Chatbots 101

Messaging apps are

in the “Must-Have” camp for many types of apps, used more actively and more often than

of the Top 10 most used apps
globally are messaging apps

Notable Artificial Intelligence Milestones

The Turing Test

1950

Alphago Defeats “Go” World Champion, Lee Sedol, on Board “SGF Rank 9”

1997

Deep Blue Defeats Garry Kasparov, Chess World Champion

2011

Watson Defeats the Two Most Successful Contestants Ever, Brad Rutter, the Jeopardy! Champion, and Ken Jennings, the Show’s All-Time Highest Scorer

2016

Libraeus Defeats Four Professional Poker Players in a No-Limit Texas Hold’em Tournament, Earned True to bluff

Chatbots & AI: Two Types of Engagement

Data-driven & Predictive

Uses Natural Language Processing & Machine Learning

Can monitor data, intent, & user behavior… or to Google Assistant

Similar to Amazon’s Alexa

Deep Blue

Uses Natural Language Processing, but not much integration with backend systems of record

Task Oriented

Interactive FAQ systems in conversational menus... so far

Most common type of chatbot… so far

Interactive FAQ

User-initiated query with automated responses and structured interactions

Highly specialized & structured interactions

Integrates with backend systems of record

User initiated, declarative

Can monitor data, intent, & user behavior; even initiate conversation

Data sources collected data across use cases Integrates with Big Data Analytics based on Predictive Intelligence

Possibilities With Chatbots in Government

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

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

What types of jobs are available in my area?

When will I get my financial aid?

What National Parks are in my state?

What energy-saving tax credits are available to me?

I'd like to pay my parking ticket.

What time is the next bus?

What are the symptoms of Zika virus?

How's the status of my tax refund?

What time is the break-even point of a new Dreamliner?

Where is the closest Starbucks?

What is the market share of Tesla?

What is the average cost of a new Tesla?

Can I find out about any recalls on items I've purchased in the past 90 days.

Can I find out about my social benefits.

Some of the areas where chatbots can help

To a message company to respond

to a message

time it takes for a customer to respond

The average messaging conversation is 4 times longer than the average page conversation

66% of businesses are following customers onto their messaging apps

58% say it is ROI positive;

6 of the Top 10 most used apps globally are messaging apps

56% say it increases customer satisfaction

45% say it reduces costs

40% say it increases sales

30% say it reduces costs

24/7 open 24/7

Chatbots could save 174 billion dollars

Chatbots 4.1 Billion messaging apps

Facebook & Kik

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