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

In the “Mobile-First” world, what type of app is used most widely and most often?

**Messaging apps!**

- 4.1 Billion users on messaging apps
- 6 of the Top 10 most used apps globally are messaging apps

**Chatbots 101**

**Messaging Apps: The Perfect Channel for Chatbots**

- 65% of consumers prefer using a messaging app when contacting a business
- 90% of businesses use Facebook to respond to service requests
- The average messaging conversation is 66% longer than the average page conversation
- The average time it takes for a company to respond to a message is 10 Hours
- Chatbots could save $174 Billion across Insurance, Financial Services, Sales, and Customer Service

**Notable Artificial Intelligence Milestones**

- **The Turing Test**
  - Alan Turing proposed “intelligent” machines would be indistinguishable from humans in text-only conversations

- **Deep Blue**
  - Defeated Garry Kasparov, Chess World Champion

- **Watson**
  - Defeated Ken Jennings & Brad Rutter, the two most successful contestants ever, in Jeopardy, but struggled on clues with few words

- **AlphaGo**
  - Defeated Lee Sedol, “Go” World Champion, runner-up for Science’s “Breakthrough of the Year”

**Businesses Are Following Customers Onto Messaging Platforms**

- Over 50% of Customers expect a business to be open 24/7

**Chatbots & AI: Two Types of Engagement**

- **Task Oriented (Declarative)**
  - Most common type of chatbot… so far
  - User-initiated queries with automated responses and conversational menus
  - Uses Natural Language Processing, but not much Machine Learning
  - Integrates with backend systems of record
  - High specialized & structured interactions
  - Most useful in the Support and Service industries

- **Data-Driven & Predictive (Conversational)**
  - Similar to Amazon’s Alexa or to 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**

- **Some of the Areas Where Chatbots Can Help**
  - What’s my checking account balance?
  - I’d like to book airfare and a hotel
  - I’d like to order TV service
  - Schedule my food delivery for ½ hour from now
  - I’d like to submit an insurance claim
  - I’d like to pay my parking ticket
  - What time is the next bus?
  - Are these shoes in stock online/near me?
  - How much vacation time have I accrued?
  - Turn down the lights in the room by 50%
  - Where on campus is the dining hall and what times does it close?
  - I’d like to report a power outage

**Businesses Understand the Value of Social Messaging Channels**

- 56% of Engaged (Average Interaction by 50% or more)
- 18% not engaged
- Chatbots: $174 Billion

**Find Out More**

Visit: Oracle.com/Bots

For more information on chatbots