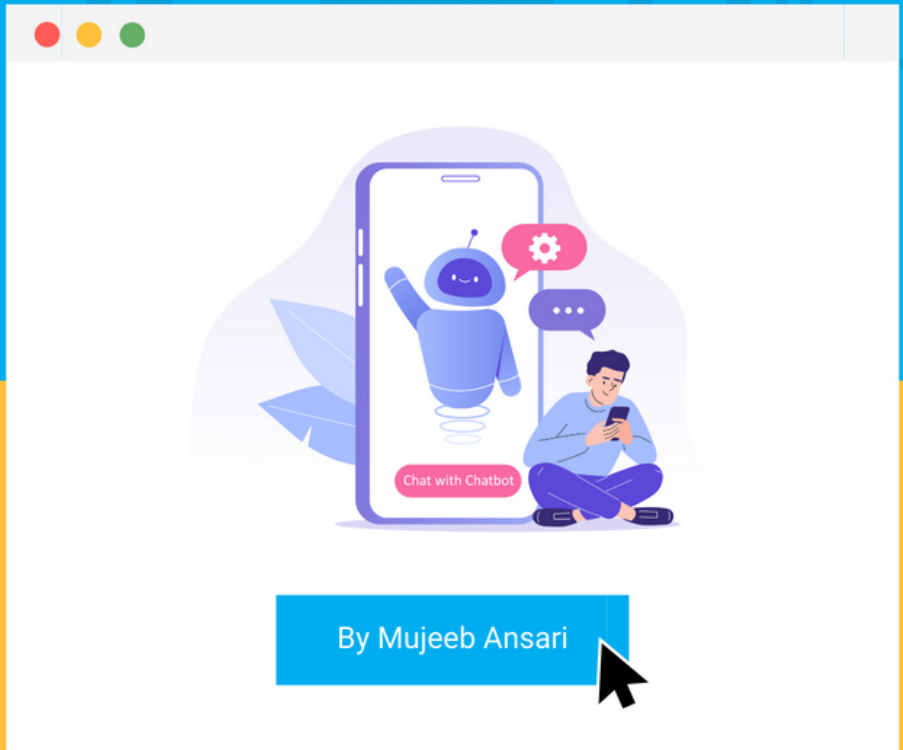


CHATBOT TECHNOLOGY



By Mujeeb Ansari

**LEARN TO CREATE CHATBOT,
EASILY :)**

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Introduction

With sites like Facebook, Amazon and Instagram opening their platforms to automated messaging for companies, chatbots have really exploded in popularity. In 2020 , the chatbot market was valued at \$17.17 billion , and it is projected to reach \$102.29 billion by 2026, There was also 67% increase in chatbot usage between 2018 and 2020.

You've probably seen chatbots in actions . They are on a wide range of sites, from significant corporate store to a mobile phone service provider or on mobile apps.



At first, you might think you're talking to a real person. Usually, a popup appears with a image of an agent, along with a name. The "agent" asks something like, "How can I help you " or "Do you have any questions ?" .

Chatbots use artificial intelligence that is often quite advanced to answer many questions a user might have, and in the event that the Chatbot is unable to help the user, it will usually ask the user to call, email, or fill out a support form, or perhaps to check a F.A.Q. page.

Chatbots are quite advanced, and lots of them can almost manage to fool users into thinking they are talking to a real person. This is beneficial, because it allows companies to lower their overhead by using chatbots to replace customer service agents in many circumstances, and only when the chatbot is unsuccessful in helping the customer than a real agent must step in.

Chatbots have a few drawbacks, but they also have many benefits. In this guide, you're going to learn more about types of chatbots ,benefits, drawbacks and how they help in marketing , ways to use chatbots.

So let's get started.



Two main types of chatbots :

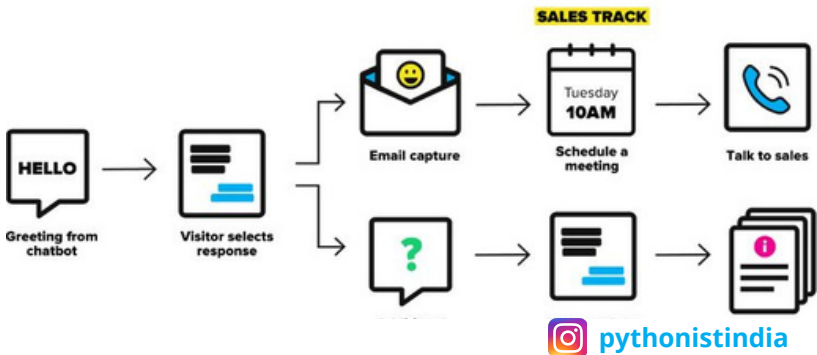
1. Rule based chatbots
2. Artificial Intelligence

Rule-based chatbots vs AI Chatbots:

Rule-based chatbots became extremely popular after Facebook launched its Messenger platform, where chatbots allowed businesses to perform automated customer support.

Such types of chatbots are used for answering simple questions, for instance, when it comes to booking a table in a restaurant, buying tickets to the cinema, or using online delivery services. Guided by a decision tree, the customer is given a collection of predefined options that lead to the desired answer.

HOW A RULE-BASED CHATBOT WORKS



Rule-based chatbots are often split into two tracks:

A sales track for capturing contact details, setting up a call or a meeting; and a support track for giving generic answers or sending a website link containing the necessary information.

In most cases, these types of chatbots are built with a graphical interface reacting to the user pressing a specific button that activates the next layer of the decision tree.

AI chatbots, on the other hand, use natural language processing (NLP) technologies to understand the intent behind the question and solve the customer's problem without any human assistance.



HOW AN AI CHATBOT WORKS

Customer



"Hi, I am planning to go abroad and I want to use the internet and make calls, can you help me out?"

Text Classifier



AI Classifies the intent "Roaming Inquiry"

AI Chatbot



"Which specific region are you interested in?"

Customer



"I am going to Spain"

API Integration



API integration and business logic

AI Chatbot



"I have checked your number and can activate roaming for the selected region. Do you confirm this operation?"



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A customer can ask the bot about any issue by writing it with in the same way as if asking a human agent. The bot uses a text classifier to identify the intent and understand the meaning behind the question.

The next step involves creating a sequence of additional questions and answers using the dialogue tree that helps to specify the exact issue the customer wants it to be solved .

NLP models help an AI chatbot to identify many hundreds of different questions making it very useful not just for big enterprises in branches like Telecommunication, Banking and Insurance sectors, but also for the general Public sector, as it is able to serve thousands of customers automatically and perform complicated tasks on its own.

Benefits of Chatbots:

Chatbots are very useful for a lot of different applications from simple user contact, to answering questions, and even helping the sales process along.

One of the biggest benefits of using Chatbots is that you can have fewer actual employees, because chatbots can take care of a lot of issues that might take up time from paid employees. This frees up paid employees for more important tasks, and allows them to have more time to help customers with major issues.

This benefits customers, too, because they can get answers to questions and help them with problems much faster than they could if they ended up contacting customer service through traditional means.

Bots can also provide you extremely valuable information about your customers if you log those conversations and analyze them, because you can see the types of questions they are asking. Never overlook those logs as a way to find out more about them.

Drawbacks of Chatbots:

Of course, chatbots have a few drawbacks, too. No technology is perfect, and bots are no exception. The biggest drawback is that artificial intelligence, no matter how advanced it may be, is not yet at the level that can replace actual humans.

This inevitably leads to failure to help customers sometimes, which may end up frustrating the user enough that they leave your site. This is rare, but it can happen, so you must make sure your chatbot can direct customers to live help when needed.

Many bots are poorly programmed because they have been rushed to market to take advantage of the surge in chatbot use, so you must be on the lookout for this, as well.

The cheapest solution isn't always the best, so it's vital that you test your chatbot thoroughly to make sure there are no problems with it that could end up frustrating your customers.

Are Chatbots Right For You?

Chatbots aren't right for every business. If you find that you don't have a lot of contact with customers normally, you may not need a chatbot. But, on the other hand, if you do have a lot of contact with customers, or if you find you have a lot of shopping cart abandonment or your customers tend to ask a lot of questions or need additional help, a chatbot just might be perfect for your needs. Here are some situations where a chatbot might work for your business:

1. Your customer service agents are overwhelmed.

If you find that your agents are overwhelmed by the volume of help requests you get daily, especially if the are simple requests that could easily be taken care of by a bot, it makes perfect sense for you to use one.

2.You have a high rate of shopping cart abandonment.

If you find that a lot of people are abandoning their shopping carts or leaving your site without converting into email subscribers or buyers, a chatbot might help by asking the customer what went wrong Chatbot Marketing Mastery when they try to leave your site, and then guide them through the process so they can complete the conversion.



3. Customers keep asking the same questions over and over.

Let's face it, customers rarely read F.A.Q. pages. Sometimes you may wonder, "Why even bother having a F.A.Q. page? It seems like nobody reads them!" And that's true. But chatbots are a great way to get more people to find out the answers to simple questions without wasting your or your agents' time. You can program common questions into your bot and let it answer those questions.

4. Your business is oriented toward service.

If you're in an industry that is notoriously service-centric, such as the travel industry, for example, chatbots can go a long way toward helping customers get assistance while alleviating some of the initial work that agents might otherwise have to deal with.

These are just a few examples, but hopefully you're beginning to get an idea of whether or not a bot might be a good fit for your business.

Ways to Use Chatbots

There are many ways to use chatbots for business, and companies are thinking of new, innovative ways to use them all the time. Let's take a look at a few ways chatbots can benefit your business.

Content Delivery

A lot of companies are using chatbot technology to deliver content in a new and interesting way. Websites such as CNN are sending interesting articles to visitors through messaging apps.

Since so many people are using messenger apps like Facebook and Instagram on a regular basis, delivering content straight to the platforms they're already using just makes sense. This allows companies to reach readers even if those readers aren't coming to their site daily.

Making Sales

Companies like Dominos and Taco Bell are making use of chatbot technology by allowing customers to make purchases directly through their bots via text message or platforms like Facebook Messenger.

This is beneficial to companies like Dominos because it keeps stores from being inundated with so many phone calls during peak times, and it's beneficial to their customers because it's often faster and less frustrating than calling or using the website. All sorts of businesses can benefit from using a chatbot to assist in making sales, by offering personalized product suggestion based on input from customers.



Customer Service

The most common use for chatbots is for general customer service, such as answering basic questions, making suggestions, directing problems to appropriate departments, and more. This is a great for chat bots, because they can programmed with specific responses to your most frequently asked questions and keep you and your employees from having to field a lot of questions that could have been answered by the bot. Chatbots can improve user experience, too.

Customer's love getting an answer in seconds without having to wait on hold for a live person or sending an email and waiting hours or days for a response. Studies have shown that 51% of people believe a business should be available for customer support 24/7.



They don't appreciate companies operating in normal business hours anymore. In the days of microwaves and overnight shipping, patience is growing thinner and thinner.

If your company takes 12 hours to answer an email, and your competitor answers a simple question at two o'clock in the morning, whom do you think they will buy from? Whom would they feel most loyal to? 45.8% of people would rather contact a company through messaging than through email. They know email can be slow. They'd rather use a method that gets faster, easier results.

49.5 would rather contact a company through messaging than telephone. No one likes waiting on hold, and some people don't like speaking on the phone.

Messaging is easier for those people. The bottom line is that people want chatbots. They save them time and frustration, and in return, it saves you time and money. It's a win-win situation.

Conclusion:

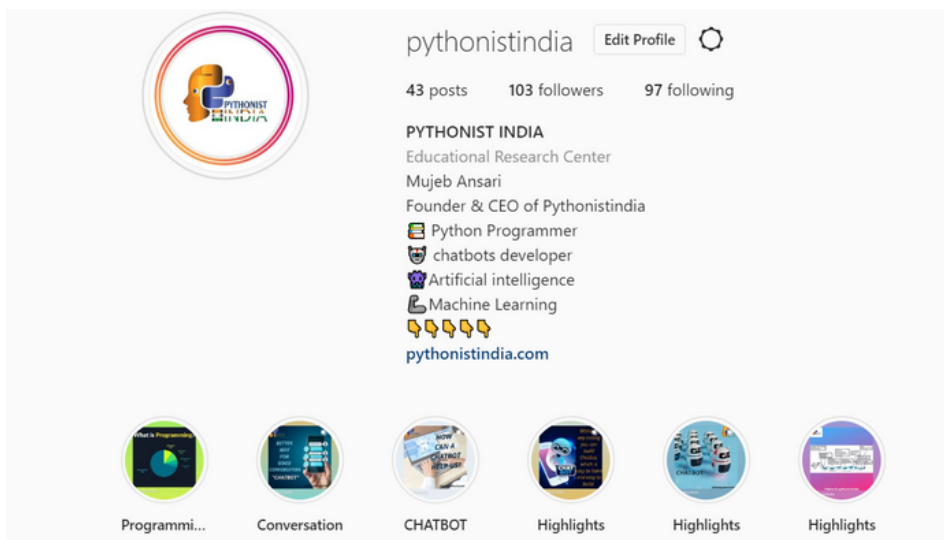
Chatbot usage has exploded during the pandemic as organizations look to bridge emerging gaps in customer service and onboarding .When it comes to customer service, people have the same expectations.

As technology continues to improve more and more users will be willing to use chatbots in their everyday life as it helps to save time and solve their issue without delay.


Soon we are launching **CHATBOT TECHNOLOGY 2.0** which will contain all practical scenario tools and techniques to be done to built a chatbot.

<https://pythonistindia.com/>

If you are really interested in learning chatbot and want to build chatbots you can connect us @ pythonistindia.com



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