Chatbots represent a new service layer that extends and projects brand values, serving as a virtual brand ambassador that helps create, nurture, and manage customer relationships.

- Adoption and use of chatbots is accelerating rapidly as technology matures and consumer acceptance grows.
- In fact, over half of millennials report using chatbots to dialogue with a brand.

**RECOMMENDED STEPS**

1. **Define your chatbot's purpose**
   - Determine the specific goals and objectives for your chatbot.
   - Consider what services the chatbot will provide and how it will integrate with existing systems.

2. **Understand the customer journey**
   - Map out the customer experience and identify pain points where automation could improve the interaction.
   - Research how your target audience interacts with chatbots to tailor the design.

3. **Build a cross-functional team**
   - A successful chatbot requires a cross-functional team that may include product leads, marketing, copywriters, UX designers, engineers, legal, and more.
   - Including a non-technical member who understands customer value and the needs of your company.
   - In fact, over half of estimates report chatbots to dialogue with a brand.

Chatbots are software that leverages AI capabilities to engage in live, automated one-on-one dialogue with humans.

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**Hi!**

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