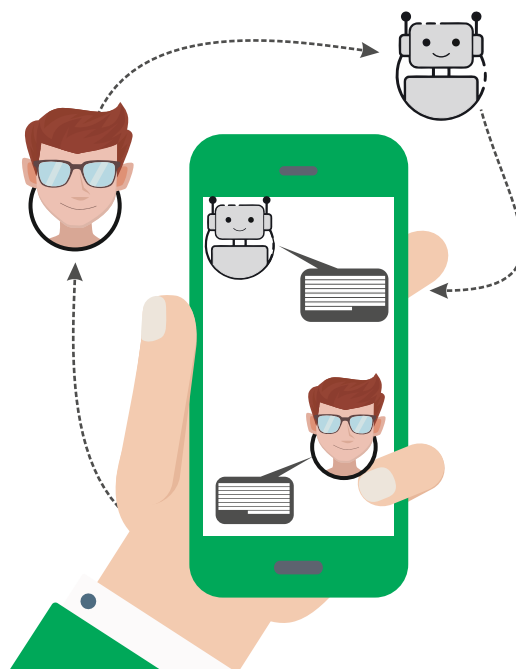


Chatbots Replacing Human Interface

- White Paper

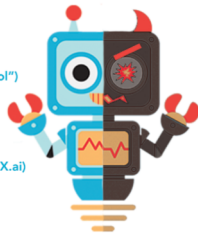


Integrated Approach to Business

Smarketing | Digital Marketing | Frameworks

BOT or NOT

- Be one of the first to adopt a market-changing technology ("We had a bot before it was cool")
- Save staff time
- Improve customer service
- Possibilities for innovation (e.g. X.ai)



- New tech — Still ironing out bugs
- May confuse less tech-savvy customers
- Potential for sabotage (Tay)

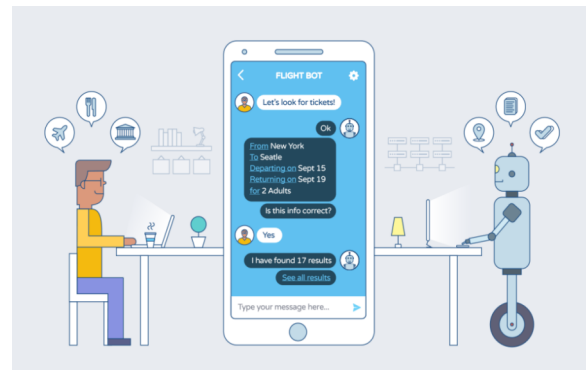
Chatbots have arrived. They will just revolutionise the way we compute. Static menus will fast (read already) be converted into human dialogues instead of traditional menu based selection. Whether it is desktop websites or mobile applications Chatbots will just change the way we deliver “**User Experience**”.

What is a Chatbot?

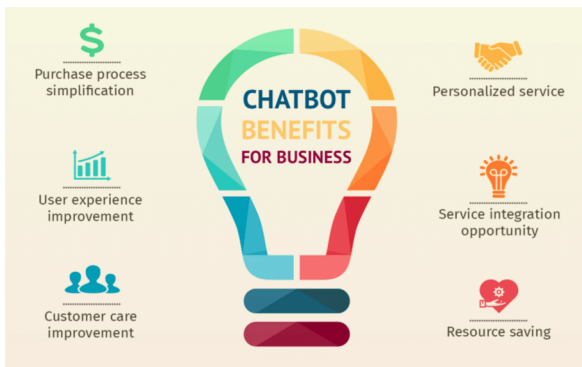
A Chatbot is a simple computer program that simulates human conversation in a virtual environment. (Well it is not so simple to write a simple chatbot program). It is actually written on a predictive methodology, augmenting the possible answers and selections made by human users on the other end.

Why Chatbots are here to stay?

- **Chatbots Standardise Response:** They bring in regimentation and reduce chances of human errors considerably.
- **Better Lead Generation:** They are the most well trained sales force that follow a predictive path and respond according to customer choices.
- **Available 24x7:** Chatbots are available around the clock even when your business office is closed for the day literally.
- **Reduced Cost of Customer Support:** They reduce the cost of customer support considerably and in most environments work independently to a certain level of escalation.



Why Chatbots will be a HIT?

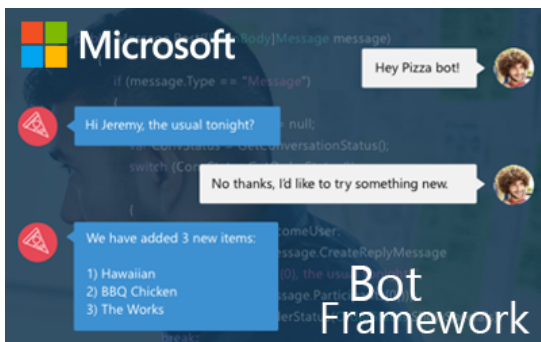


People Already Love Them!

- 38% of people prefer to use instant messaging in lieu of communicating with an agent.
- 69% of customers want to solve their problems without talking to customer support on their own.
- Chatbots simplify the basic tasks and make customer journey pleasant.

What's happening now?

Growing at 35% CAGR since 2015, Chatbot industry has registered the highest growth rate in recent times.

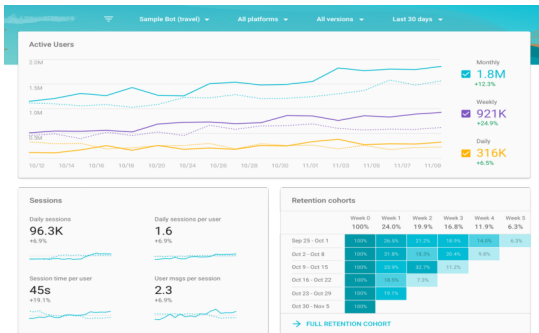


Microsoft: More than 30,000 developers have signed up for Microsoft Bot Framework as recent as 2016. Microsoft is planning to integrate Chatbots in Cortana and text bots in Office365, Skype and several other applications.

Google: Google's Chatbot Analytics Platform is already enabling many companies optimise their Chatbot programs and increasing customer satisfaction at a rapid pace. Chatbase provides analytics and address a major challenge, "How to fix a Bot Experience". BLiP – a bot program company has been using Chatbase to track more than 2 million messages across 50 bots. Facebook, Kik, Viber, Slack, Whatsapp and many more are experimenting with Chatbase.



Chatbots In India :



Big Brands In India have already started using Chatbots. E-commerce companies, banks, insurance firms, travel companies and entertainment firms are few industries that have been smitten by Chatbot bug. The earliest aim is to improve customer engagement quality across all the customer life cycle stages.



SBI – SIA Chatbot: a typical young Indian lady, designed to assist customers, personifies SBI's Intelligent Assistant Chatbot. The Chatbot is known as SBI IntelligentAssistant.



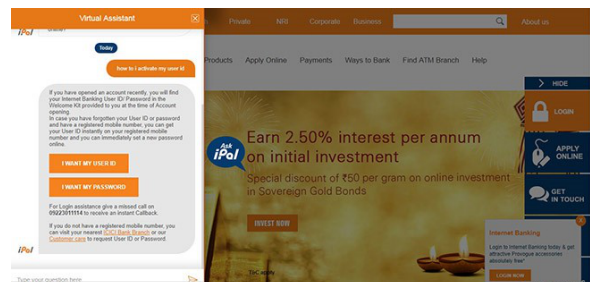
Hi I am Sia , your intelligent chat assistant ! I can serve you with information related to following products.



HDFC EVA Chatbot: EVA stands for Electronic Virtual Assistant. It currently has 85% accuracy and up time of 99.9%. It has already answered 2.7 million customer queries in last six months.



ICICI iPal Chatbot: Offers help on FAQs, paying bills, fund transfers, recharges and integrated search called Discovery.



Bajaj Allianz Boing: Helps customers register claims and get soft copy of their policy.

PNB Dr. Jeevan: This Chatbot is expected to spread awareness on critical illnesses like cancer and heart failure with interactive videos and personalised quotations.



In Ecommerce sector Chatbots are already deployed by Lenskart, Yatra, Meru cabs. Housejoy's Omni Channel Bot enables booking services, raising complaints and making payments.

Whatsapp business is now integrating chat bots and will soon provision for collecting payments as well.

The Next Major Shift (Conclusion):

India a country of multiple languages and ethnicities will ensure that the Chatbots will go vernacular. The next billion Indians cannot be expected to use the smartphone in the manner the current 300 million are using.

KPMG and Google predicted that English speakers in India will only grow by 3% annually till 2021.

Hence for Chatbots to be popular their ability to converse in local language is imperative. Impetus to this will come from the fact that non-English Internet users are expected to grow by 18% by 2021.

Simple translations will not work to deliver an excellent experience through Chatbots.

The key to make a successful Chatbot and integrate it well into your current online presence and business systems is to know what you want your Chatbot to deliver (read precisely).

Remember Chatbots are not intelligent by themselves but a reflection of your own, hence designing one correctly from beginning will give you benefits. Optimize and improve customer experience as you go along the way.



Authored by,
Harmeet Singh Bahra



+91 .97171 55311



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