

The Chatbot Handbook

WHAT? WHY? HOW?



What is a chatbot?



#1

#MeansOfCommunication

Chatbot or a 'chatter robot' self-explains its mechanism of interaction using some super advanced technology via a chat interface. A smart machine-based program that helps to have a conversation with a real human being.

Strongly supported by giants like Google, Facebook, and Apple, Chatbots are witnessing an age of highest demand, powered by either a predefined set of rules and responses, or artificial intelligence techniques

facts & forecast

72%

of business execs, while 42% of consumers already use digital assistants, and 53% of millennials are using them

56%

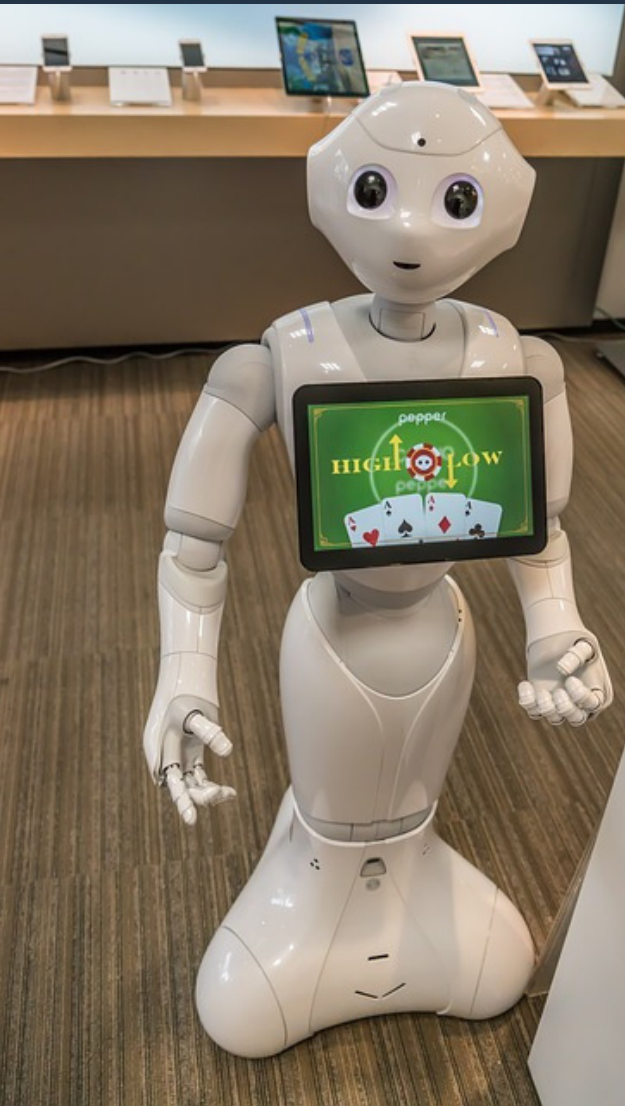
of U.S. households own and use a smart speaker

74%

of consumers say they used voice search in the past month, and daily use is up 27% compared to last year

- In 2017, 35.6 million Americans will use a voice-activated assistant device at least once a month. That's a jump of 128.9% over last year
- Chatbots will be responsible for cost savings of over \$8 billion annually by 2022, up from \$20 million in 2017

key benefits



- **Efficient analytics:** Chatbots are poised to become an efficient tool for analytics as well as growth.
- **Easy Customer Care:** Chatbots have discovered varied domains of customer engagement through artificial intelligence by reaching out to audiences that might spontaneously take an action!
- **Accessibility:** Chatbots have made things unimaginable realistic, and have always been easy to access, irrespective of the demographics.
- **Competitive:** Makers from Microsoft, Amazon, Google, and Apple are competing against each other's products to make theirs more visible and successful. Do it because your competitors are doing it!
- **Cost Efficient:** The only cost involved here is what goes into the making of a chatbot. Once successfully operational, bots accomplish tasks that involve high budgets and an even higher time to process.

Technology in the making

01

ARTIFICIAL INTELLIGENCE forms the core of chatbots and analyses a customer's data, incorporates the response with chatbots. This grows relationship - and that means something.

02

MACHINE LEARNING techniques are used in the process of understanding the input from the user and replying to the user thereafter. It enables a bot to learn without being programmed.

03

NATURAL LANGUAGE PROCESSING(NLP) enables a bot to have a conversation as naturally as possible. DEEP LEARNING algorithm helps in the analysis of conversations.

Retail & Ecommerce

- Personalise assistance based on preferences, quickly & efficiently
- Ideal for Mobile App engagement
- Tap active audience & formulate location based recommendations
- Example: TacoBot(Slack) & H&M(Kik)

- 24x7 Customer Service for KYC & queries
- Reduce bothersome practices- authorisation, manual information filling, etc.
- Excellent tools for data capturing and analytics
- Introduce & test the user's interest level in specific products

Banking & Finance

Education & Learning

- Intelligent & instant teaching & training models
- Quick adaptation to user's knowledge & subsequently designed approach
- Information in all forms-links, tutorials, graphics, voice messages,
- Examples: Nerdify bot, Pounce bot

- Personalised health assistants connecting both patient & doctors
- Schedule reminders, make appointments, record diagnosis
- Record & track health analytics, helps make decision in real-time
- Examples: HealthVault, Izzy, Safedrugbot

Healthcare

Are you looking for more?

What can I help you with?

ASK NewGenApps

Schedule your free consultation