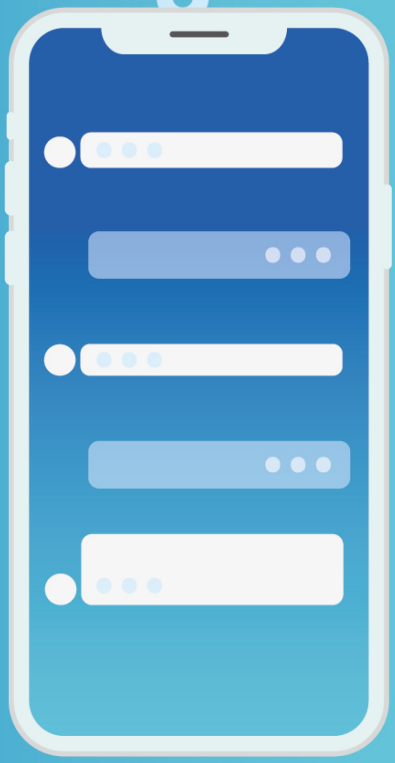
10 CHATBOT SUCCESS CASES

THAT TRANSFORM YOUR BUSINESS



Chatlayer.ai
by sinch

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Introduction

Artificial Intelligence (AI) continues to transform society and the way we live. Chatbots built from conversational AI are more popular than ever. Innovative brands around the globe use these chatbots to transform their way of doing business. Understanding how these companies implemented leading-edge chatbot technology is crucial if you want it to work for your organisation too.

Alessandro Cella
Marketing Development Representative

The Chatlayer team has been working for more than four years on a chat and voicebot platform. In this whitepaper you will find 10 use-cases from selected international clients that have adopted our platform. These organisations have implemented leading-edge chatbot solutions across various industries and functional departments. They have done this by tailoring our chat and voicebot platform to their specific requirements.

Each section in this whitepaper describes how these companies solved specific business issues by making use of a chatbot. These use-cases all include the deployment of Chatlayer as a platform to provide improved services to these companies' customers, to their employees, or to both.

1. Virtual shopping assistants

Digitalization makes it possible to market products and to shop anywhere in the world, with ease. Customers' expectations are accordingly high: they want 24/7 availability and personalisation, and the customer journey must be seamless. Ever-diminishing attention spans require companies to deliver more value, quickly.

What is the business challenge?

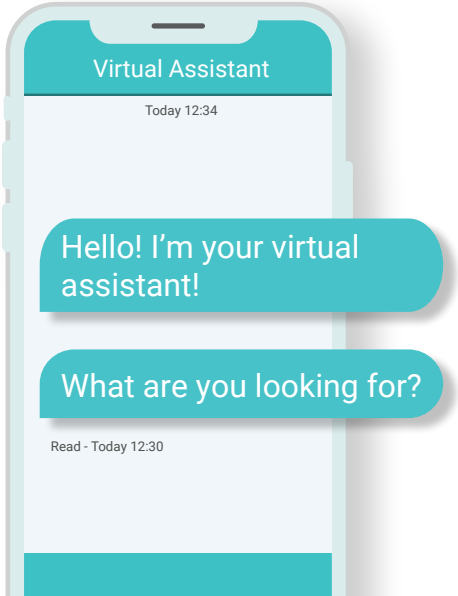
When shopping online, consumers face **difficulties** that affect their purchasing experience. **E-commerce platforms** often present such a broad range of products that it increases the time users have to spend on their websites before they find what they need. If customers don't encounter what they are looking for quickly however, they **leave** and continue their search elsewhere. This could be a missed sale.

It's in these companies' interest to **improve customer experience**. If they want to achieve the **highest number of conversions** and the **shortest time to buy** for every online visitor.

Why are chatbots the right solution?

E-commerce websites lack a fundamental aspect of in-person shopping, namely: the opportunity to ask a shop assistant for help. Thanks to chatbots, this is a service they can now provide.

Online shopping platforms that offer a virtual assistant can support customers by simply asking:



The rapid implementation of a chatbot solution brings with it a whole new experience. It upgrades a standard webpage to a **personalised, two-way conversation**.

The result is not just a **better user experience**, but also a boost in engagement. This leads to a **direct increase in conversions and stronger brand loyalty**.

Virtual shopping assistants can be added to e-commerce platforms and merged into a website's architecture with ease. This is possible due to implementation solutions that require hardly any coding.

Users can then start conversations with a **chatbot that's available 24/7**. Virtual assistants locate the **right products for users**, by asking them given sets of questions.

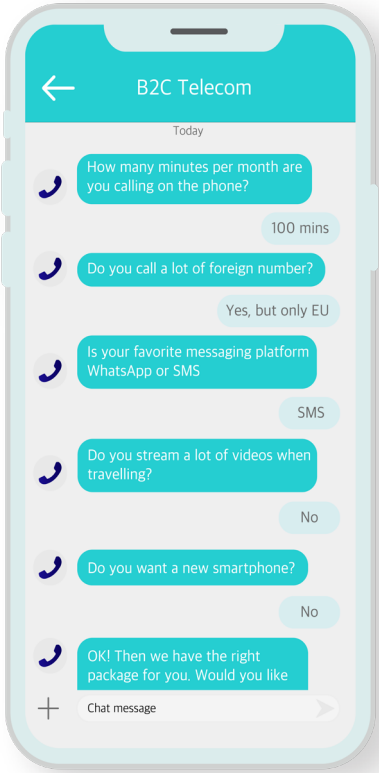
Chatbot effectiveness is driven by **Machine Learning**, which provides contextual and personalised responses. AI chatbots also use **intent recognition** to understand what users want and respond accordingly. In this way, chatbots can routinely deliver value early on in the buyer's journey.

Chatlayer has been involved in the successful implementations of **virtual shopping assistants** both in B2B and B2C companies. These chatbots have improved client satisfaction and increased revenues generated via online channels. In the following page we present a client use-case from a B2C telecom brand.

What are the results of having a chatbot for this use case?

Our client in the telecom industry wanted to **raise customer awareness** regarding 20 mobile phone plans that it offers. The challenge was to communicate each plan effectively. For this, they needed to pair these 20 offers with the individual needs of every customer. Adding a chatbot to their website turned out to be the perfect solution.

Customers received a personalised shopping experience, with chatbots assisting them through engaging conversations.



This is how a typical conversation looks like on their phone.

These five questions made it possible for the chatbot to understand users' needs and offer the right mobile subscription for them. Customers could also pay for their subscription directly on the chatbot platform. This allowed the company to better track purchasing intent conversions.

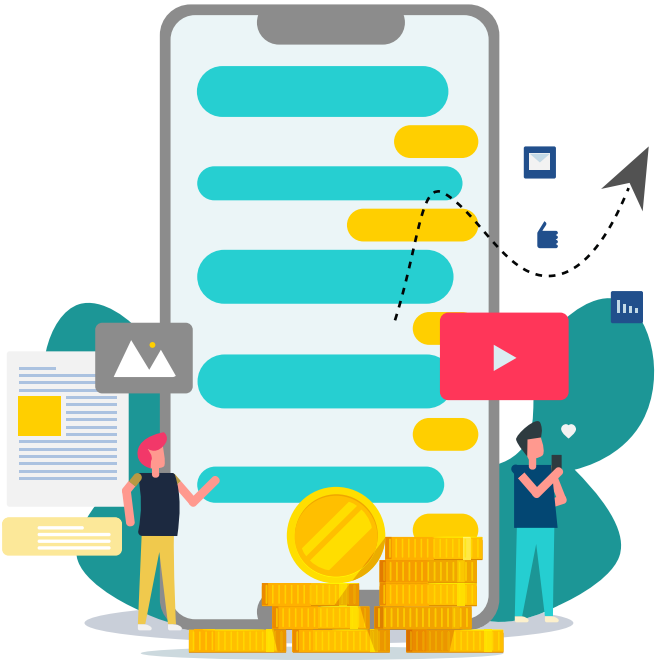
The result of implementing the chatbot was a surge in the average time spent on each webpage. Sales of their new mobile subscription rose by **122% in the first three months after the chatbot launch**.

2. Marketing bots

The online world is filled with brands competing for the most eye-catching ad, or the most far-reaching campaign. That's why consumers search for authentic conversations, and content that engages them by relating to their personal experiences.

What is the business challenge?

The advertising scene is experiencing tremendous changes. Globalization has made the business landscape more crowded than ever. And brands are struggling to make their voices heard by the right people. Mass advertising remains too expensive for most companies, and it also no longer guarantees an extensive reach to target audiences.



Current advertising trends reflect a transition towards User-Generated Content (UGC) that markets consumers as the faces of the brand. A clear indicator of this change is the rising popularity of niche influencers. These people are actual users of the product or service being advertised and have deep knowledge about it.

The effect of this strategy is twofold:

1. It builds stronger brand relationships with an audience; and
2. It stimulates a steady source of content from the brand's ambassadors.

User-Generated Content (UGC) has many upsides, including:

Higher long-term engagement

Lower cost of advertising

Stronger brand awareness

Community building

With UGC you can differentiate yourself from the competition. And involve your customer base in more authentic marketing communications. However, the transition from a “one-size-fits-all” advertising strategy to a more personal conversation requires new tools that support these marketing efforts.

Brands can initiate this strategy by establishing closer connections with their target audiences. This means involving customers in engaging conversations. Nurturing customer relationships to obtain a steady source of UGC requires building accessible communications channels. Their clients then have an easy way to interact with the brand and share their experiences.

Why are chatbots the right solution?

To increase a company’s online presence and generate marketing content from customers, companies need to offer an interactive communications channel that’s available 24/7. Chatbots are a great way to build an omnichannel presence. And the chatbots of today allow customers to engage with the brand through meaningful personal conversations.

Chatbots can collect input from clients and develop their interest by providing them with information that is useful to them. They can also extend customer experience beyond purchase. In short: one-way communication becomes a two-way conversation. This provides a mutual exchange of value which both parties benefit from.

What are the results of having a chatbot for this use case?

Our client in the hospitality industry wanted to get closer to their audience. They achieved this by tailoring their marketing communications to their visitors' actual holiday experiences. The challenge was to create a channel where customers could share their content 24/7. In this way, the company could increase high quality customer engagement – long after their purchase.

The company's solution was to build and deploy a chatbot to collect UGC. The chatbot asks questions that allow them to fine-tune their marketing to individual customer interests. Throughout the year, their visitors could start a conversation with the chatbot on channels including Instagram, WhatsApp, and Facebook.

The result was a dual success:

The creation of a steady source of UGC was key in the design of more-authentic marketing materials; and

A wider, yearly marketing calendar, as customer engagement remained high before-and-after the holiday as well as during it.

The Chatlayer platform recorded 8,000+ Instagram stories. These were collected through fully automated submissions from customers who were engaged in chatbot conversations.

Conversations between users and the chatbot developed far beyond the content upload. This was because users were asked personalised questions to provide additional context to the experience they shared. Also, our chatbot was essential in the collection of customers' feedback. It provided our client with a record of favourite holiday attractions and an analysis of users' sentiment.

3. Human Resources assistants

In the highly competitive job market, human capital is crucial for the success of a company. Long-term growth is more dependent than ever on hiring the right people. As a result, the company HR function is now at the core of business strategy.

What is the business challenge?

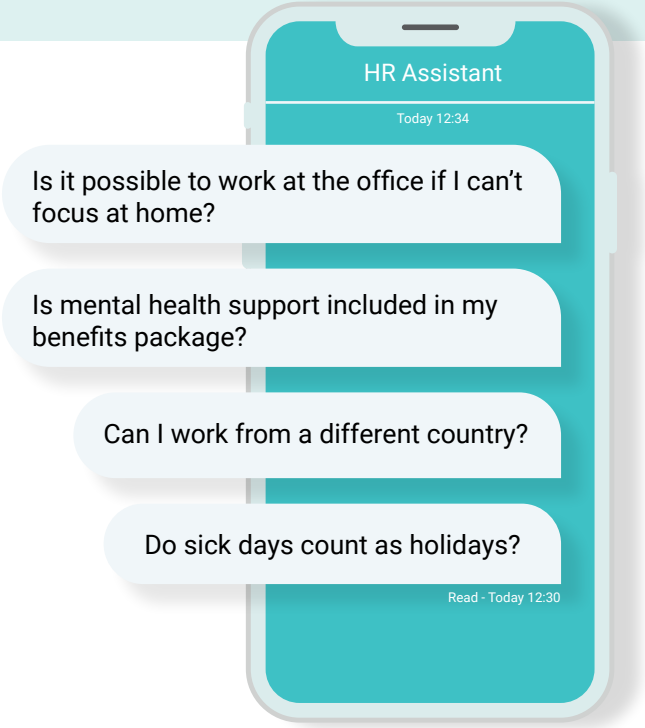
The scope of the HR role is broadening day-by-day, but only so much can be accomplished when **the ratio of HR employees to personnel is close to an average of 1 to 100**.

Today, HR specialists want to focus on what they do best: making sure that employees fit in the company they work for, in the most optimal way possible. What they do not want to do is to spend their time dealing with repetitive tasks, such as answering frequently asked questions.

What Chatlayer has learned about HR in 2020 is that the right tools are essential for managing workforces that are scattered across the globe. Companies are also striving to provide consistency in how employees are supported in the context of home-working. COVID-19 has made it necessary to have contact lines open 24/7 for employees located in different time zones. At the same time, these companies are constantly updating FAQ pages with additional policies introduced to ensure staff safety.

Why are chatbots the right solution?

Chatbots are a solution that experienced a surge in the adoption rate during 2020, across every industry sector. HR bots were set up by companies that wanted to provide a unique destination for employees looking for an answer to many popular questions, like:



Companies that tried to expand their standard intranet FAQ pages to answer each specific case, quickly found that solution insufficient. This meant that they turned to chatbots to meet the requirement.

Building an HR bot has many advantages:

Employees report feeling much more heard by their employer;

HR experiences a reduced workload; and

Employees receive clear and unambiguous answers to each HR related question.

What are the results of having a chatbot in this use case?

Chatlayer examined the existing HR bots in the market. It is apparent that the scope and depth of the subject they deal with call for a larger amount of information than other chatbots. Older generation chatbots that don't use AI can't work effectively with such large amounts of content.

These keyword-based chatbots tend to connect questions and answers solely based on the words that particular subjects have in common. When asked multiple questions, and having to select the right information from a large database, this frequently results in providing a wrong answer. Or asking an irrelevant question.

Choosing a chatbot that uses Artificial Intelligence is one way to avoid bad user-experiences and to build a scalable HR management application. Based on previous conversations, AI bots can understand the intent of what the user is saying and respond appropriately. In addition, Natural Language Processing (NLP) detects the content regardless of which language is used in the conversation. Finally, Machine Learning ensures that chatbots constantly adapt their responses to every question raised by users.

Providing support where users need it

One of the main reasons why chatbots aren't more widely used is due to poor user experience: many chatbot platforms are not easily accessible. Also in the HR domain in particular, there is often little-to-no integration with other apps that employees commonly use.

Nowadays, companies offer employees internal chat platforms such as Slack and Microsoft Teams. Most employees use these tools. They are often pleased to have an informal chat with colleagues in ways other than by email.

Slack

Facebook workplace

Microsoft Teams

In order to make chatbots more user-friendly it is necessary to integrate them within platforms that users are already familiar with.

By doing this, employees can chat with the HR chatbot as they would with colleagues – making the user experience natural and easy. HR, IT and other internal functions should remain within reach of every employee.

If they are not, they can't provide the information required to support colleagues in their work.

We have observed that the combination of AI technologies with multi-platform integration boosts the deployment rate and uptake of chatbots.

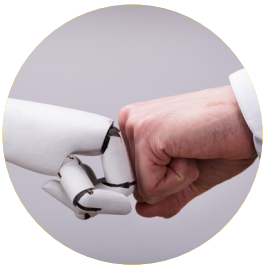
This approach ensures that bots routinely handle more than **75% of employees' questions, without any human interaction**.

4. Food delivery chatbots

Online food delivery has been on the rise in the last decade and last year was a significant one for the industry. In 2020, purchase frequency per customer soared. In addition, there was a higher adoption rate for an expanded customer base that included new categories of users. The outlook for the next decade thus looks promising, but competition will be fierce in established markets. What can we expect in the next few years for food delivery chatbots?

What is the business challenge?

Major food delivery companies almost doubled their revenues in 2020, showing healthy growth in every indicator: subscribers, orders' frequency, and numbers of restaurants available in the platform.



In this increasingly competitive industry, food delivery companies use new technologies to differentiate themselves. This is so they can provide the best customer experience possible. One of the most popular new features is conversational AI.

The secret ingredient in food delivery is quality

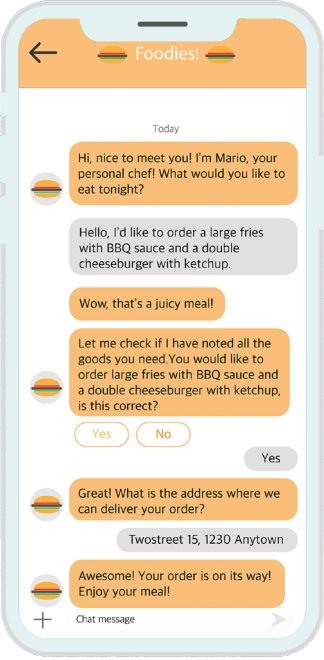
Food delivery brands that want to distinguish themselves from competitors have to understand what users are looking for. They have to know what they want exactly, particularly when these customers are comparing different food delivery platforms. If the same restaurant sells its products on multiple platforms, the only differences in the platform user experience are price and quality of the service. While delivery prices are closely aligned, users' perceptions around service quality differ substantially.

How is service quality measured for an online food delivery company?

The main driver is service reliability. A company needs to deliver on its promises. Online businesses often prove to have less than 100% reliability. Another indicator of service quality is therefore the ability of a company to quickly solve customers' issues. Or to put this more generally: the ability to support the customer throughout their purchasing experience.

Why are chatbots the right solution?

Platform users are looking for a smooth purchasing experience, and they are often willing to pay a premium price for services that offer higher quality. They place value on features such as 24/7 live support, accurate tracking of delivery status, and tailored restaurant recommendations. Virtual assistants that combine AI technologies – Machine Learning and NLP – can deliver these features.



AI: the recipe for a better service

In order to keep up with evolving user demands, online food delivery apps continue to develop at a rapid pace. From humble beginnings as basic restaurant aggregators these platforms now offer comprehensive, end-to-end services. One of the main drivers of this change was the integration of AI technologies to enhance user experiences.

Because of AI, users of the most advanced apps now have a live channel available 24/7, where they can find information about their purchase, the status of their order and delivery. Chatbots handle these requests by automatically detecting the intent of the user and replying in more than 120 languages. All thanks to a language-independent NLP engine.

What are the results of having a chatbot for this use case?

One of our clients built a chatbot that offered 24/7 live assistance, automated registration of new drivers, and guided onboarding of new restaurants and stores. Their conversational platform ensures a continuous measurement of the Net Promoter Score. At the same time it collects surveys from end-customers, restaurants, and employees.

This feature upgraded their customer support and improved user satisfaction.

Another benefit was the ability to quickly scale customer support operations: handling more than 1.4 million conversations per year, while achieving better cost efficiency.

The result in our client's first year was a 70% reduction of delivery service costs.

Food delivery apps that have implemented chatbots can respond instantly to their users, restaurants, and drivers. These conversations now take place directly on WhatsApp or are redirected to other social media platforms such as Facebook or WeChat.

Consumers increasingly expect these features by default. Therefore, food delivery apps have to adapt quickly, if they want to retain a strong and interactive user base within their platform.

5. Transport & Logistic assistants

Online food delivery has been on the rise in the last decade and last year was a significant one for the industry. In 2020, purchase frequency per customer soared. In addition, there was a higher adoption rate for an expanded customer base that included new categories of users. The outlook for the next decade thus looks promising, but competition will be fierce in established markets. What can we expect in the next few years for food delivery chatbots?

What is the business challenge?

Traveling is a social activity that has changed dramatically over the last few years. People and goods travel around the world faster and more-often.

It doesn't really matter if the destination we are heading towards is known in advance or not. Plans may be made along the way and people and goods may need different types of support at different stages of a journey.

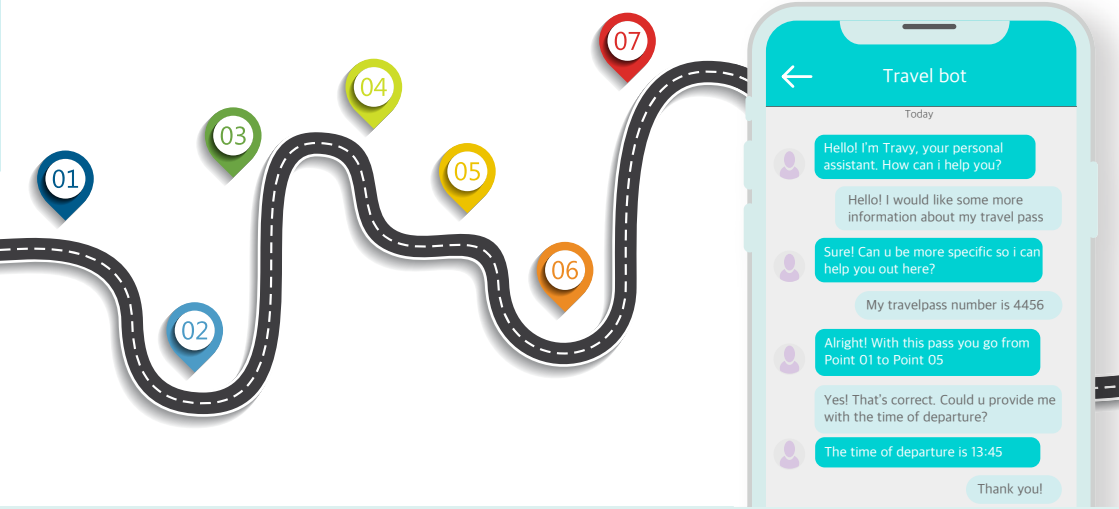
Some companies within this industry are resisting the changes however: they stick to their established business-models and methods.

Offline travel agents are a prominent example of those resisting change. Although traditional tour operators and travel agents often work with outdated methods, the engagement they have with their customers is always very high. The help that human agents provide is tangible. Customers recognize the concrete value of a tour operator who helps them with tips and solutions to plan their journey.

Compared to online aggregators, the entire process provided by an offline travel agent is more conversational. Consumers might not always have what they want clearly in mind. And will therefore look for advice or a chat with an expert.

How to make travel easier and faster

When we shift our focus to online bookings, we see that customers rely on significant amounts of information before deciding where to go. This applies to any travel website nowadays, whether it is an airline or a car-rental company. This is a far cry from the early days of the Internet. In those days, online bookings were a cheap alternative for travelers that wanted to save some money on a quick getaway. This was usually a trip that they already had well-planned.



Why are chatbots the right solution?

Online travel agencies of today are no-longer only for consumers looking for bargains. E-bookings are a popular method used for both high-end tourism and school-trips, with customizable features and bespoke customer journeys.

That being said, the online experience is still not ideal for users who simply want to get inspired or need some guidance. Travel websites often require this type of customer to go back-and-forth every time they need a different departure time. Or another travel option that better fits their needs.

What we witness from online travel agencies is a move towards a more conversational user experience. There are now instances of virtual assistants that have completely reshaped the customer journey in this industry segment. Users don't need to plan a trip on their own anymore – chatbots can provide them with tailored advice based on their input.

What are the results of having a chatbot for this use case?

Our client – a leading online travel agency for rail transport – created a chatbot on their platform. It assists visitors who are looking for some inspiration or are planning their trip. Here users can start a conversation with a bot at any time throughout the customer journey.

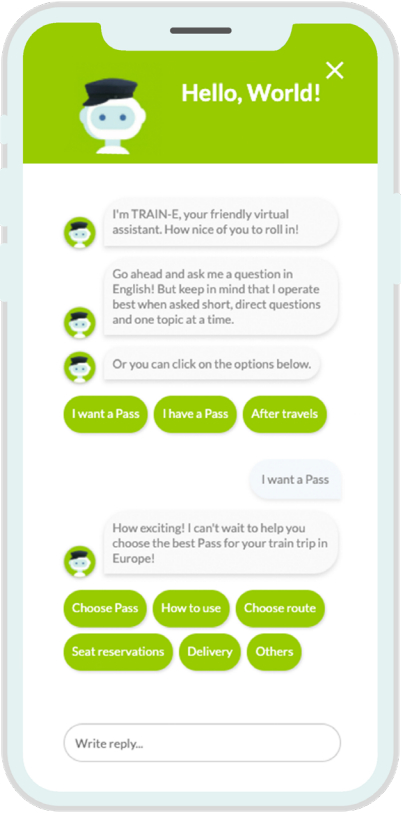
The AI underpinning their virtual assistant shortens the time-to-value. Both parties benefit: the users searching for the perfect trip and the company looking to increase purchase conversions.

This more conversational approach results in faster information collection about the travelers' needs. In turn this leads to higher levels of user satisfaction and a higher number of ticket requests processed in less time. This delivers more revenue with shorter sessions per visitor.

How did our client achieve this?

The bot always started information-gathering with the collection of primary details, such as a preferred destination and a departure time. Whenever users provide information about their trip, the bot automatically verifies that the solution requested is available. This process is called input validation.

An example of an invalid input is a departure date that is no longer available. Without this feature, users are able to proceed with their request, only to find out at the purchasing stage that certain options may not be available.



After an initial understanding of available transport options, users can submit further requests to the bot. In this way, they receive more personal recommendations that fulfill their needs.

If customers then want to make any changes to their trip, the bot automatically corrects the travel plan. Lastly, users can buy a ticket directly in the conversation with the bot and pay using their preferred payment method. This has made the overall experience totally conversational – from consideration to purchase.

The result has been an outstanding improvement of the customer experience, and a better handling of users' questions. The reliability of this solution is visible:

More than 2,000 international users on a monthly basis

Almost 100,000 questions per year answered immediately

~ 90% of users' requests directly handled by the bot

6. Debt collector bots

SaaS enterprises and subscription-based business models are becoming very popular among both B2B and B2C companies. It's not only younger consumers working this way, established businesses are also paying monthly fees for services that they use throughout the year. But what happens if users miss their scheduled payments and defaulted subscriptions start piling up?

What is the business challenge?

Consumers and businesses of different sizes are realizing the advantages of software subscriptions. For a fixed amount each month, users enjoy a service that is constantly updated with new features and more personalisation.

This wave of popularity has resulted in fierce competition amongst SaaS providers to acquire new customers and to increase the loyalty of existing ones. Subscriber churn is actually higher in this market space compared to other business models. SaaS companies lose more than 30% of their customers every year.

Marketing efforts to obtain new users are costly. Subscription-based businesses therefore have to make retention a core element of their strategy.

With so much at stake, companies are compelled to engage users in a closer conversation. And in doing so, give their users more attention than ever before.

To achieve this, companies must listen closely to their users' needs, and make their subscription management offering more data driven. With directly-retrieved user data, companies can optimise their solutions with actionable insights. By the same token, their clients can benefit from more personalised offers. In this way, companies can take care of their users and build loyal relationships at the same time.

Why are chatbots the right solution?

When customers consider buying a widely-available digital product with little price difference between alternatives, user experience is a decisive factor. Brands that want to better satisfy their target audience, need to engage users in personal conversations. They also need to collect structured feedback on what their users value about their offering.

The advantage of implementing chatbots for a subscription-based service relies on the closer conversation with its users. AI bots collect a large amount of data and quickly process these data through Machine Learning. This is how chatbots easily adapt their answers to each specific conversation they may be having.

When companies possess a large amount of processed user data it becomes easier to monitor the status of each subscription. With these insights brands can better tailor their offer to each account. The striking advantage of this data-driven capability is that it allows businesses to proactively adapt their solutions before they become inadequate.

What are the results of having a chatbot for this use case?

A substantial benefit of this technology is related to cases of missed payments. In such cases chatbots can actively reach out to users who are in default. They can notify customers about a fee's due date or enquire why someone hasn't paid yet. With the insights gathered through this conversational approach to payment shortfall, companies can plan a dedicated follow-up strategy, personalised for each customer.

Chatbots then discuss with the user how to resolve payments in an open conversation. Based on an assessment of the client's situation they can offer different re-payment solutions, specific to each case. Some companies even go as far as to automatically provide personalised repayment plans. Or credit deterioration strategies to limit losses and ensure the stability of the customer relationship.

It isn't always necessary to offer discounts to defaulting users so that they can pay their outstanding debts. Sometimes people forget about approaching deadlines. Or the payment method simply doesn't work. When bots proactively reach out to clients shortly before deadlines, they can find out if subscribers are under financial stress. Or if another factor is playing a role.

Whatever the reason for not paying on time, it is in management's interest to monitor each client's subscription status. On average, B2B companies have a Customer Acquisition Cost of one third of the Customer Lifetime Value.

This ratio indicates that the acquisition cost per user is too high to not reduce customer churn. In any case, clients will feel much more heard and taken-care-of. And this reduces the chances for your user base to switch to a competitor.

7. Insurance bots

The insurance industry has been criticized for lagging behind other sectors when it comes to innovation. Established firms now face increasing competition from insurance technology start-ups (insurtech). These new companies are using AI to disrupt the entire industry.

What is the business problem?

The insurance industry is one of the wealthiest business sectors in terms of capitalization. This multi-billion-dollar industry is still, however, running on paper and call centers. To file a claim or discuss changes to existing policies, customers are still forced to complete numerous forms. Moreover, they need to get an appointment at a desk that's open only during office hours. If anything fails during the process, people need to start all over again.

Customers are becoming increasingly annoyed with these outdated practices and are looking for alternatives. Younger generations in particular are turning their back on the industry.

This has consequence: younger people are the target audience for life insurance policies and pension funds. Such a trend threatens long-term growth plans for these companies. This underscores the urgent need for digital transformation.
Certain startups noticed these inefficiencies. They structured lean, digital solutions to enter this profitable business. In doing so, they have disrupted the way insurance companies operate.

These insurtech firms introduced mobile-first apps to attract digital-native millennials. They have focused on a better user experience that makes actions like filing a claim much easier.

Why are chatbots the right solution?

One of the most prominent changes that has redefined customer experience in the insurance sector has been the introduction of AI chatbots. These virtual assistants are designed to automate interactions with customers. Through chatbots, insurance companies can make it as easy as possible for their customers to complete routine tasks

The integration of AI virtual assistants in web apps also made the interaction with customers more conversational. The combined effect has renovated the entire claim process. Thanks to chatbots, insurance companies are now able to handle a larger number of claims – faster and better. In addition, companies use the vast amount of data from these conversations to improve their services. And not only use it to answer users' questions. In order to maximize the utility of their data, they make use of Machine Learning.

What are the results of having a chatbot for this use case?

Our client, a bank and insurance company operating in the Benelux region, found the traditional insurance claim process slow and error-prone. Customers that needed to report a small domestic accident had to submit scanned paper claims via email, for example. After all the paperwork, they still had to wait weeks or even months before receiving a final answer.

The entire process was time-consuming for users and difficult to administer for employees. Our client introduced MyBo in order to provide a better service to their clients, and improve the overall experience.

MyBo is an AI chatbot integrated within their web app. This conversational platform allows users to chat directly with a virtual assistant. It means that they can receive immediate support, available 24/7, in multiple languages.
The end-to-end digital flow that MyBo enables means that users don't have to switch to offline paperwork anymore to complete their claim.

MyBo has allowed our client to automatically process more than 26,000 claims per year via web chat.

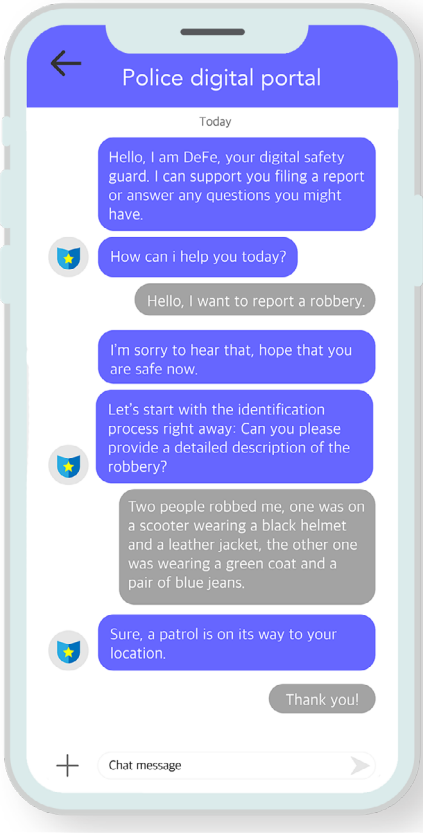
This solution has also proved to be very scalable and MyBo has performed exceptionally well at times of peak activity. In doing so, it has saved the cost of three full-time employees performing repetitive tasks.

An 87.5% increase in conversions of file claims demonstrates end-users' enthusiasm for the MyBo chatbot solution.

Digital transformation processes aren't just necessary to improve business efficiency. They also impact the overall user experience. Clients' needs change over time and companies must answer accordingly. They must answer with solutions that closely meet their users' expectations.

8. Public order bots

Security breaches and incidents of identity theft grew exponentially during 2020. This has prompted ordinary people to invest in their personal safety and home security. Governments of many advanced countries are also still coping with data encryption and privacy regulations. Across the board, the roll-out of leading-edge security software has thus become a complicated – yet much-needed – activity.



What is the business challenge?

2020 was a year filled with uncertainties. These uncertainties called for common actions from everyone to ensure public safety. Police forces were frequently in charge of supervising new public restrictions. The increased responsibilities for police forces have come with new risks however, particularly wherever police departments have been understaffed.

Generally speaking, the police must be continually provided with sufficient amounts of information, to prepare them for the types of situation they might encounter. In most cases it proves useful to have a platform that's easily accessible to the general public.

They can use such a platform to report public dangers in real time. The police can then collect these data and use it to inform responding officers in the relevant location.

The most common type of platform is an emergency telephone number, and dispatch center. Emergency telephone numbers can become flooded with non-essential calls. These calls can't be identified up-front and re-directed to a lower-priority channel.

In addition, emergency service dispatch centers may not be fast or accurate enough to direct the right services to take action. During a fast-paced emergency call, operators may also fail to collect available, vital information – such as photos and videos relating to an incident.

In today's society – driven by visual conversations – it can be much quicker and clearer to communicate a richer message through a multimedia chat compared with a phone call.

The evaluation of police effectiveness to act upon a call from the public is also subject to other pitfalls. One of the major flaws is the absence of a common, live database of each emergency service relating to ongoing incidents. This can lead to duplication of efforts. A common database can solve this since it's updated in real time.

And each service can easily access it, even on mobile devices. In a data-driven world it's unacceptable to have emergency services operating without the best information technologies available.

Why are chatbots the right solution?

The technology that can assist the police in becoming more data-driven is AI. AI allows to gather and process information from the public more effectively. Thanks to the introduction of AI chatbots, officers can automatically collect and process information from the public.

Dispatch centres can authorize security officers, and other emergency services, to access categorised data instantly from their device. In addition, AI virtual assistants can immediately support users with a pre-set flow of safety actions. If the bot can't solve the issue, it can also re-route callers to human dispatch center worker. That person may already hold user information and case details, and is positioned to provide a faster response.

What was the result of using a chatbot in this use-case?

There is an obvious advantage to having 24/7 live support available to everyone attempting to contact the police. If multiple people file a statement about the same incident, these data are automatically combined. As a result, the police can pull together a clearer view of a particular incident prior to arrival on the scene.

These technologies can be combined with the network of CCTV cameras. And other recording devices deployed on public property. The police can expand their picture of a situation and have it updated in real time.

These technologies have clear benefits, especially in high-population areas where the threat of miscommunication is elevated. An AI-driven solution ensures a much richer stream of information than police forces in the area can collect on their own.

9. Crisis bot

2020 demonstrated that crisis management has long been overlooked in world strategies. Even the most advanced countries were unprepared for the COVID-19 pandemic. Experts responsible for preventing a global shutdown weren't equipped with the right technologies or information. What could governments have done better?

What is the business problem?

The past year goes down in the books as the time when even world superpowers were unprepared to fight an invisible enemy. The COVID-19 virus penetrated deep into our communities and disrupted businesses in every industry.

None of world's leading nations was sufficiently equipped to face the invisible danger presented by COVID-19. Possibly as a result, the pandemic altered the globalization process, redefined global resource flows, and reshaped our society.

Now vaccines are expected to bring us back to the reality we lived in before. But are we prepared to prevent another global crisis in the "new normal"? Do we have the structures and technologies in place to react faster and better to global threats?

Governments in the digital era

Crisis management has now been shown to be a fundamental aspect of a nation's socio-economic and security strategies. Like all strategies, it is complicated by the difficulties of predicting the future beyond the short-term. What governments can do, regardless, is to learn from this pandemic. And to use that learning to put better solutions in place for facing new, unanticipated crises.

One important lesson learned is that when a diffused threat affects large portions of the population, digital technologies that are lean and scalable offer numerous benefits. The COVID-19 crisis also taught us that speed and coordination are key, when governments have to communicate their policies to the nation.

World leaders soon found out that building a truthful conversation with the public is crucial to ensure that citizens cooperate with governments' measures. Trust is better achieved when this communication is clear and unambiguous, providing everyone with the same message without distortions.

Why are chatbots the right solution?

The NLP engine found in latest generations of chatbots, allows them to communicate the same information to users in different languages. This can be done without changing the sense of the message.

The AI technology behind these chatbots also enables faster scalability. At the same time it requires less human effort to deploy the bot before starting conversations with users. This is because AI chatbots can automatically detect the intent of people's input, and thus process that information more efficiently. This way they can provide the right answer to their questions with a reduced error rate.

In addition, modern Machine Learning capabilities ensure that bots learn from previous conversations. This means that they are constantly optimizing and re-adapting to better answer users' questions.

Chatbot: the right answer when you don't know the question

Unpredictable events will always take us by surprise. However, a flexible public communication solution that's easy to set up and adapt in a short time, is a good way to start preparing.

The strengths of an AI chatbot platform are its versatility and short set-up time required. Within two weeks you can set up a bot with hundreds of intents. This can be a bot that provides consistent communication to thousands of people simultaneously in different languages.

This platform can easily scale if it needs to handle more traffic. The chatbot response accuracy will also improve after each conversation – adapting the chatbot's tone to the audience.

Chatbots aren't the solution to every crisis. They will, however, make sure that people can be listened to, and engaged-with in a way that isn't possible with other technologies.

They can also ensure that everyone receives a clear answer to their questions. Such a solution for governments, especially during challenging times, has significant benefits for national crisis communications.

10. A GLIMPSE INTO THE FUTURE OF CHATBOTS

Much has changed in the chatbot industry since we started building the Chatlayer platform. With more-and-more companies incorporating chatbot technology, bot platforms are expanding into new fields. These areas include voice and chat customization. What will be the next step in digital conversation?

What is the future of chatbots?

We get this question frequently and there are many ways to answer it. From our standpoint, it is only possible to answer this question if you know where we are planning to go. As a conversational AI platform, what is Chatlayer aiming for?

Chatlayer's mission is to make sure that everyone can have a personal conversation at any time. Let's break that down.

First of all, we're talking about conversations. Humankind has made tremendous progress in communication and information technology. But when you strip away all that innovation, at its core, conversation hasn't really changed that much. It still boils down to an exchange of information between people.

When you really think about it, sending a WhatsApp message to a friend in Australia isn't all that different from a prehistoric human shouting from one end of the cave to the other. With conversational AI, we're slightly changing that model.

Information exchange can now take place with a bot substituting the other person. Because conversations are so intrinsically human, we believe they are valuable. Even when one party to the conversation is a computer, it is still the best way to exchange information and knowledge, now – and in the future.

But a conversation alone is not enough. This has already been happening for thousands of years. We believe it should be possible for everyone to get the information they need through a conversation. No matter what language they speak.

Chatlayer has invested in a multi-lingual model. That means that today we serve people in 125+ languages and in even more countries. That's a great first step, but there's room for improvement. There are still minority languages we want to support. It should also be easier to use bots for offline situations. Not everybody has access to the internet all the time. The conversation should continue even without network connectivity.

1

And these are the drivers of the first big change we expect to happen: a conversation for everyone will truly mean everyone. The level of technological access will also not determine how easy it is to benefit from having a conversation.

The last part of our mission is to make conversations more personal. That's where the biggest challenge lies. And where the most room to grow is. Too many bot conversations that happen today have to follow a strict script. And with predefined scripts it is hard to deal with unforeseen answers.

In 2021 Chatlayer will introduce a completely new way of building your bot:

The bot will learn by itself from conversations between a customer and a human agent;

The bot will suggest responses to the agent, based on the context of the conversation; and

In turn, the agent will select the right response. This way the bot will get more insight into what is a good answer, and what isn't.

Thousands of interactions in thousands of conversations produce enough data that an AI model can use. Based on such a dataset AI can generate a bot with a far deeper understanding of how a natural conversation actually happens. The added benefit is a dramatic increase in the quality of the bot.

2

At Chatlayer, we call this new approach conversation-driven bot building. And this is likely to be the second big change in chatbots.

Making conversations personal has another dimension as well. Everybody processes information in their own unique way, there's no one-size-fits-all approach. Imagine a bot that picks up on subtle queues in your tone-of-voice and facial expressions – in order to assess your level of comprehension. In combination with a treasure trove of data, the bot can get the message across in the way that you understand it best.

We're already making steps in this direction. Our offering now includes the automated analysis of emotions and customised messaging to specific customer segments. The rest will take time, and a tremendous amount of effort to reach this future of Conversational AI. But, if we play our cards right, it will truly be an extension to one of the core aspects of humanity.

3

And this leads us to the third and final, big change in chatbots: much more granular personalisation; a conversation that is unmistakably customised to specific individuals.

What is the future of chatbots then?

The best answer is that the future is what companies such as Chatlayer, and our customers set our sights on. We hope you will join us on our journey into that future.

About Chatlayer.ai

Chatlayer is a leading provider of chat and voice infrastructure. We help companies building intelligent conversational agents for delightful customer interactions. As an AI leader we build our own Natural Language Understanding technology which significantly outperforms the big four, state-of-the-art speech recognition and automated analysis and insight tools to improve how you interact with your customers.

Headquartered in Antwerp, Belgium, the Chatlayer services and technology are ideally suited to build and maintain large and complex chat bots with the highest performance standards. In Belgium we are the market leader in chat and voice bot platforms with all major telco's, large banks and insurance companies as our customers. Internationally we are expanding rapidly and filling the gap of high performance platforms for large conversational agents.

Visit us online at Chatlayer.ai and follow us on social media for news and inspiration.

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