CHATBOTS 101

Intelligent conversational chatbots are the new interfaces for these apps, and they are changing the way businesses and customers interact.

MESSAGING APPS: THE PERFECT CHANNEL FOR CHATBOTS

65% of consumers prefer using a messaging app when contacting a business.

50% of consumers would make a purchase through a messaging app.

90% of businesses use Facebook to respond to service requests.

The average messaging conversation is 66% longer than the average webpage conversation.

10 Hours: The average time it takes for a company to respond to a message.

Already 30,000 bots on Facebook & Kik.

56% say engagement through messaging is ROI positive; 58% say it reduces costs.

Chatbots could save $174 Billion across Insurance, Financial Services, Sales, and Customer Service.

BUSINESSES ARE FOLLOWING CUSTOMERS ONTO MESSAGING PLATFORMS

BUSINESSES UNDERSTAND THE VALUE OF SOCIAL MESSAGING CHANNELS

Over 50% of customers expect a business to be open 24/7.

CHATBOTS & AI: TWO TYPES OF ENGAGEMENT

SIDE-WINNERS (DECLARATIVE)

Task-oriented (declarative) chatbots

Structured and specialized interactions

Uses Natural Language Processing, but not much Machine Learning

Integrates with backend systems of record

Highly specialized & structured interactions

Most useful in the Support and Service industries

DATA-DRIVEN & PREDICTIVE (CONVERSATIONAL)

Similar to Amazon’s Alexa or Google Assistant

Can monitor data, intent, & even initiate conversation; is contextually aware!

Personalized based on user profile and past user behavior

Uses Natural Language Processing & Machine Learning

Predictive Intelligence and analytics based on collected data across use cases

Integrates with Big Data sources

POSSIBILITIES WITH CHATBOTS IN GOVERNMENT

SOME OF THE AREAS IN WHICH CHATBOTS CAN HELP

When will I get my financial aid?

What types of jobs are available in my area?

What energy-saving tax credits are available to me?

What National Parks are in my state?

I’d like to apply for social benefits.

I’d like to pay my parking ticket.

What time is the next bus?

What are the symptoms of Zika virus?

What’s the status of my tax refund?

What events and tours are taking place at the National Archives today?

Show me any recalls on items I’ve purchased in the past 90 days.

Where can I find housing assistance for someone who is HIV positive?

FIND OUT MORE

VISIT: ORACLE.COM/BOTS

For more information on chatbots