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

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

NOTABLE ARTIFICIAL INTELLIGENCE MILESTONES

1950

1997

2011

2016

ALPHAGO

Defeated Lee Sedol, "Go" World Champion

Runner-up for Science’s "Breakthrough of the Year"

MESSAGING APPS: THE PERFECT CHANNEL FOR CHATBOTS

65% Over 50% 24/7

Consumers prefer using Consumers would make Customers expect a messaging app when a purchase through a messaging app open 24/7

4

BUSINESSES ARE FOLLOWING CUSTOMERS ONTO MESSAGING PLATFORMS

90% of businesses use Facebook to respond to service requests

5X: How much more often customers message a company than posting on its Facebook page

The average messaging conversation is 66% longer than the average page conversation

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

CHATBOTS & AI: TWO TYPES OF ENGAGEMENT

TASK ORIENTED DATA-DRIVEN & PREDICTIVE

(DECLARATIVE) (CONVERSATIONAL)

Think of a more robust, interactive FAQ

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

Highly specialized & structured interactions

Most useful in the Support and Service industries

POSSIBILITIES WITH CHATBOTS

SOME OF THE AREAS CHATBOTS CAN HELP

What's my checking account balance?

I'd like to book airfare and a hotel

Where on campus is the dining hall and what times does it close?

I'd like to pay my parking ticket

What time is the next bus?

Turn down the lights in the room by 50%

I'd like to order TV service

I'd like to report a power outage

Schedule my food delivery for ½ hour from now

I'd like to submit an insurance claim

How much vacation time have I accrued?

Are these shoes in stock online/near me?

FIND OUT MORE

VISIT: ORACLE.COM/BOTS

For more information on chatbots

[1] BI Intelligence, January 2016 and Statista, April 2016


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