

Applications of AI – Chatbot

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Chatbot

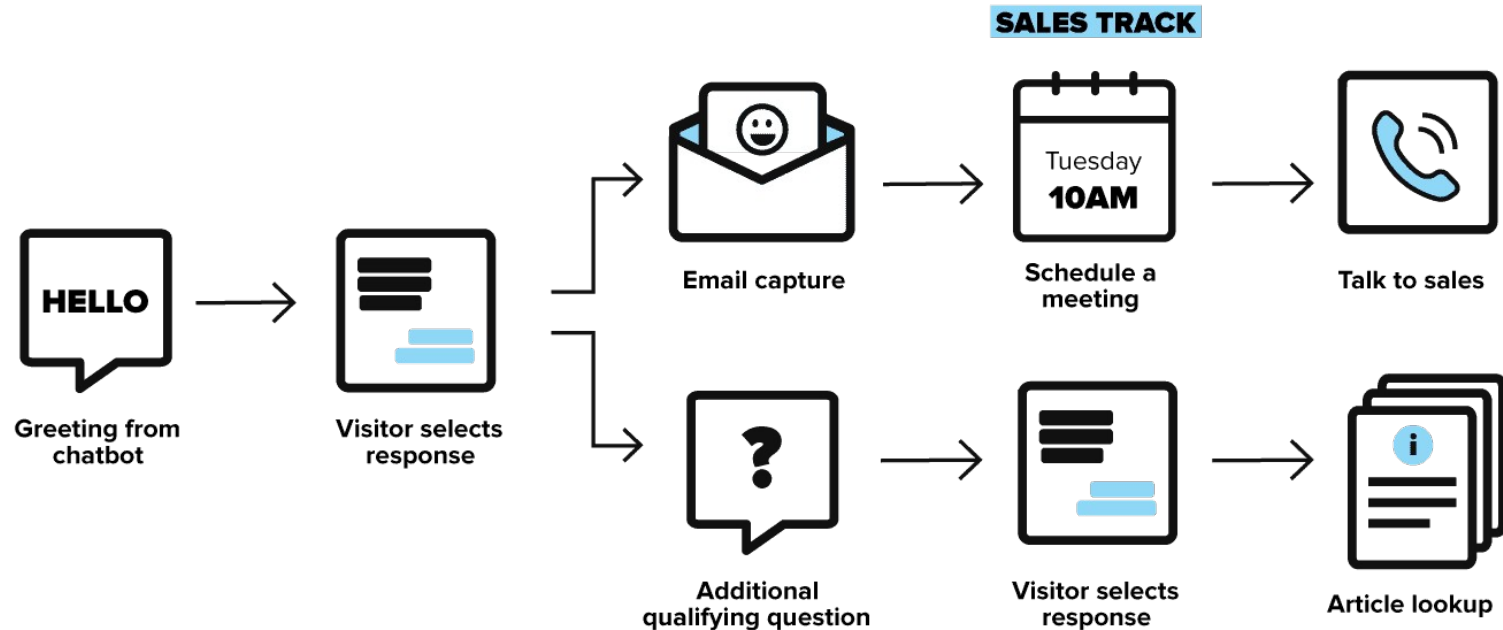
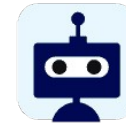
- Chatbots are software applications that use artificial intelligence & natural language processing to understand what a human wants, and guides them to their desired outcome with as little work for the end user as possible.
- Like a virtual assistant for your customer experience touchpoints.

Chatbot

- A well designed & built chatbot will:
 - Use existing conversation data (if available) to understand the type of questions people ask.
 - Analyze correct answers to those questions through a ‘training’ period.
 - Use machine learning & NLP to learn context, and continually get better at answering those questions in the future.

Chatbot

HOW A RULE-BASED CHATBOT WORKS



DRIFT

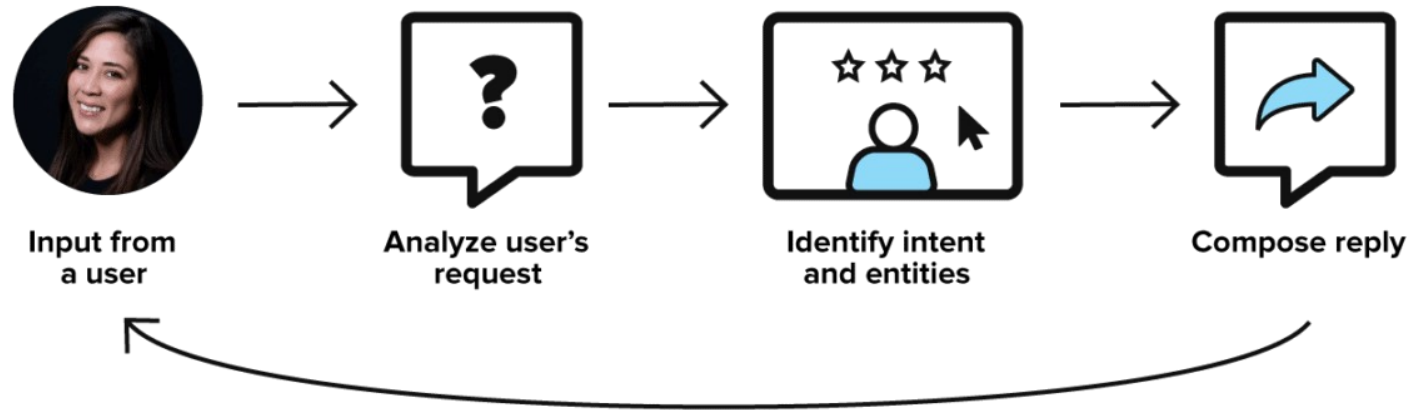
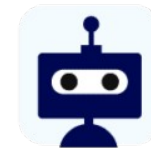
Chatbot

- One of the most interesting parts of the chatbot software space is the variety of ways you can build a chatbot.
- The underlying technology can vary quite a bit, but it really all comes down to what your goals are. At the highest level, there are three types of chatbots most consumers see today:
 - Rules-Based Chatbots – These chatbots follow pre-designed rules, often built using a graphical user interface where a bot builder will design paths using a decision tree.

Chatbot

- Continued...
 - AI Chatbots – AI chatbots will automatically learn after an initial training period by a bot developer.
 - Live Chat – These bots are primarily used by Sales & Sales Development teams. They can also be used by Customer Support organizations, as live chat is a more simplistic chat option to answer questions in real-time.

HOW AN A.I. CHATBOT WORKS



DRIFT

Why Chatbot ?

- Today's marketing & sales teams are under a lot of pressure to not only show results, but to constantly be improving the customer experience.
- It's a big task. Not to mention the ever-increasing expectations of today's consumers (aka, the Amazon effect).
- Today, we expect answers immediately and we expect that they will be accurate. This can be done with human beings up to a certain tipping point, then technology has to be the answer. This is why forward-thinking brands have adopted chatbots to help them.

Why Chatbot ?

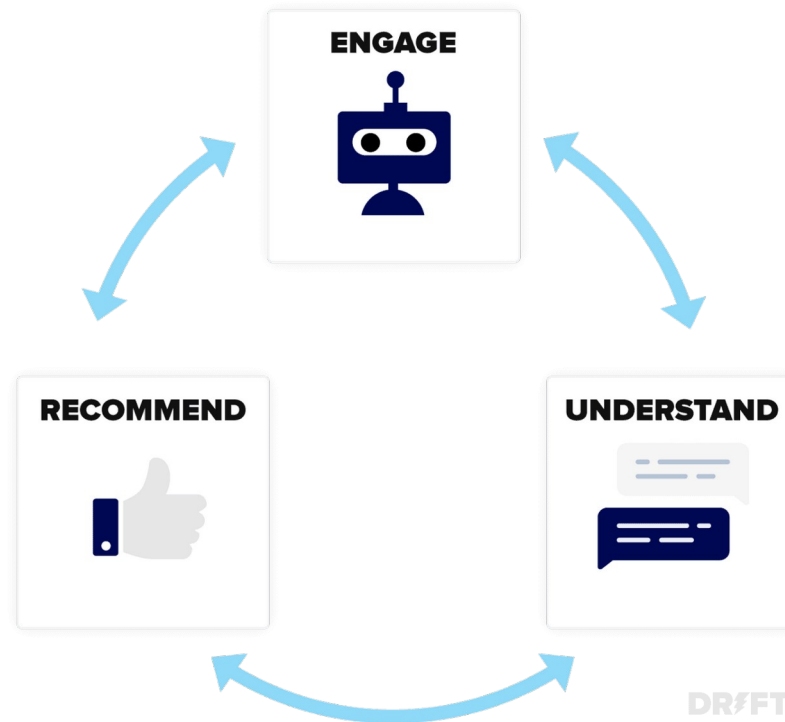
- Increase their website conversion rate – Marketers put a lot of work in to drive traffic to their website, to only have that traffic convert anywhere between 0.25%-1.0%.
- Generate more qualified leads – It would be nice if we could talk to every lead and ensure they're a good fit before we schedule a meeting. In reality, that's impossible for most organizations to do at scale. Bots can help use advanced qualification logic to do lead qualification and improve sales acceleration.
- Combat Customer Churn – Bots are a perfect answer to high-volume support inquiries, especially where customers become frustrated with standard knowledge bases that are hard to sift through.

Why Chatbots are important ?

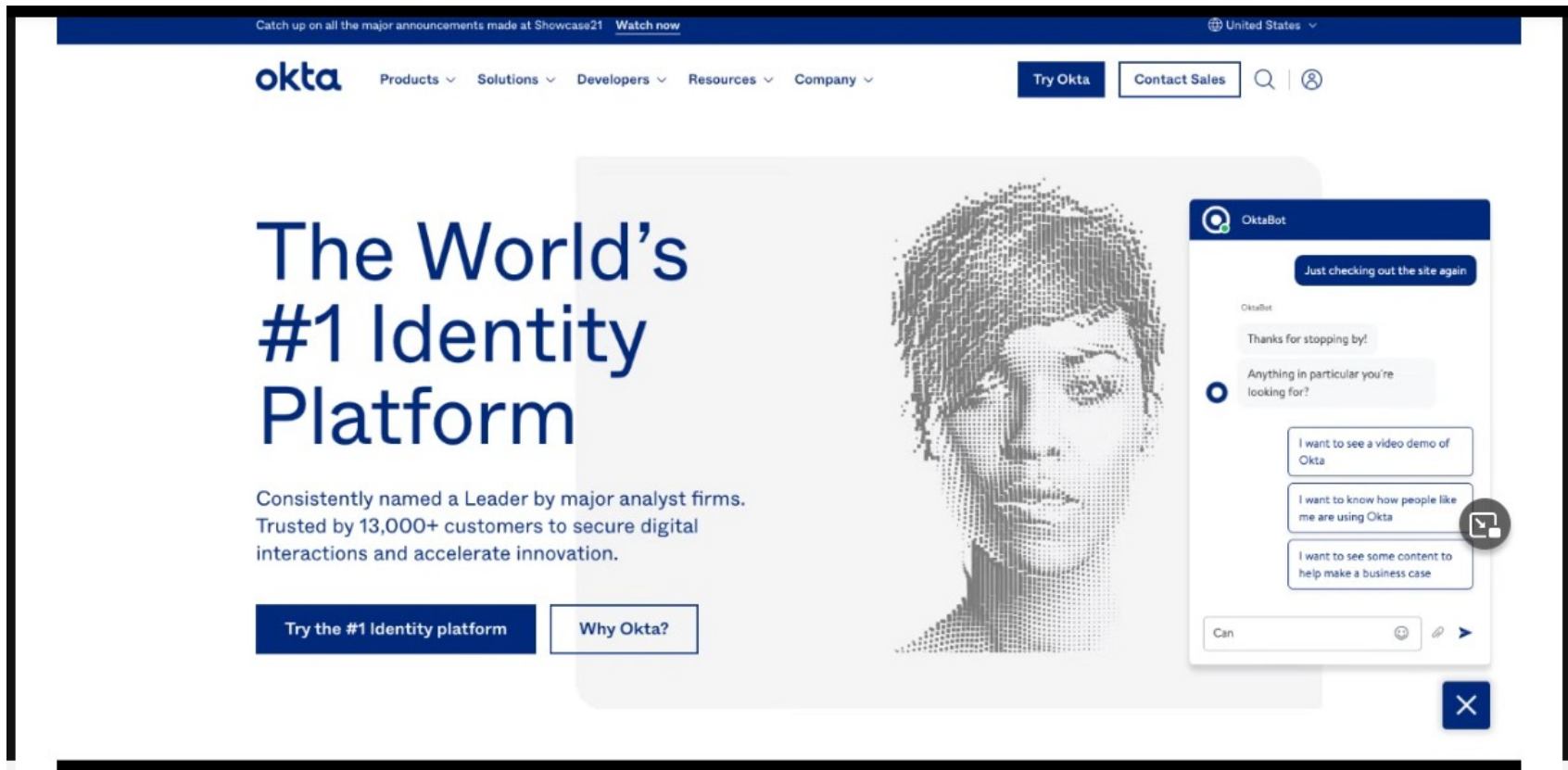
- There's no denying the hype that's been surrounding automated chatbots over the past few years.
- Whether you view the technology as a passing fad, or believe that chat bots will revolutionize how people communicate and interact, the impact chatbots are having on online experiences is real...and it's measurable.
- To help shed light on how chatbots are reshaping online experiences today, the teams at Drift, SurveyMonkey Audience, Salesforce, and myclever have come together to create a data-backed report based on a survey of 1,000+ adults.

How chatbots created?

CONVERSATIONAL FRAMEWORK



Example:



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Can

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