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

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

1997
2011
2016
1950

MESSAGING APPS: THE PERFECT CHANNEL FOR CHATBOTS

Consumers prefer using a messaging app when a purchase through a messaging app opens 24/7

Consumers expect a business to be open 24/7

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

BUSINESSES UNDERSTAND THE VALUE OF SOCIAL MESSAGING CHANNELS

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

CHATBOTS & AI: TWO TYPES OF ENGAGEMENT

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

LIBRATUS
Defeated four professional poker players in a No-Limit Texas Hold’em tournament, learned to bluff

POSSIBILITIES WITH CHATBOTS

SOME OF THE AREAS IN WHICH 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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