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**
- 65% of consumers prefer using a messaging app when they want to contact a business
- Consumers would make 24/7 open messaging apps their first choice
- Customers expect 2-3 open messaging apps from a business
- Chatbots are the new interfaces for messaging apps, changing the way businesses and customers interact

**BUSINESSES ARE FOLLOWING CUSTOMERS ONTO MESSAGING PLATFORMS**
- 90% of businesses use Facebook to respond to service requests
- 4X more often customers message a company than post on its Facebook page
- 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 & 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 where 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?

**VISIT: ORACLE.COM/BOTS**

For more information on chatbots

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**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

**LIBRATUS**
- Defeated four professional poker players in a No-Limit Texas Hold ’Em tournament; learned how to bluff

**BUSINESSES UNDERSTAND THE VALUE OF SOCIAL MESSAGING CHANNELS**
- Already 30,000 bots on Facebook & Kik
- 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: ORACLE**
- 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

**MADE TO ORDER**
- Custom solutions, data, & analytics
- AI-powered chatbots
- End-to-end support
- People who build, train, & support chatbots

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