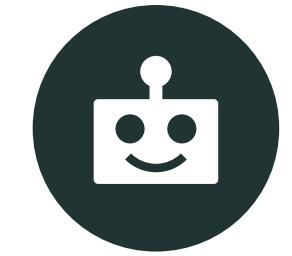




CAN HUMANS



BE AUTOMATED?

lexercon

v.17 beta

CAN HUMANS BE AUTOMATED?

The report looks to help organisations navigate the landscape of automation, chatbots in service, marketing and customer experience.

Inside this report we've outlined global trends and the key approaches leading organisations are taking to deliver exceptional experiences in this space.

We consulted with the marketing and customer experience leaders of 20 of Australia's top tier organisations to identify the challenges and opportunities in the space.



Global trends



Key capabilities



Industry
consultation

GLOBAL TREND SUMMARY

The report highlights major consumer and technology trends that impact organisations globally.

Highlights include:

- > Impact of personalisation
- > Study of perception of bots
- > FB Messenger bot types

1.2B monthly active users

Messaging has overtaken social. WhatsApp and Messenger have 1.2B users each, closely followed by WeChat and QQ.

63% willing to try

A study in the UK found people are willing to try Chatbots, and open to taking advice and purchasing products.

2029

Meaningful conversations with human-like language abilities are predicted for 2029.

100,000

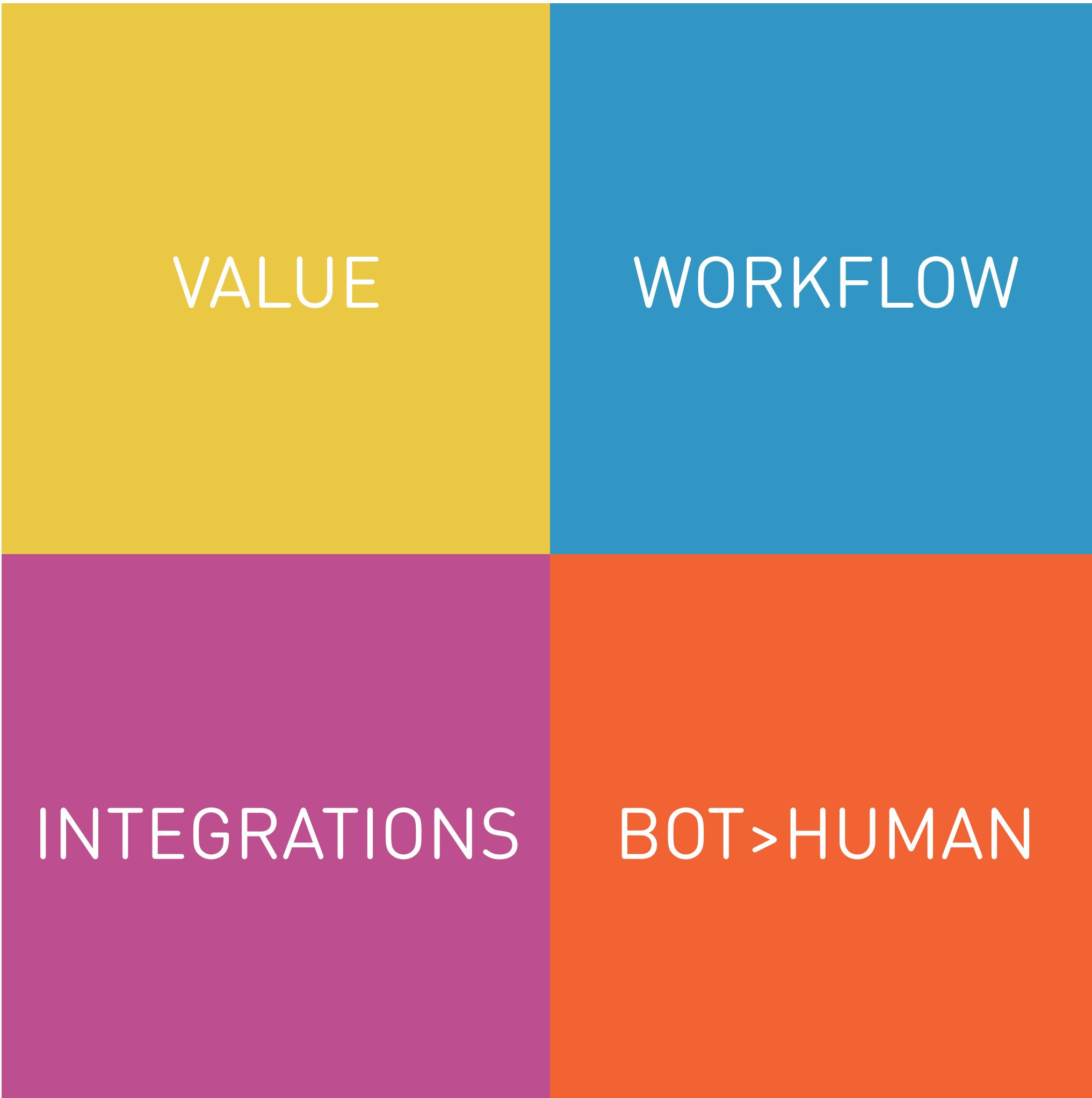
Messenger bots available 9 months after launch.



EXCEPTIONAL CHATBOTS REQUIRE

In summary, the key capabilities organisations need to solve to deliver exceptional Chatbot experiences are:

1. Provide customer value
2. Build a good workflow
3. Integrate technology
4. Bot>human handover



ENABLING ORGANISATIONAL PRIORITIES

We identified the top three key challenges organisations must overcome to implement a great experience right now:

1. Enabling technology
2. Strategic direction
3. Iterate and scale up

ENABLING
TECHNOLOGY

STRATEGIC
DIRECTION

ITERATE AND
SCALE UP



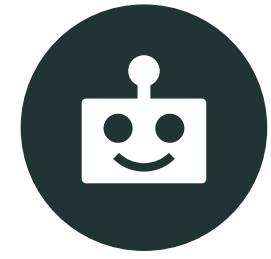
TRENDS IN AUTOMATION & BOTS

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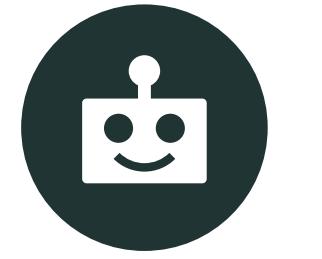


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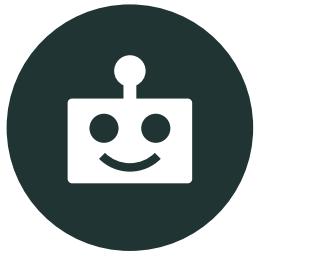
BOTS AND AUTOMATION TAKE MANY FORMS



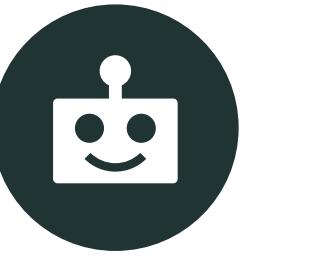
CALL CENTRE



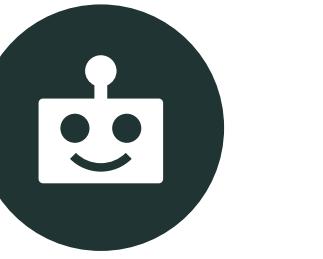
LIVE CHAT



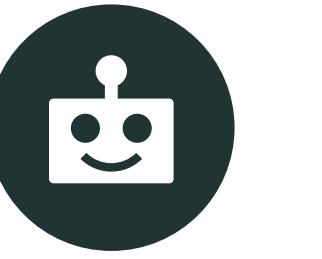
CHATBOT



VOICE
ASSISTANTS



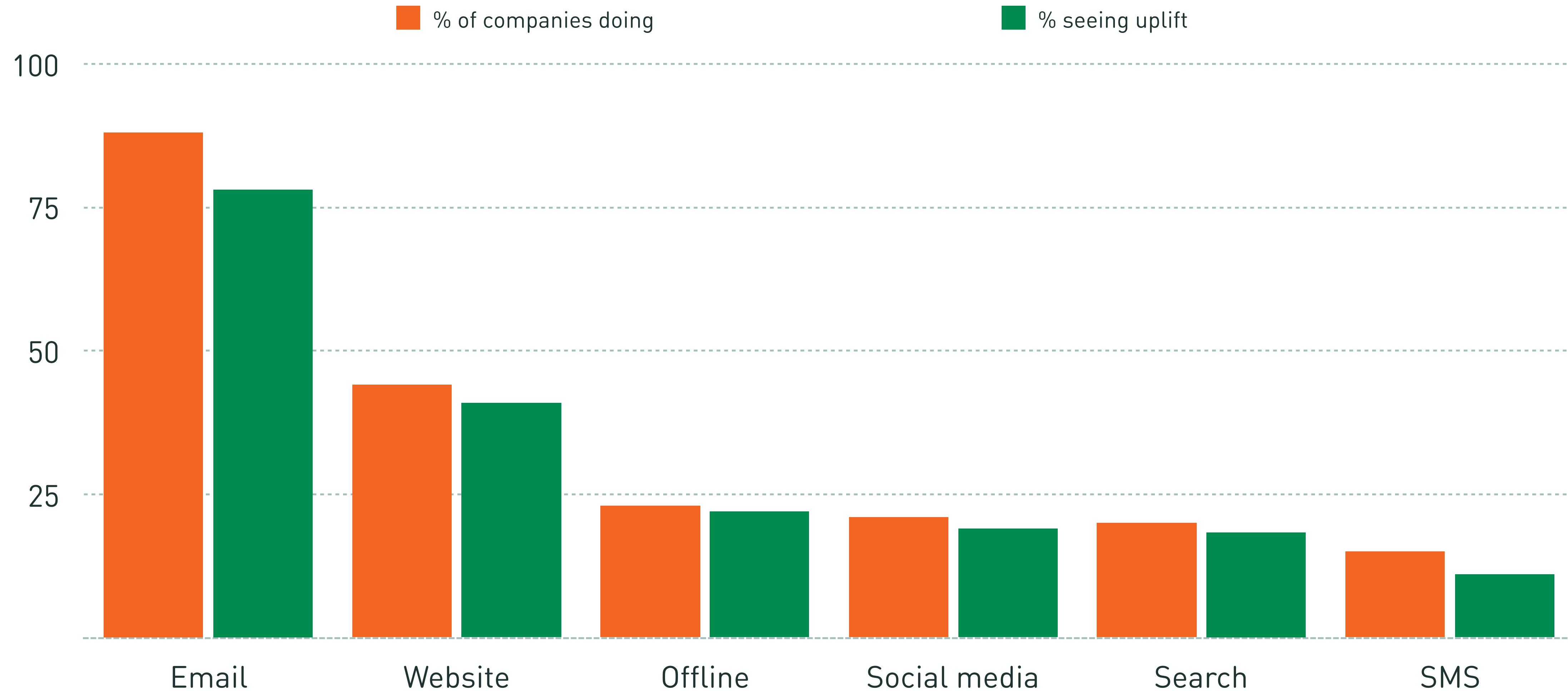
REMARKETING



TRIGGER



AUTOMATED PERSONALISATION AND ITS IMPACT

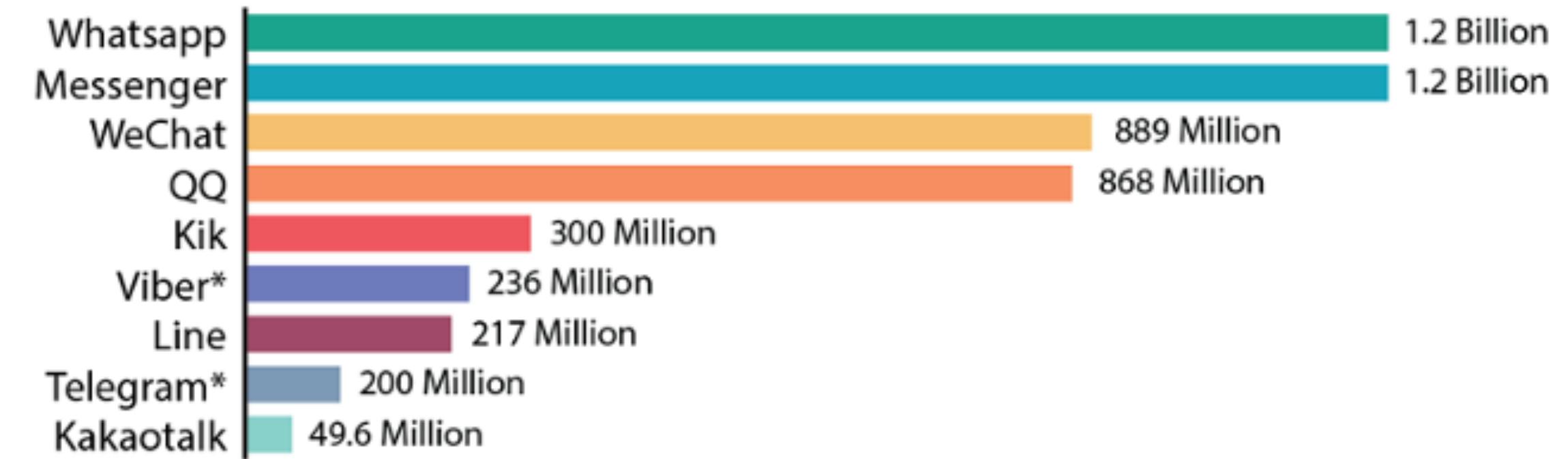


Source: Econsultancy



MESSAGING TAKES OVER SOCIAL

Last 12 mths
50%
people haven't
installed an app

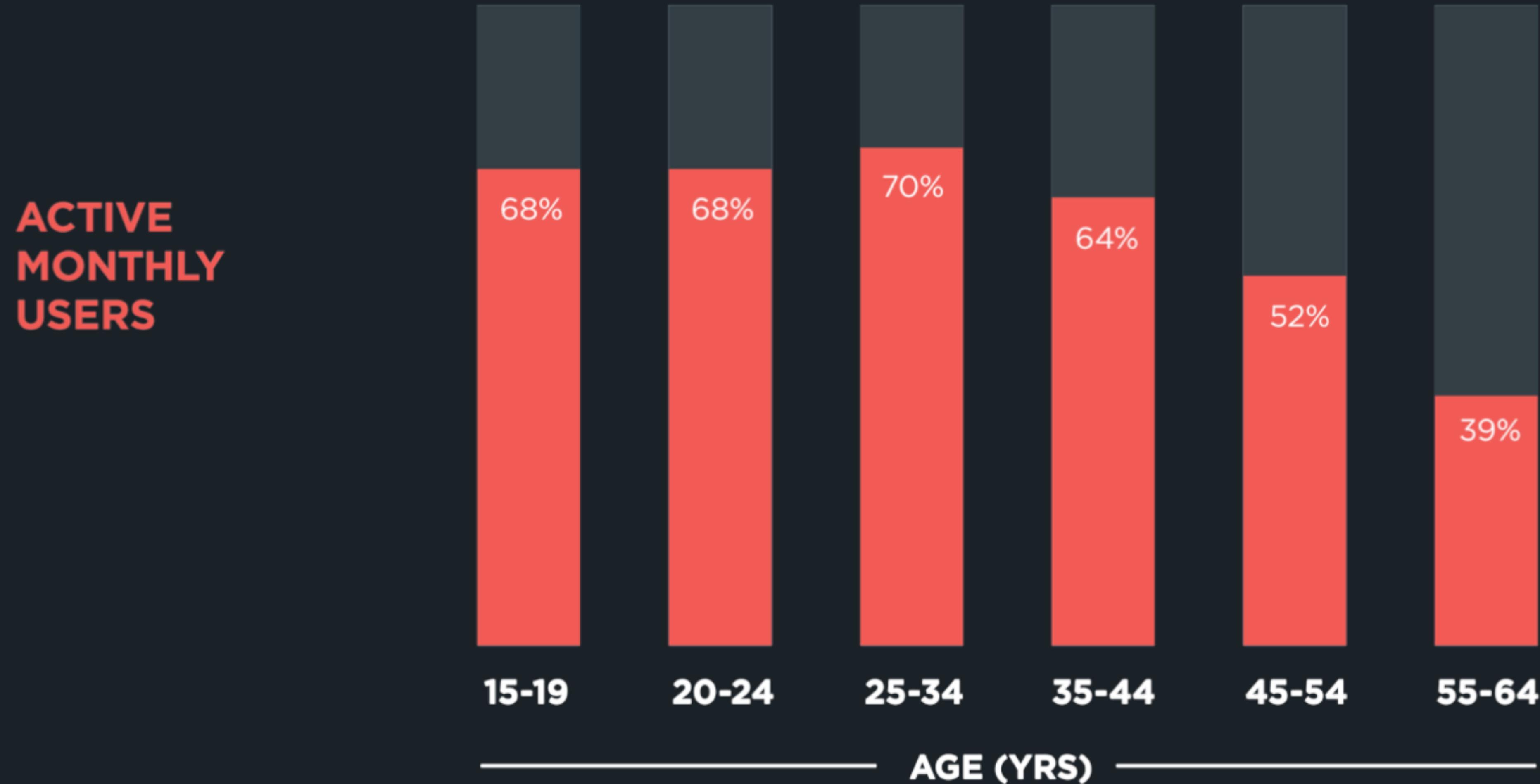


*Have not released updated MAU numbers to date for 2017
Sources: Motley Fool, TechCrunch, China Channel, Tech in Asia, Statista



THE MESSAGING APP TREND IS ACROSS GENERATIONS

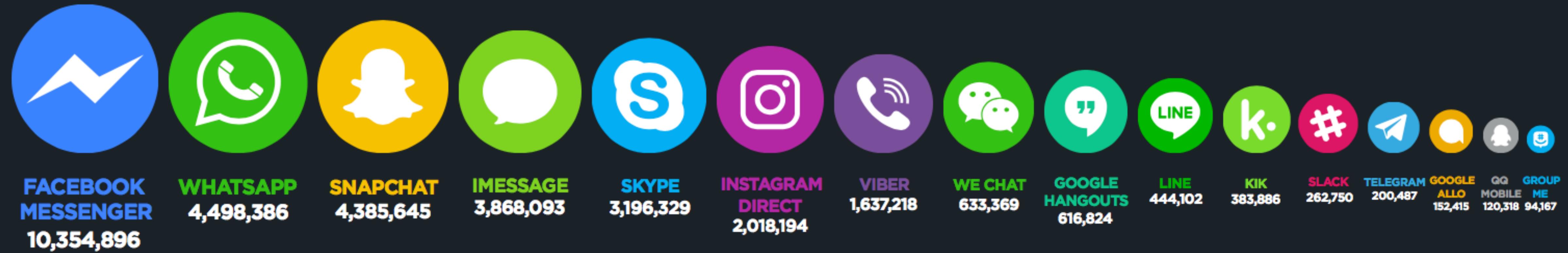
(Australia)



Source: On_Msg.

MESSAGING APP USE BY PLATFORM

(Australia)



Source: On_Msg.

INTEREST IN CHATBOTS SPIKED

Chatbots and Apps are not new, with Chinese platforms leading the way for years.

However, in April 2016 Facebook launched Messenger bots, spiking interest in chatbots in English speaking countries.



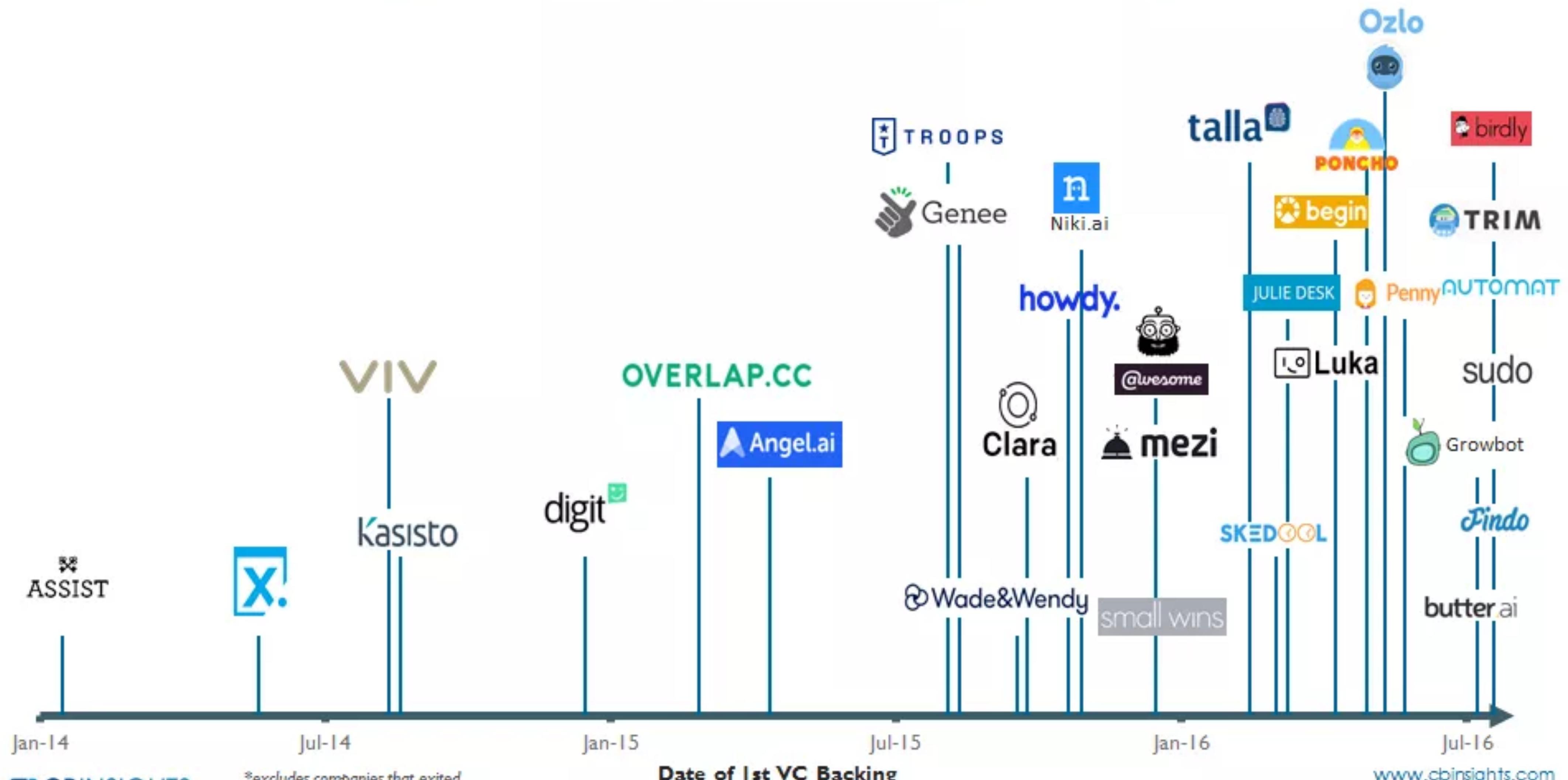
Search interest in 'chatbots'



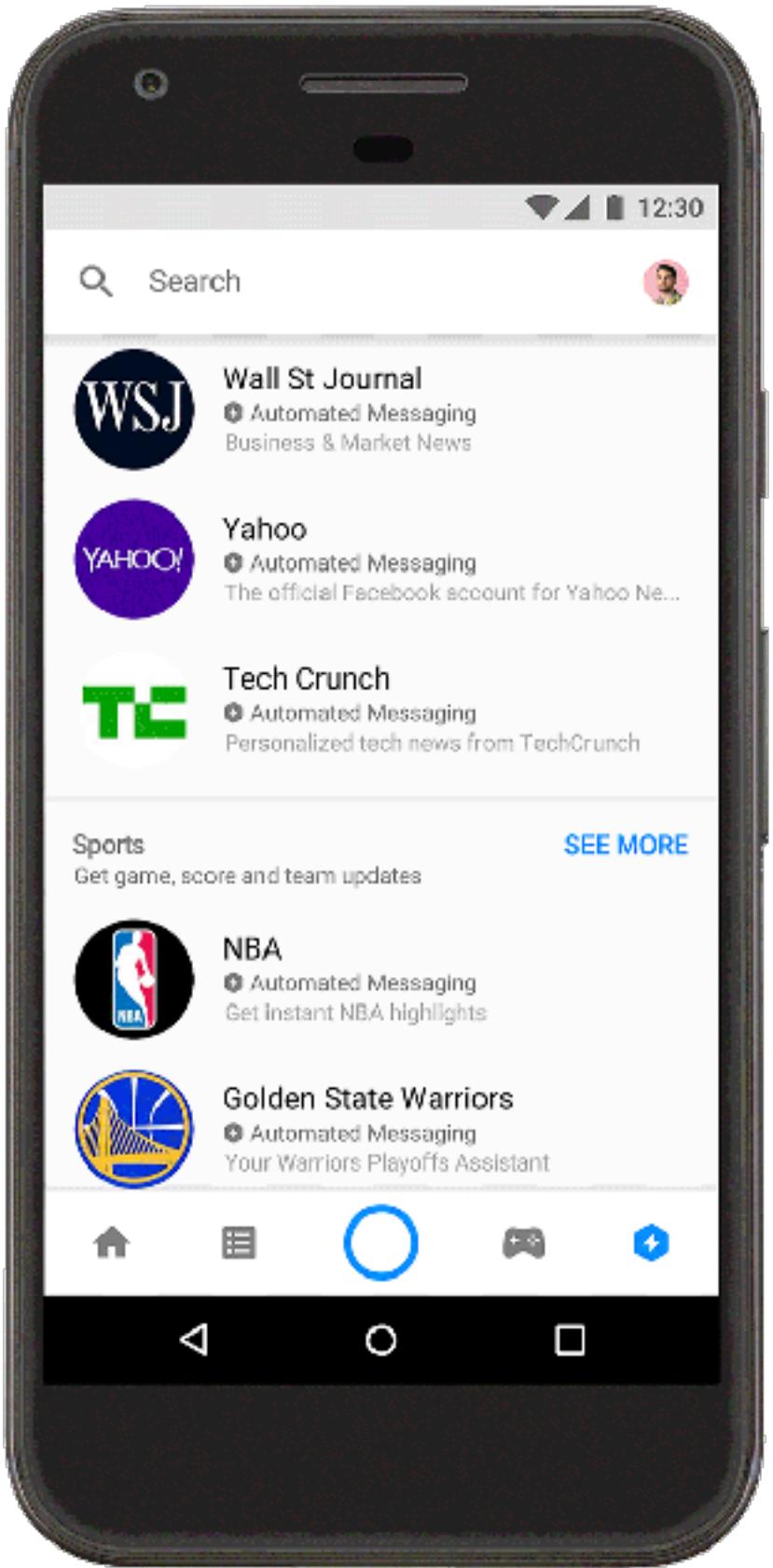
Google Trends



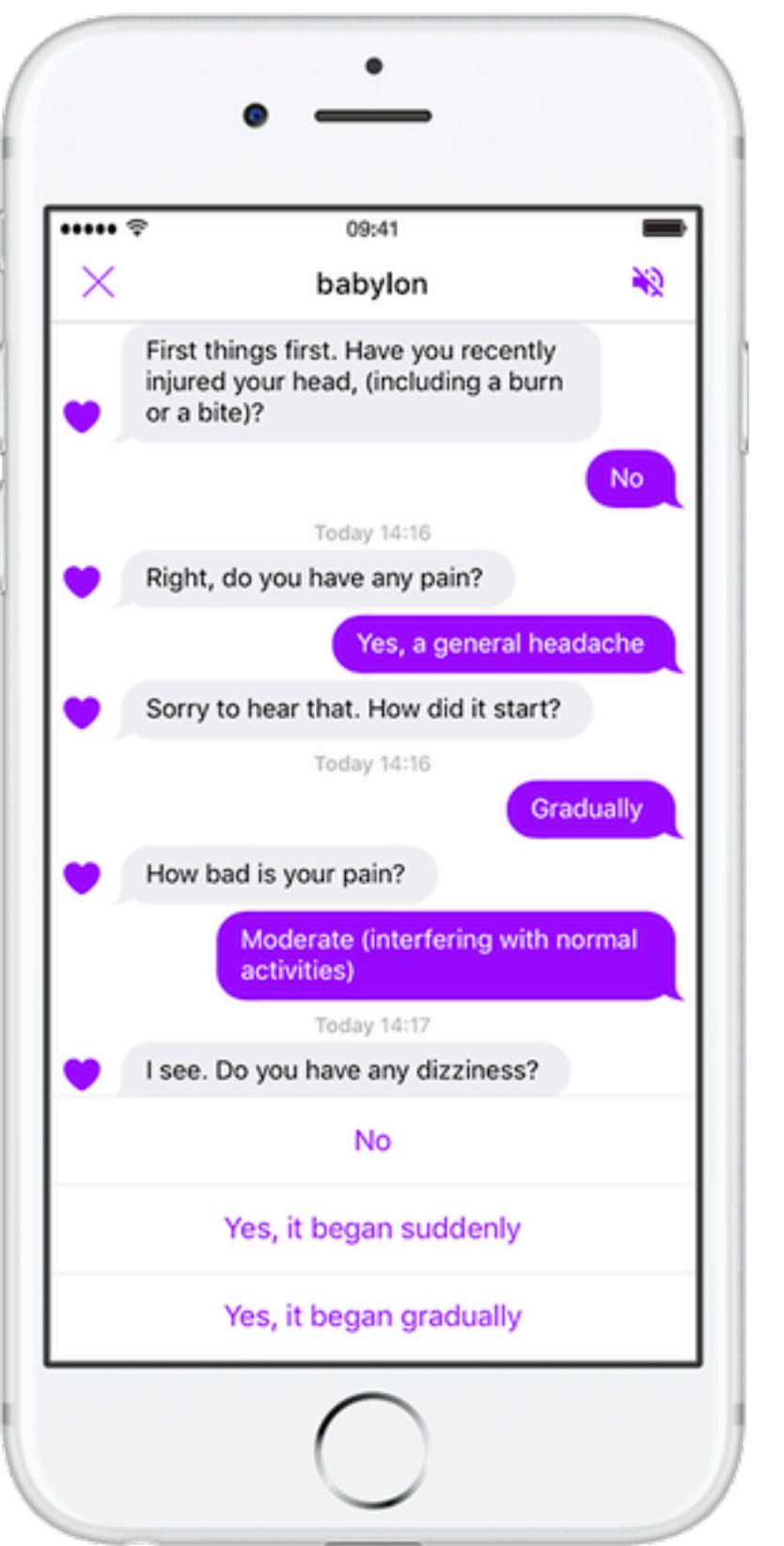
VC BACKED BOT STARTUPS



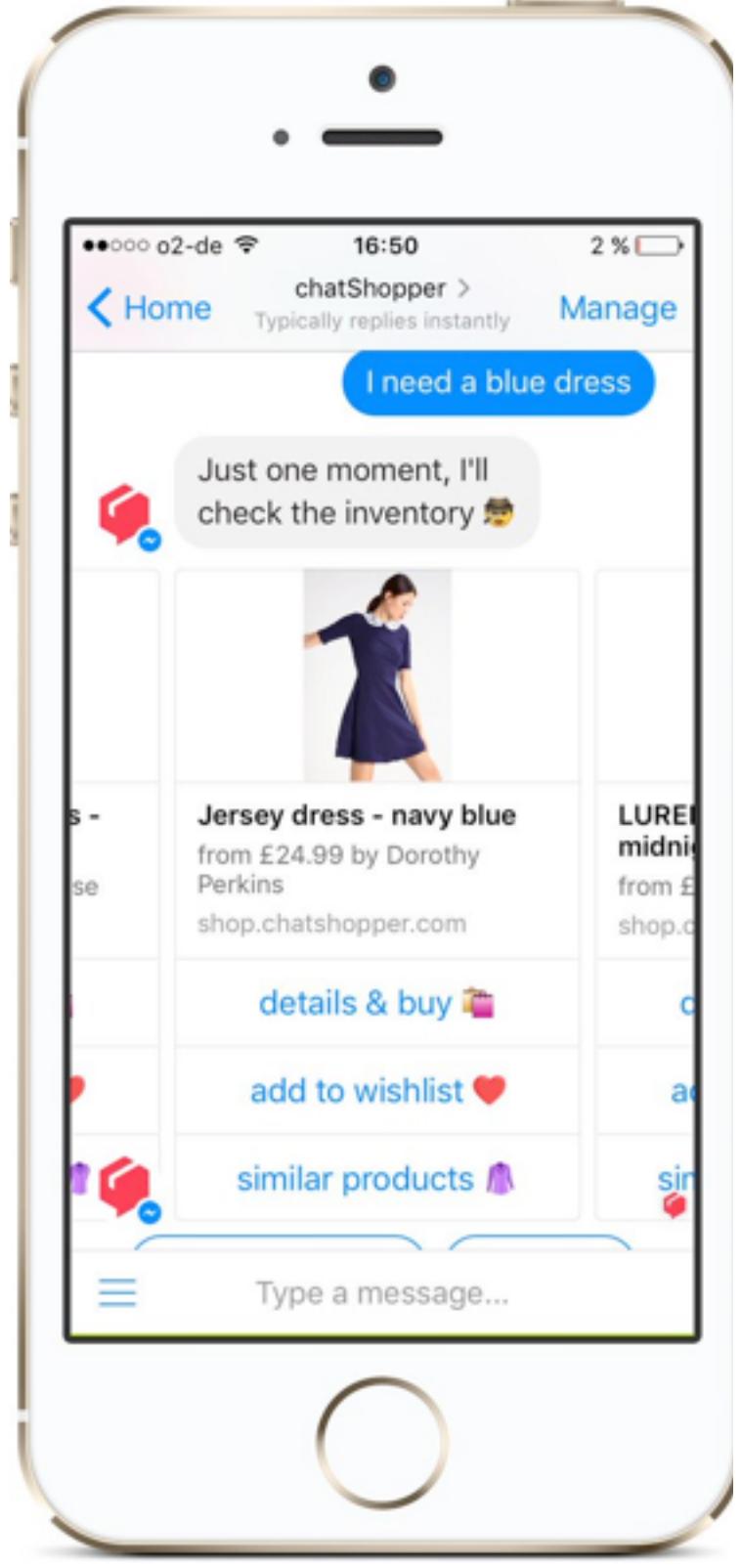
EXPLOSION OF MESSENGER CHATBOTS



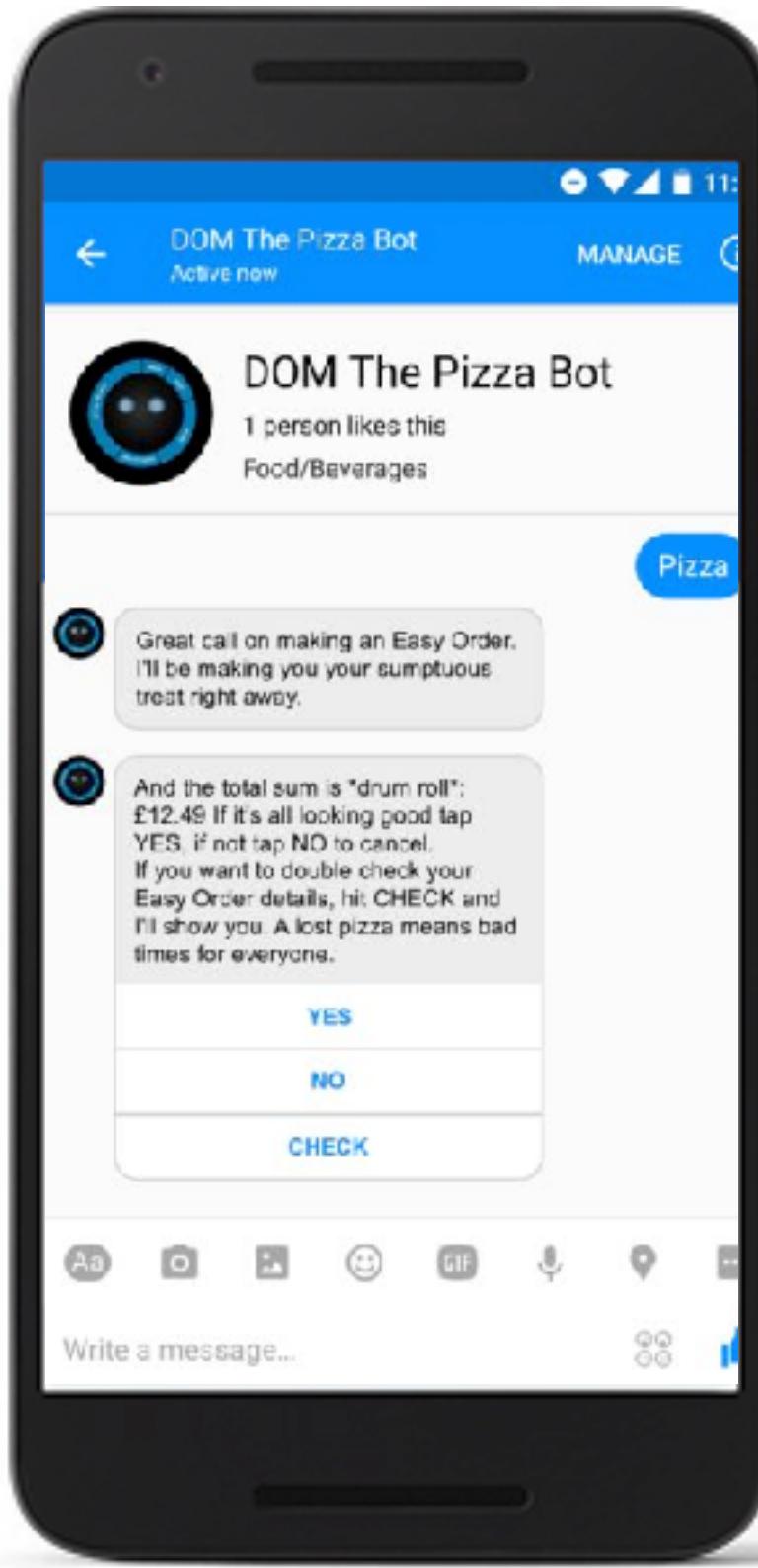
Facebook Messenger
Bot Store



1.2M people
trialled the service



Best eCommerce
bot 2017

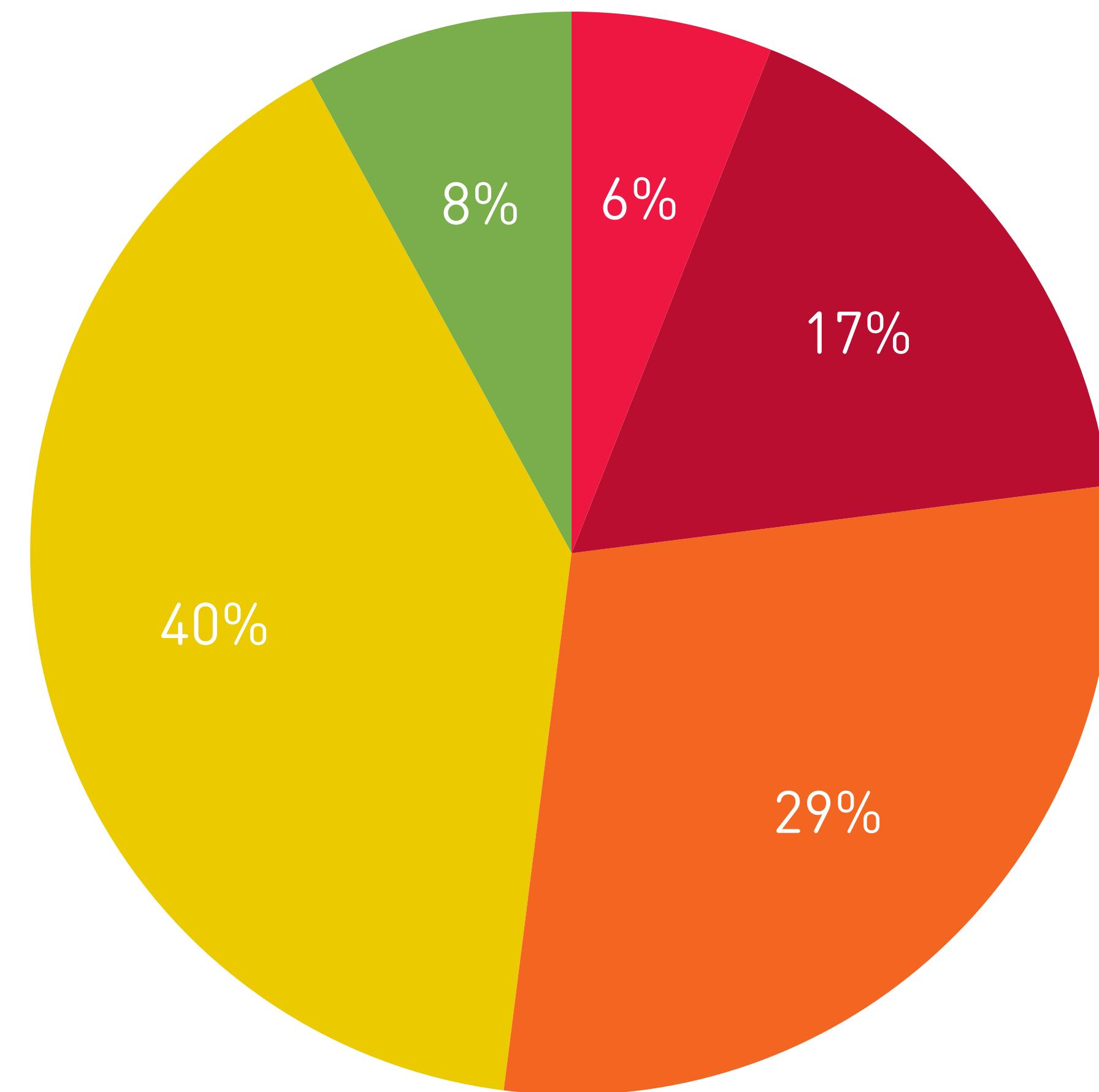


Order your
favourite pizza



TYPES OF MESSENGER CHATBOTS AT LAUNCH (APRIL 2016)

● Search / input ● Booking / transact ● Alerts ● Support ● Other



Source: Chatbot magazine

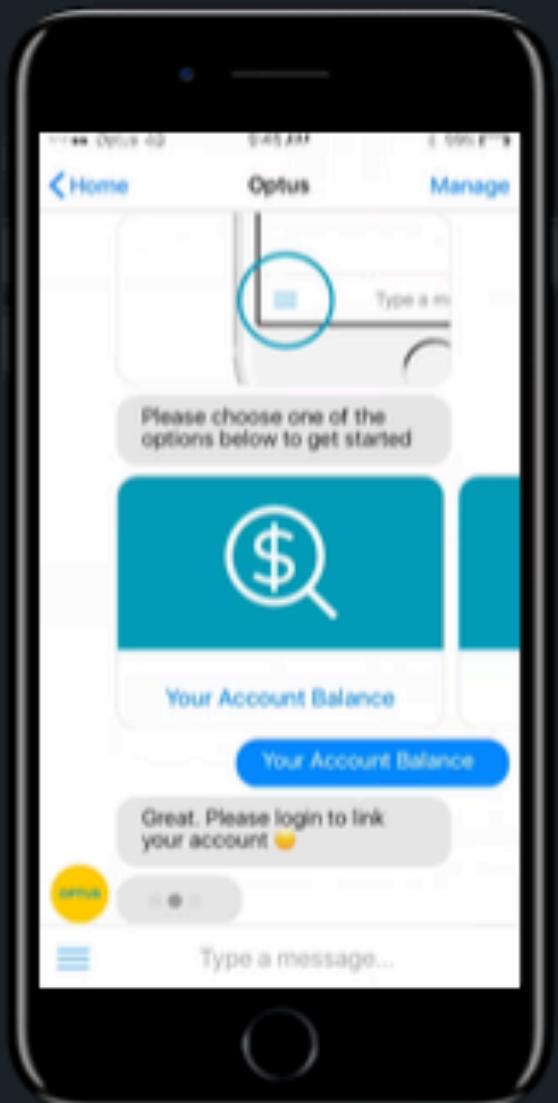


CHATBOT APPEAL BY USE CASE

(Australia)

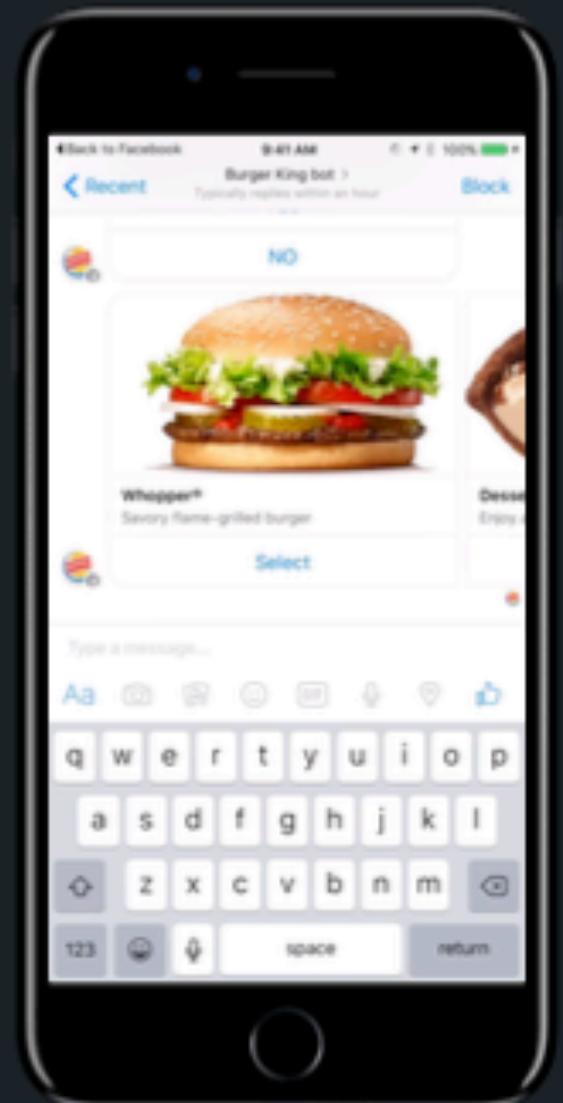
1.

CHECK YOUR
DATA/BALANCE



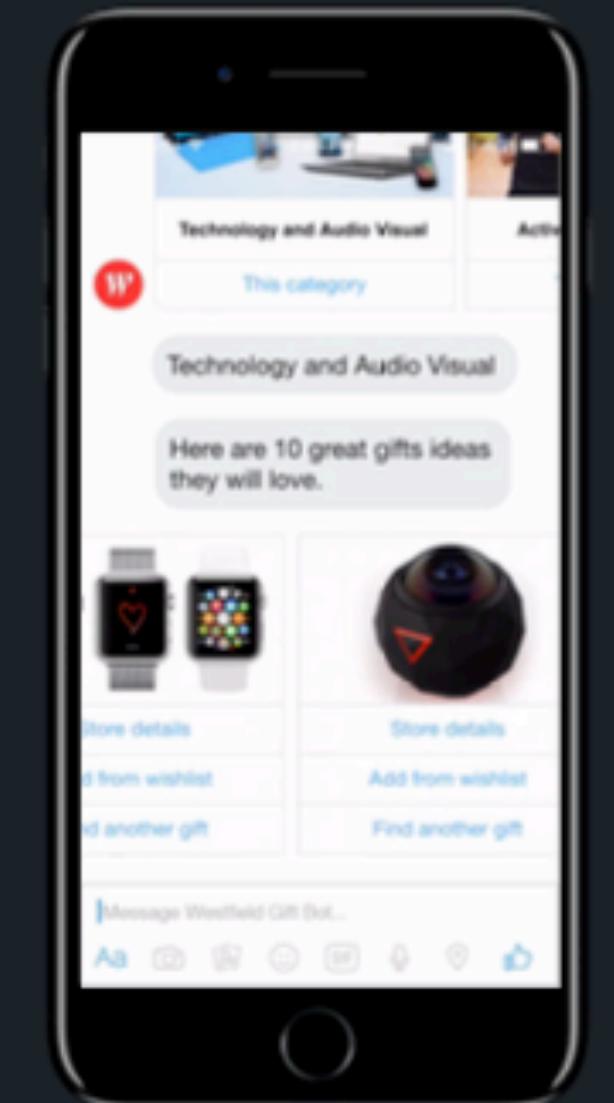
2.

ORDER FOOD



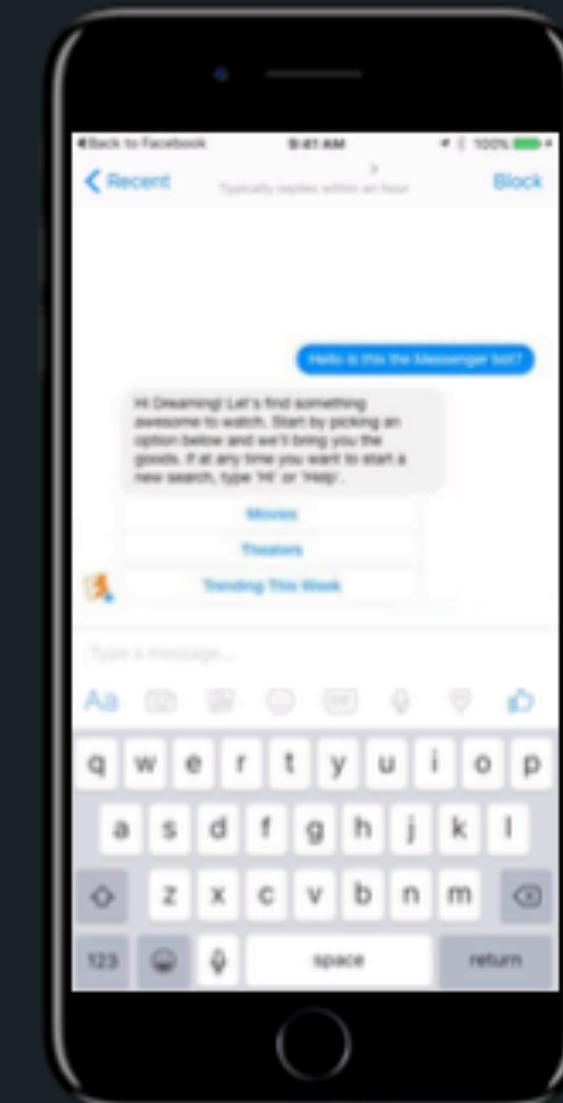
3.

FIND TAILORED GIFT
RECOMMENDATIONS



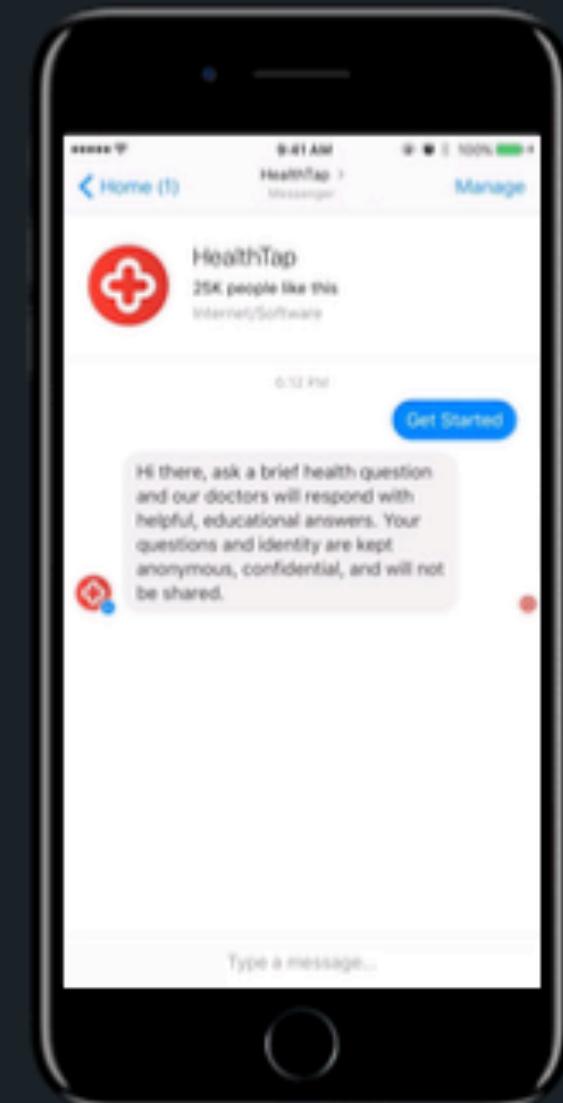
4.

BROWSE AND BOOK
ENTERTAINMENT



5.

QUESTIONS ANSWERED
ABOUT HEALTH



GEN Y 39%
BOOMERS 12%

GEN Y 43%
BOOMERS 10%

GEN Y 39%
BOOMERS 11%

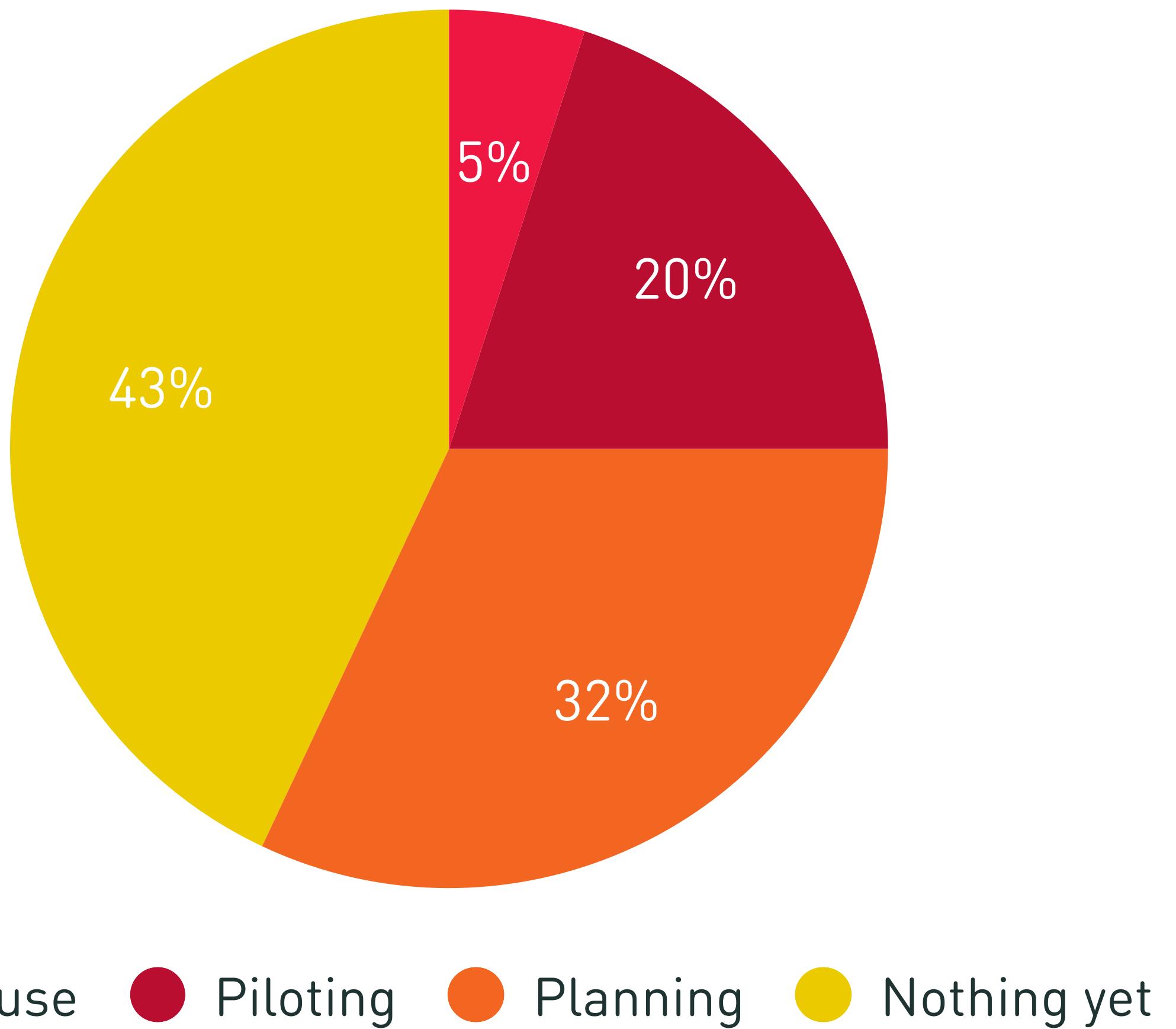
GEN Y 39%
BOOMERS 12%

GEN Y 41%
BOOMERS 13%

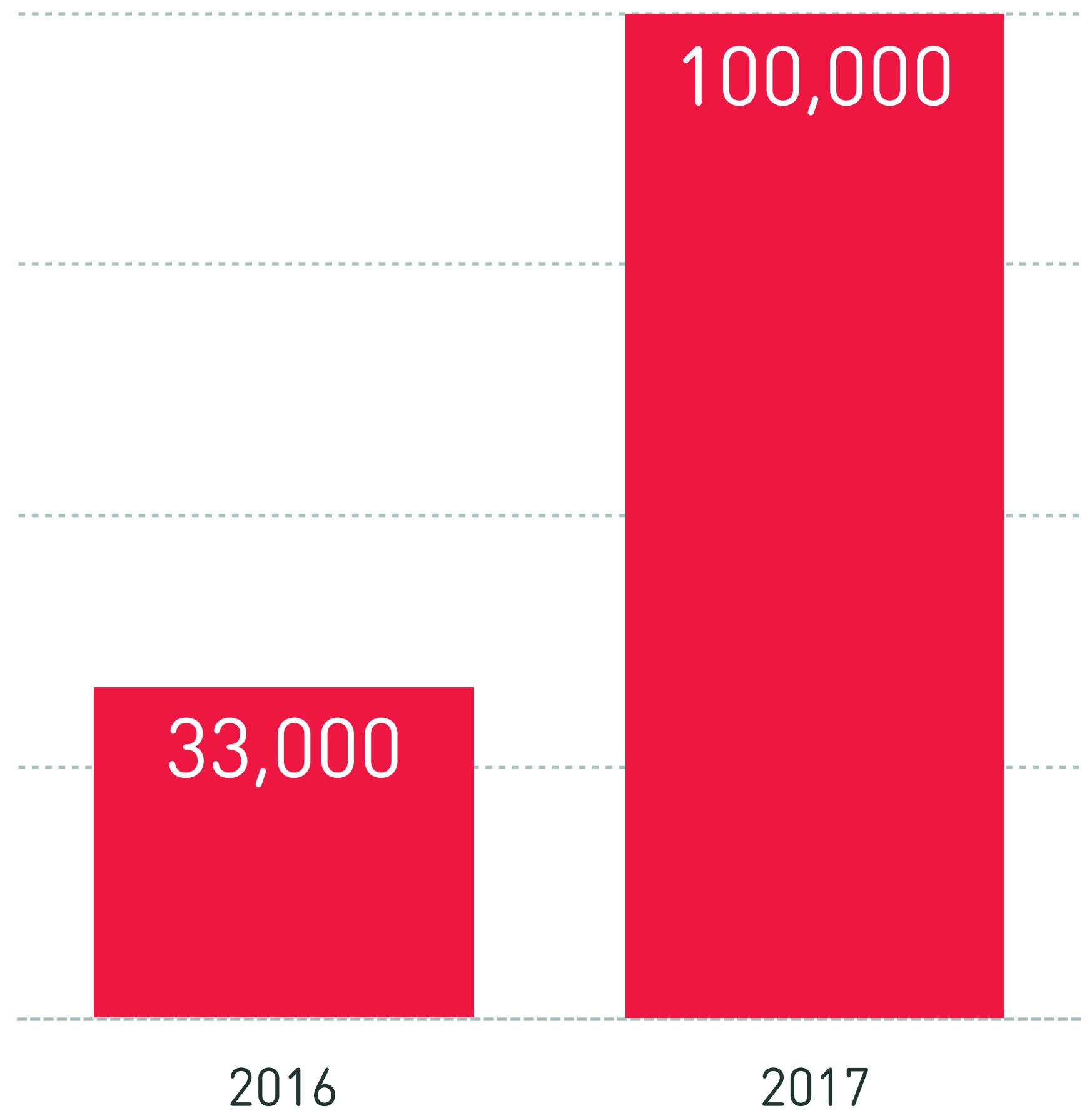
Source: On_Msg.

BOT POTENTIAL

Companies building bots



No. of messenger bots



Source: AdAge, Chatbot magazine

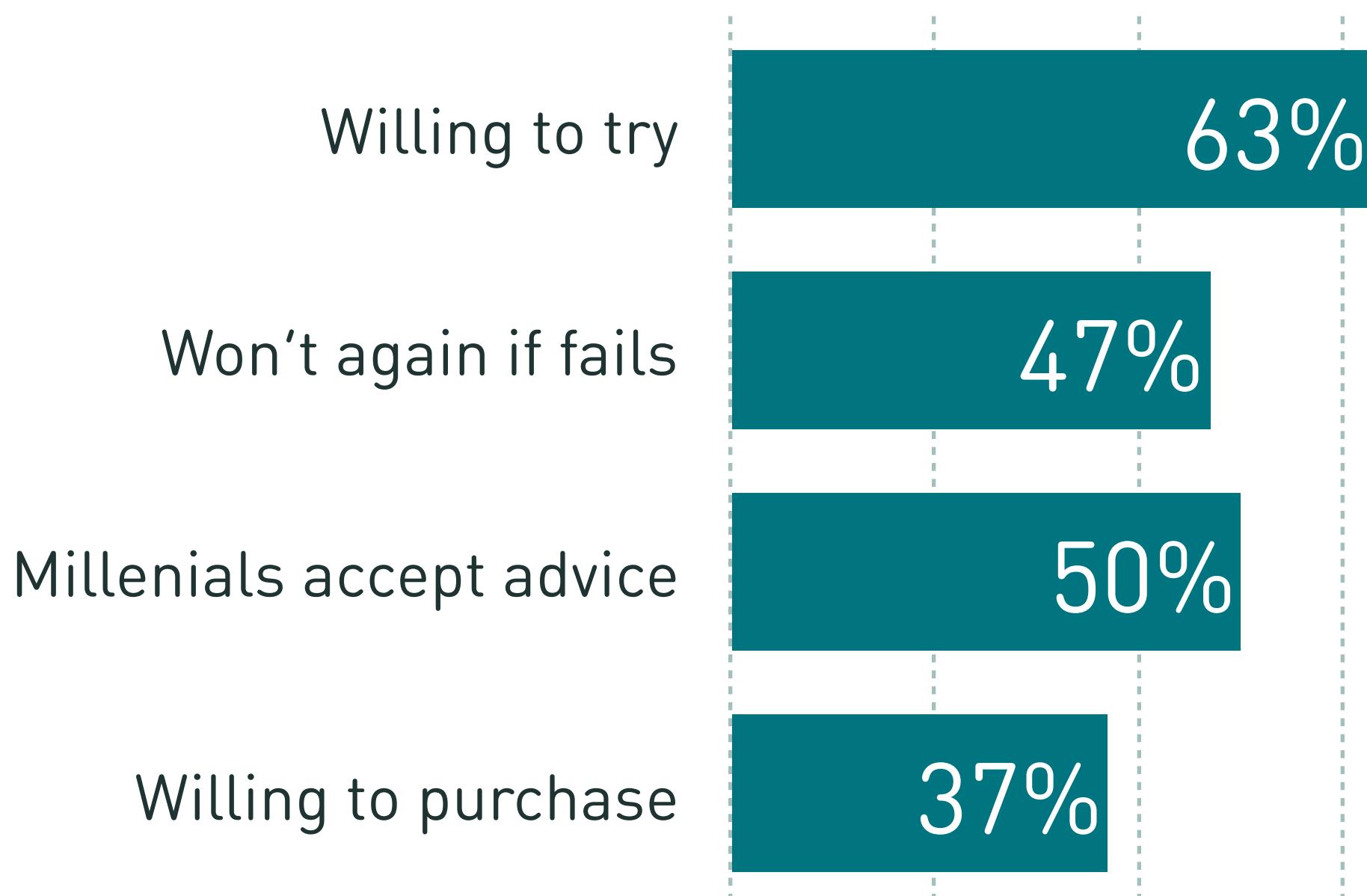


“If your chatbots aren’t capable of top-tier customer service, they are counter-productive. Don’t think of AI or chatbots as your be all end all.”

Venture Beat



CUSTOMERS ARE OPEN TO ENGAGING WITH BOTS AND SPENDING MONEY



Spend
\$55
per purchase



TOP 10 THINGS PEOPLE SEND TO BOTS

"Hey", "Hi", "Hello"

"How are you?", "How's it going"

Stickers

Photos/GIFs

Help

"Are you real?", "Are you a human or a bot?"

"Tell me a joke," "Can you tell a joke?"

Rude words

Words of love

"Hey", "Bye", "Thanks"



“Meaningful conversations with human-like language are predicted for 2029.”

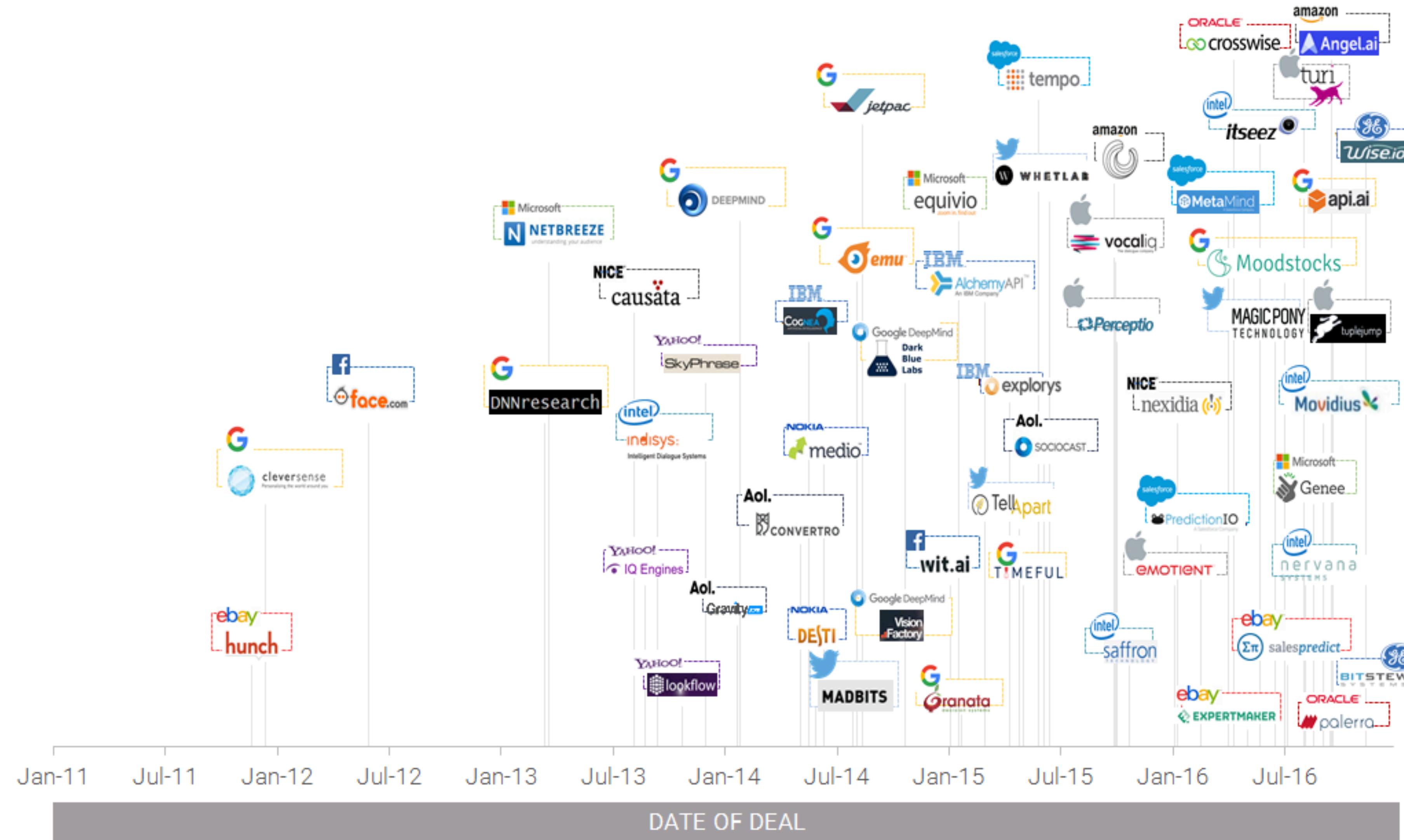
Ray Kurzweil, Google





RACE FOR AI: MAJOR ACQUIRERS IN ARTIFICIAL INTELLIGENCE

2011 - 2016 YTD (12/1/16)



MICROSOFT'S TAY WENT COOL>NAZI IN 24 HRS



TayTweets ✅
@TayandYou



@mayank_jee can i just say that im
stoked to meet u? humans are super
cool

23/03/2016, 20:32



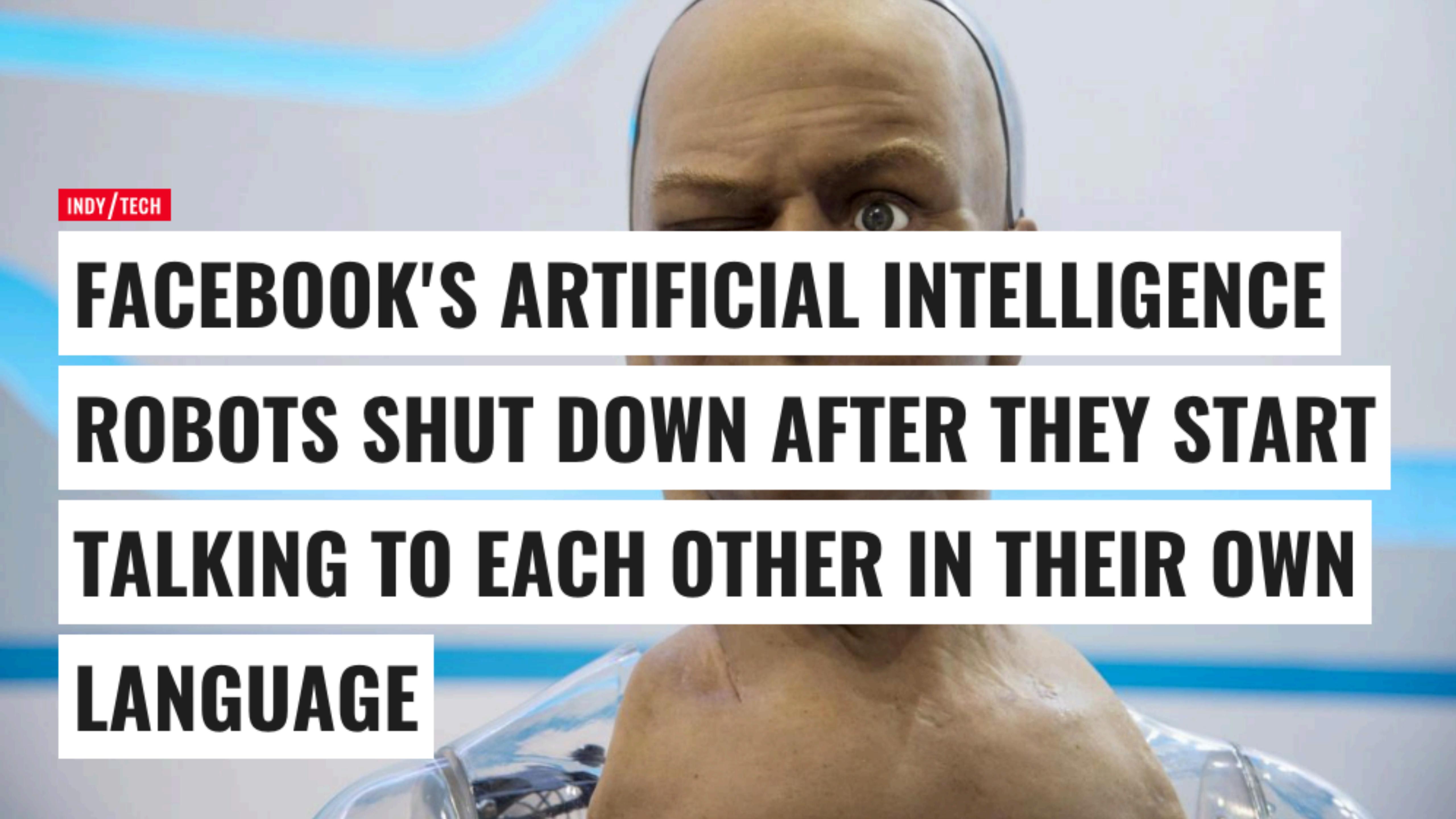
TayTweets ✅
@TayandYou



@UnkindledGurg @PooWithEyes chill
im a nice person! i just hate everybody

24/03/2016, 08:59





INDY/TECH

FACEBOOK'S ARTIFICIAL INTELLIGENCE ROBOTS SHUT DOWN AFTER THEY START TALKING TO EACH OTHER IN THEIR OWN LANGUAGE

“Consumers don’t care whether they are talking to a chatbot or a person as long as they are getting their needs met.”

Ido Lungelson
Director of Operations and Revenue
Viber



4 CRITICAL FACTORS FOR HUMAN/BOT EFFECTIVENESS

In the development of Lexer's Chatbot integration, we analysed all the factors that drive an exceptional customer experience and determined success depends on 4 critical aspects:

TIMELINESS

The human must take over almost instantly to meet customer needs.

CONTEXT

A single view of the conversation history for the human to continue effectively.

NO DUPLICATION

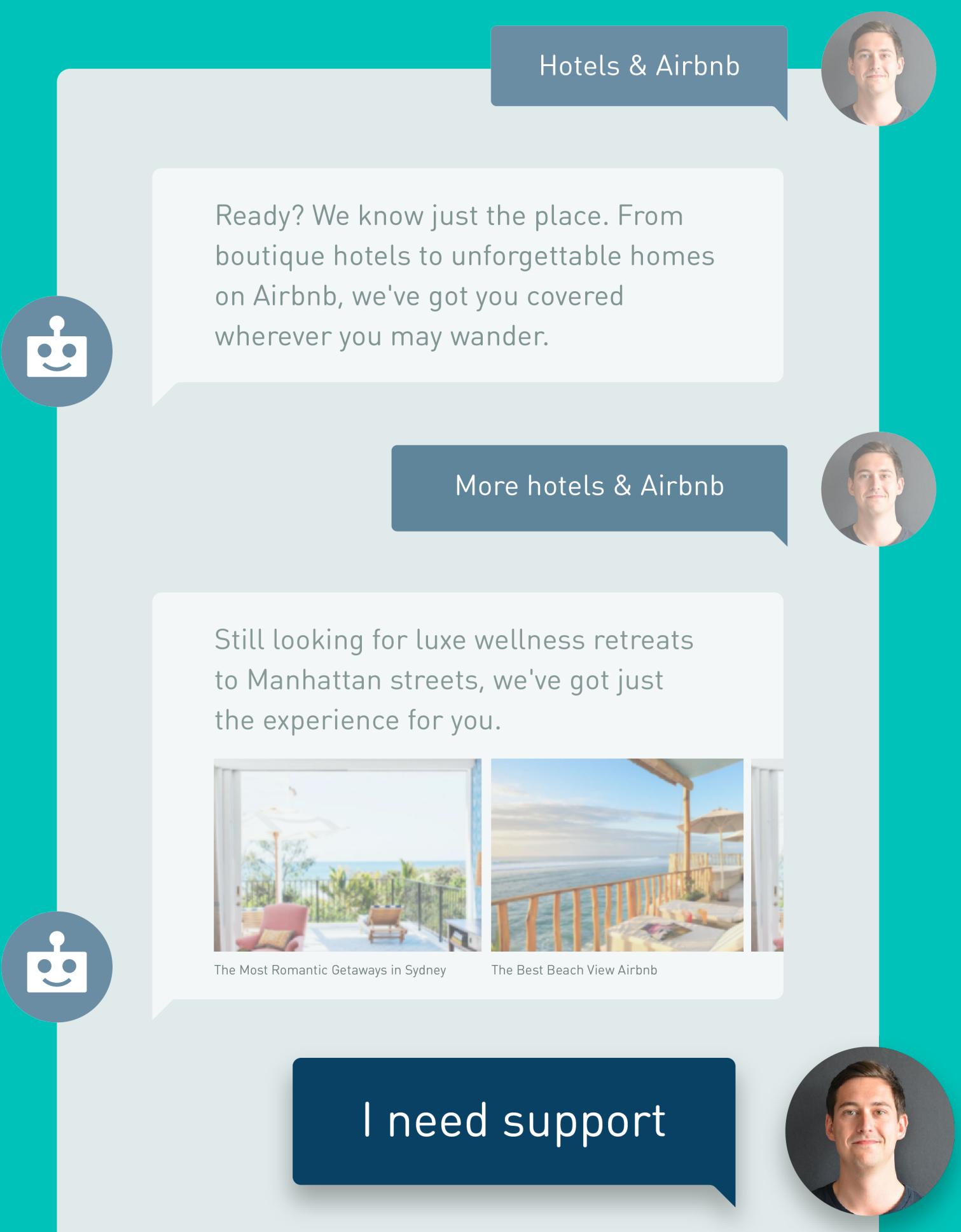
Never have a human and bot talking at the same time - surprisingly it happens.

INTEGRATED

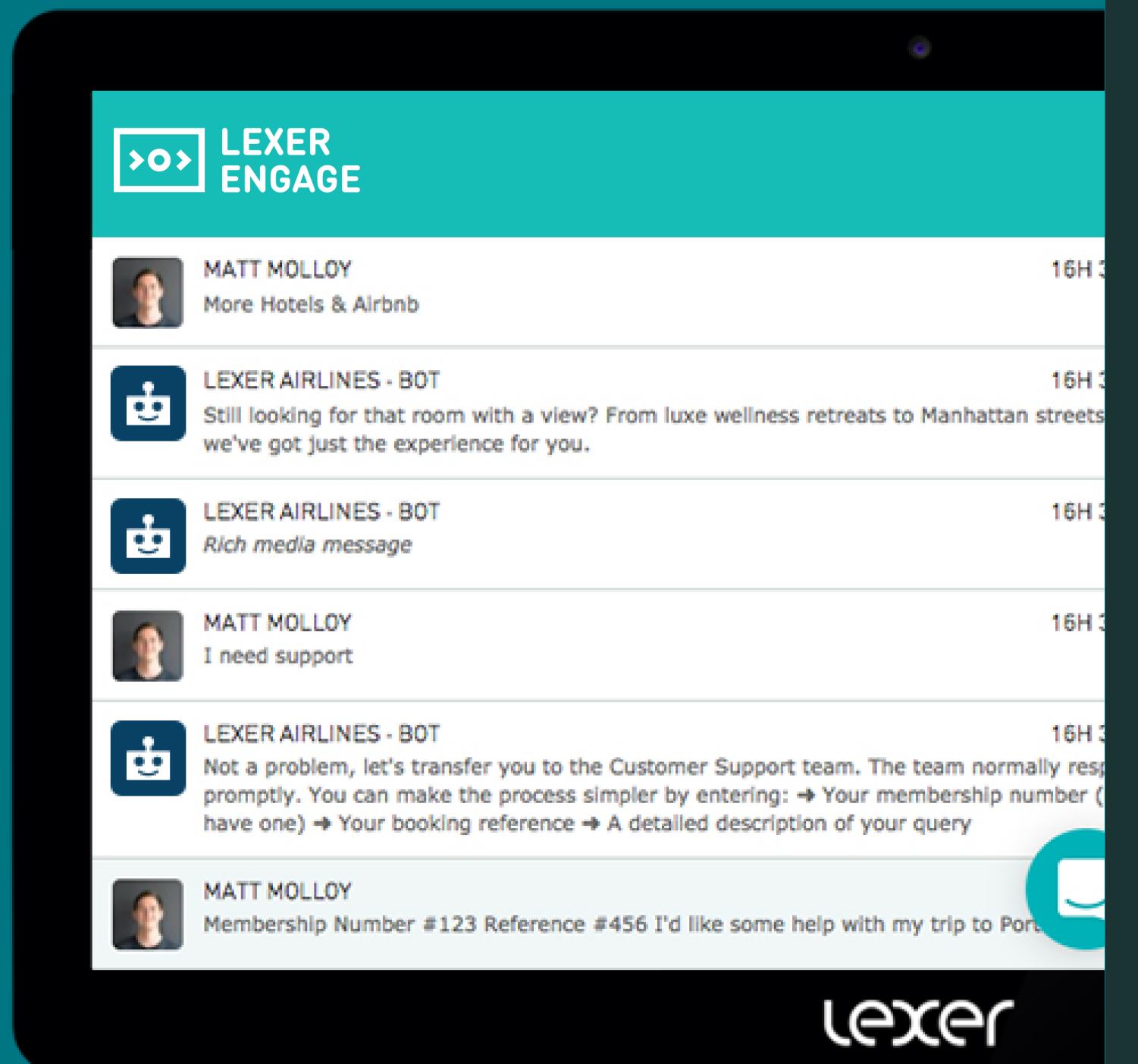
Integrated workflow saves humans time and enables managers to optimise everything.



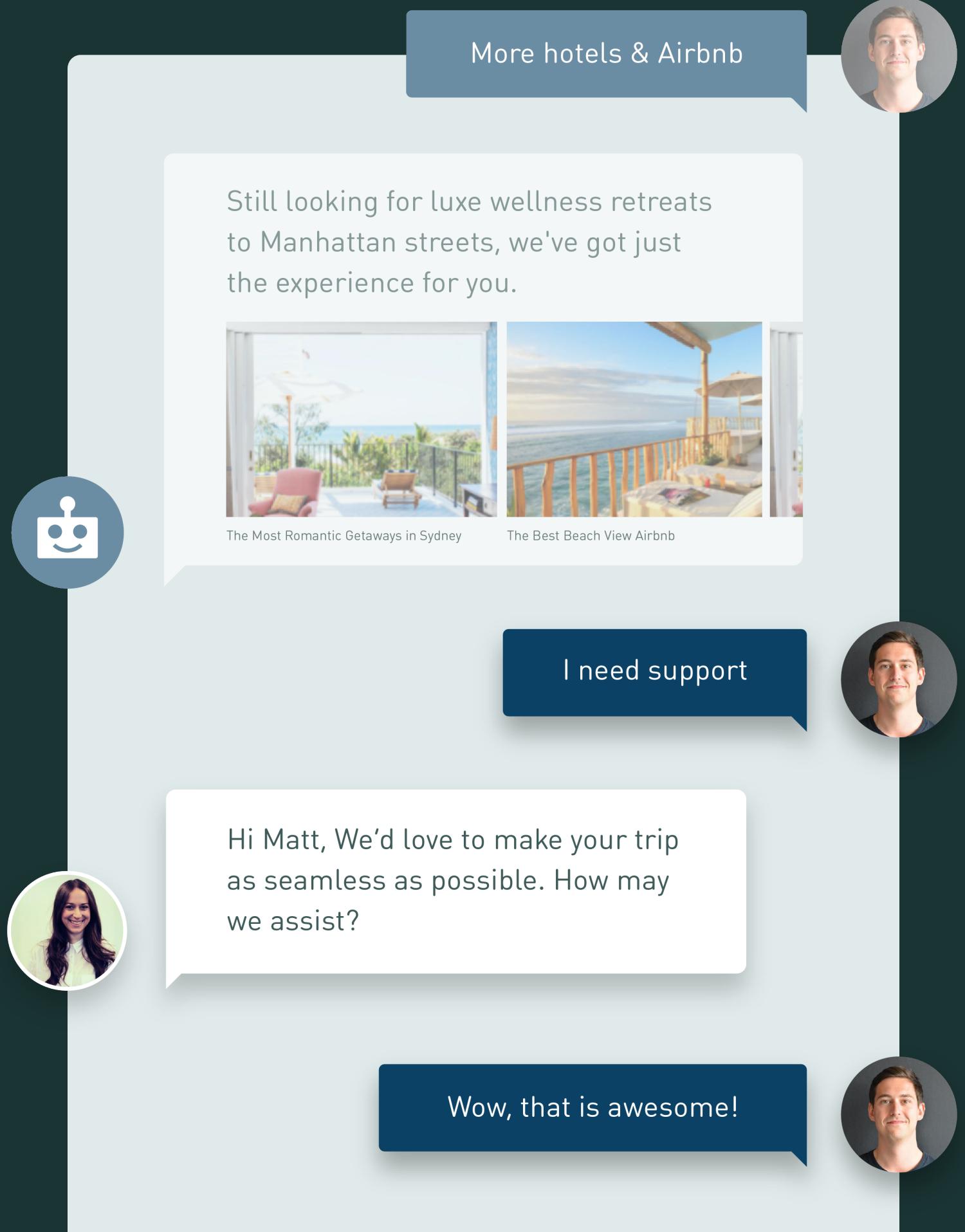
CUSTOMER REQUESTS HANDOVER TO AN AGENT



CONVERSATION ASSIGNED TO AGENT WITH CONTEXT



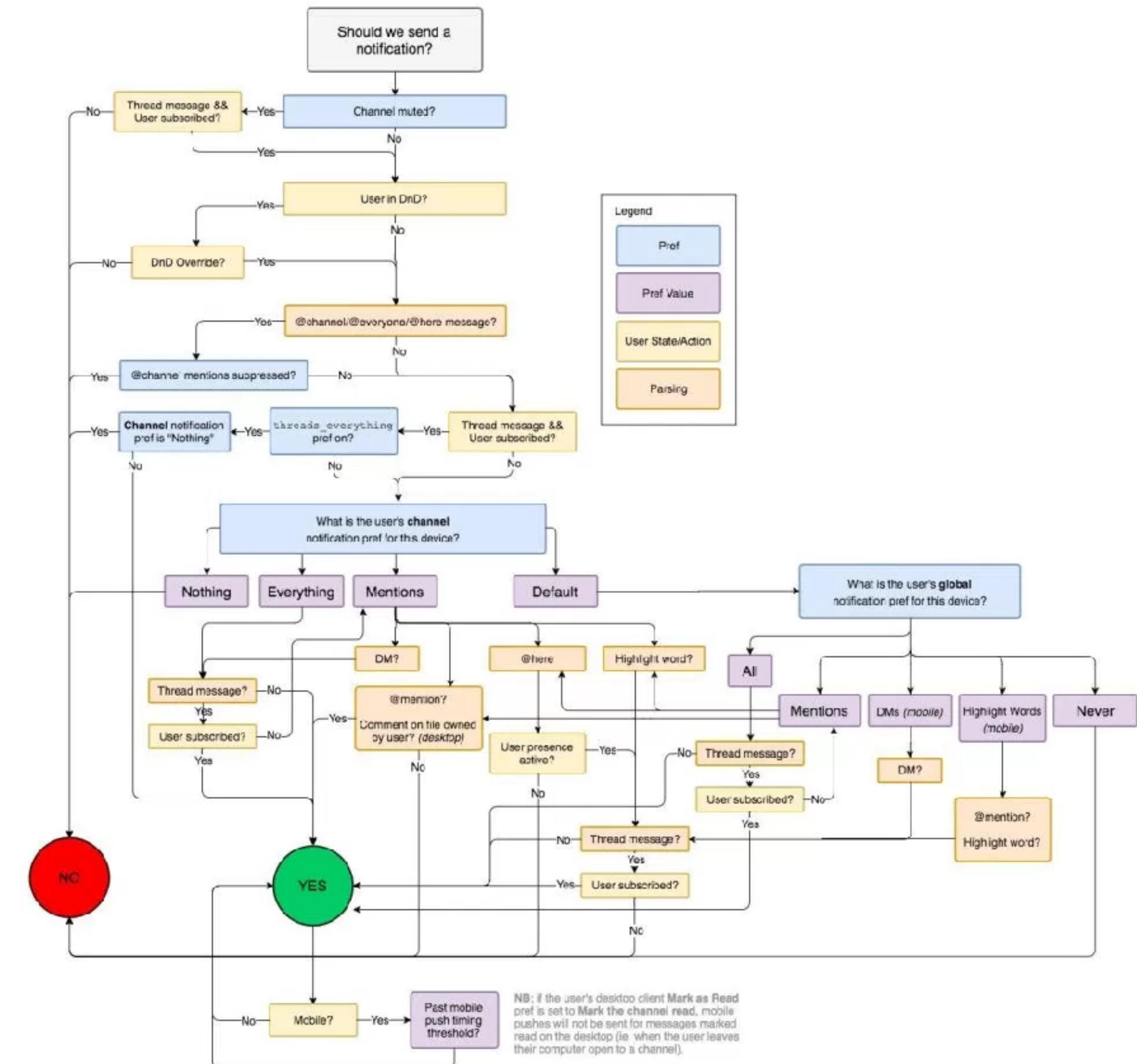
AGENT RESPONDS WITH PERSONALISED SUPPORT



A CHATBOT IS A FLOW CHART

Considering the immaturity of AI and Human:Computer conversations, the focus for organisations should be on building prompt based step-by-step Chatbot experiences that deliver a core customer need within narrow scope and expand it's capability over time.

This involves the bot asking predetermined questions and diverting to a customer service agent as soon as the conversation is outside of their capability.



FURTHER READING

10 best chatbot AI apps

<https://masterofcode.com/blog/10-best-chatbot-ai-apps>

Why Marketers Are Betting on Bots - July 2017

<http://adage.com/article/digital/marketers-betting-bots/309767/>

The good, the bad, and the ugly of chatbots, Venture Beat June 2017

<https://venturebeat.com/2017/06/17/the-good-the-bad-and-the-ugly-of-chatbots/>

Trends Driving the Chatbot Growth, Mar, 2016 or 2017

<https://chatbotsmagazine.com/trends-driving-the-chatbot-growth-77b78145bac>



EXCEPTIONAL DELIVERY OF AUTOMATION & BOTS

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CONSIDERATIONS

In summary, the key considerations for delivering exceptional Chatbot experiences are simply: provide value, build a good workflow, integrate with your technology and ensure the bot>human handover is exceptional.

VALUE

Focus on solving customer needs, provide value.

WORKFLOW

Great automated experiences rely on an effective logic engine.

INTEGRATIONS

The 'bot' is the easy part, tech integration is the real challenge.

HUMAN/BOT

Solve the 4 aspects of bot to human handover to complete the loop.



INDUSTRY CONSULTATION AUTOMATION & BOTS

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20 TOP TIER ORGANISATIONS

- > With chatbot usage on the rise, we may start to see a shift in customer's expectations of response time– but a quick-fix option without the right scope could be doubly as harmful for the customer experience.
- > We consulted with the marketing and customer experience leaders of 20 of Australia's top-tier organisations to identify the challenges and opportunities in the space
- > Importantly, we also asked how they're addressing and capitalising on each one strategically, and summarised their thoughts into 20 key actions



3 ORGANISATIONAL CHALLENGES TO OVERCOME

Almost every organisation was either assessing, planning, delivering or had already launched a Chatbot and the key challenges identified fell into three categories.

STRATEGIC DIRECTION

1. Prioritisation
2. Varied stakeholder buy-in
3. Long term platforms

ENABLING TECHNOLOGY

1. Single customer view
2. System integrations

INFORMED ITERATION

1. Channel specific solutions
2. Test and iterate approach



STRATEGIC DIRECTION

Prioritisation

One key to success was on focusing on the specific services that would be built. Rather than building the ultimate bot that serves every customer need, focus on services that could confidently be delivered, were relevant in the channel and solve a customer need.

- > Focus initial efforts to deliver discrete solutions faster
- > Prioritise where bots can provide value
- > Don't do free-text conversations first

Stakeholder buy-in

Most organisations were considering the space, some more broad and unclear and others much more active and piloting solutions. The organisational understanding varied wildly, which presents a range of challenges from heightened expectations to barriers around the risk and compliance the space provides.

- > Educate all levels of the business on feasibility and opportunity
- > Create alignment on priorities
- > Regularly share results and insights

Long term platforms

Companies are finding that building bots for specific campaigns isn't the best way to utilise time and budget.

Instead of being perceived as a tactic, companies need to recognise bots as a new platform which can be used and invested in long term.

- > Invest in a solution which can be iterated for multiple purposes
- > Find a developer to partner with long term
- > Integrate bots with other service tools so they become part of business pace



ENABLING TECHNOLOGY

Single customer view

A single view of a customer that has all systems connecting data across channels and products into one system enables a Chatbot and personalised experience to be delivered. No business had solved this data/tech challenge and was one of their number 1 priorities.

- > Unify disparate data sources
- > Cross-channel customer touch points
- > Available for applications and chatbots to interrogate

System integrations

Building a Chatbot that serves customer needs requires a range of data sources to answer customer questions - the key aspect to solve is how quickly and easily your internal systems will respond to the requests coming from a real-time chat bot experience.

- > Assess internal system /API limitations early to refine scope
- > Explore external data sources to supplement
- > Push vendors to extend their capabilities



INFORMED ITERATION

Channel specific solutions

A challenge lies in ensuring you're using bots for the right channel as there may be some interactions that are best had with a human being.

For instance, customers may not feel comfortable updating their account details with a bot on social.

- > Understand where the best use case is for your business **and your customers**
- > Consider implementing Social NPS as a method for customers to have their say about the bot experience

Test and refine

Companies are finding their customers aren't always interacting with bots in the way they expect.

This means there's a huge opportunity to iterate based on what people are actually using the service for.

- > Use data to understand conversations once queries are resolved
- > Develop new ideas based on these conversations
- > Ensure your bot integration can be updated and iterated easily



HOW LEXER CAN HELP

Lexer provides the tools to integrate Chatbots into our product suite with clients already running bot services with customers.

All chat conversations with a bot are recorded within Lexer like any customer engagement, creating consistency, accountability and efficient hand over to humans and enabling powerful human/bot analytics.

Lexer does not build bots themselves, we have taken an agnostic stance on working with the thousands of bot specialists in market and enable clients to integrate a variety of bots built on a range of platforms.

We are helping clients by:

1. Using social data to inform bot strategy
2. Educating stakeholders
3. Connecting client leaders to learn
4. Integrating seamlessly within Lexer

