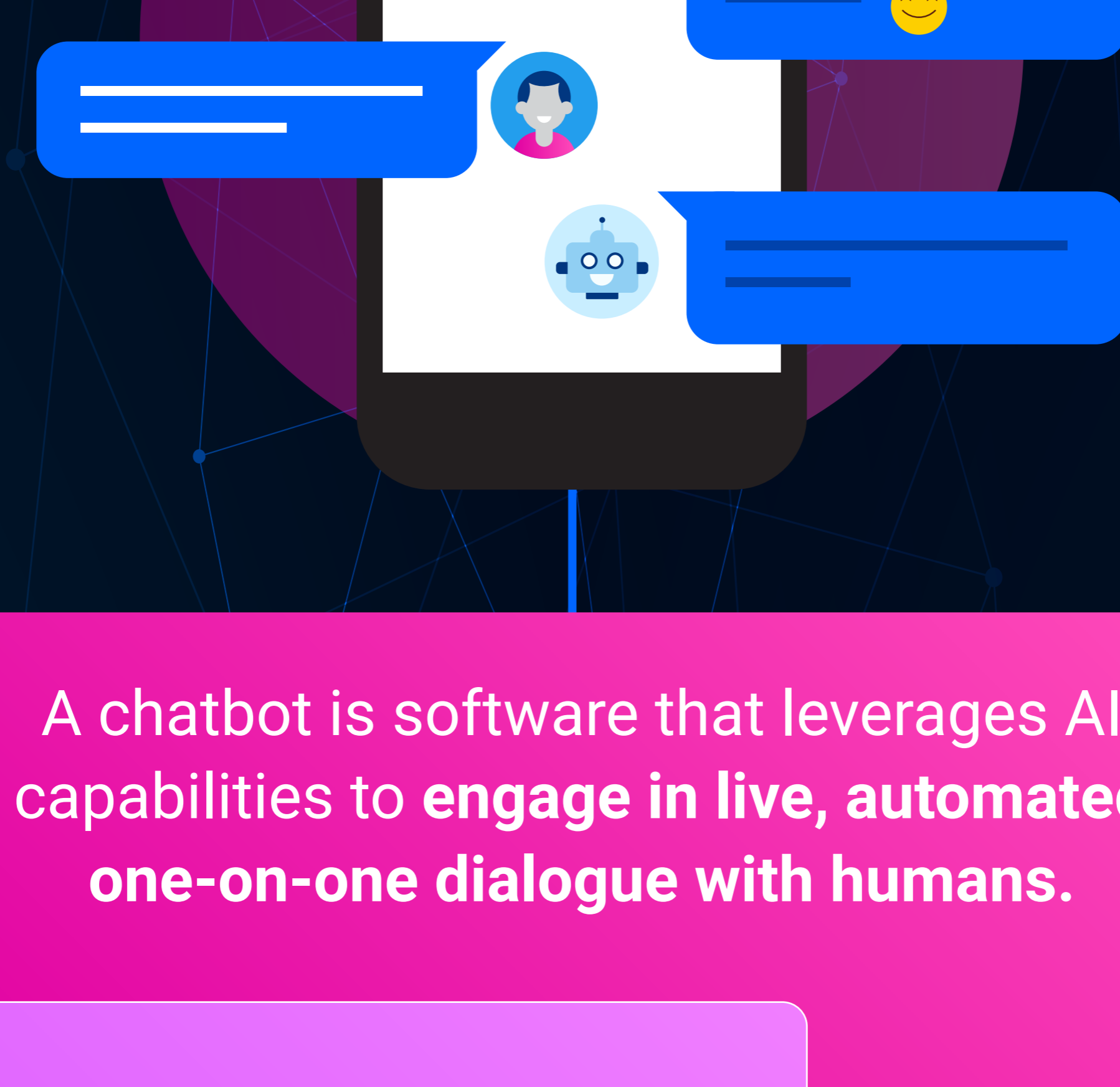


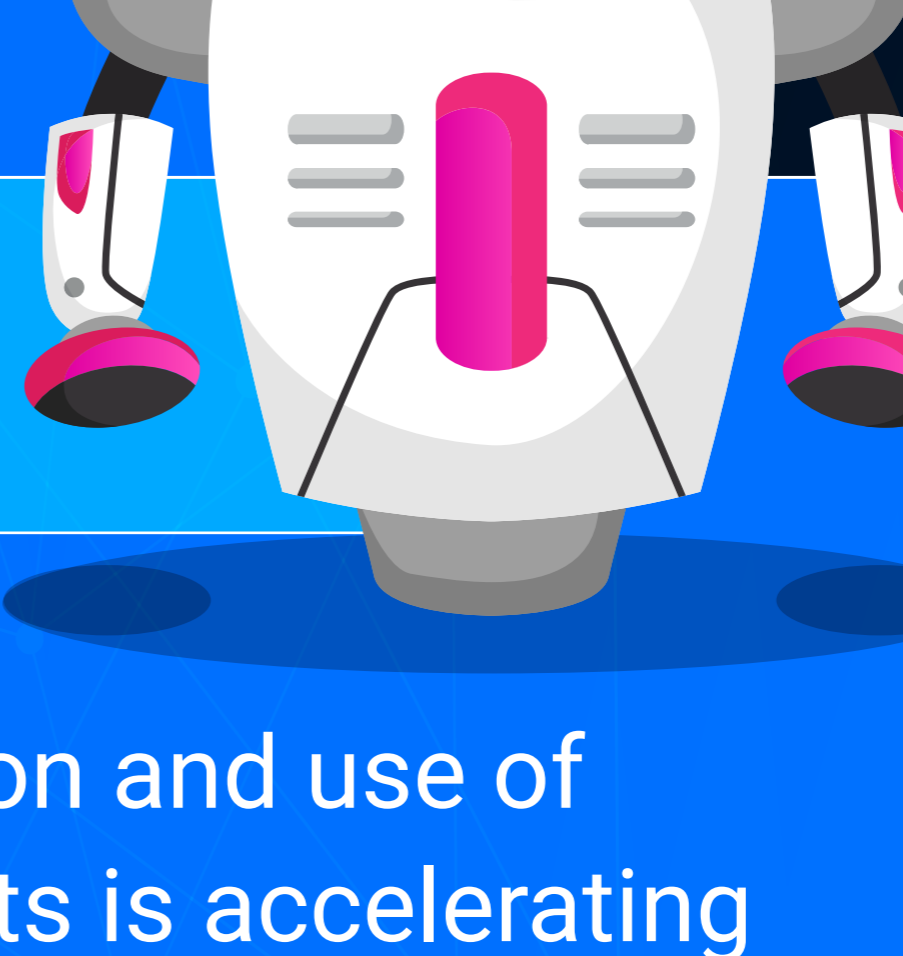
CHATBOTS

REDEFINING THE
CUSTOMER SERVICE INDUSTRY



A chatbot is software that leverages AI capabilities to engage in live, automated one-on-one dialogue with humans.

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.

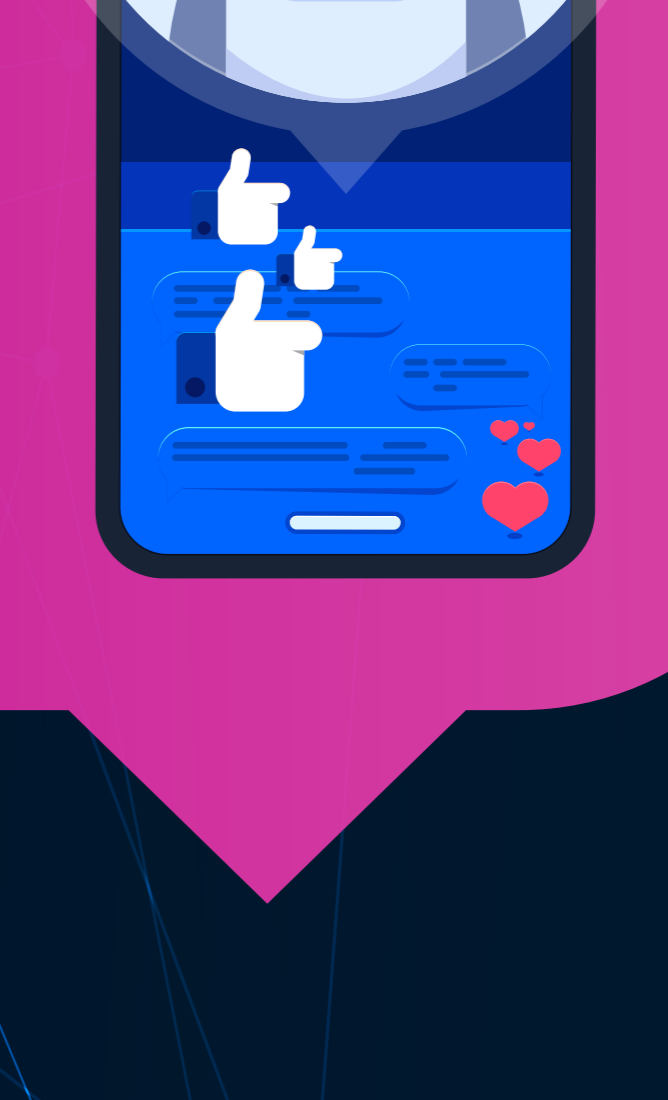


Adoption and use of chatbots is accelerating rapidly as technology matures and consumer acceptance grows.

In fact, over half of millennials report using chatbots to dialogue with a brand.



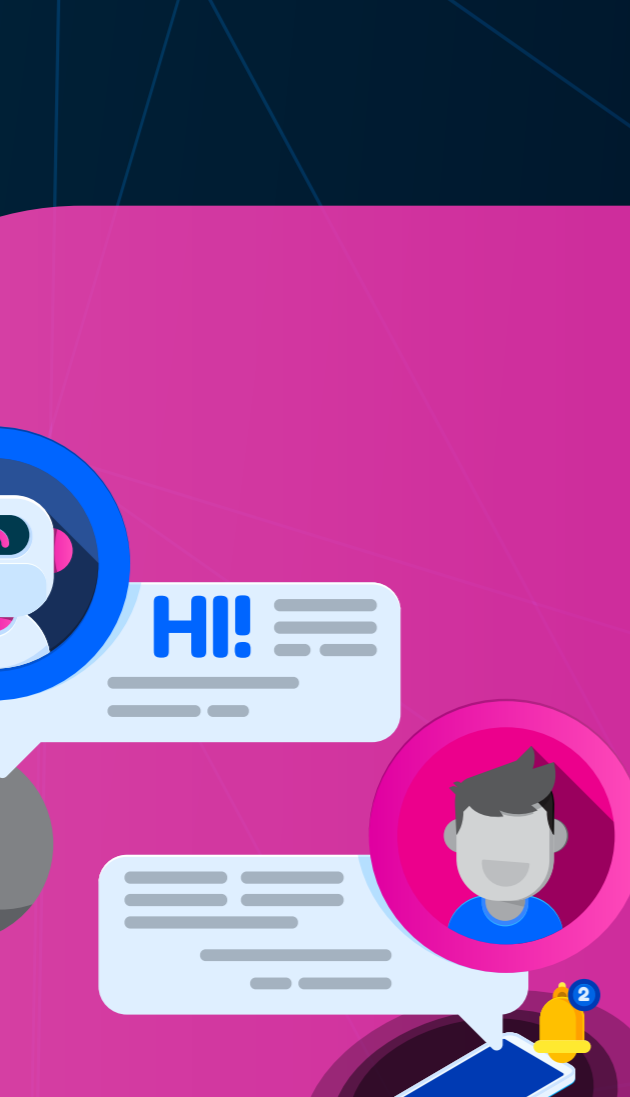
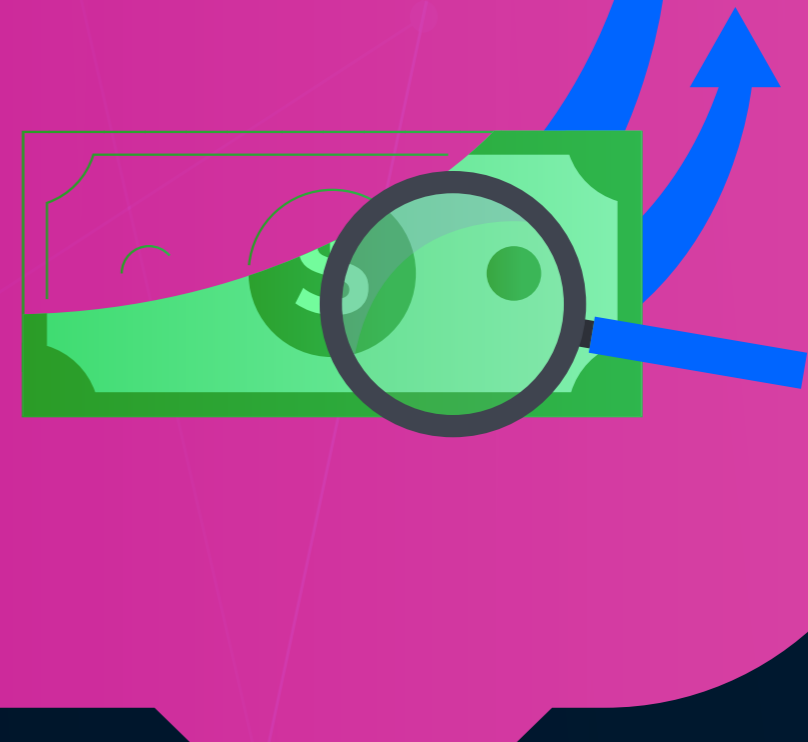
"What's next? Chatbots will get smarter and mainstream," according to **Dan Golden**, President and Chief Search Artist at Be Found Online.



According to Facebook, **63 percent of people say their use of messaging to interact with businesses has increased over the past two years**, and 55 percent of people say that messaging with businesses makes them feel that they can trust the business.

– Forevermark Diamonds

Juniper research forecasts that chatbots will be responsible for cost savings of over \$8 billion per annum by 2022, up from \$20 million in 2017.



As chatbots redefine the customer service industry, companies will continue investing in them. Vodafone, for instance, wants to bring chatbot interaction up to 60% by March 2021.

RECOMMENDED STEPS

Are you thinking about adding chatbots to your marketing mix?

If so, here are 3 quick tips to help you build your brand's chatbot:

1 Don't leave your chatbot unsupervised.

1



Lauren Kunze

Co-Founder and CEO
Pandorabots

"Building a chatbot requires constant data analysis and tuning, with a human supervisor in the loop."

2

Be as concise as possible.

To ensure a branded chatbot delivers consumer engagement, brevity is key. Don't make people read too much, and marketers should also make sure they've tested the bot across multiple devices for consistency.

3

Build a cross-functional team.

The brand's tech team shouldn't be the only ones involved in building and maintaining a chatbot. "Building a successful chatbot requires a cross-functional team that usually includes a product lead, marketing, copywriters, UX designers, engineers, legal, and more."

Kunze, Pandorabots



To learn more about how marketers are using chatbots, check out the [full research report](#).