

Dissecting a Smart Chatbot

Four Technology Components for Successful Customer Experience

Enterprises can use artificially intelligent chatbots as virtual assistants to replicate the effectiveness of their best agents, reducing customer frustration and wait times.

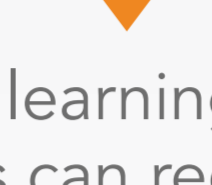
But, don't be fooled. Not all chatbots are up for the job.

Here are **four things** to look for to ensure your chatbot has what it takes to improve your customer's experience and your company's performance.

1 Natural Language Processing

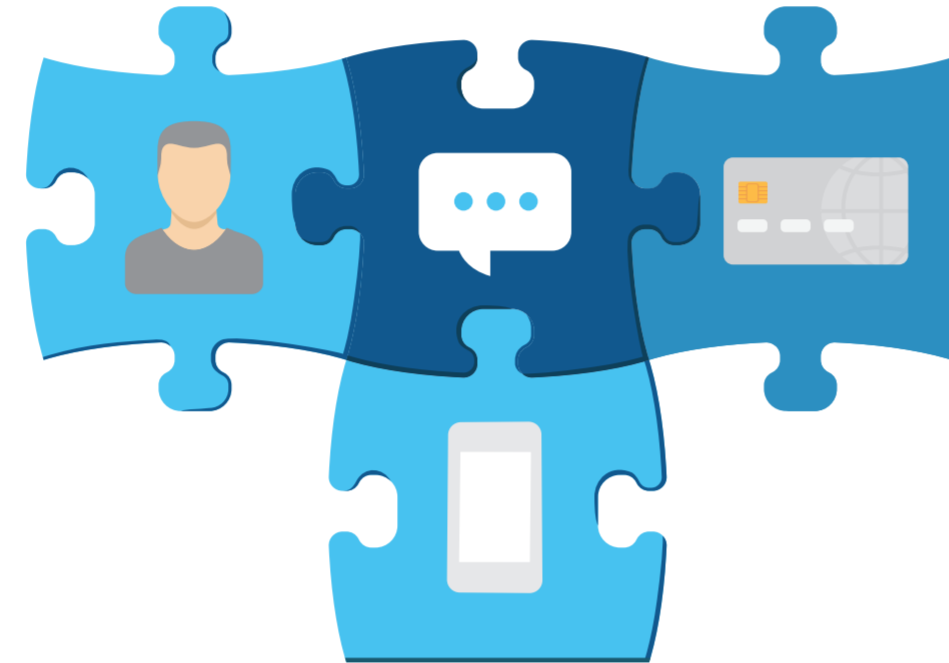
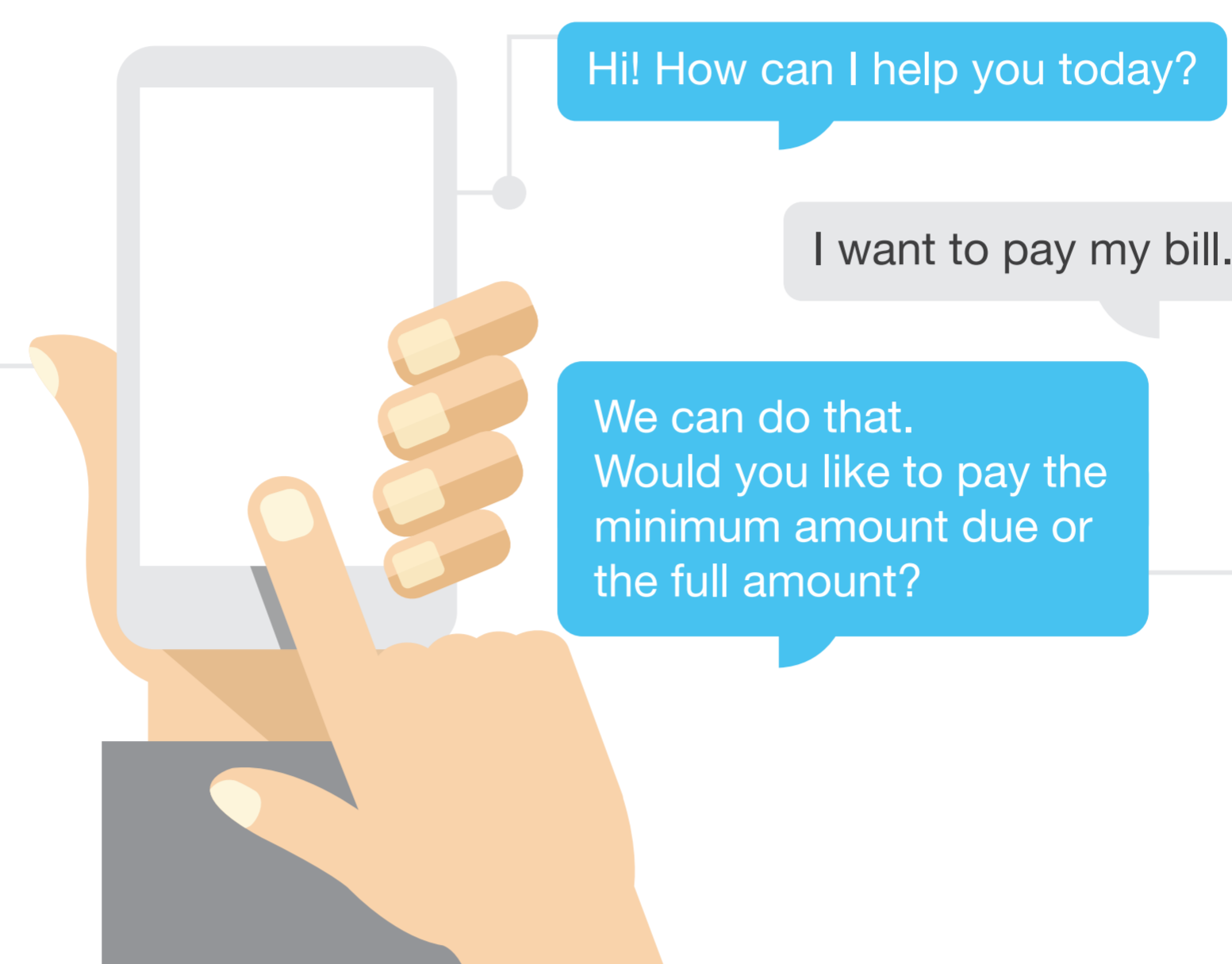


Artificial intelligence allows your chatbot to understand human language and respond efficiently.



Machine learning chatbot models can recognize **tens of thousands**

of customer messages, classify requests, and map needs to the right answers.



2 Intent Prediction

A smart chatbot learns contextual customer information, such as profile, behavior, and transactions, and predicts customer needs.



Over time, as your chatbot continues to process large amounts of structured and unstructured data, it becomes even smarter about intent.



Hi, Sarah! Welcome back to Acme.com. Would you like to know when your most recent order was shipped?

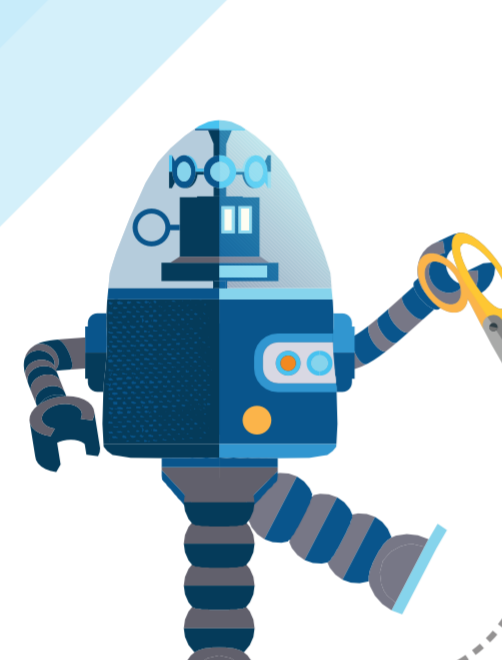
Yes, that's what I'm interested in.



Okay! Your order shipped on March 20 and is expected to arrive on March 23. Would you like to see the tracking information?

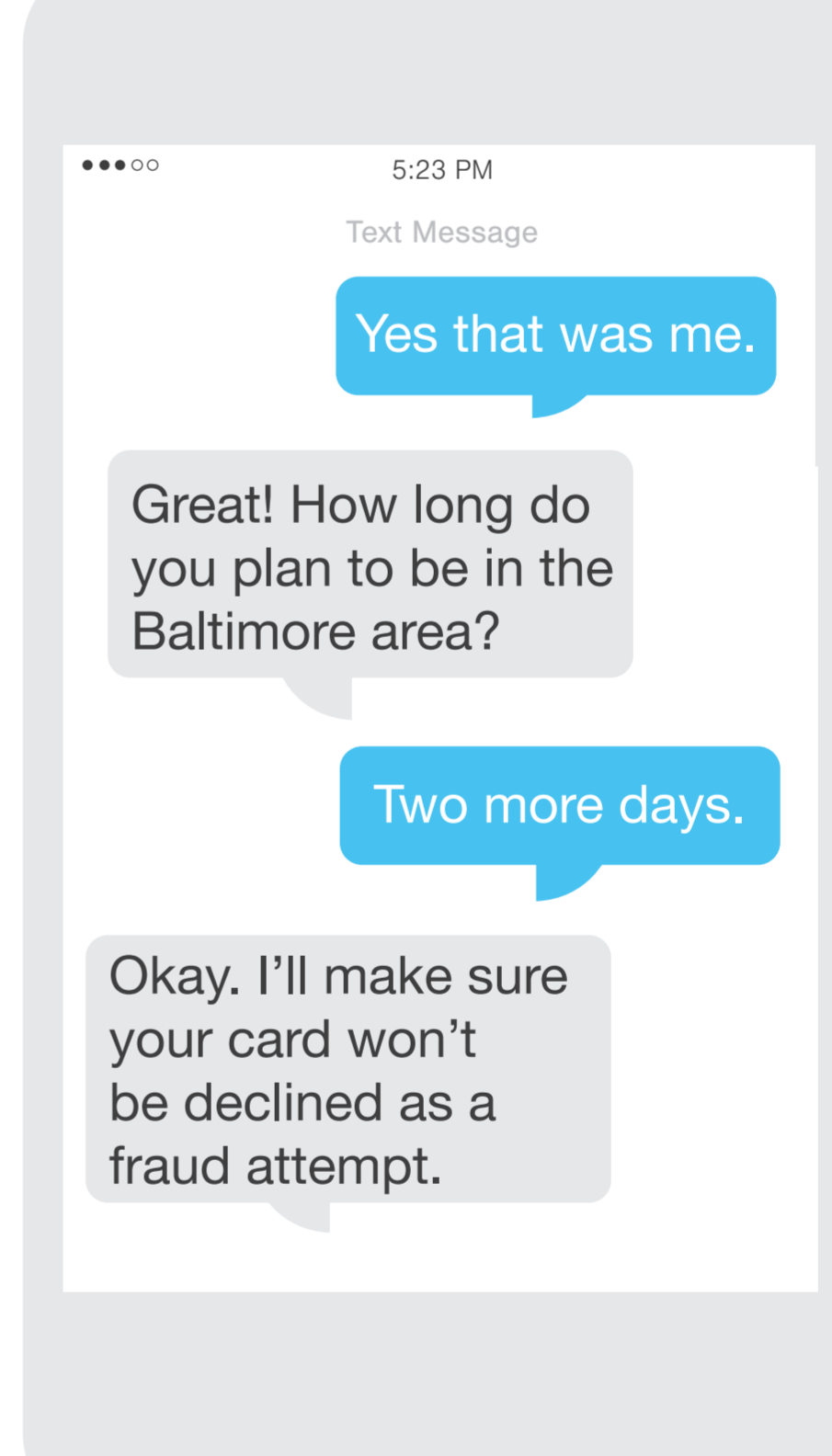
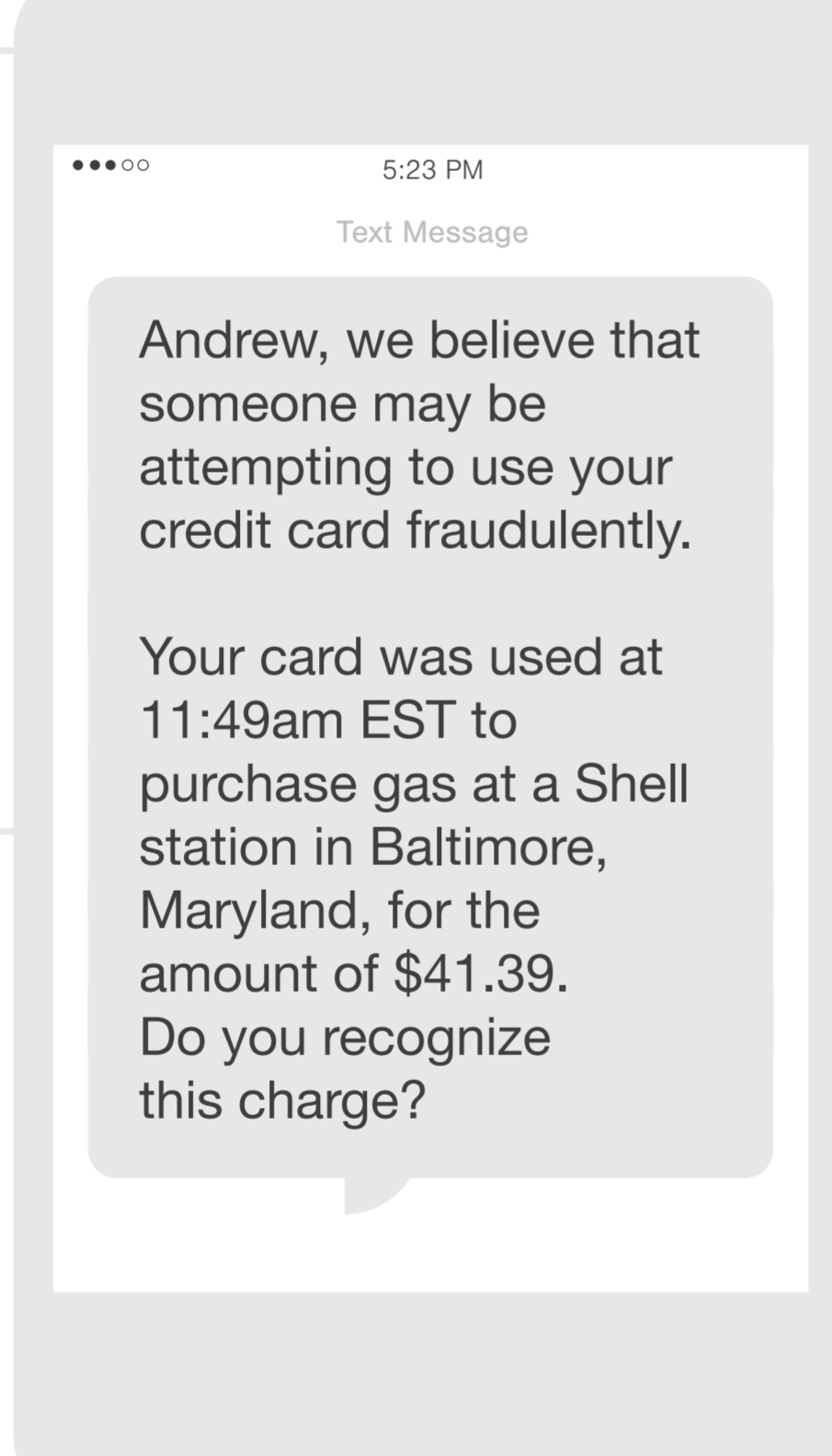
3

Content Personalization



The chatbot captures a customer's identity in real time to personalize interactions tailored to customer preferences and interests.

Machine learning helps chatbots construct the optimal responses to specific customer situations.

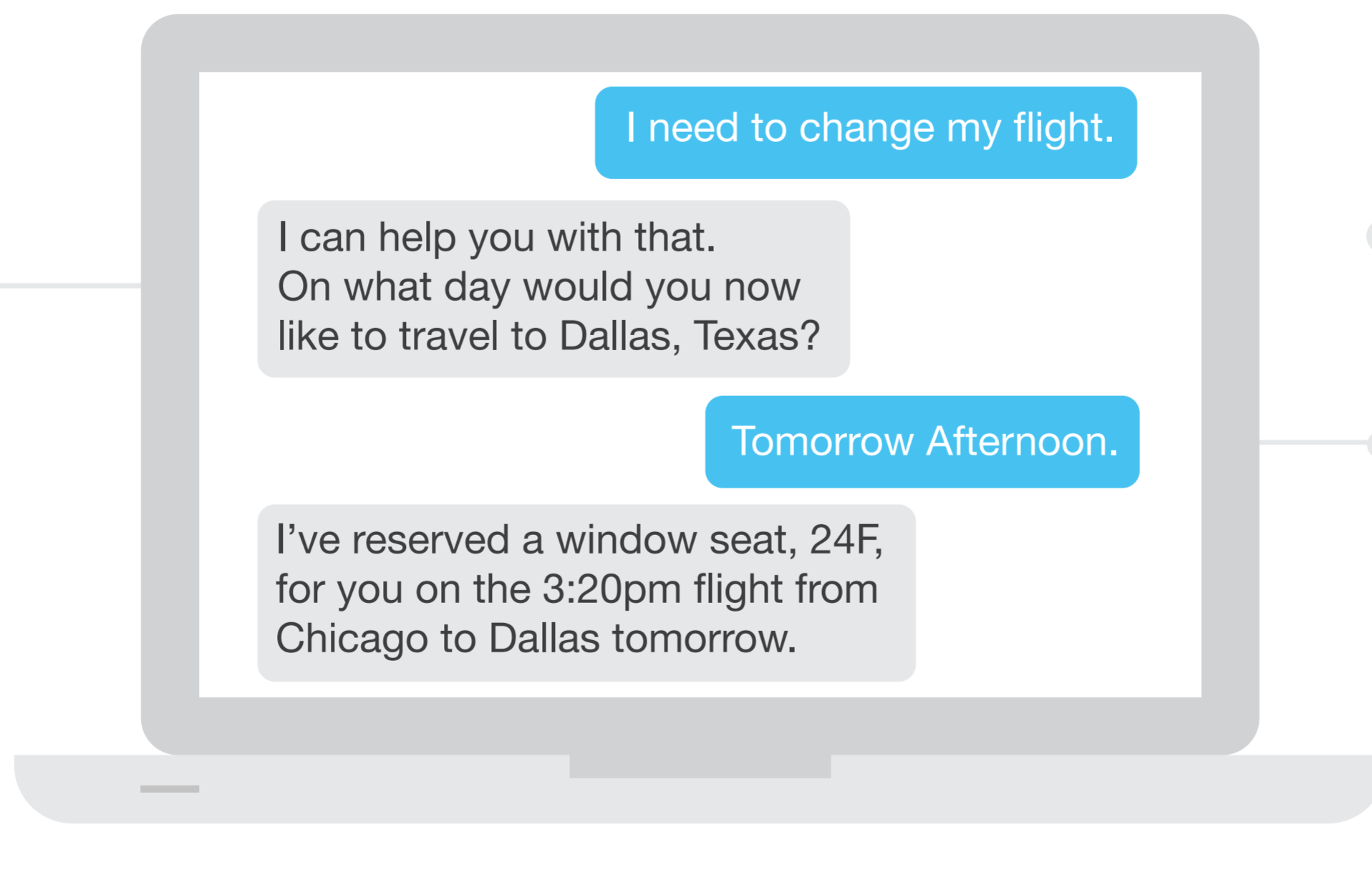


4 Conversation Automation

Data- and rules-driven technologies provide the chatbot with language skills exhibited by humans, including the ability to disambiguate word sense, clarify context, and problem-solve.



The chatbot can converse in humanlike ways to guide a customer through a specific business process.



Want to learn more about chatbots? Read our eBook:



EXECUTIVE PRIMER:
Your Best Agent Is a Chatbot
Everything You Should Know About Chatbots for Customer Engagement

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www.247-inc.com
queries@247-inc.com

USA +1.855.692.9247
CA +1.866.454.0084
UK +44.0.207.836.9203
AUS +61.2.90025780

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