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”

**MESSAGING APPS: THE PERFECT CHANNEL FOR CHATBOTS**

Consumers prefer using a messaging app when a purchase through a messaging app is open 24/7. Consumers expect businesses to be available.

**BUSINESSES ARE FOLLOWING CUSTOMERS ONTO MESSAGING PLATFORMS**

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

Task Oriented – Data-Driven and 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 where chatbots can help:

- Find out more

**FIND OUT MORE**

VISIT: ORACLE.COM/BOTS

For more information on chatbots

---

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


Copyright © 2017, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.