



WHY SHOULD AI ROBOTICA USE CHATBOT TO IMPROVE THE HEALTHCARE, RETAIL AND HOSPITALITY SECTORS?

PREPARED BY ANAKIMS VARGHESE FOR
AI ROBOTICA

We the tech-savvy people of this generation have at least once had the experience of misbehaving internet or slow speed, or the service provider company deducts money from your account balance for that ringtone you did not wish to set! Then commences the battle of connecting to the customer care representative through a hundred options available on the IVR! And finally after all the trouble, you connect with the agent, and your patience is at its lowest and your anger at its peak with you receive upshots like 'sorry for the inconvenience caused but we cannot help you'!

Now suppose instead of this lengthy process, you could just drop a text on their Facebook Messenger and get immediate assistance?! Impossible, you say? Chatbot, I reply!

What is a Chatbot?

Chatbots are a service powered by Artificial Intelligence (AI), which interacts with the general public via the chat interface, hence the name. With a growing interest in AI, there has been a growing interest in the development of Chatbots in an attempt to make it more intelligent, more accurate and the most importantly, sensitive to the sentiments of the people they are dealing with.

With more and more organizations like Microsoft, Facebook, Chat messengers (WeChat, Viber, Skype, etc.) and even banks using and integration Chatbot in their services, it has become an integral part of customer-service provider interface. According to a survey done in Nov 2016, with participants between the ages of 14 to 54, it was found that 75.6% people use Facebook messenger over other messaging apps like Skype, Viber, and Hike.

Thus by introducing a customized, intelligent and sensitive Chatbot on Facebook Messenger, there is a higher rate of success than on any other chat window!

LET'S ELABORATE 5 REASONS WHY AI ROBOTICA SHOULD USE CHATBOTS TO IMPROVE HEALTHCARE, RETAIL AND HOSPITALITY SECTORS:

1. Customer loyalty:

With growing competition in every sector, healthcare is not left unaffected either. With new and effective cures and treatments being available every day, we mustn't forget what healthcare stands for, humanity, patience and a sense of wellness! Chatbots are an effective media of communication between a doctor and a patient, but virtually!

By introducing Chatbots, the patient can not only achieve a sense of been understood by what they would term to be 'a real genuine person on the internet', even when they know it is just an intelligent machine which can process data and provide with help and advice as per the data they enter. This helps build brand loyalty among the patients, who understand that there is an alternative way to healthcare then taking long appointments or rushing to the doctor for trivial issues like a cold!

2. 24/7 response team with no error window:

Chatbot, unlike humans, is a machine, thus there are no chances for the machine to take a break or be away from their desk and miss any inquiry posted by a customer online. Thus the chances of communication being missed, delayed or any other such errors are eliminated. The Chatbot being programmed in such a way as to respond immediately at any given time, 365 days a year, makes it a hit among the impatient public who require immediate assistance! This helps to boost the healthcare, retail or hospitality provider to be among the 1st preference that people choose from!

3. Money Saver:

According to recent Juniper research papers, it suggests that Chatbots have saved around 20 million dollars by the end of 2017 in customer service and might go up to 8 billion dollars by 2020!

By being a personal attendant for your healthcare needs, Chatbot can not only help assist patients in the best healthcare facilities but also suggest remedies for common ailments.

In the field of hospitality, where addressing each and every call in the queue regarding a hotel booking, travel queries or cancellation may take its toll on the customer care executive. With Chatbot, the cost of hiring an army of customer care executive goes down tremendously, thus saving billions for an organization and still having a good response from the customers!

4. Data analysis for better service:

With infinite important data being entered in a Chatbot every day, data analysis of the most sort after questions, like finding a drug store which sells a particular medicine, best rated doctor for an ailment or a hospital with special equipments for the healthcare sector, the best hotels serving authentic food or the cheapest travel rates for the hospitality sector and other such FAQs can be used as data bank to keep your website up to par with what most people want to know.

Thus avoiding unnecessary interactions and making such valuable information easily accessible on the internet. This can help reduce the bounce rate and increasing the traffic to your website!

Conclusion:

By introducing Chatbot in retail, hospitality and most importantly healthcare, and by giving it a human-like personality, not only does it give the person a feeling of an intelligent human interaction, but with sentimental analysis, we also give these machines a human side which is caring and sympathetic, a need in the time of pain or anxiety of an ailment. Thus Chatbot is a boon to help make the human-machine interaction more genuine and approachable.