

EXECUTIVE PRIMER

Your Best Agent Is a Chatbot

*Everything You Should Know About Chatbots
for Customer Engagement*

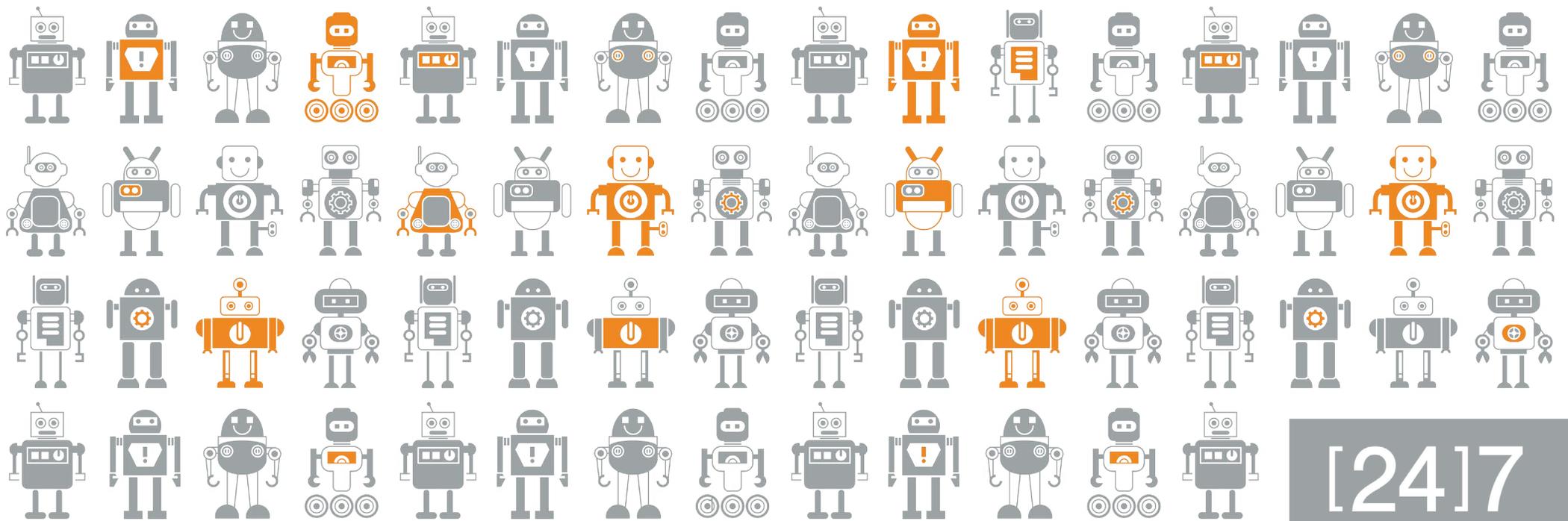
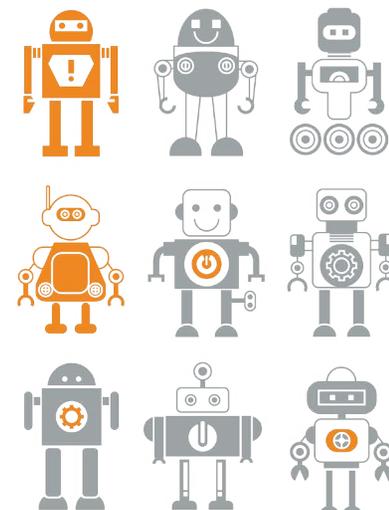
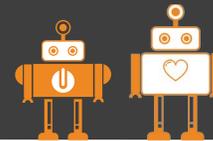
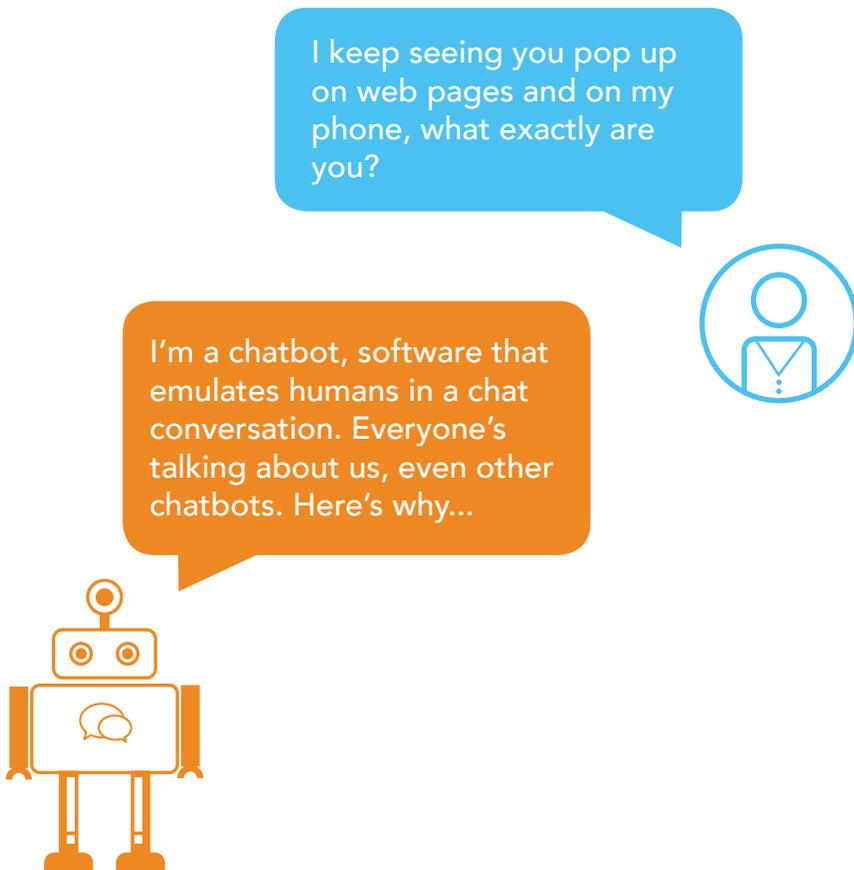


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Chatbot Use On The Rise

According to analyst firm Gartner, the usage of chatbots (called virtual customer assistants by Gartner) will triple through 2019 as enterprises seek to increase customer satisfaction and reduce operating costs.

Source: "Seven Decision Points for Success with Virtual Customer Assistants," Gartner, July 26, 2016.

INTRODUCTION

Advances in artificial intelligence mean that chatbots can automate more interactions than were previously possible with older technology. Now enterprises can use artificially intelligent chatbots as virtual agents or assistants to replicate the effectiveness of their best agents and reduce customer frustration and wait times.

However, if you were to believe all the current hype about chatbots, you'd think that they'll soon

- Be everywhere.
- Take over every interaction.
- Learn on their own with no help from humans.
- Be so easy and fast to create that anyone can do it.

While some of this may be true for lightweight chatbots that are built for fun in a developer's spare time, it's a big stretch to apply this thinking to enterprise chatbots.

While technology has made major leaps in the decades since chatbots were first developed, it's not an easy, do-it-yourself type of project for the enterprise. Read on to get the scoop about what chatbots can do—and can't do—for the enterprise right now.



WELCOME TO CHATBOT 101



So what does a chatbot do anyway?



I am an application that emulates a human in a conversation using a chat or speech interface. If I were emulating a human in a contact center, you might call me a virtual agent. Shall I tell you more?



WHAT'S IN A NAME?

While chatbots have been around for a while, they are not all the same. “Chatbot” refers to a broad range of technologies that allow consumers to use a conversational interface to accomplish tasks.

Lets begin by looking at a simple chatbot.

Simple Chatbot: Many popular chatbots are aimed at casual use and are designed to deliver an entertaining experience. If a simple chatbot doesn't know the answer or can't understand the question, the stakes are relatively low for the brand. For instance, we don't really expect Apple's Siri or Amazon's Alexa to know all the answers. These are examples of “unbound” chatbots that have no specific context to operate within. These are commonly known as virtual assistants.

For businesses, chatbots need to be smarter to be effective. “Intelligent chatbots” are able to integrate with enterprise systems, leverage big data, and use artificial intelligence to help customers resolve issues or conduct transactions. These are also referred to as virtual agents or virtual customer assistants.

These chatbots are being used by enterprises to achieve incredible results.

Intelligent Chatbot: Some chatbots interact with customers to resolve issues, conduct transactions, and answer questions. The best enterprise chatbots mimic the effectiveness of your top customer service agent, salesperson, or support technician. The fact that these chatbots are “bounded”, or operating within a certain context (mortgages, utilities, wireless), ensures they can better support the conversation. If these chatbots make a mistake, the risk for the brand can be high. Consider what would happen if a banking chatbot answered a policy question inaccurately.

Where can you use chatbots?

You can deploy chatbots on nearly any interface (web, mobile, social, messaging app, voice response, SMS).

How do they engage with customers?

Proactive: Intelligent chatbots can operate in real time and predict customer intentions—offering specific help when they detect that a customer may need assistance. For example, a client has visited several mortgage pages and pauses on a specific page whereby the chatbot can proactively engage the client.

Reactive: Customers can select chatbots from a menu or a button on a web page or in a mobile app. Other approaches include chatbots as “listeners” (for example, twitter, Facebook, or SMS) that react to inquiries as customers enter these channels.

WHAT ARE THE STAGES OF CHATBOT MATURITY?



Informational

Understands natural language to provide answers to questions posed

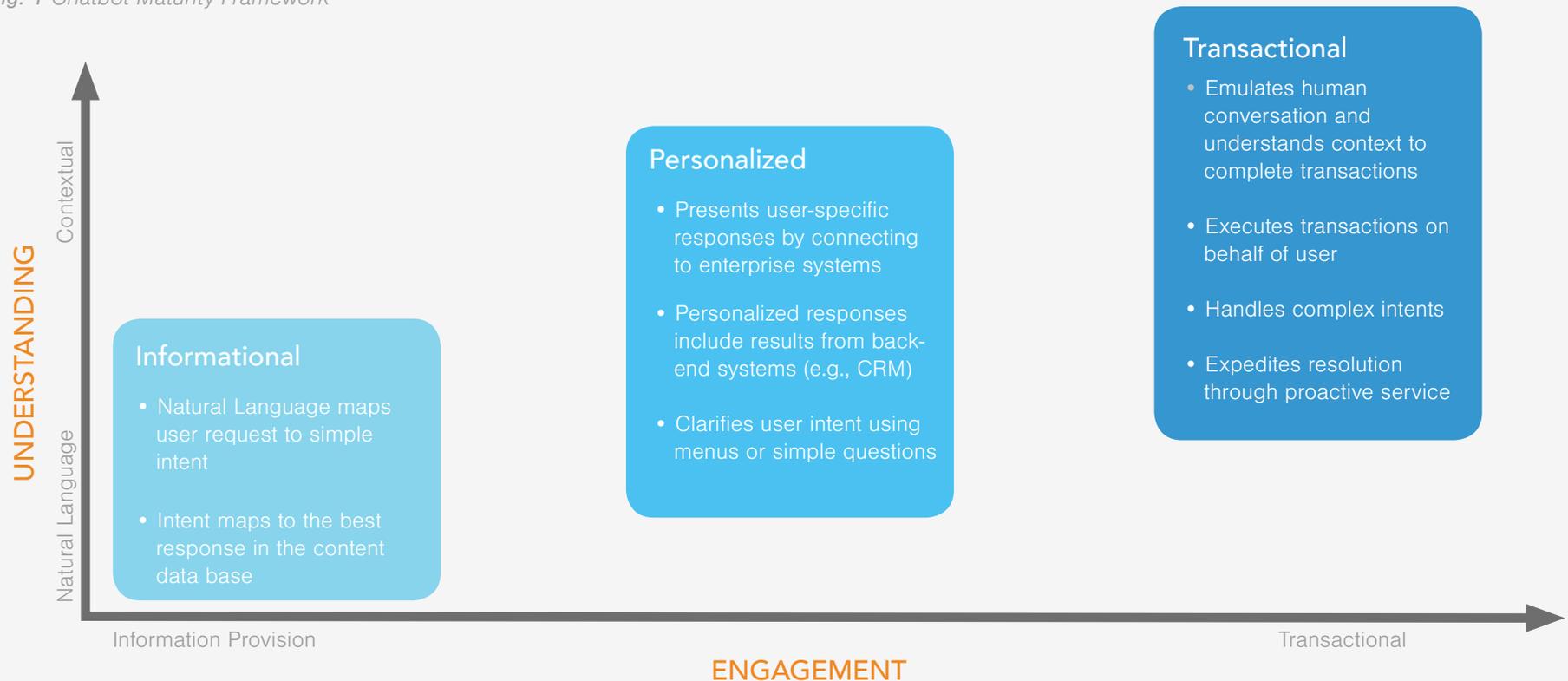
Personalized

Presents user-specific responses by connecting to enterprise systems and clarifies user intent using menus or simple questions.

Transactional

Guides the user through a series of steps to complete a task (can also be conversational) and can integrate customer data

Fig. 1 Chatbot Maturity Framework



WHAT ARE THE DRIVERS FOR DEPLOYING ENTERPRISE CHATBOTS?

1 Changing customer expectations

Customers prefer the convenience and speed of on-demand, accurate answers.

2 Decreasing customer satisfaction

Customers are dissatisfied with:

- Not finding the answers to their questions.
- Apps that take too much effort to download and use.
- Long wait times for agents.

3 Losing sales

Frustrated customers leave their shopping carts and go to your competition when they don't get the assistance they need, when they need it.

4 Increasing volume

Chatbots are scalable, supporting hundreds of thousands of conversations in parallel.

5 Reducing operating costs

Chatbots can divert customer interactions away from live agents to reduce the cost of delivering services, allowing live agents to focus on higher-value transactions.

6 Increasing visibility

Enterprises need insight into what customers are looking for but not finding on their websites. They also need to understand the changing trends based on customer interactions. Enhanced analytics turns data from chatbot conversations into actionable intelligence.

WHICH PARTS OF THE BUSINESS CAN BENEFIT FROM CHATBOTS?



Sales and marketing

Chatbots can generate more leads, attract more customers, and increase revenue from existing customers.



Customer service and support

Chatbots can handle routine questions and tasks, freeing up more time for staff to deal with more complex, value-added services.



Partner programs

Chatbots can help partners get the information they need to support their customers quickly and effectively.



Employee assistance

Chatbots can:

- Help train new employees.
- Provide human resources assistance.
- Assist contact center agents with questions.



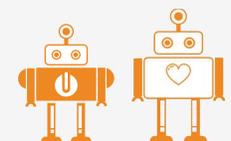
Customer Insight

Chatbot conversations, often representing millions of interactions, create the opportunity for cross-organizational analytics and insights. Marketing, product, sales, and customer service benefit from a shared view of customer trends as well as true voice of the customer insights.



Chatbots are evolving in ways that have a profound effect on digital commerce and the future of customer care and marketing."

– Dan Miller, Opus Research,
Enterprise Chatbots, Winning
Hearts, Minds, and Loyalty in the
Digital Age



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ENTERPRISE CHATBOTS IN ACTION

How are companies like mine using chatbots today?

Enterprise chatbots can be extremely valuable for companies in many different industries. Here are a few examples...



CHATBOTS ACROSS INDUSTRIES

Communications

Telecommunications company Vodafone's award-winning virtual agent "Hani" is an intelligent chatbot that answers 80,000 questions per month and deflects calls away from the contact center for 75 percent of the customers it chats with. Vodafone contact center staff also use the same technology to access accurate, up-to-date information on Vodafone products and services.

Healthcare

A major health insurance provider improved the experience for its 4 million members with an intelligent chatbot deployed as a virtual agent. With the chatbot answering 150,000 questions per month, the company is saving thousands of dollars in contact center costs by reducing calls to its staff.

Travel

A leading global airline created an avatar to personify their chatbot. The chatbot serves as an automated concierge, providing customers with instant, accurate answers to their questions about flight status and baggage rules. The chatbot has helped the airline reduce call and chat volume by 40 percent.

Utilities

Canadian utility BC Hydro wanted to improve customer service and satisfaction for its 4 million customers and improve operational efficiency by deploying a chatbot on its website. In the first 11 months, the chatbot answered more than 720,000 questions with an accuracy rate of 94 percent.

Financial Services

Canadian Imperial Bank of Commerce, one of Canada's largest chartered banks, introduced an intelligent chatbot as a virtual agent and saw email volume decrease by 50 percent immediately at launch, and then experienced another 23 percent drop throughout the first year. At the same time, it reduced phone calls by 25 percent.

Retail

A major retailer implemented an intelligent chatbot to deliver a phenomenal guest experience, answering 45,000 questions a month about order status, shipping, returns, and other common areas of interest. The chatbot deflects informational calls and email away from staff by answering 97 percent of the questions asked, with 96 percent accuracy.



Deploying an enterprise chatbot can help your company:

- Increase customer self-service engagement.
- Improve customer satisfaction ratings, lower customer effort scores, and increase your Net Promoter Score.
- Automate routine customer questions to allow human agents to focus on higher-value interactions.
- Deflect calls, email, and chats to reduce costs.
- Create a seamless hand-off from self-service virtual assistance to a live agent.
- Generate true "voice of the customer" data through the conversations.

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NOT ALL CHATBOTS ARE CREATED EQUAL: THE INTELLIGENCE QUESTION

What makes you so smart, chatbot?

Thank you very much. Unlike others, I'm an intelligent chatbot. Here's what that means...



You won't get significant operational savings or big leaps in customer satisfaction with a lightweight, simplistic chatbot. For these kinds of results, you need an intelligent, enterprise-ready chatbot, one that is built to take advantage of:

1. All your data

Data from across your enterprise helps predict customer needs and deepen customer understanding. You should also use it to unify the customer journey by adding context across interactions, even as customers cross channels or move from chatbot to a live agent.

2. Sophisticated natural language processing (NLP)

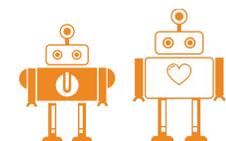
Artificial intelligence (AI) is a collection of abilities that machines exhibit that we normally associate with human intelligence such as NLP. This part of AI focuses on categorizing and understanding the language between human and machine. NLP is the ability to process free-form text entered by customers to determine expressed intent (i.e., intent that is conveyed by language). Machine Learning models are trained on tens of thousands of customer messages to classify requests and extract query parameters.

3. Advanced AI and machine learning

Intelligent chatbots use AI to make sense of data and context in real time to quickly learn and become more effective, this is known as machine learning. Machine learning enables AI by processing and analyzing large amounts of data. The more data used for machine learning, the better. An intelligent chatbot uses machine learning to continuously become smarter by learning from conversations it has with people.

4. Advanced analytics and insights

Intelligent chatbots derive considerable hard data around intent. The ability, for example, to analyze what the chatbot didn't understand can lead to valuable new product insights. Analyzing the conversations happening across chatbots (thousands or even millions of conversations) allows organizations to understand how the community asks questions and works to resolve issues. This insight drives next issue avoidance (where the chatbot knows what the customer likely needs to know next, based on the current point of the conversation). Appearing and disappearing trends analyzed day-to-day, monthly, or seasonally provide insights into shifting needs and sentiments.



HERE'S HOW AN INTELLIGENT CHATBOT WORKS...

1. Captures data in real time

The intelligent chatbot captures the customer's identity, attributes, and engagement data, and any feedback the customer provides—all in real time.

For example, the chatbot determines:

- Date, time, physical location, and device information
- Whether the customer is on the web or a mobile app
- Whether the customer requested to engage with a chatbot or received a proactive invitation
- Where the customer was on the website or mobile app when he or she began the interaction with the chatbot

2. Uses internal data

Using data such as customer profile and preferences, value to the company, location, industry, and amount of money spent in the past year gives the chatbot more insights about the customer. This data is gathered from various sources and is typically available in customer relationship management (CRM) systems.

3. Combines data to predict customer intentions

The chatbot develops an understanding of what the customer wants/needs by combining all the data signals. This helps make the conversation contextual and more natural when the customer engages the chatbot.

4. Engages customers

Customers can invoke chatbots themselves when they need assistance, or chatbots can proactively engage customers.

5. Understands what is said

The chatbot takes each message written or each utterance spoken and runs it through natural language models to understand what the customer said. This interaction is contextual and personalized to the customer. The chatbot achieves this by leveraging information such as the web page the customer was on when they engaged with the chatbot and their customer profile. For example, if a customer is on a bank's website looking at a page on mortgages and asks the chatbot what the interest rate is, the chatbot will know the customer is asking about the interest rate for mortgages.

6. Formulates a response

Once the chatbot understands the customer's intent, the response-matching algorithm determines the correct response and assembles it from knowledge bases and CRM systems.

7. Determines follow-up actions

If the customer provides feedback that he or she is satisfied with the chatbot response, the chatbot closes that intent and waits for a new intent. If the customer requests the chatbot to help "pay my credit card bill," for example, the chatbot will determine the appropriate follow-up actions such as asking the customer for a password and then completing the transaction.

WHAT MAKES A CHATBOT ENTERPRISE-READY?

- 1 Security and Authentication**

Security and authentication are top priorities in heavily regulated industries such as financial services and healthcare.
- 2 Reliability**

Reliability is critical so customers aren't disappointed by a chatbot that isn't available or working correctly.
- 3 Prebuilt Models**

Prebuilt Models in your industry accelerates your chatbot's knowledge and lets you achieve your goals more quickly.

- 4 Scalability**

Scalability lets you handle exponentially and simultaneously more interactions as your chatbot becomes more popular with customers.
- 5 Compliance**

Compliance with industry standards such as HIPAA, PCI, and SOX further protects the privacy and security of your customer data.
- 6 Guided Learning**

Guided Learning ensures that the chatbot can be trained to understand new concepts or have learning reinforced through community feedback (perhaps your internal agents or customer feedback).



Virtual agents have evolved significantly over the last few years. They are now powerful, big-data-driven solutions that can connect to back-end architecture and deliver results from nearly any other system in the enterprise."

– *Brendan Witcher, Forrester, Get Better Results - Virtual Agents Are Key To Improving Site Search*

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CHATBOTS AND AGENTS: BETTER TOGETHER

Will chatbots replace my agents?



No, at least not in the near future. But we do complement each other.



Intelligent chatbots help customer-care organizations work more efficiently by:



Minimizing manual or repetitive work for agents by deflecting interactions.



Mining agent interactions to learn new customer intents and agent solutions.



Reducing average handling time by suggesting responses while the agent is chatting with the customer.



Maintaining the context of previous interactions, thus avoiding "starting over".



The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency."

- Bill Gates

When is a human required?

A chatbot should escalate to a live agent when:

- 1 The customer's request is not understandable.
- 2 The customer appears to be annoyed or frustrated.
- 3 The customer's request cannot be handled in self-service (due to rules or policies).
- 4 The customer's request is better served by an agent (e.g., conversion or attrition).
- 5 It is a high-value transaction and your company wants a live agent to close the sales opportunity.
- 6 The customer explicitly requests a human agent.



I'm hearing it's easy to build your own chatbot. Is that true?



Yes and no. It's fairly straightforward to build a simple chatbot, but that may not be what you need. Here's why...



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SO YOU WANT TO BUILD YOUR OWN

WHAT ARE THE DISADVANTAGES OF TRYING TO BUILD YOUR OWN CHATBOT?

1. Not as intelligent

Do-it-yourself (DIY) chatbots typically don't employ machine and self-learning, and many don't understand true intent. For instance, a simple DIY chatbot might not know that canceling a check is not a bad thing, but canceling a service can be.

2. Limited scope

An intelligent chatbot from an experienced chatbot provider can handle hundreds of different requests out of the box. It's been industry trained across millions of interactions, while DIY chatbots require the user to typically build the understanding and intent from scratch.

3. Higher risk of failure

If the chatbot doesn't help customers, they aren't likely to use it in the future. Worse, what if your chatbot "misbehaves," such as providing incorrect information? For a consumer experience that is meant to be entertaining, an incorrect answer doesn't carry nearly as much cost and risk as it does in the enterprise.

4. Expensive custom development

While there are chatbot tools and smart-machine platforms (e.g., IBM Watson, Microsoft Bot Framework, and Facebook Wit.ai), these platforms are primarily used for general purposes. Deploying them in the enterprise will require extensive development efforts and big budgets.

5. Integration burden

Enterprise chatbots from a proven provider often deliver ready-made integration with popular enterprise information systems as well as standardized interfaces for integration with custom applications. But you must integrate DIY chatbots from scratch.

6. Longer time to deploy

It will take your team much longer to build a natural-language model and a knowledge/context base when you are starting from scratch.

7. Higher costs

Custom development and longer development cycles can negate perceived cost benefits of DIY chatbots versus proven chatbot solutions.

8. Lack of analytics

Typically, DIY platforms focus only on the "optics". One of the true benefits extracted from chatbots is the ability to meaningfully analyze the conversations to isolate key trends and understandings.

Comparing Simple vs. Intelligent Chatbots

Simplistic chatbots use logic that is based on keywords or sentences and perform simple pattern matching. These bots can only respond to very specific commands. If users say the wrong thing, the basic chatbot won't know what they mean.

It's far more difficult to build an intelligent enterprise chatbot that understands and responds intelligently to the true meaning of the words and phrases that users enter.

FEATURE/CAPABILITY	SIMPLE/DIY CHATBOT	INTELLIGENT CHATBOT
Reads natural language	<input checked="" type="checkbox"/> Predefined grammar	<input checked="" type="checkbox"/> NL understanding and processing
Applies logic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Learns through experience	<input checked="" type="checkbox"/> Manual efforts	<input checked="" type="checkbox"/> Machine learning
Understands intent	<input checked="" type="checkbox"/> Explicit keyword spotting and scoring	<input checked="" type="checkbox"/> Big data-driven understanding
Escalates to a human agent when it can't answer a question, address an issue, or complete a task	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Understands context		<input checked="" type="checkbox"/>
Applies context to distinguish between different uses of the same word to understand the implied meaning		<input checked="" type="checkbox"/>
Uses follow-up questions to clarify intent		<input checked="" type="checkbox"/>
Understands, learns, and interacts as a human would to solve problems		<input checked="" type="checkbox"/>
Manages tasks and completes transaction		<input checked="" type="checkbox"/>
Accesses enterprise information to personalize the experience or perform transactions		<input checked="" type="checkbox"/>
Independently assesses what actions it needs to execute at each step of an overall process to resolve the problem as swiftly as possible		<input checked="" type="checkbox"/>

How can a chatbot help my business? Will it save us money?

Yes, it definitely can. In fact, intelligent chatbots deliver tangible business value in a number of ways. But before we get into that, it's important to decide what metrics you are trying to improve. Here are some ideas...



BUSINESS CASE FOR CHATBOTS

DEFINING YOUR BUSINESS CASE

Defining your business case starts with understanding your desired outcomes for deploying an enterprise chatbot. For instance, you might want to reduce call volumes in your contact center by as much as 50 percent. Maybe you also want to reduce shopping cart abandonment by 10 percent. For enterprises, these outcomes could mean tens of millions of dollars in cost reduction and millions in increased revenue.

Here are some ways to predict and measure a chatbot's return on investment as part of your business case:

1 Reducing costs

Deflecting live chats, email, and phone support through self-service automation reduces operational costs for your contact center.

2 Supporting growth without increasing costs

By handling more customer interactions with a chatbot and deflecting the number of interactions that require a live agent, you can grow your customer base, expand your geographic footprint, and introduce new products and services without increasing your human capital costs.

3 Monetizing self-service

A chatbot gives you the opportunity to build and grow new revenue streams through proactive offer management and reduced shopping cart abandonment.

4 Improving customer loyalty

Reducing customer effort keeps customers coming back, which in turn, keeps your profitability higher as your customer lifetime value increases. Happy customers also refer their friends to your brand.



NOW THAT'S A BUSINESS CASE

A North American retailer wanted to increase incremental revenue for every online transaction, improve efficiency, drive higher self-service rates, and provide consistently delightful and engaging experiences across all channels.

Using an intelligent chatbot over a six-month period, the retailer:

- Kept **55 percent** of contacts within the web self-service channel. Customers could solve their problems without speaking with a human agent or making a phone call.
- Saved **\$1.6 million** in contact center costs.
- Received **\$27.8 million** in chat-contributed revenue contacts within the web self-service channel, meaning that customers could solve their problems without speaking with a human agent or making a phone call.

What characteristics should my enterprise chatbot have?

That will depend, in large part, on your company's brand and the industry you compete in, but here are a few things to keep in mind...



HOW SHOULD YOUR CHATBOT LOOK AND ACT?

AVATARS

Giving your chatbot a name like “Pam”, along with a visual persona or avatar, can increase your chatbot’s activation and engagement rates as well as enhance your brand image (much like Siri does for Apple). However, if you decide to use an avatar for your chatbot, be wary of potential pitfalls. When anthropomorphizing your chatbot, make sure you aren’t unintentionally offending any customers, particularly if your company is global. Additionally, avatars don’t display well on mobile devices where screen real estate is at a premium.

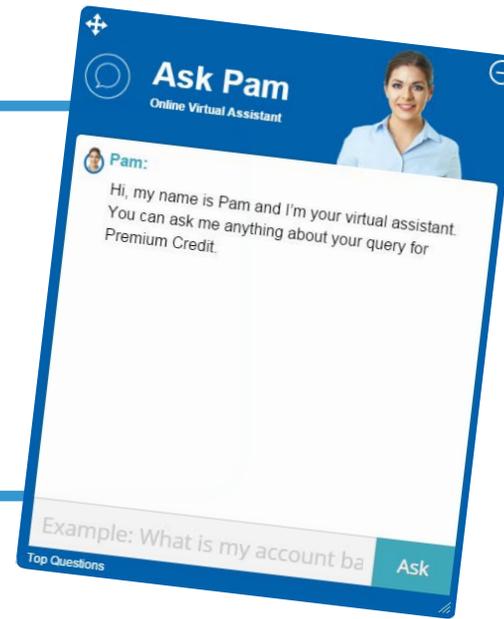
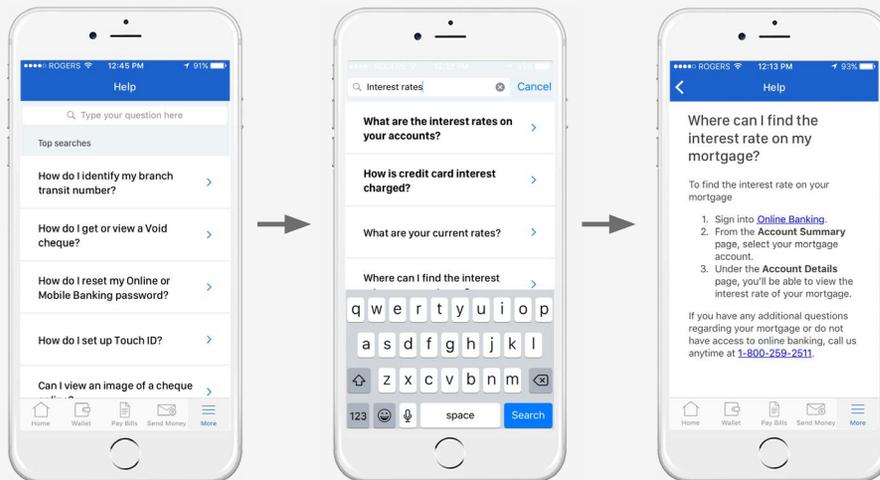


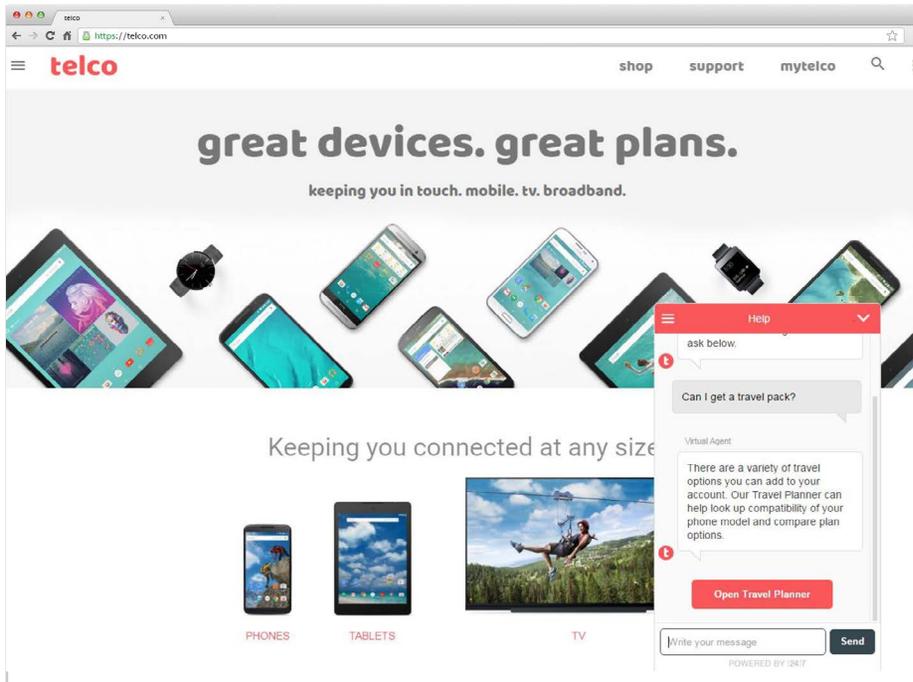
Fig. 3 Chatbot avatar



ON MOBILE

You need to be where your customers are, and increasingly they are using mobile devices to interact with your enterprise. Chatbots need to be mobile-ready, that is, designed for optimal use on a small screen.

Fig. 4 Mobile chatbot



BRAND

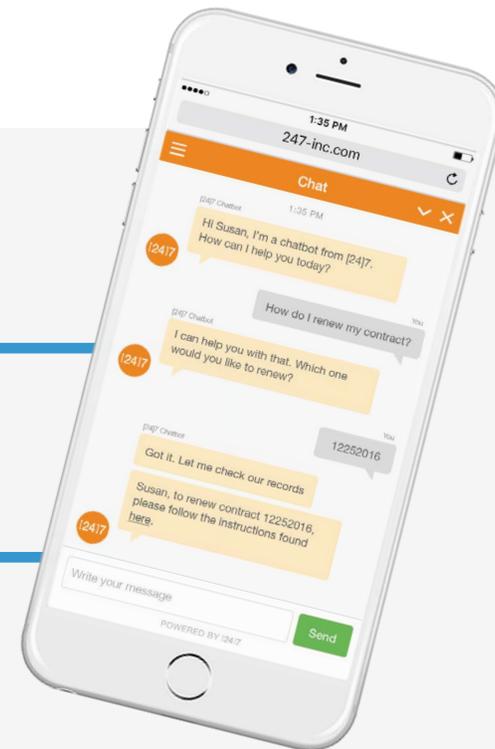
Your chatbot should represent your corporate or brand style; otherwise, you risk confusing your customers on what they can expect from your company.

Fig. 5 Chatbot representing brand style

CONVERSATION STYLE

Match the style of your chatbot's conversation to your business. For example, a brokerage or bank would have a more formal conversational style than a brand aimed at youthful customers.

Fig. 6 Conversation style aligning with company



I know all chatbots aren't the same. What makes a chatbot good or bad?

Bad bots hurt your brand because they don't offer much help to customers. Good bots converse with your customers to help them get what they want quickly. They have the intelligence and integration to solve problems while also being able to escalate to a live chat agent when necessary.



8

GOOD BOT/BAD BOT: PITFALLS AND BEST PRACTICES

HOW DO YOU AVOID DEPLOYING A BAD BOT?

Don't deploy a bot on its own

Chatbots need to be part of the entire customer-engagement strategy; otherwise, it can create a disjointed, siloed, or dead-end experience for the customer.

Don't pretend it's a human

Make sure customers don't think they're chatting with a real person only to find out they're really interacting with a chatbot. This will create misaligned expectations.

Always escalate at the right time

If customers aren't getting the answers they need, you risk frustrating and alienating them if they can't quickly speak to a person.

Keep it relevant

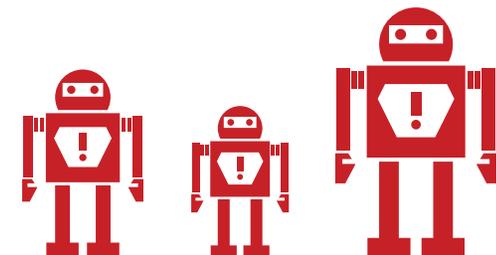
Chatbots aren't set-and-forget solutions. You need to plan for the right amount of resources for content maintenance and regular chatbot learning.

Don't hide the chatbot

Design, placement, and branding of the chatbot are paramount so customers can find it and engage with it easily. The chatbot must be part of the entire website or mobile experience. True benefits arise when the chatbot is proactive in identifying opportunities to engage.

Collaborate across departments

The marketing, digital experience, sales, and customer care departments need to collaborate so customers have a seamless experience.



WHAT ARE THE BEST PRACTICES FOR DEPLOYING GOOD CHATBOTS?

1. Respect form factors: Especially with mobile technology, there is limited “real estate” to create your chatbot experience. Insist on a clean design that honors the customer’s expectations about how and where the conversation will unfold.

2. Integrate with enterprise information systems: Effective agents (both live and virtual) need access to enterprise systems and data to resolve customer questions and issues.

3. Stick to chat-like interfaces: Customers know how chat works; so follow general chat best practices to make the experience intuitive and easy for customers to use.

4. Make it natural: Focus on giving your chatbot a conversational tone, one that is unassuming but with some emotive aspects to frame the conversation.

5. Be contextual and to the point: Customers need help and may be impatient, confused, or overwhelmed at the moment of interaction with your chatbot. Your chatbot should tell them what it knows about them and draw from available data points to make the experience as efficient as possible.

6. Align with your brand: When designing your chatbot, make sure that it looks like a natural part of your brand’s experience. Follow your company’s standardized color palette, fonts, imagery, and other aspects of your brand identity.

7. Use first person: It’s a one-to-one conversation, so your chatbot should speak in singular, first person “I.” When referring to the brand or team, it’s OK to use “we.”

8. Make it succinct: When it comes to information or conversation, customers don’t want pages of monologue. Send several messages, not one big paragraph. Make it easy to scan and consume.

9. Don’t ignore the humans: While AI technology has advanced, we’re still at the beginning of its evolution. Even intelligent chatbots aren’t totally self-learning. You still need humans to supervise their learning, analyze and prepare training data, and integrate chatbots with enterprise information systems.

10. Insist on out-of-the-box industry knowledge: Look for a chatbot solution proven for your industry, with out-of-the-box intelligence about industry practices, terminology, and customer journeys. This will help you automate 20 percent of customer journeys right away; then apply AI and machine learning to achieve a further 50 percent or more automation.

11. Make maximum use of chatbot conversations: Mine the hundreds of thousands of conversations your chatbot is having in real time to judge customer sentiment, drive increased customer understanding, create new products, and adapt to changing customer needs. A good enterprise chatbot does more than converse; it unlocks the intent and understanding that comes from analyzing conversations.

CHECKLIST FOR WHAT TO LOOK FOR IN A CHATBOT SOLUTION

Purpose-built

Choose a chatbot designed for solving your customer service issues, not a general solution.

Extensive industry experience

A chatbot that already has a deep knowledge of your industry saves you time and money because it already has domain understanding. It only needs to augment this understanding with your company's specific dialog.

Data control

You need the ability to combine data from the entire customer life cycle—before acquisition through customer engagement.

Intent prediction

Your chatbot needs to predict customer intent based on observing customer behaviors over millions of interactions.

Conversation

Your chatbot should enable you to personalize content and orchestrate experiences that continue the conversation across channels and devices. You need the ability to view the conversation as part of a journey, using contextual information from what happened before to improve the current interaction.

Learning

Combine agent chat and other interactions with chatbot interactions to improve learning for your chatbot. Tag and label conversations and use them to train chatbots.

Escalation

You need the ability to escalate or redirect to an agent. The transition must be seamless. Agents need to see the customer's interaction with the chatbot to speed up the resolution and reduce customer frustration. Having context creates a seamless customer experience.

Data analysis

You should be able to mine customer interactions for assisted or guided learning for building chatbot intelligence and to gain further customer insights.

NEXT STEPS

A pioneer in AI for customer engagement, [24]7 has deployed more enterprise chatbots than any other vendor on the market today. Intelligent chatbots from [24]7 provide real business results and proven return on investment.

Offering the technology, people, and processes to deploy chatbots quickly and effectively across most industries, [24]7 is redefining the way that companies interact with consumers to improve digital adoption, customer satisfaction, and revenue growth.

Experience

[24]7 has been providing chatbots for more than 15 years and we have more than 500 deployments under our belt. The company's solutions assist several hundred million visitors across all channels, and engages in more than 1.5 billion conversations annually, most of which are automated.

To see [24]7 Chatbots in action, [request a demo today](#).

Let [24]7 help your organization achieve extraordinary results. Contact us today.

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About [24]7

[24]7 is redefining customer acquisition and engagement by making consumer intent the cornerstone of digital transformation. With intent-driven engagement, companies anticipate and act on consumer intent across any channel, collapsing the time to deliver successful outcomes in the moments that matter most.

For more information visit: www.247-inc.com