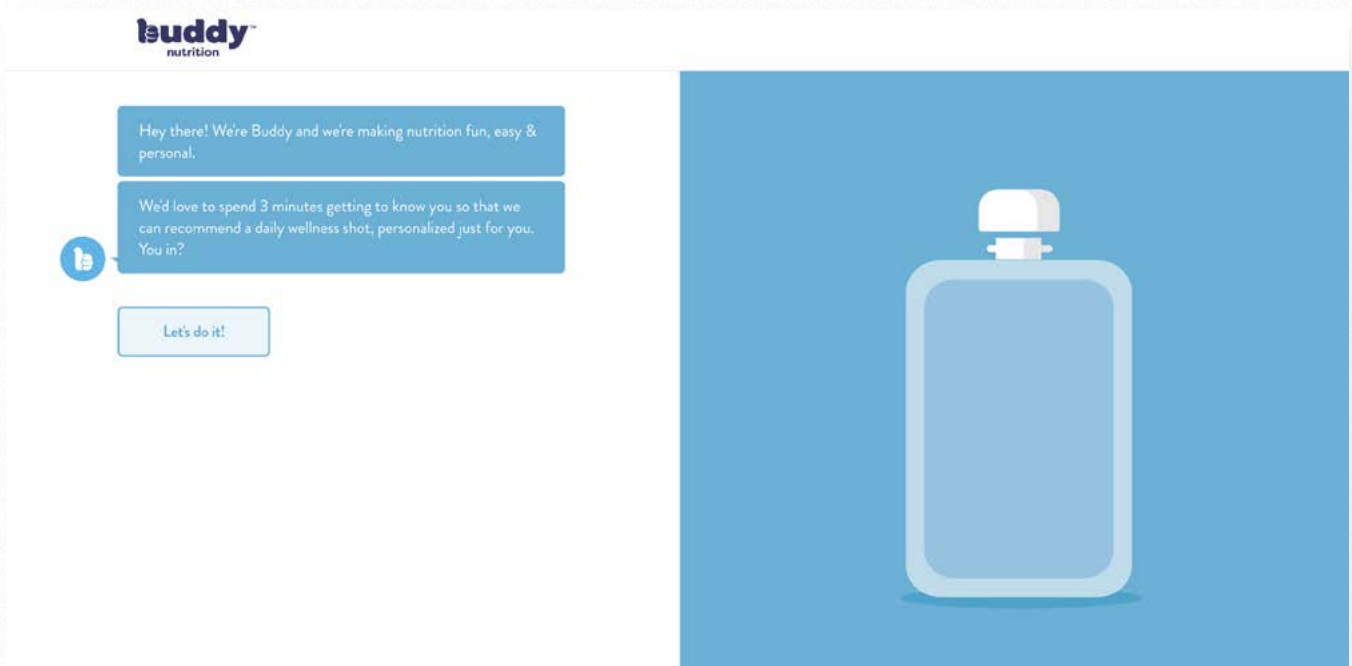
Affiliate marketing

Affiliate marketing is about recommending potential customers to buy the products. In return, they get commissions from it. The industry is predicted to grow to \$6.8 billion in the following five years. As of now, Amazon Affiliate Program is the one you see all over the place. Like different organizations, this also has a few constraints: you can't simply start promoting something; you need a particular platform for it. If you have a blog or a website, then you can start promoting.

Kip is a chatbot that acts as an AI-powered shopping assistant on Slack. With the help of machine learning, Kip recognizes user intent and finds out what customer really needs. Just ask Kip to propose some options for the goods you need and it will present them as affiliate links. In case you click on them and purchase them, Kip will profit.

Advertising and native/sponsored content

Advertising is another way to monetize chatbots with steady traffic. Celebrity chatbots are probably the best examples: Rihanna Demo bot does not just promote her shows and album releases, it also advertises her beauty products and invites users to donate for fundraising campaigns.



Lead generation

Conversational experiences can be easily utilized for lead generation if integrated with the right business model. There are many cases when companies turn their landing pages into conversational landing pages by adding a chatbot experience. Just take a look at this page by Buddy Nutrition.

Summary

Chatbots hold a treasure trove of opportunities for enhancing customer relations: from lead generation to support. According to a recent survey, “while only 15% of people reported interacting with a business’s chatbot this year, that number will only rise... While only 27% of consumers say they expect an instant response to an email, 75% of consumers expect an immediate response from a chatbot.”

Conversational AI solutions are a stage of evolution for many businesses. Implementing a chatbot is a natural thing to do for those who want to stay one step ahead of the competition.

This whitepaper was compiled by Just AI

Using the following resources

www.businessinsider.com

www.outgrow.co

www.gartner.com/en

www.venturebeat.com

www.blog.hootsuite.com

www.hubspot.com

www.qz.com

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