

# Really.

## The rise of CHATBOTS IN THE B2B WORLD

A chatbot is an innovative piece of software that understands natural language and provides automated, intelligent responses to customers' queries. But, the question isn't what are chatbots? The question is **what impact will they have on the B2B space?**

And the answer is... **a HUGE amount.**



80%

By 2020, **80% of companies** will be using chatbots for **customer interactions**

in both the B2B and B2C marketing spaces<sup>i</sup>

Forrester Research expects a **300% increase** in investment in **AI technologies like Chatbots** in the next two years<sup>ii</sup>

300%

## SO WHAT DOES THIS MEAN FOR YOUR CUSTOMER EXPERIENCE (CX)?



According to Gartner, by 2021,

**more than 50% of enterprises**

will spend more each year on bots and chatbot creation than traditional mobile app development<sup>iii</sup>

50%

48%

of people would rather a chatbot **resolve their issues** than have personality, so **chatbots should focus on utility**<sup>iv</sup>



On average, B2B companies take **10 hours to respond** to a message<sup>v</sup>,

whereas **5 minutes or less is the optimum time** to respond to lead<sup>vi</sup>

a chatbot can answer questions immediately, **24/7**

## WHAT'S IN IT FOR YOU?



Almost two thirds of businesses claim that **AI (such as a chatbot) reduces costs** when compared to traditional lead generation<sup>vii</sup>

Businesses **implementing AI (such as chatbots) in their sales process** see...

59%

better close rates for sales

58%

revenue increase

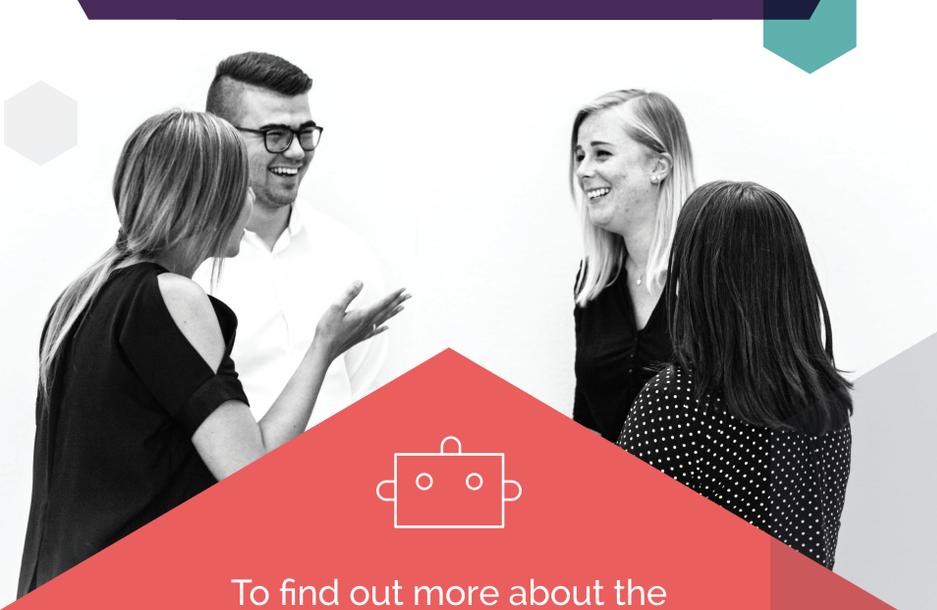
54%

more traffic and engagement

52%

higher conversion of leads<sup>viii</sup>

Suffice to say, chatbots are the future. Whether for lead generation, lead nurturing, or sales assistance, this cutting-edge technology is going to change the way B2B businesses generate revenue, profits, and success.



To find out more about the latest tech developments and how these can revolutionise your lead generation activity. Speak to us today on

**02392 314 498**

or email [info@ReallyB2B.com](mailto:info@ReallyB2B.com)

<sup>i</sup><http://www.thedrums.com/opinion/2017/05/26/so-whats-the-real-deal-with-chatbots>

<sup>ii</sup><https://www.stockwerk5.com/marketing/how-chatbot-development-will-soon-influence-marketing-sales/>

<sup>iii</sup><https://www.informationweek.com/big-data/ai-machine-learning/b2b-chatbots-are-poised-for-explosive-growth/d/d-id/1330878?>

<sup>iv</sup><http://www.thedrums.com/opinion/2017/05/26/so-whats-the-real-deal-with-chatbots>

<sup>v</sup><https://www.martechadvisor.com/articles/customer-experience-2/b2bs-lets-chat-about-chatbots/>

<sup>vi</sup><http://motag.com/chatbots-right-business/>

<sup>vii</sup><https://neilpatel.com/blog/ai-future-lead-generation/>

<sup>viii</sup><https://mystartupland.com/future-of-lead-generation/>