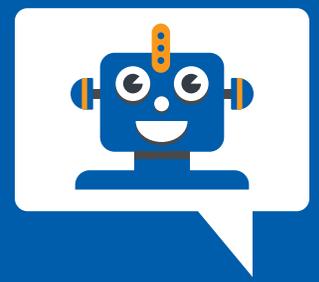


WHAT ARE CHATBOTS?

Computer programs that you can talk to by text or voice.

Chatbots can have extended dialogs with you through communication platforms like Facebook Messenger, Skype, LinkedIn, Instagram, or Web chat and can even be integrated with a member web portal or a mobile app. Chatbots can also communicate with text or speech.



TYPES OF CHATBOTS

Rule based

Programmed to respond to specific pre-defined commands.



Machine learning based

Understands natural language, learns from conversations.



WHY CHATBOTS

Simple answer – self-service



Organizations that encourage their employees to look for answers on their own, have **60% more satisfied employees**, can provide more growth opportunities, and have **30% less employee turnover**.

TRENDS



85%

Chatbots will power 85% of all customer service interactions by the year 2020. (Gartner)



35.6M

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. (eMarketer)



60%

60% of U.S. online adults already use online messaging, voice, or video chat services. (Forrester)

BENEFITS

Ease of use: if you know how to read and type, then you know how to use a chatbot.

Faster service and enhanced customer experience: chatbots reduce customer wait times.

24/7/365 availability: chatbots can provide service anytime of the day, all year long.

Reduce cost of customer service: with advancing technology, cost of building a chatbot is reducing fast.

Increased efficiencies: government agencies can use them to answer immediate queries and free up valuable time of their agents.



CHALLENGES



Limitations with natural language processing and understanding of colloquial, local, and slang language.

Following a rule-based path, rarely accommodating deviations; leading to unsatisfied customer experience.

Lack of context which leads to inaccurate answers.

SOLUTIONS

North Carolina's Innovation Center (iCenter) is piloting chatbots to free up internal IT help desk personnel from answering mundane queries.

The city of Mesa, Arizona is testing a text message chatbot that can answer frequently asked questions about available services.

Kansas City (Kansas), Chattanooga (Tennessee), and North Charleston (South Carolina) are some other cities using chatbots for answering citizen questions and letting them be part of city development by reporting problems.

SAGITEC CHAT SCENARIOS



Human to human – chat availability between members and agents to cater to rising chat popularity.



Human to bot – three areas where Sagitec chatbots pick information and answers: 1) Body of knowledge, 2) Database or FAQ, 3) Combination of both.

If a bot is not able to answer the question, interaction with a human is the last step.