



**Fast Fact:** 43% of B2B companies are **not actively addressing** the risk of ignoring digital disruption, and instead taking a “wait and see” approach to B2B digital transformation.

**Fast Fact:** As many as 60% of companies believe that regardless of industry, companies will have to **adopt AI by 2021** to remain competitive.

IN THIS ISSUE

## What We’re Reading

### Chatbots vs. Mobile Apps: Why You Still Need Both



The impending rise of chatbots has brought into question the future of mobile apps. While some predict that chatbots will eclipse apps entirely, others suggest that bots and apps should coexist to maximize their success. [Low app installation rates](#) have fueled the pro-bot debate, but bots still need a platform that tethers them to their user base, making the role of the app essential. When bots are used in tandem with an app, chatbot retention rates can be [as high as 10%](#): twice the average retention rate of bots today. Avenues to drive bot adoption, such as Facebook Messenger, already boast [1.2B users and over 30K bots](#) and stand to drive a “chatbot revolution”. More on the benefits of using chatbots and apps together [here](#).

### Customer Journey Mapping May Catapult B2B Brands to CX Success



B2B brands still fall below expectations when it comes to customer experience, yet only 25% of B2B brands today are [proactively embracing digital disruption](#) to improve CX. Many stand to fall even further behind competitors without a fuller and more actionable understanding of their customers. Customer journey mapping is poised to be a critical tool in improving B2B CX, but B2B buying decisions are [much longer and more complex](#) than those in B2C: making journey mapping a greater challenge. Still, B2B brands must begin to leverage journey mapping to not only improve CX now, but also to gain actionable insights for further improvements later. More on mapping the B2B customer journey [here](#).

### What Retailers Can Learn From Digital Innovation in Healthcare



The IoT is bringing unprecedented levels of innovation to healthcare, and setting an example for retailers still hoping to embrace emerging technologies. The healthcare industry has launched projects from [Amazon Alexa and WebMD’s](#) virtual healthcare assistant to [mobile apps](#) that offer efficient, up-to-date diabetes management. However, retailers are failing to leverage digital advancement in a similar vein. [More than half](#) of retailers say their existing infrastructure is not even currently capable of supporting the IoT. Integrating these technologies sooner rather than later may allow retailers to further personalize digital experiences, secure a competitive edge and establish themselves as a leader in innovation. More on the possibilities for the IoT in retail [here](#).



#### Resources

[Infographic | Why Web Accessibility Should Be On Your 2017 Digital Roadmap](#)

[Why Every Business Should Map the Customer Journey](#)

[In case you missed it: read our March edition of Industry Bites](#)