Introduction
What is a Chatbot

A chatbot is a computer program you can talk to, through messaging apps, chat windows or increasingly by voice. The chatbot replies using the same applications, creating a back-and-forth conversation. A chatbot can carry out many functions without a customer needing to download new apps. Although chatbots are a current hot topic, they have been around for the past fifty years. Over the years, other chatbots have incorporated more sophisticated techniques to better understand user questions and provide more relevant and useful responses.

The recent interest in chatbots can largely be attributed to 2 key developments:

1) Messaging Services growth: Messaging technology has spread rapidly over the past few years to become one of the most used smartphone services. To call these platforms (Facebook Messenger, WeChat, Line etc.) “messaging services” understates what they provide. They have evolved to include features such as payments, ordering and booking, which otherwise would require a separate app or website. So, rather than downloading a series of separate apps, users can buy goods, book restaurants and ask questions all through their favorite messaging app.

2) Advances in Artificial Intelligence (AI): Artificial Intelligence has also made significant steps forward in the past few years. Techniques such as Machine Learning and Deep Learning take advantage of vast amounts of data and cheap processing power to dramatically improve the quality of understanding and decision making.
From Client-Server to Web to Mobile to AI revolution (from 1985 to 2025)

Two decades ago, enterprises relied upon monolithic client-server applications, written in a single language, running in an on-premises data center, accessed only through desktop computers inside the network firewall. By 2000, application developers started to build web-based applications.

In the past five to ten years, we have seen significantly improved application time-to-market, an elimination of device and location dependency, simplified workflows and enhanced user experiences. Yet, an even brighter future lies ahead.
Apps vs. Bots

**BUILD APPS**

**APPS**

- Teams of 5 to 50 people build apps
- 3-24 month dev cycles
- Cost: $ million
- Difficult to change and maintain
- Multiple versions needed: iOS, Android...

**BUILD BOTS**

**bots**

- 1 Person/anyone can build a bot
- Hours-days dev cycles
- Cost: 0 $
- Easy to change and maintain

Bots streamline and automate the low-level tasks that consume your workforce's time. They enhance productivity, eliminate human error and enable faster response to market changes or customer needs.

- Omni-presence
- Contextual, intelligent interactions
- Two-way conversations
- Communication with individuals and teams
- Human-like dialogues
- Multi Languages
- Searchable, living records
- A complete list of skills
- Omni Channel
ChatBot Statistics

5 Billion users on messaging apps.
6 of the Top 10 most used apps globally are messaging apps.
65% of mobile users are experiencing app fatigue.
75% of users would rather use a conversational interface instead of a phone call or loading another app.
Gartner predicts that brands offering personalization will outperform competitive brands by 15% by 2018.
In 2015, mobile messaging app usage has surpassed social media usage.

Businesses are following customers onto messaging platforms and understand the value of Social Media channels.

10 Hours: The average time it takes for a company to respond to a message.
56% say engagement through messaging is ROI positive;
58% say it reduces costs.
Chatbots could save $174 Billion across Insurance, Financial Services, Sales, and Customer Service.
Chatbots are expected to save banks between $0.50 and $0.70 per interaction.
By 2022, banks could automate up to 90% of their interactions with chatbots.

Between 2016 and 2021, we expect the chatbot market to grow at a compound rate of 35.2%.

$4.5 Billion is expected to be invested in enterprise intelligent assistants by 2021.

By 2020, over 80% of businesses are expected to have some sort of chatbot automation implemented.

According to Gartner, by the year 2021, 50% of enterprise companies will spend more on bots and chatbot creation than they will on traditional mobile app development.

Investments in chatbot companies grew 229% between 2015 and 2016.

About 95% of businesses in 2017 stated that they were happy with the way that chatbots were helping their businesses.

The average one-month retention ratio for chatbot use stood at 40-60% in 2017, compared with 20-40% for apps.
Digitizing the Customer Journey
The Disconnected Customer: How the digital customer experience can help you reconnect with customers

Consumers are ready to reward better experiences with increased spending. Cap Gemini found that over 80% of consumers are willing to pay more for a better experience. As illustrated below, consumers are willing to spend more for a better experience across most sectors.

**Percentage of consumers willing to spend more for a better experience — by sector**

- Overall: 81%
- Internet-Based Services: 87%
- Retail: 86%
- Consumer Products: 81%
- Retail Banking: 79%
- Utilities: 73%

Source: Capgemini digital customer experience executive survey February-March 2017

Organizations are now convinced of the benefits that AI can bring. They are now asking themselves where and how they should invest.

- What concrete benefits are organizations seeing from AI today?
- What use cases are bringing the most benefits?
- Where should organizations invest?
- What steps are essential to getting started with an AI strategy and roadmap?

Chatbots are already transforming how organizations do business, manage customer relationships and stimulate the ideas and creativity that fuel ground-breaking innovation. As illustrated below, chatbots can help organizations in many ways and enhance customer experience leading to:

- Influencing Sales: 75% of companies can increase sales using chatbots
- Boosting Operations: Almost 80% of companies using chatbot increase operational efficiency internally between workers and with customers.
- Increase Customer Engagement: Two-way conversation, Available 24/7, chatbots improve customer experience.
- Generating insights: Using Big Data Analytics to enhance understanding of customer behaviour, preferences and motivations.
- Enhancement in Employee Productivity

**How AI is driving benefits across organizations**

**Influencing Sales**
3 in 4 organizations implementing AI increase sales of new products and services by more than 10%

**Boosting Operations**
78% of organizations implementing AI increase operational efficiency by more than 15%

**Engaging the customer**
75% of organizations using AI enhance customer satisfaction by more than 10%

**Generating insights**
78% of organizations implementing AI increase operational efficiency by more than 10%

Source: Capgemini Digital transformation Institute, State of AI survey, N=993 companies that are implementing AI, June 2018
A roadmap to steer the digital customer experience strategy

Organizations are seeing benefits across operations, sales, and customer service

- Increased operational efficiency: 78%
- Enhancement in employee productivity: 77%
- Reduced operational cost due to process improvement: 75%
- Greater legal/regulatory compliance at lower cost: 70%
- Reduced false-positives: 68%

Share of firms implementing AI that observed more than a 10 percentage point benefit in the respective area

Source: Capgemini Digital Transformation Institute, State of AI survey, N=993 companies that are implementing AI, June 2017

Start by identifying your AI leadership

As the below schema shows, organizations with a dedicated AI component outperform firms with no clear leadership (and all AI initiatives running disparately) in several benefit areas. For instance, firms with a dedicated AI lead observed a 17% increase in inbound customer leads using AI vis-a-vis just 9% increase for firms having no clear AI leader. Only about a third (37%) of organizations implementing AI have a dedicated AI head or lead in their firm.

For Michael Schrage, research fellow at the MIT Sloan School's Initiative on the Digital Economy, leadership is critical in AI: “What I have observed in companies that do AI well is they have a policy and process around data governance and treating data as an asset. They also have either key problems or business cases that lend themselves to known structures for AI and machine learning algorithms. They view AI as an enabler. Basically, they are not just well-managed, they are well led.” Part of the challenge for leaders is to set a compelling strategic vision while harnessing the creativity of employees.

Benefits (in percentage points) of implementing AI based on organization category

- Greater legal/regulatory compliance at lower cost: 19%
- Increase in inbound customer leads: 17%
- Reduce operational cost due to process improvement: 19%
- Increase in sales of traditional products and services: 18%
- Increased operational efficiency: 19%

Source: Capgemini Digital transformation Institute, State of AI survey, N=993 companies that are implementing AI, June 2018
A roadmap to steer the digital customer experience strategy

Organizations face a range of challenges as they design and deliver a customer experience strategy, on both an organizational and technological level. Organizations struggle to overcome a number of hurdles, from lack of financial resources to the pressure of trying to keep pace with customers’ technology expectations.

**Top organizational challenges and people related challenges**

- Inability to keep pace with customers’ tech expectations
- Rapidly evolving technological landscape
- Inability to integrate new technologies
- Disparate digital platforms
- A sub-standard digital UI/UX

**Top technological challenges**

- Dedication to digital customer experience initiatives
- Lack of ownership of customer experience responsibility
- Lack of training for an omni-channel customer-facing service
- Lack of coordination between IT and business
- Lack of effective governance models for digital initiatives

For leaders to succeed, they need to know which experiences matter and where to begin. CapGemini has identified 7 crucial connections for an efficient Customer Digital Experience, as shown on the below schema. These include both external connections (with the customer) and internal connections (with the various units and functions within the organization). As we saw earlier, organizations with stronger links between business operations and customer experience metrics enjoy greater benefits.

SnatchBot’s intuitive platform has all the required tools and AI capabilities to help companies provide the most crucial connections for a real digital customer experience.
Creating a Digital Customer Experience

We believe that chatbots are the next level of customer/enterprise engagement technology. In order for that to come to fruition, any communication done through an automated process, like with a bot, requires seamless travel and end-to-end integration—that means that the client never has to disengage from the interaction, whether they’re moving from one channel to another, performing a transaction, or moving from voice to text or vice versa.

Our goal is not only to make bot-building simple and accessible, but also to make this true for communication between users. SnatchBot’s aim is to provide a tool that creates a dialogue and a relationship; one that leverages natural language to render a streamlined workflow and overall experience, from beginning to end.

According to Cap Gemini, there are four key pillars in developing a proper Digital Customer Experience, i.e:  

1. Designing and Digitizing the Customer Journey  
2. Increasing Speed and Agility in Insight Generation  
3. Amplifying the physical experience with digital technologies  
4. Using Big Data analytics to enhance the understanding of customer behaviour

SnatchBot’s intuitive platform offers all the tools to help companies create a real and efficient Digital Customer Strategy.

Source: Capgemini Consulting Analysis, SnatchBot
Why SnatchBot: Goal and Vision

Here at SnatchBot, we’re on a mission: to make chatbots accessible to more people and enterprises than ever before, and to do that simply, quickly, and cost-effectively. Our bot-building platform was conceived with the singular goal in mind of helping people around the world communicate and perform tasks in a simple, conversational manner through the channel of their choice.

Making bots on the SnatchBot platform is easy and even fun. We’ve done all the hard work at a deep level, so you are provided with simple, intuitive and yet powerful features. Making chatbots with us is painless and rewarding. A really positive experience is crucial for the user of your chatbot. We’ve made it very simple to embed User Interface controls like buttons, images and menus. So your users will be able to tap their way through the conversation, effortlessly accessing your content.

*N 35,000 bots created, 70 million users reached*
The SnatchBot Store is a marketplace and is comprised of two parts: Bot Templates and a Bot Directory.

In the Bot Template section, enterprises can access customizable, task-specific and pre-built bots designed for a variety of sectors including (but not limited to) customer service, banking, travel and E-commerce. Users can simply choose a template that fits their needs and begin using their bot immediately.

The Bot Directory includes established bots which can be added to your preferred channels with a single click. As of today, we have approximately 50 ready-to-use examples templates covering 12 sectors.
Proprietary, Cutting-Edge NLP Technology

Enrich digital experiences by introducing chatbots that can hold smart, human-like conversations with your customers and employees. Use our proprietary, state-of-the-art, Natural Language Processing capabilities that enable chatbots to understand, remember and learn from the information gathered during each interaction and act accordingly.

Benefits of Our NLP Approach

- Communicates comprehensively
- Interprets accurately with fewer false positives
- Use Pre-trained NLP models to perfect your chatbot’s NLP
- Customize how contextual data is stored at the session
- Extract and Store actions taken, data provided, and information pulled from systems the bot can use
- Maintain the context the user’s request throughout a dialogue or session
- Repurposes training data
- Requires less training data to be NL capable
- Resolves development gaps faster

Natural Language Processing (NLP)

In order for your chatbot to break down a sentence to get to the meaning of it, we have to consider the essential parts of the sentence. One useful way that the wider community of researchers into Artificial Intelligence do this is to distinguish between Entities and Intents.

I want to book two tickets for the new Spielberg film at the nearest cinema. I can book two cinema tickets for 8pm at the Savoy for £18. Please press ‘yes’ to confirm.

An **Entity** in a sentence is an object in the real world that can be named. Our NLP models are excellent at identifying Entities and can do so with near human accuracy. Through our NLP engine, the bot identifies words from a user’s utterance to ensure all available fields match the task at hand, or collects additional field data if needed. The goal of entity extraction is to fill any holes needed to complete a task, while ignoring unneeded details. It’s a subtractive process where the chatbot gets just the necessary info: whether provided all at once by the user or through a guided conversation with the chatbot.

**Intent** in a sentence is the purpose or goal of the statement. In a sentence of the type, ‘I would like to book two tickets for the new Spielberg film’ it is easy to identify the Intent, namely “to make a booking”. Many sentences, however, do not have a clear Intent. So it is more challenging for a chatbot to recognise Intent but again, our NLP models are very effective at it. The goal of intent recognition isn’t just to match an utterance with a task, it’s to match an utterance with its correctly intended task. We do this by matching verbs and nouns with as many obvious and non-obvious synonyms as possible.
NLP Overview

To make NLP work for particular goals, users will need to define all the types of Entities and Intents that the user wants the bot to recognise. In other words, users will create several NLP models, one for every Entity or Intent you need your chatbot to be able to identify. Users can build as many NLP models on our platform as they need. So, for example, you might build an NLP Intent model so that the bot can listen out for whether the user wishes to make a purchase. And an Entity model which recognises locations and another that recognises ages. Your chatbots can then utilise all three to offer the user a purchase from a selection that takes into account the age and location of the customer.

On our platform, users don’t need to build a new NLP model for each new bot that they create. All of the user’s created chatbots will have the option of accessing all of the NLP models that a user has trained.

To develop an NLP model over time, so that it becomes more and more accurate at solving the task users want to address, users will want the chatbot to learn, especially from its mistakes. Machine Learning is a hot topic in the search for true Artificial Intelligence. Our models embody Machine Learning in the sense that on the basis of having provided example sentences and their outcomes, the model will make decisions about new sentences it encounters.

Training

Our platform also offers what is sometimes termed supervised Machine Learning. In the light of data from your conversations, you can spot where the chatbot needs more training and input the problematic sentences you have identified, along with the correct result that the bot should arrive at when examining the sentence. This supervised Machine Learning will result in a higher rate of success for the next round of unsupervised Machine Learning. This process of cycling between your supervision and independently carrying out the assessment of sentences will eventually result in a highly refined and successful model.

Pre-Trained NLP Models

The great news is that we provide pre-trained NLP models. These are state-of-the-art Entity-seeking models, which have been trained against massive datasets of sentences. So, for example, our NLP model Negative Entities is ideal for recognizing frustration in the user. You can deploy this model in minutes and your chatbot will be able to analyze the conversation and say sentences like, ‘I see you are not enjoying this conversation, would you like to talk to a human agent instead?’ And then the chatbot can call the agent by SMS or email if the user wishes.
Bring your chatbot to a whole new level: give it a voice

Chatbots that can speak, thanks to our free text-to-speech technology

Your chatbot should always have a personality, a style of speech that reflects its purpose. Not only because this is more engaging for the user, but also because there is a significant marketing message in the vocabulary and manner of speech of your chatbot. Just think about the difference between the kind of tone you want to strike if your bot is working for a bank (reliable, wise and sombre) or a thrash metal band (lively, youthful and energetic).

Free Conversational Software

Well, on the SnatchBot platform a whole new level of engagement experience is possible with the world’s first free talking chatbots. We have made text-to-speech available in over sixty languages and, in the English language, you can choose from ten voices: five male, five female. Each voice has a short sample for you to listen to as you create and edit your chatbot, so you can choose the most appropriate tone before you switch on text-to-speech.

Make Your Online Chatbot More Accessible

By giving your users the option of listening to the chatbot, rather than reading, you are achieving two important goals. Firstly, making it easier for them to access the conversation and secondly, you are giving them a much more entertaining and engaging quality of experience.

This functionality is particularly valuable in terms of accessibility. Visually impaired users, for example, will welcome the option of listening to the chatbot’s responses, rather than having to read them. And there are always going to be situations where users, whether VI or not, will prefer to listen to a chatbot’s response than read it.

The best chatbot platform

On our roadmap is the opposite functionality, speech-to-text, or speech recognition. Our goal is to provide you with the most amazing chatbot experience. And for now, this functionality, unique to SnatchBot is incredibly easy to deploy on dozens of channels, including Skype, Telegram, LINE, Messenger, Slack, Viber and more.
SnatchBot offers a library of plug-ins and add-ons to extend and expand the functionalities we currently offer on our platform.

<table>
<thead>
<tr>
<th>PLUG-IN NAMES</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather Bot</td>
<td>Get current and future weather information about any city in the world.</td>
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<tr>
<td>calendly</td>
<td>Own personal scheduling assistant bot.</td>
</tr>
<tr>
<td>YAHOO! Finance</td>
<td>Get near real time alert for price and stock updates.</td>
</tr>
<tr>
<td>Bloomberg</td>
<td>Business and markets news, data, analysis, and videos.</td>
</tr>
<tr>
<td>GIPHY</td>
<td>This bot lets you search for GIFs.</td>
</tr>
<tr>
<td>eBay</td>
<td>This bot alerts for the items you add in your preferred category.</td>
</tr>
<tr>
<td>JIRA</td>
<td>Enables you to create, update, reassign, and comment on issues and much more.</td>
</tr>
<tr>
<td>zendesk</td>
<td>Cloud-based customer service software that offers ticketing, self-service options and customer support features. Customer Service Software &amp; Support Ticket System.</td>
</tr>
<tr>
<td>Google Calendar</td>
<td>A time-management web application to keep track of your events all at one place. With this integration, you can create new calendar event, get notified of new events and updates.</td>
</tr>
<tr>
<td>Wunderlist</td>
<td>Enables you to create task lists, get reminders on specific items and keep track of tasks you’ve completed. You can share and comment on tasks as well.</td>
</tr>
<tr>
<td>Office 365</td>
<td>Create Event, Alert tasks monitor for specific events and notify you when they occur, Calendar Events, Knowledge tasks provide responses for frequently asked questions, Office 365 Calendar and much more.</td>
</tr>
<tr>
<td>Google Tasks</td>
<td>Enables you to create, update, and manage daily tasks. Alerts are also sent when a task is completed, updated, or deleted.</td>
</tr>
<tr>
<td>Box</td>
<td>Secure File Sharing, Storage, and Collaboration.</td>
</tr>
<tr>
<td>Google Drive</td>
<td>Cloud Storage &amp; File Backup for Photos, Docs &amp; More.</td>
</tr>
<tr>
<td>Dropbox</td>
<td>Secure File Sharing</td>
</tr>
<tr>
<td>Quora</td>
<td>A place to share knowledge and better understand the world. This bot alerts you to updates on the topics of your interest from Quora.</td>
</tr>
<tr>
<td>Salesforce</td>
<td>Software &amp; Cloud Computing CRM Solutions.</td>
</tr>
<tr>
<td>Microsoft Office 365 Contacts</td>
<td>Provides access to your contacts from any device for home and professional use.</td>
</tr>
<tr>
<td>Twitter</td>
<td>Enables you to tweet, retweet, send a direct message, and receive tweets from the people you follow.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>PLUG-IN NAMES</th>
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</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>LinkedIn is a business-oriented social networking service, mainly used for professional networking. This bot enables you to share a LinkedIn post with your connections and also to public.</td>
</tr>
<tr>
<td>SAP S/4 HANA</td>
<td>SAP S/4 HANA - Quickly manage your sales and purchase orders, grant approvals or remove blocks on contracts.</td>
</tr>
<tr>
<td>Trello</td>
<td>Collaboration tool that organizes your projects into boards.</td>
</tr>
<tr>
<td>Google Sheets</td>
<td>Free cloud-based tool for creating spreadsheets.</td>
</tr>
<tr>
<td>WooCommerce</td>
<td>WordPress eCommerce plug-in that powers over 30% of all online stores.</td>
</tr>
<tr>
<td>Google Contacts</td>
<td>Allows you to store and organize contact information about the people you communicate with.</td>
</tr>
<tr>
<td>Posh CRM</td>
<td>Enables you to create a lead/contact/potential account and update them. You can generate reports and get notified whenever a new contact/lead is created or updated.</td>
</tr>
<tr>
<td>Intercom</td>
<td>Enables you to communicate with customers, personally, at scale—on your website, inside web and mobile apps, and by email.</td>
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<tr>
<td>Medium</td>
<td>Platform for people to share their ideas and stories with the right audiences. Get alerts about the latest editor’s picks and blog updates from the users you follow on Medium.</td>
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<tr>
<td>WebMD</td>
<td>Leading source for trustworthy and timely health and medical news. Enables you to get the latest health information.</td>
</tr>
<tr>
<td>MailChimp</td>
<td>E-mail marketing platform that helps manage contacts, send bulk emails and track results.</td>
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<tr>
<td>todoist</td>
<td>Powerful task manager for personal productivity.</td>
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<tr>
<td>Eventbrite</td>
<td>3rd party internet platform related to event organizers around the world to sell tickets and registrations for their events.</td>
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<tr>
<td>GitHub</td>
<td>From open source to business, you can host and review code, manage projects, and build software alongside millions of other developers.</td>
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<tr>
<td>Basecamp</td>
<td>Project management and collaboration platform.</td>
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<tr>
<td>Help Scout</td>
<td>Web-based help desk designed for a great customer experience.</td>
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<tr>
<td>Mailgun</td>
<td>Powerful APIs that enable you to send, receive and track email effortlessly.</td>
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<tr>
<td>Google Search Console</td>
<td>Search Engine</td>
</tr>
<tr>
<td>Shopify</td>
<td>Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.</td>
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</tbody>
</table>
SnatchBot Platform Data

- Platform launched in May 2017: More than 35,000 bots created
- The average user spent 1.53 minutes interacting with the bot
- After one month of usage, we have an 80% success rate based on the Thank You message received
- Total number of users reached till now ~ 70 Million (Note: This is not Active Users)
- A very low rate of customer requests compared to the number of bots created

Breakdown of verticals using the SnatchBot Platform

- Airline - 7%
- Information Technology - 13%
- Government - 7%
- E-commerce - 13%
- Brands - 8%
- Customer Service - 10%
- Financial & Legal - 8%
- Education - 16%

SnatchBot Clients: Worldwide companies across many verticals have trusted the SnatchBot platform

- Huawei
- Tata Computers
- Neopost
- Fabco
- Nordato
- Veolia
- Rafa Gaming
- SCB
- AG Interactive Energy
- BCG
- Fox Trot Code
- Robert Half
- Allianz
- Accenture
- Shire
- Virgin
- Sanofi
- Oracle
- Tesco
- Atlassian
- Capgemini
- Whirlpool
- Vodafone
- Creditfix
- Xfinity
- Maersk
- Uber
- EDF Energy
- LafargeHolcim
- Snap Media
- Harman
- Asia Telecom
- Sonos
- Emirates
- UAE Exchange
A true chatbot platform should be intuitive and accessible to anyone, and not developer oriented. Some competitors claim to offer a true solution when they actually gather different components from different vendors, aggregate them and then "hide" behind the word chatbot platform.

<table>
<thead>
<tr>
<th>Characteristic Comparison</th>
<th>SnatchBot</th>
<th>Competitor A</th>
<th>Competitor B</th>
<th>Competitor C</th>
<th>Competitor D</th>
<th>Competitor E</th>
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<tr>
<td>Infrastructure</td>
<td>Cloud Deployment</td>
<td>On premise, Cloud Deployment</td>
<td>Cloud Deployment</td>
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<td>On premise, Cloud Deployment</td>
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<td>Omni-Channel</td>
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<td>Pricing</td>
<td>Free Bots Free support Free interactions</td>
<td>Must contact sales</td>
<td>Free Enterprise (Not Free)</td>
<td>Free Enterprise (Not Free)</td>
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<td>Languages Supported</td>
<td>Platform: 8 NLP 130</td>
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<td>50</td>
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<td>Model / Sector</td>
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<td>Bot Store</td>
<td>Yes Template: 50 Directory: 3000</td>
<td>Yes Directory only</td>
<td>❌</td>
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<td>Script</td>
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<td>Targeted Clients</td>
<td>Suitable for small to mid to big companies Anyone can build</td>
<td>Developers oriented</td>
<td>Not sector oriented</td>
<td>Developers oriented</td>
<td>Developers Oriented Only</td>
<td>Developers Oriented Only</td>
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<tr>
<td>Weaknesses</td>
<td>Relatively New</td>
<td>Complex User Interface Unfriendly GUI No Customer Support</td>
<td>No NLP Only Two Channels</td>
<td>No NLP No Omni Channel</td>
<td>Platform Complex to use Expensive Not a good fit for SME</td>
<td>Platform Complex to use Expensive Not a good fit for SME</td>
</tr>
<tr>
<td>GUI-Based Bot Builder</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>✔️</td>
<td>❌</td>
</tr>
</tbody>
</table>

Not sure which Platform to search for? Which features of a platform are important?
Chatbot Use Cases per Industry
ChatBot Use Cases For Every Industry

See how chatbots can impact every industry and how bots help:
- They chat with customers to complete tasks, personally guide purchases, and deliver real-time service
- They engage 24/7 in all the communication channels customers already use
- They require no code and SnatchBot platform offers its own NLP capabilities
- They learn over time, so the bot anticipates future needs, dynamically builds relationships, and uses data and insights to increase conversion and loyalty

**Brands**
- Entertainment
- Sports Team
- Event Assistant
- Artists
- Media
- Publishers

**E-Commerce**
- Business Purchases
- Shop Locator
- Shopping
- Product Information
- Food Delivery
- Personal Shopper

**Healthcare**
- 24/7 Help Support
- Website Guide
- Home Care Assistant
- Patient Portal
- Scheduling Assistant
- Virtual Caregivers

**Financial & Legal**
- Retail banking
- Asset Management
- Private Banking
- Fintech
- Finance
- Markets and Exchanges

**Hospitality**
- VIP Concierge
- Restaurant
- Hotel
- Events
- Bar
- Travel

**Customer Service**
- Utility
- Insurance
- Retailers
- Telecom
- Call Centers
- Financial Institutions
ChatBot Use Cases For Every Industry

See how chatbots can impact every industry and how bots help:

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**IOT**
- Smart Homes
- Heart Monitors
- Smart Cities
- Smart Devices
- Connected Cars
- Wearables

**Insurance**
- Account Updates
- Virtual Assistant
- Track Policy Updates
- Manage digital Claim
- Care Advice
- Provider Searches

**IT**
- Self Service Support
- Collect Network Data
- Report Incidents
- Remedy Technical Issues
- IT Service Management
- Report to IT Staff

**Government**
- Civic Engagement
- Housing Services
- Gov-Related News
- City Info Request
- Conduct Polls
- Public Health

**Education**
- Teacher Assistant
- Student Centered Feedback
- Automatic Essay Scoring
- Spaced Interval Learning
- Student Rating
- Course Assessment

**Airline**
- Real Time Promotions
- Travel Advice
- Automated Customer Service
- Activity Notifications
- Booking Process
- Real-Time Support
Financial & Banking: Practical Examples on how Bots can help

Whether your focus is retail, commercial, or investment banking, or fintech, bots can provide a conversational and engaging experience for your customers and/or employees. Companies using chatbots attract new customers, drive more sales per customer, and cultivate loyalty in the digital age.

**Retail banking**
- User and Account registration
- Dual factor authentication
- Branch and ATM locator
- Spending analysis
- Apply for new services and request checkbook, call back
- Report lost or stolen card

**Wealth and Asset Management**
- Intelligent Risk Assessment questions
- Portfolio rebalancing suggestion
- Portfolio performance analysis
- Mutual fund and equity transactions

**Markets and Exchanges**
- Currency rates data and rate alerts
- Real-time financial market data

**Fintech: Payments and Transfers**
- Client on boarding
- Transfer money to own account
- Transfer money to third party
- Bill payment
- Add/modify/delete payee
- P2P and Recurring payment
- Currency rates data and rate alerts
- Real-time financial market data

**Lending and Financing**
- Mortgage offering that fits your profile
- Monthly loan statement and more

**Blockchain Transactions**
- Bitcoin
- Ethereum
Benefits of Employing Bots in Healthcare

Below are just some of the capabilities and functions that bots can perform or facilitate, specifically as they relate to the healthcare sector:

- Provide answers to frequently asked questions quickly and efficiently
- Schedule appointments and consultations
- Track patients’ care to reduce readmissions
- Send alerts and notifications for prescription refills and care guidelines
- Streamline admission, discharge and transfer requests
- Alert care teams of urgent changes in patients and emergencies
- Send and receive referrals
- Update record systems with patients’ medical history
- Signal hospital staff if patient needs assistance
- Allow the exchange of data from currently disparate health systems
- Automate data entry to significantly reduce error and avoid double entry
Practical Examples on how Bots can help in E-commerce

**B2C (Business to Client)**
- Client on boarding
- Greetings and help
- Search for products
- Refine search results by price, colour, and more
- Purchase products (checkout)
- Track order status and shipping
- View order history
- Personalized Offers
- Advertise special promotions
- Request human customer service agent
- Ask questions (FAQs)

**B2E (Business to Employee)**
- Lead and Contact Management
- Create new lead or contact
- Update contact details
- Assign lead to sales representative
- Convert lead to contact
- Assign contact to account
- Get notified when new lead is assigned to account
- Get notified when new account is assigned to an employee
- View contact details
- Create appointment with lead or contact
- Get notified of upcoming appointments
- View daily appointments and follow-up activities
- Send email to contact with support for templates
- Quote Management
- Account Renewals
ROI Potential for a company using chatbots
The Return On Investment (ROI) Potential for a company using chatbots

To understand the unique revenue growth and cost reduction potential with bots, it’s important to consider both the direct-to-consumer and workforce advantages.

Customers want to connect and engage with their favourite brands. Yet, brands providing great sales and service experiences are now in the minority, which leaves millions of customers worldwide yearning for something more. Conversely, for companies leading in customer engagement, there are tangible returns.

Increasing customer engagement often lead to higher profit margins, increased advocacy rates, and higher loyalty than companies missing opportunities to deliver quality services. The essence of customer engagement is personalization - humanized interactions that make customers feel like they’re doing business with a real person instead of a company.

Direct advantages
1. Increase your Brand and Customer Experience with a new, engaging, conversational style to win customers over
2. Customer data, history, and patterns captured for future cross-sale (via Analytics)
3. Competitive positioning is ensured to help defend against social media channels and competitors vying for customers

Cost Reduction using chatbots:
While there is a general agreement that chatbots will enable businesses to reduce costs, there is no universally methodology to quantify this. Let’s consider a bot which has served for call center purposes to the portfolio of tools of a 200-strong customer service team, using the SnatchBot Platform. Based on the information we have collected, our customer had:

<table>
<thead>
<tr>
<th>Customer Service team size</th>
<th>200 employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual average loaded cost per employee</td>
<td>$50,000</td>
</tr>
<tr>
<td>Average one-off cost to hire new employee</td>
<td>$5,000</td>
</tr>
<tr>
<td>Staff turnover rate</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Breakdown of all service and support enquiries:**

- *Enquiries from existing customers that a bot can potentially solve* | 40% |
- *Other Enquiries from existing customers (must be dealt with by a team member)* | 40% |
- *Enquiries from competitors’ customers (must be dealt with by a team member)* | 40% |
- How many people would switch to using a bot (1) | 20% |
- Potential increase in enquiries from non-customers given enough people on the team (2) | 25% |

(1) Parameter given to us assuming some users aren’t ready to use chatbot as yet. 20% is a reasonable conservative estimate, but in reality this is likely to be a higher number and will reach close to 100% in the near future.

(2) Assumption given by our customer. Important because enquiries from non-customers are a driver of new customer acquisition in many businesses.

Based on the above numbers, adding a chatbot through the SnatchBot platform to the customer service teams’ solutions portfolio will result in **annual labour and recruitment costs savings of $330,000** (because 6 people would not need to be replaced) and **25% increase in new customer acquisition**. If enquiries from non-customers are not expected to grow, then annual cost saving will amount to $880,000 because 16 people would not need to be replaced.
The Return On Investment (ROI) Potential of Companies Bots

Examples of Direct-to-consumer ROI:

**Case Profile with Bots**

**Large eCommerce Company**
- $500M annual sales from web and mobile
- Average transaction value: $100

<table>
<thead>
<tr>
<th>Year</th>
<th>Improvement in conversion %</th>
<th>No. of additional transactions</th>
<th>Potential Revenue Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>1%</td>
<td>50K</td>
<td>$5M</td>
</tr>
<tr>
<td>Year 2</td>
<td>2%</td>
<td>100K</td>
<td>$10M</td>
</tr>
<tr>
<td>Year 3</td>
<td>4%</td>
<td>200K</td>
<td>$20M</td>
</tr>
<tr>
<td>Year 4</td>
<td>7%</td>
<td>300K</td>
<td>$35M</td>
</tr>
<tr>
<td>Year 5</td>
<td>10%</td>
<td>500K</td>
<td>$50M</td>
</tr>
</tbody>
</table>

As depicted on the left, a large E-commerce company with $500 Million annual sales with an average transaction of $100, can significantly increase its revenue using the SnatchBot platform.

By improving the customer experience through chatbots, this e-commerce company can increase its conversion rate year after year. A 1% increase in conversion rate will be translated into a $5 Million potential revenue increase in just one year. The conversion rate will improve year on year and could potentially generate $120 Million over 5 years.

**Potential revenue increase of $120 Million over 5 years**

**Case Profile with Bots**

**Large Airline Company**
- $1Bn annual sales from web and mobile
- Average transaction value: 300

<table>
<thead>
<tr>
<th>Year</th>
<th>Improvement in conversion %</th>
<th>No. of additional transactions</th>
<th>Potential Revenue Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>1%</td>
<td>40K</td>
<td>$10M</td>
</tr>
<tr>
<td>Year 2</td>
<td>2%</td>
<td>80K</td>
<td>$20M</td>
</tr>
<tr>
<td>Year 3</td>
<td>4%</td>
<td>160K</td>
<td>$40M</td>
</tr>
<tr>
<td>Year 4</td>
<td>7%</td>
<td>280K</td>
<td>$70M</td>
</tr>
<tr>
<td>Year 5</td>
<td>10%</td>
<td>400K</td>
<td>$100M</td>
</tr>
</tbody>
</table>

Using the SnatchBot platform, an Airline company with $1 Billion annual sales with an average transaction of $300, can significantly increase its revenue.

By improving the customer experience through chatbots, this Airline company can increase its conversation rate year after year. A 1% increase in conversion rate will be translated into a $10 Million potential revenue increase in just one year. The conversion rate will improve year on year and could potentially generate $240 Million over 5 years.

**Potential revenue increase of $240 Million over 5 years**

**Example of Workforce ROI:**

**Case Profile with Bots**

**Mid-size Company Sales Team (100 reps)**

**Initiative: Sales Automation**
- Number of Sales Opportunities closed per rep/year=20
- Average transaction value = $75,000
- Average time wasted on CRM admin tasks per rep/week = 4 hours

Each person spends on average 4 hours per week on admin. Using a chatbot, the same employee could use those 4 hours to increase sales turnover.

Given the employee does 20 deals a year, with the average deal value being $75k, this generates $1.5m. With the chatbot allowing 10% more deals, each employee averages an extra $150k: across the 100 sales staff, that’s a gain of $15 Million.

**Total Net Productivity Lost Without Chatbot = $15 Million.**
Conclusion
Conclusion

SnatchBot enables companies to add AI technologies at no cost with no coding skills required to bring them to the forefront of a real digital customer strategy.
Snatchbot's Bot-Building Platform is Free

- Unlimited Free Bots
- Unlimited Free Messages
- Unlimited Support

It's Absolutely free - Artificial Intelligence made easy with no coding skills required.

Users can remove SnatchBot's branding from the bot's Persistent Menu and get Premium Support via our Pro Plan Pricing starting at $30 per month which includes the first 10K messages for free.
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14. According to MindBowser