



*Assisting Global Enterprises with Web, Mobile & Cloud Enabled Technologies & Solutions*

# 4.1 Billion reasons to Use Chatbots for Employee Engagement

6/21/2018 – 12:00pm CST

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# Enabling **Digital Transformation**

Helping Companies Change How They Do **Business**



# WHO WE ARE



*We believe* in staying in the cusp of innovation and at the forefront of technology that can be applied to solve business problems.

- **Latest Technologies**
- **Highly Successful Implementations**
- **Problem Solving, Opportunity Enabling Solutions**



# IMPIGER SNAPSHOT

What we are today

**225+ Clients**

**13 Years Old**

**300+ Workforce**

**300+ Mobile Apps**

**200+ Web Portals**

**5 Locations**

**Mobile , Web & Cloud**

**RPA & AI**

**ITIS & IoT**

# 4.1 Billion Reasons to Use Chatbots for Employee Engagement

## AGENDA

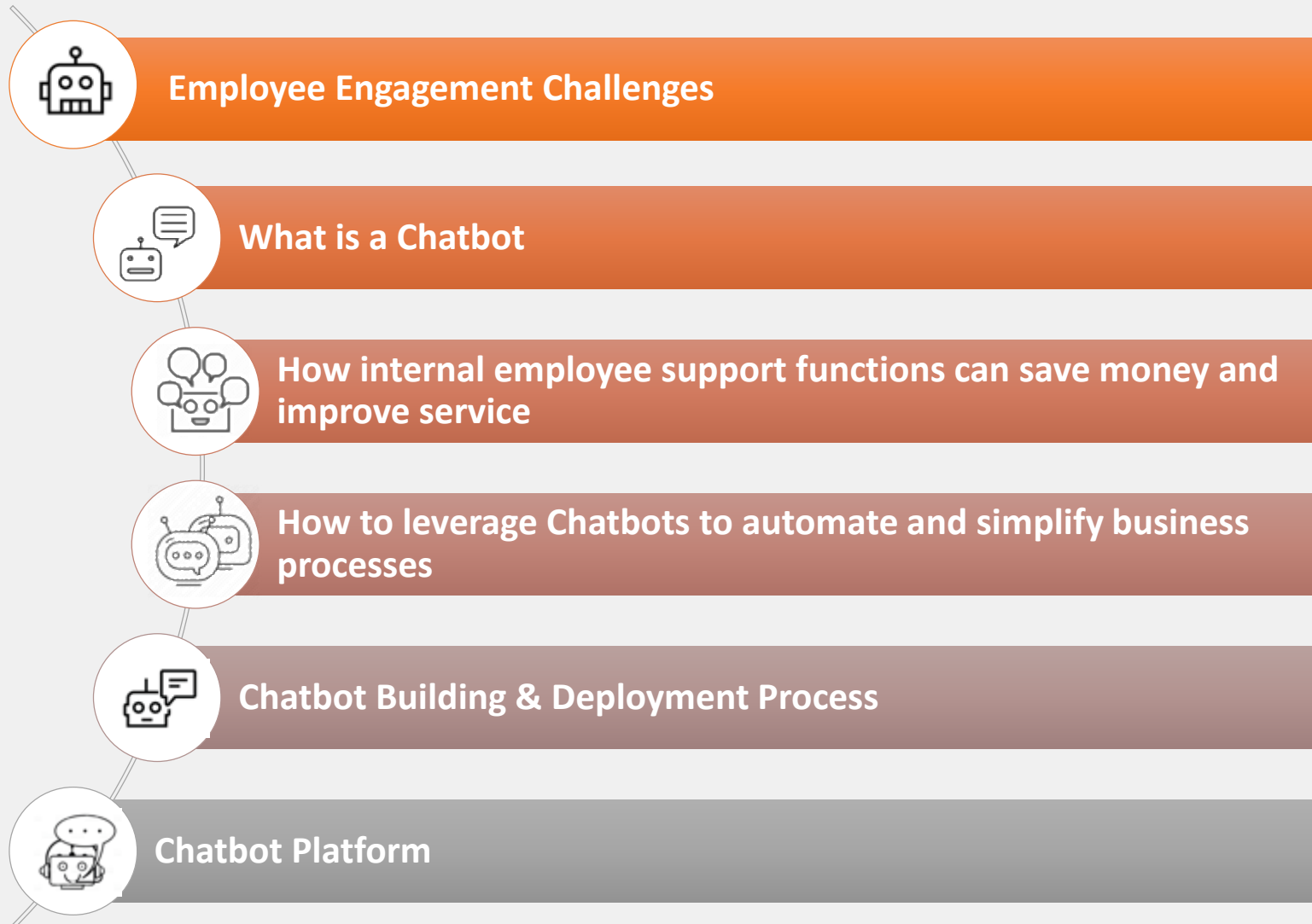
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# 4.1 Billion Reasons to Use Chatbots for Employee Engagement

## AGENDA

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# AGENDA



# Employee Engagement Challenges





# Employee Engagement

Gallup study poll found that incredibly:

- Only 30% of employees say that they're engaged in their job
- More than 50% of employees said they weren't engaged
- Almost 20% of employees stated that they were "actively disengaged"

This is a severe problem in the workplace. This isn't just a single piece of research, either; other surveys have found that just 25 to 35% of the workforce across the U.S. are engaged in their work.

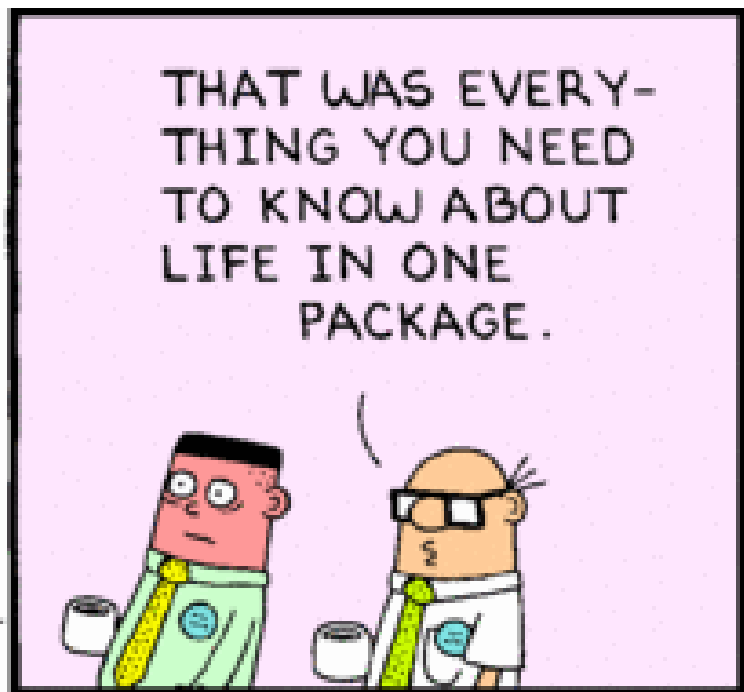
# Employee Engagement Challenges



www.dilbert.com scottadams@aol.com



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# Why does employee engagement matter?

- Employees who are actively engaged in their work are 87 percent less likely to leave
- Hiring and training a new employee, drop in productivity and sometimes direct sales, and a cultural impact making existing employees think “why?”. Annually, \$11 billion is lost in employee turnover
- Increasing employee engagement by just 10 percent, according to Talent Culture, your company can see a \$2,400 improvement in profits for each worker
- Engaged employees provide higher service resulting in higher customer satisfaction as well as work harder and take fewer days off resulting in increased sales and profits

*Employee engagement directly impacts employee retention and company profit.*

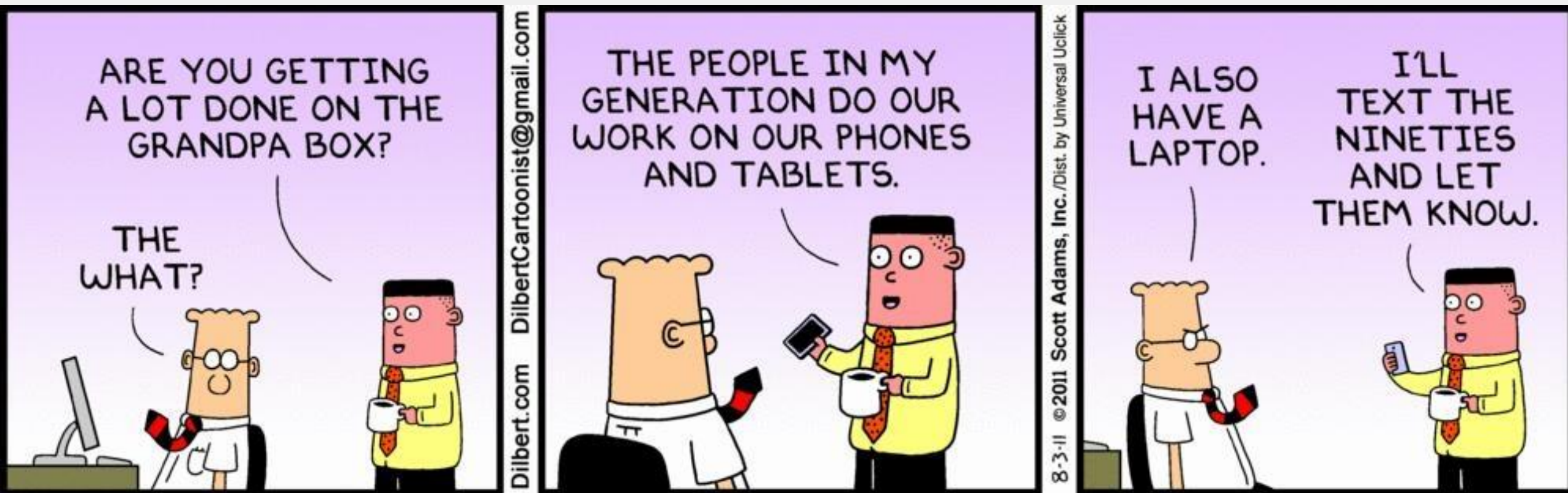
# Employee Expectations Have Changed



- **Immediacy is one reason why AI Chatbots are being deployed**
- **Millennials expect quick, accurate responses to their questions**
- **It's not just millennials who are expecting instant answers**



# Technology Needs are Different





# Employee Engagement Trends

## A Digital Workplace Attracts Millennials – and Other Generations, Too

- “We now have a whole generation of youth that has been the chief technology officer in their homes for the last decade.” Seth Mattison, an expert on workforce trends
- 59% of the millennials surveyed said that employer-provisioned, state-of-the art technology was important to them when considering a job
- “It’s truly mobility,” he says. “Why would we fax, why would we have paper? I get that we like to blame millennials, but mobility is the bigger driver of disruption.” EventBoard co-founder and CTO Zach Holmquist

# Chatbots Should be Included in Mobile App Strategies

 Gartner®

“Chatbots are essentially the apps of voice and messaging platforms, defining how people converse with your digital business services and data.”

- Magnus Revang, research director at Gartner

“The broad appeal of chatbots stems from the efficiency and ease of interaction they create for employees, customers or other users. The potential benefits are significant and shouldn’t be ignored.”

“Chatbots need to be included in mobile app strategies to get ahead of this trend or it will disrupt patterns of employee interaction.”



**By 2020, the average person will have more conversations with bots than their spouse!**

# What Do People Want Today

Phone 44%

Social Media 48%

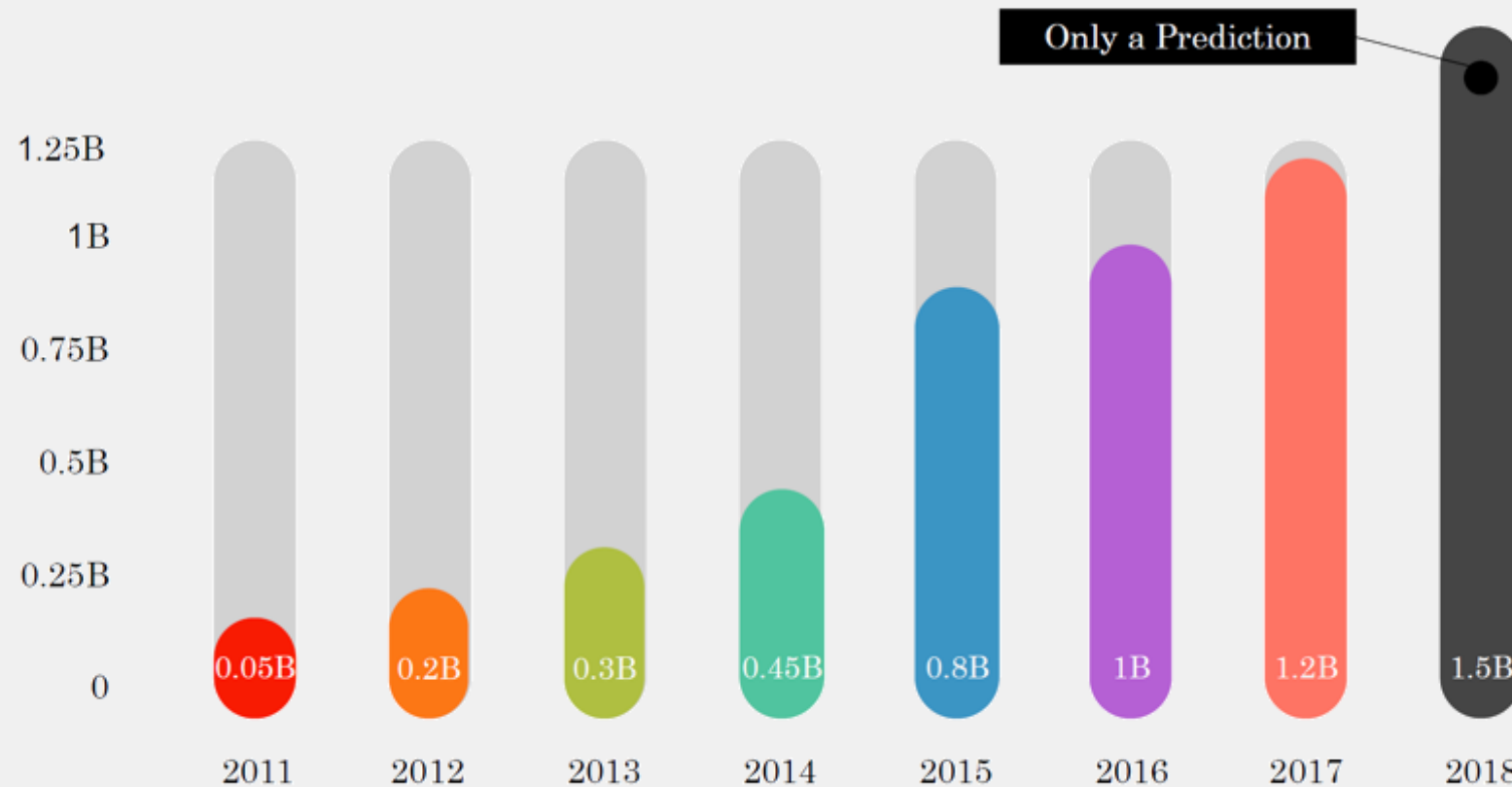
eMail 61%

**Chat 73%**



Source: eDigital's Benchmark Survey

# USE OF CHAT APPS OVER THE YEARS





## Chatbots Are Becoming Pervasive

**76M**

- Active WeChat Users
- 2.5bn Users of Messaging Apps

**>30**

- OEM conversational devices
- From just 1 in 2016

**34,000**

- Messaging Bots
- From 0 to 34,000 in less than one year

**>50%**

- Just started using voice & search command in the last year

**>25**

- Major chatbot frameworks have launched in the last 18 months

**>20%**

- Speech to Text translation in the past year

## Some Common Chatbot Use Cases

### IT Services

- Password/Token reset
- Asset management
- Hardware procurement
- Document management
- Network issues

### Customer Service

- Account resolution
- Status updates
- Subscription services
- Account upgrades
- Service Alerts

### Sales/Marketing

- Product/Service Info
- Sales Assistant
- Lead Qualification
- Quote creation
- Selling
- Customer Engagement

### Human Resources

- Onboarding
- Training
- Time and attendance
- Announcements and alerts

### Travel and Expense

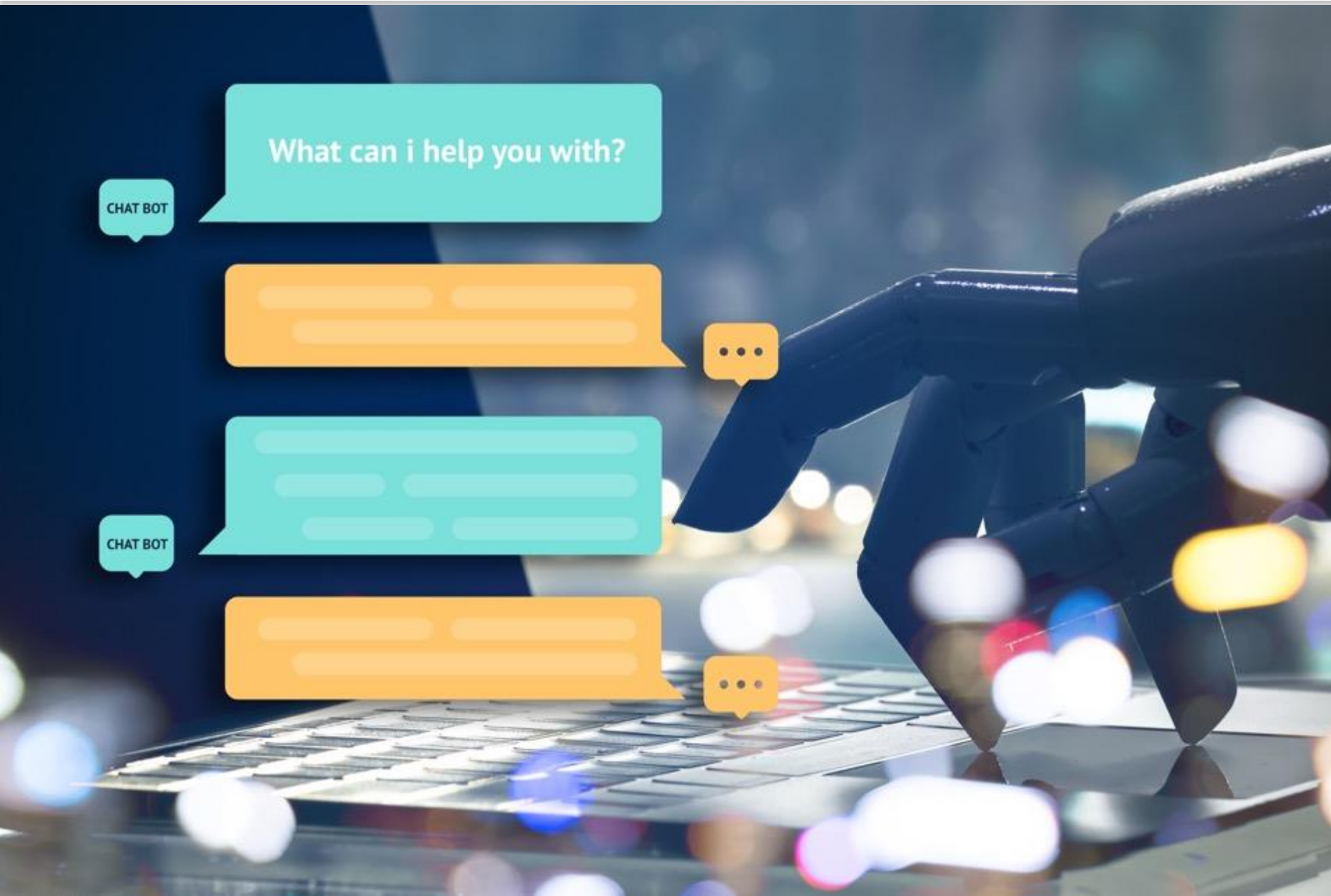
- Expense reports
- Travel booking

### Accounting

- Purchase orders
- Vendor payments
- Inventory management

# Employee Mobile Trends 2018

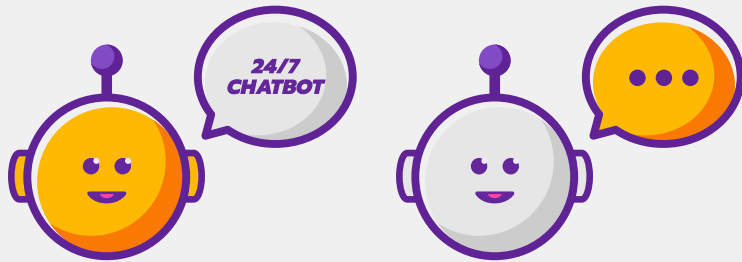
- **Current Company News**
- **Company/Organization Events**
- **Collaboration**
  - Chat
  - Video
  - People Finders
  - Document Management
- **Automation**
  - Workflows
  - Notifications
- **Employee Feedback**
- **Employee Training**
- **Employee Self Service**
  - Benefits
  - Vacation
  - Company Policies
  - Scheduling
- **Analytics**
  - all employees are knowledge workers & decision makers
- **IoT**
  - Monitoring Devices
  - Processes
  - Applications



## What is an AI Chatbot?

- A Chatbot is a computer program that simulates human conversation, or chat, through artificial intelligence.
- Chatbots are typically used in dialog systems for various practical purposes.
- Chatbots are being deployed for wide variety internal and external applications.

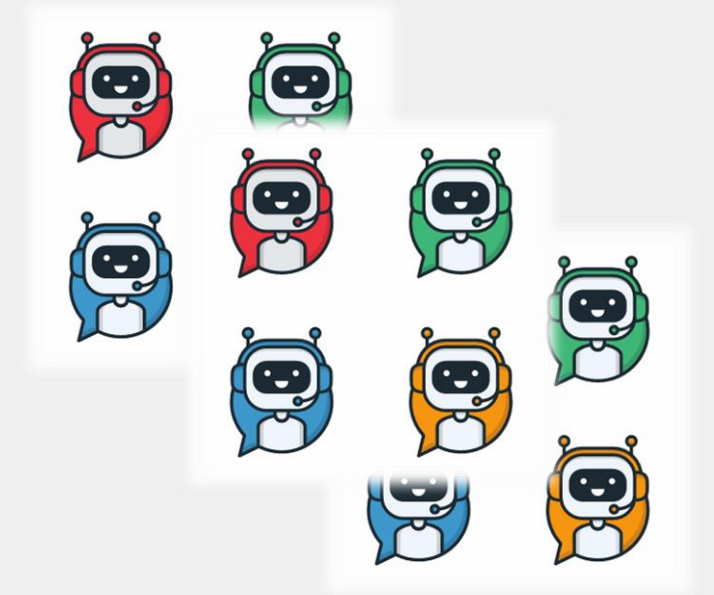
# Employee Engagement Chatbots



**Available All the Time**



**Always Happy to Serve**



**Scale Up or Down**





# Reducing Costs and Improving Service



According to one report, Chatbots currently account for business cost savings of **\$20 million globally**. And, that number is expected to rise. Findings from analysis firm Juniper Research show that Chatbots are expected to trim business costs by more than **\$8 billion per year by 2022**.

# Reducing Costs and Improving Service



- Reduced Operational Costs
  - Chatbots are like evolved self-service portals or advanced knowledge bases. They help employees quickly and easily find the answers to simple queries.
- Lower Labor Expenses
  - Another way that Chatbots save companies money is through reduced labor costs. IT and other internal support costs can be as much as 65 to 70% related to staffing.
- Chatbot ROI in IT, HR, Accounting Support Happiness (and Better Allocation of Corporate Resources)
  - Even the most experienced support personnel can have their patience tested by having to answer the same question over and over from different customers.
- Depending on the size of your company and the time zones your employees work, a Chatbot is there 24 X 7
  - Can handle many inquiries at one time and are there for your employees when they need them

# Automating and Simplifying with Chatbots



- According to a survey conducted by the Society for Human Resource Management, **38% of HR respondents** said the primary challenge they face is “maintaining high levels of employee engagement.”
- Part of the problem is that most employee self service HR systems are old, antiquated and hard to use which leads to employees asking the HR department for simple requests.
- Bots are solving this problem by becoming a middle layer that can integrate with existing systems, while offering a much easier user experience for employees. As a result, Bots are improving engagement while **decreasing the amount of time HR reps spend on requests by 30–50%!**

# Automating and Simplifying with Chatbots

Chatbots can be part of the Future of Learning and Development for Employees?



- **Corporate Training and Chatbots**
  - Chatbots can be used for sales training, software training, business training, soft skills training and so on.
  - As repetition is key in training and chatbots can be used to conduct quizzes to check the progress of employees. Consequently, chatbots are great tools for practice and assessment.
- **Tracking Goals of Employees**
  - Chatbots can grant employees the feature to track their goals and remain on par with the company objectives.



# Automating and Simplifying with Chatbots

Chatbots can be part of the Future of Learning and Development for Employees?



- **Employee training and Onboarding**
  - The onboarding process is greatly simplified with the deployment of bots as employees get to freely converse with the interface and answer their questions.
  - By providing continued support 24/7 chatbots are able to be at the service to the employee irrespective of time.
  - Chatbots can also provide simulations to teach employees how to deal with various real case scenarios thus being of help in the training process.



# Automating and Simplifying with Chatbots



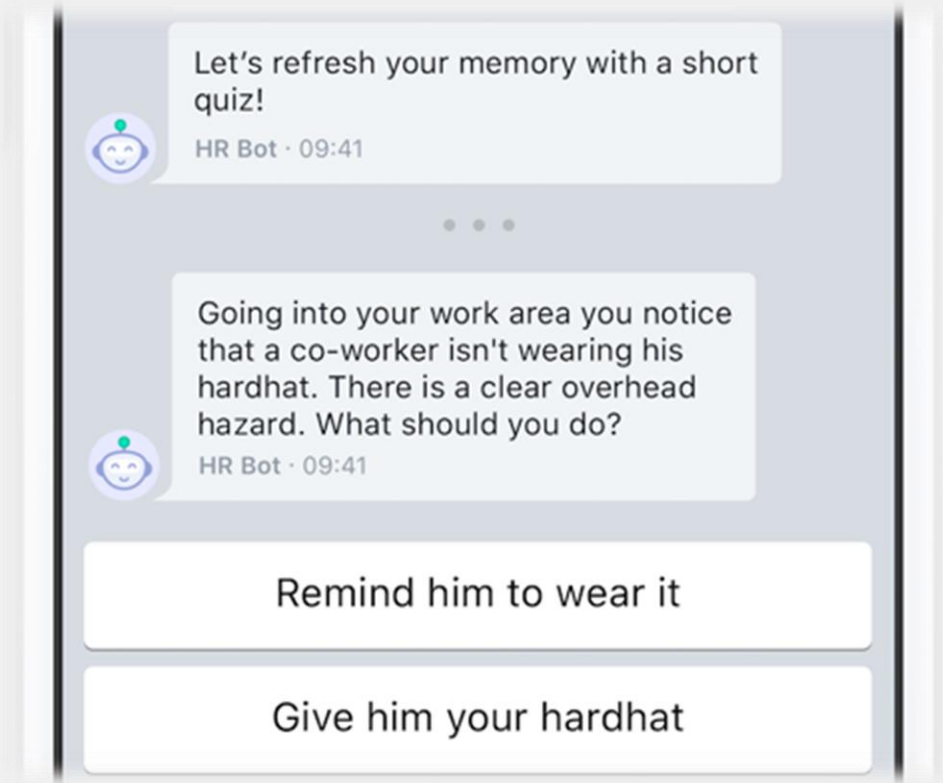
## Walking Recruits Through Onboarding Paperwork

- New employees need to fill out basic paperwork like tax forms and may also need to sign non-disclosure agreements or other legal documents during onboarding.
- HR chatbots can be used to provide new hires with the documents, and then answer their questions about how to fill out a form if there's any ambiguity.

## Guiding New Hires Through Company Policies

- Some of the paperwork new hires receive through the team communication app that houses the HR chatbot will be company policies.
- These could be anything from HR policies regarding vacation to standard operating procedures for the new hire's team.
- The employee can then ask questions to the HR chatbot and save themselves the time of asking a coworker for an answer to a simple question.

# Automating and Simplifying with Chatbots



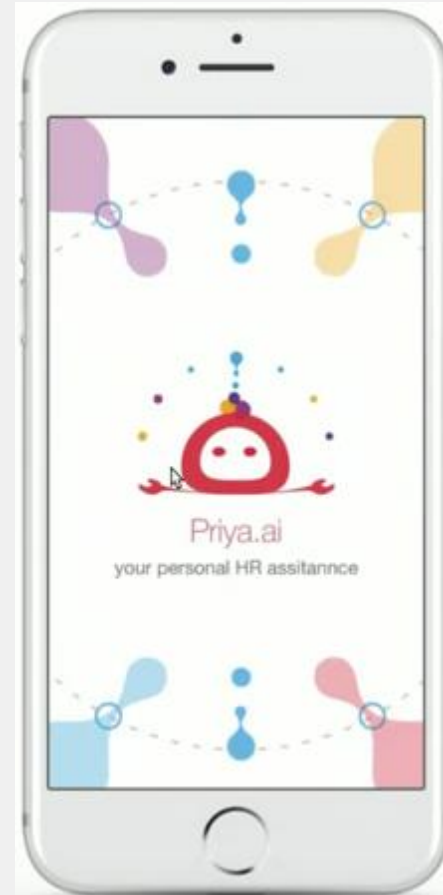
## Using HR Chatbots to Check-In and for Shift Management

- HR chatbots can reach out to see if their onboarding process is going smoothly.
- If it isn't, the HR chatbot can refer them to potential solutions or suggest they speak to someone on their team.
- Chatbots can also serve as virtual time clocks, automatically prompting employees to clock in and clock out via your team communication app

## Following up with Employee Surveys or Refresher Quizzes

- HR chatbots can conduct employee surveys that are employee-specific to see what they think of the onboarding process in retrospect and find out whether they think any parts could be improved.
- Chatbots can also initiate refresher quizzes on any operational or HR trainings, such as safety procedures, to ensure information retention.

# Example Chatbots



# Examples of Internal Chatbots



## Intel

Intel built a virtual HR agent called Ivy to answer employee questions about pay, stock, benefits and other HR programs and has over 4,000 responses to different questions.

## Overstock.com

The company's chatbot interacts with 450 call center employees, who can use it to check schedules, schedule time off, and inform managers about unplanned leave or sick days

## Xor

It is an intelligent recruitment bot that helps firms engage, pre-screen and interact with every candidate 24/7. The bot looks at current job vacancies so it can guide the job applicants through the recruitment process.

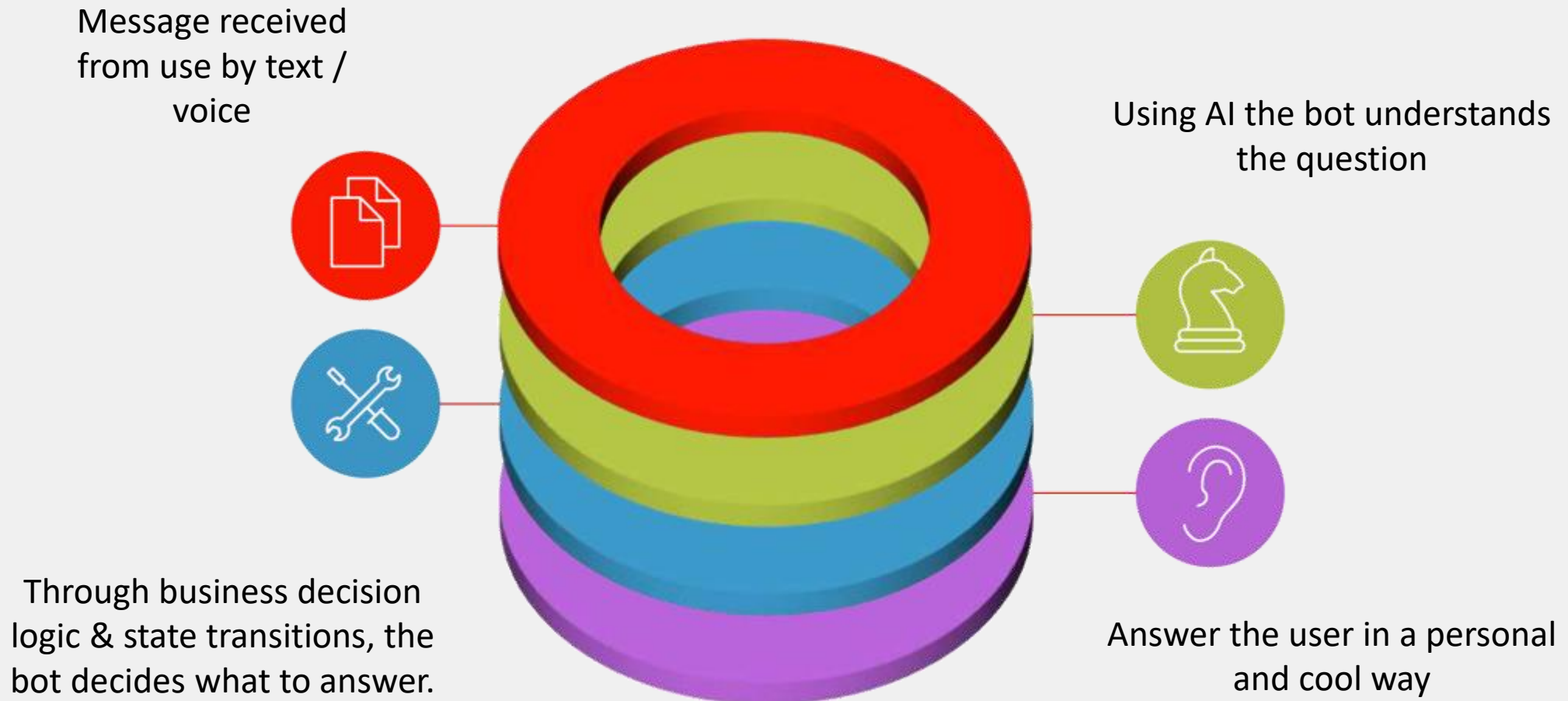
## Stella

It is a chatbot that helps businesses find employees, and job-seekers land new gigs. It can help businesses reduce the time needed to find a new hire. It uses AI to check a potential candidate's qualifications to make sure they're a good match with a company before connecting them.

## Mya

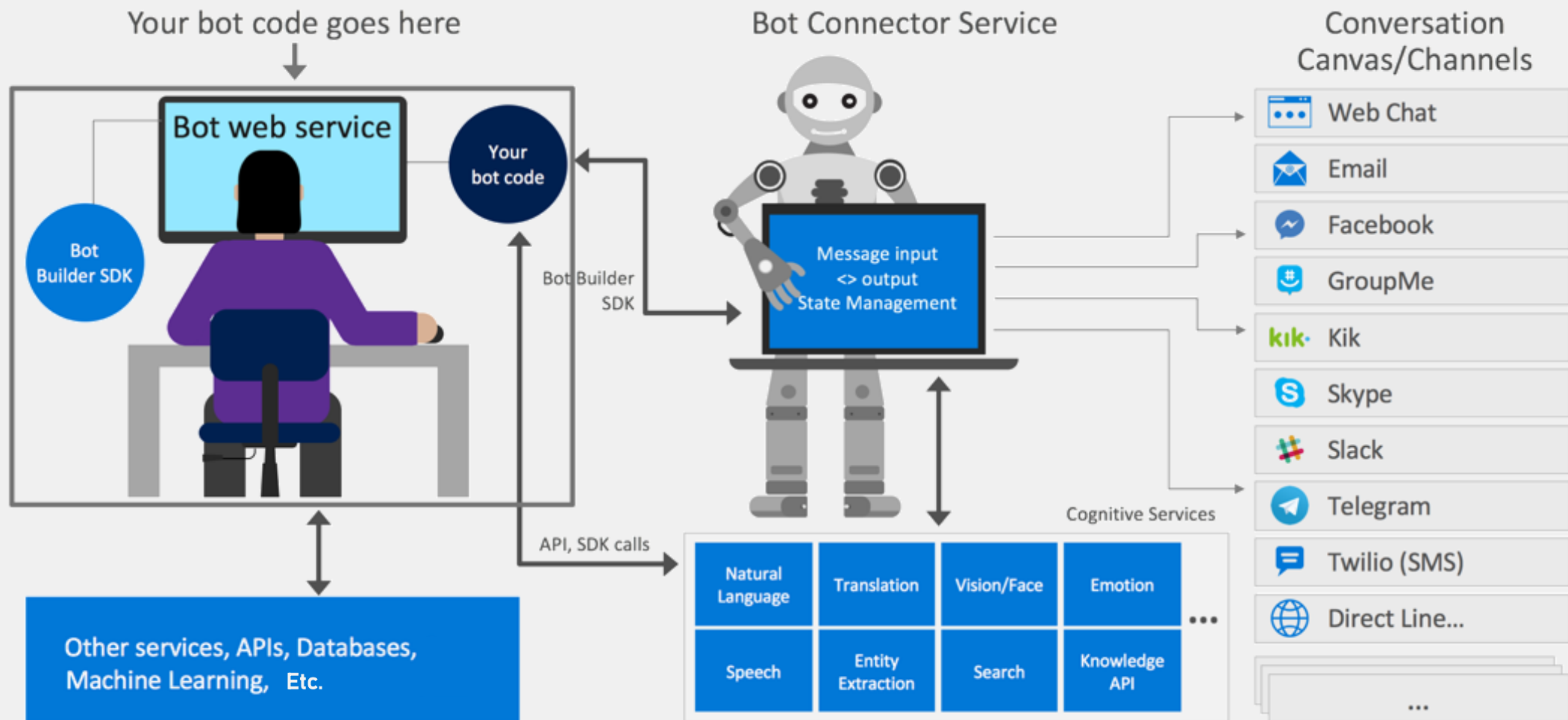
The HR bot chats with all the applicants across channels, and aggregates that data to pre-screen the applicants. Mya also answers questions about the company and its culture. Then, it presents a recruiter with a handful of candidates ranked based on different metrics.

# How chatbots work

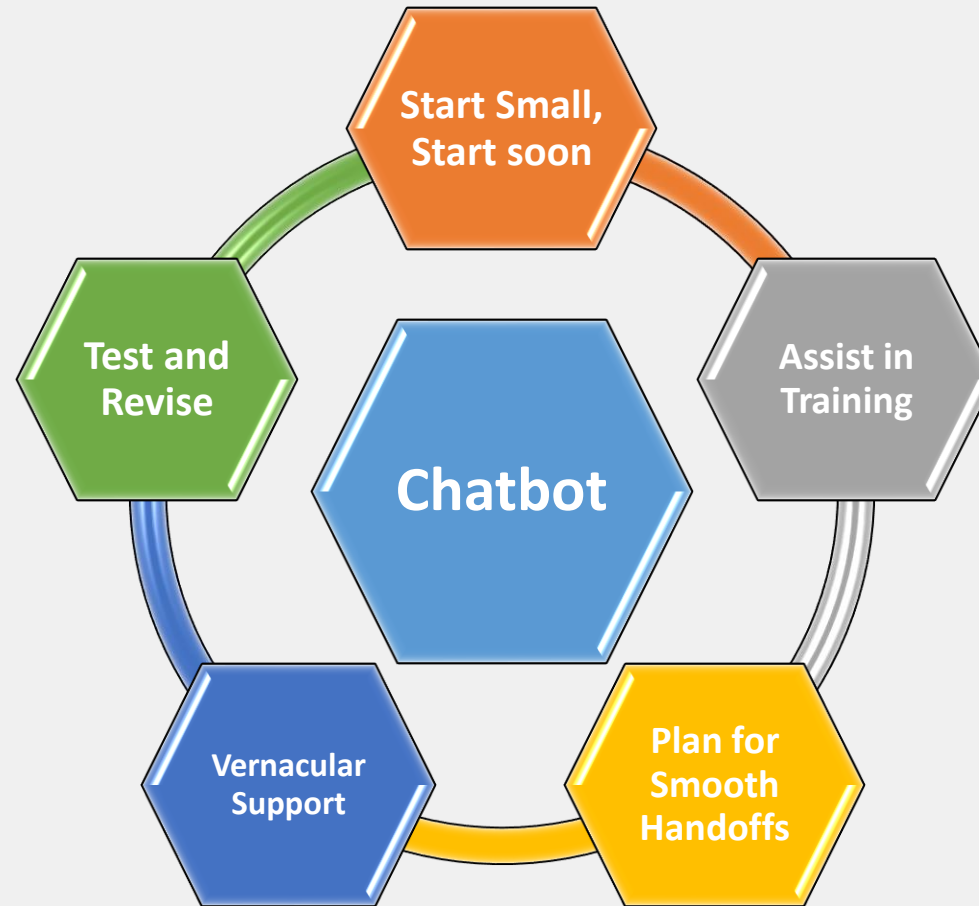




# Customer Service – BOT Architecture



# CHATBOT PLANNING CONSIDERATIONS



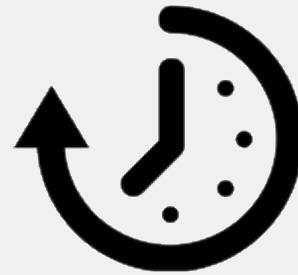
*... and put metrics in place ...*

# Chatbot Measurements

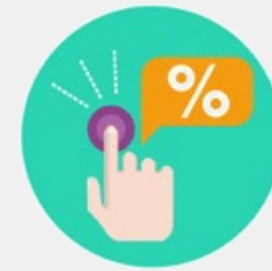
You can't manage what you can't measure!



Number of  
Users Interaction



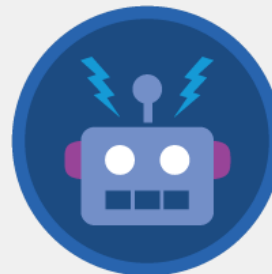
Session Duration  
with Chatbot



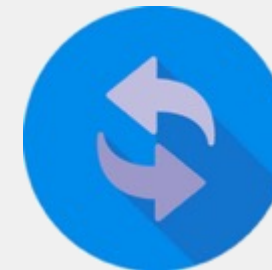
Click-Through  
Rate



Active & Engaged  
Users



The Confusion  
Triggers



Steps of  
Conversion

# Chatbot - STRATEGY



## Identify Use cases

Review all employee touchpoints, employee pain, interview key stakeholders, review online feedback and other surveys from employees



## Understand Human Touchpoints

Understanding the transition points to Human, either via IM, Email, Phone



## Systems & Network Topology

Identify IT Systems in place and Integration points.

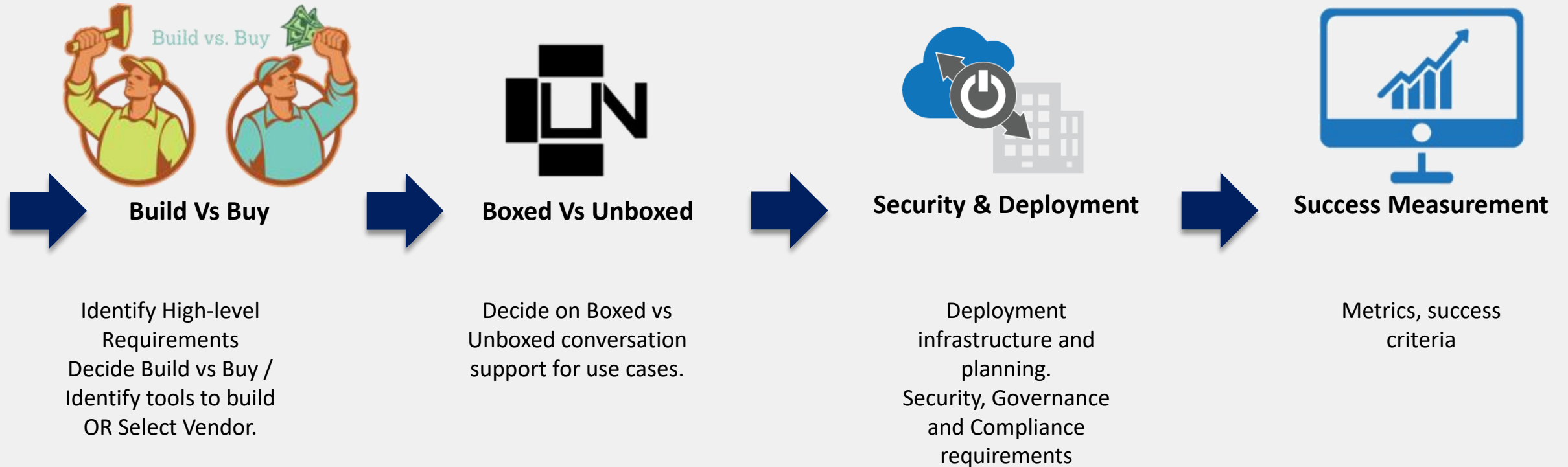


## What are the Priorities?

Prioritize based on Severity, Complexity and ROI.



# Chatbot - STRATEGY







# WHAT CAN BE BUILT WITH PRIYA.AI

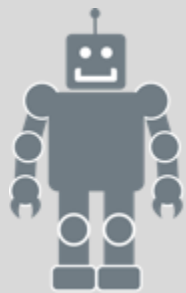
- Self Service
- Personalized Content
- FAQ
- Service Queries
- Customer Queries

Customer Engagement

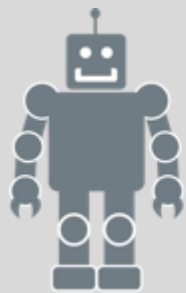


Employee Engagement

- IT Queries
- HR
- Project Management
- Knowledge Base
- Recruitment



Chatbot



ProcessBot



Automation



Manage

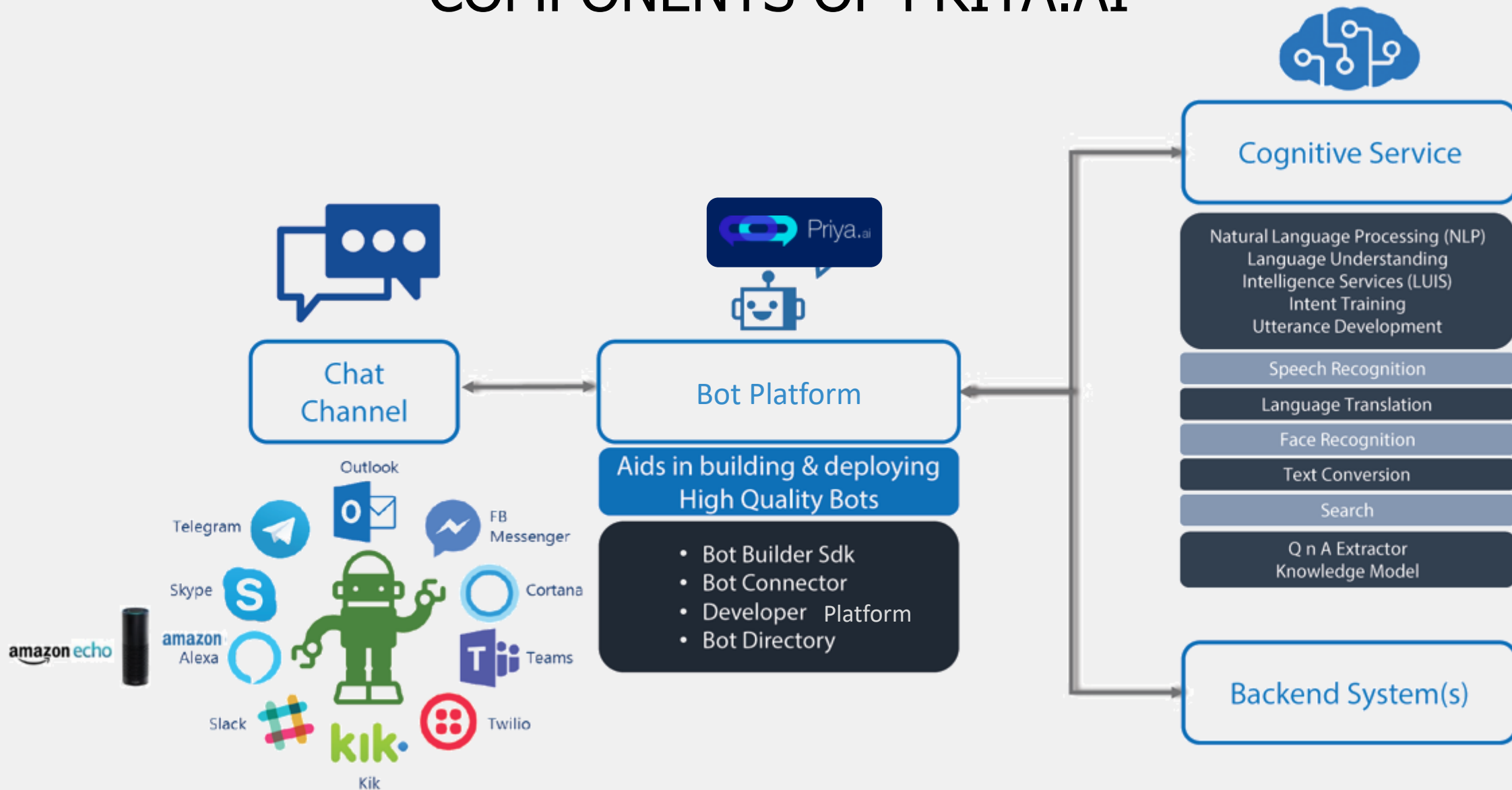


Customer Relationship Management

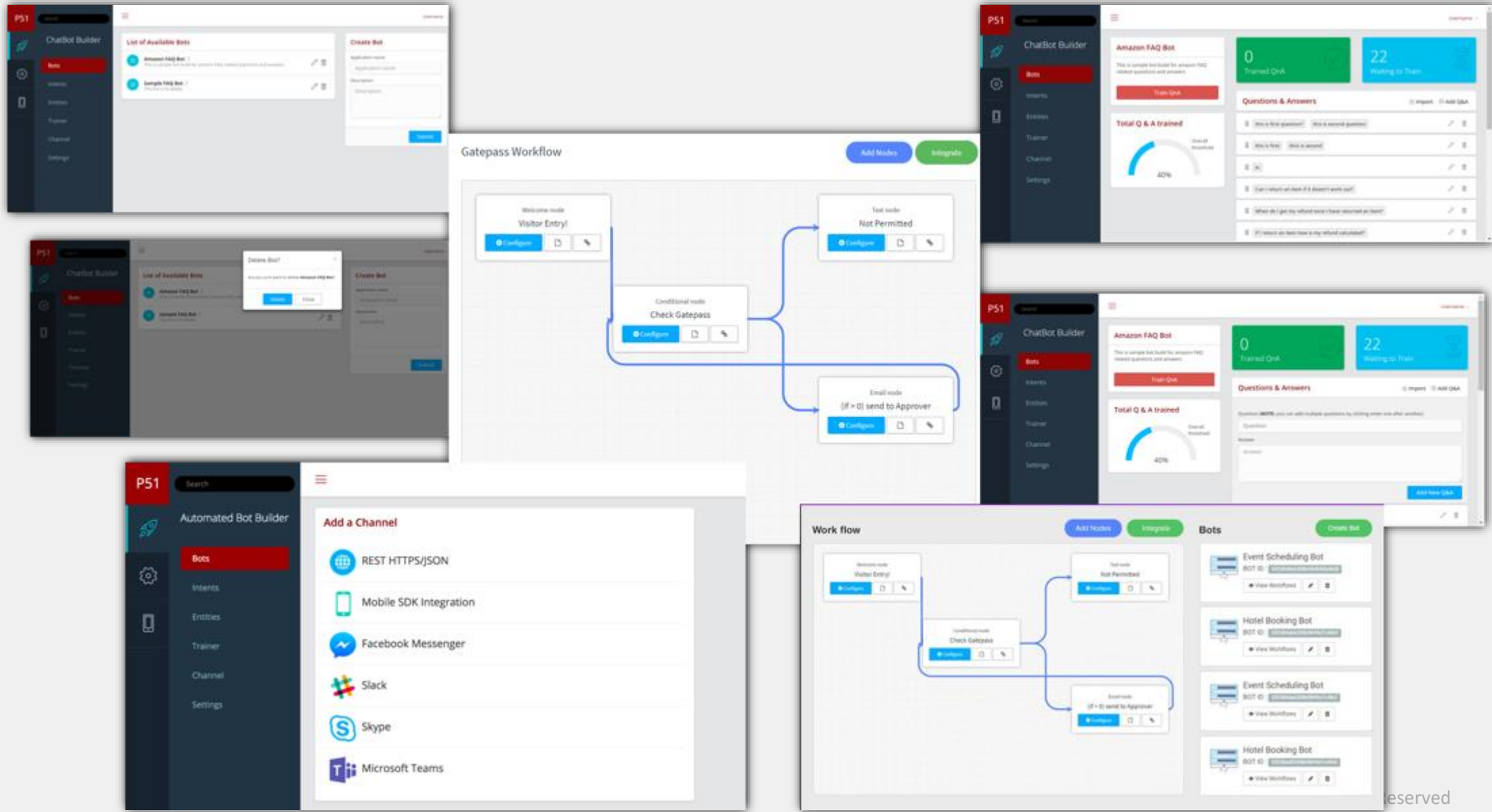


Payment Gateway

# COMPONENTS OF PRIYA.AI



# BUILD TO DEPLOYMENT



The collage illustrates the 'Build to Deployment' workflow in the Impiger ChatBot Builder. It includes several key components:

- Bot Builder Interface:** Multiple screenshots of the 'ChatBot Builder' dashboard. One shows the 'List of Available Bots' with options like 'Amazon FAQ Bot' and 'Sample FAQ Bot'. Another shows the 'Create Bot' form. A third shows the 'Bot' configuration page for an 'Amazon FAQ Bot', displaying training progress (0/22) and a list of 'Questions & Answers'.
- Gatepass Workflow:** A central screenshot of a workflow diagram titled 'Gatepass Workflow'. It shows a sequence of nodes: 'Welcome node Visitor Entry!', 'Conditional node Check Gatepass', 'Test node Not Permitted', and 'Email node (If > 0) send to Approver'.
- Automated Bot Builder:** A screenshot showing the 'Add a Channel' section with options like 'REST HTTPS/JSON', 'Mobile SDK Integration', 'Facebook Messenger', 'Slack', 'Skype', and 'Microsoft Teams'.
- Work flow and Bots List:** A screenshot showing a 'Work flow' diagram similar to the Gatepass Workflow, alongside a list of deployed bots including 'Event Scheduling Bot' and 'Hotel Booking Bot'.

# Summary



**Companies are using chatbots as a tool to attract a new generation of employees because they naturally align with this generation's interaction style.**

- Instant communication
- Opportunity to engage with new technology
- A conversational tone that goes a long way in making a message resonate with this audience

## **Reduced Costs & Improved Service**

- Reduced Turnover
- Increased Engagement/Performance
- Increased Customer Satisfaction
- Revenue Growth



## Homework

①

*Use this slide deck to help you identify a list of internal Chatbot candidates*

②

*Assign a value of each candidate by impact and internal function*

③

*Pick one. Segment a portion of your first project for a pilot with a subset of your employees*



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# THANK YOU

FOR QUESTIONS & COMMENTS



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