

A large, dark, and billowing mushroom cloud from a nuclear explosion serves as the background for the text. The cloud is centered and dominates the upper two-thirds of the image. The overall tone is dark and dramatic, with the white text providing a stark contrast.

AN INNOVATOR'S GUIDE TO CHATBOTS

OR: YOU KNOW YOU NEED A CHATBOT, SO HOW CAN
YOU CONVINCE YOUR ORGANISATION TO BUILD ONE



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AVAILABLE NOW

HOW TO CONVINCE YOUR
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HOW TO START THE PROCESS OF
BUILDING A CHATBOT



1

WHO IS THIS GUIDE FOR?



YOU?

WHO IS THIS GUIDE FOR?


THE INNOVATORS, THE TRAILBLAZERS, THE VANGUARD

Those of you who understand that the future is coming toward us at an alarming rate and it is time to face it head on.

The people that see disruption as opportunity, that know that technology cannot be ignored, it should be embraced.

If phrases like *“Millenials spend 18 hours a day consuming content”,*
“By 2020 the voice shopping industry will be worth over \$40BN” and
“In seven years there will be 3BN more brains with access to the internet” don’t
surprise you then this guide is for **YOU.**





2

WHY ARE CHATBOTS SO
PERFECT FOR TODAY'S USER?



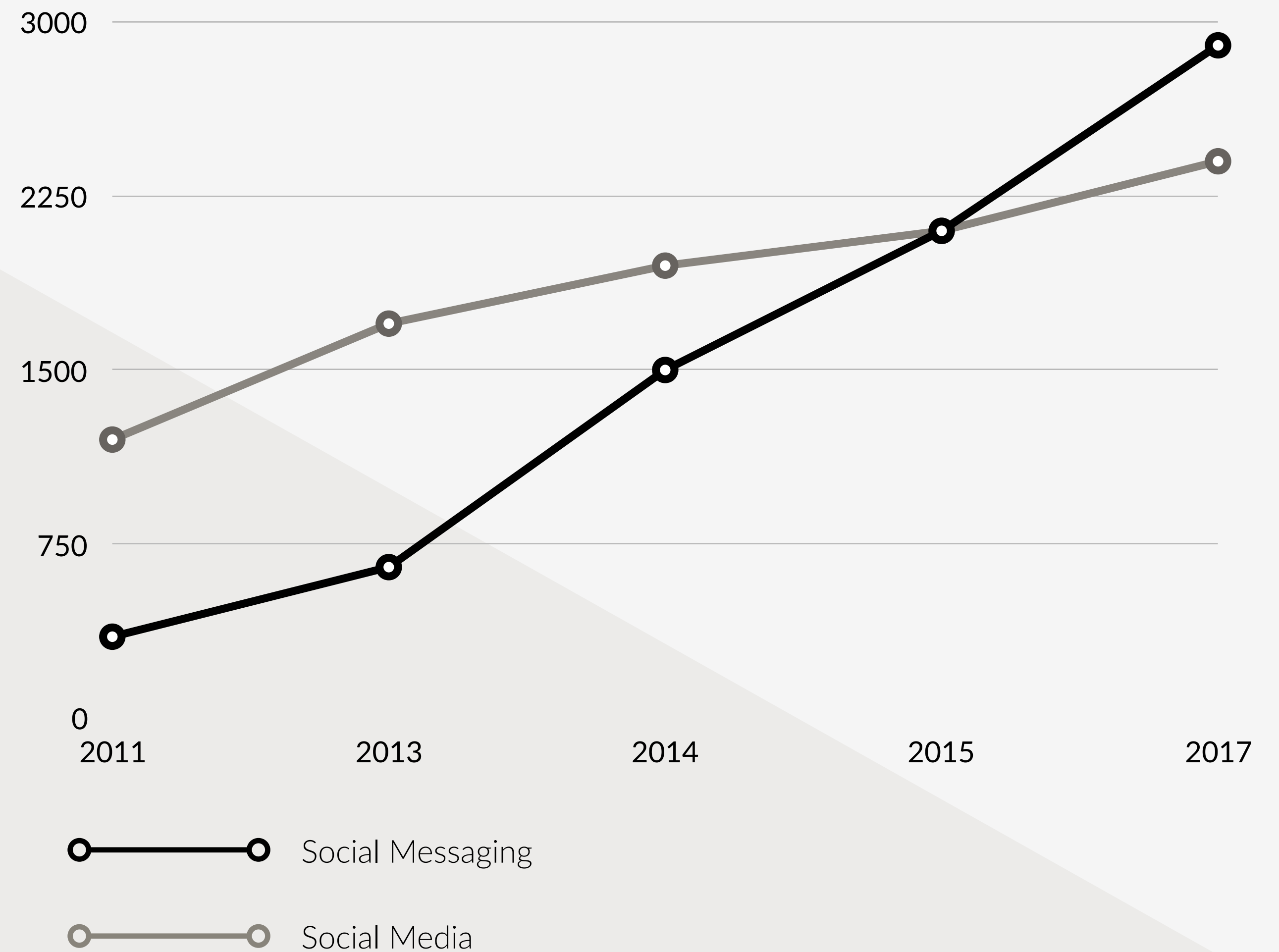


- Mobile & social apps usage is growing year on year
- Average attention span of users are 6-8 seconds. No one wants to browse a website for information anymore
- We spend on average 64 minutes per day using messaging apps
- Engagement levels through apps like Facebook Messenger are astronomical >80% open rates
- Chatbots give users the immediacy of an actual conversation
- More than half of US users between the ages of 18 and 55 have used chatbots
- 51% of people say a business should be available 24/7

MESSAGING VS SOCIAL MEDIA

Social messaging app usage has overtaken social media usage since 2015.

Source: The Messaging App Report, Business Insider





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ARE CHATBOTS GOING TO
TAKE ALL OF OUR JOBS?

TECHNOLOGY EMPOWERS

Throughout human history, from the plough to the jet engine, tech inventions have empowered us, not taken our jobs.



TECH CAN AUGMENT HUMANS

TO CREATE EMPOWERED WORKFORCES

Since IBM Watson beat Kasparov at chess, new augmented teams of humans and AI have been competing at a whole new level.

In 2017, Amazon 'employed' 50,000 robots AND 250,000 people.

Organisations should use the efficiencies, not to reduce work forces, but to empower them, give them the opportunity to retrain or to work on more complex tasks.



**“AUTOMATION CAN CREATE
EFFICIENCIES OF UP TO 30%”**

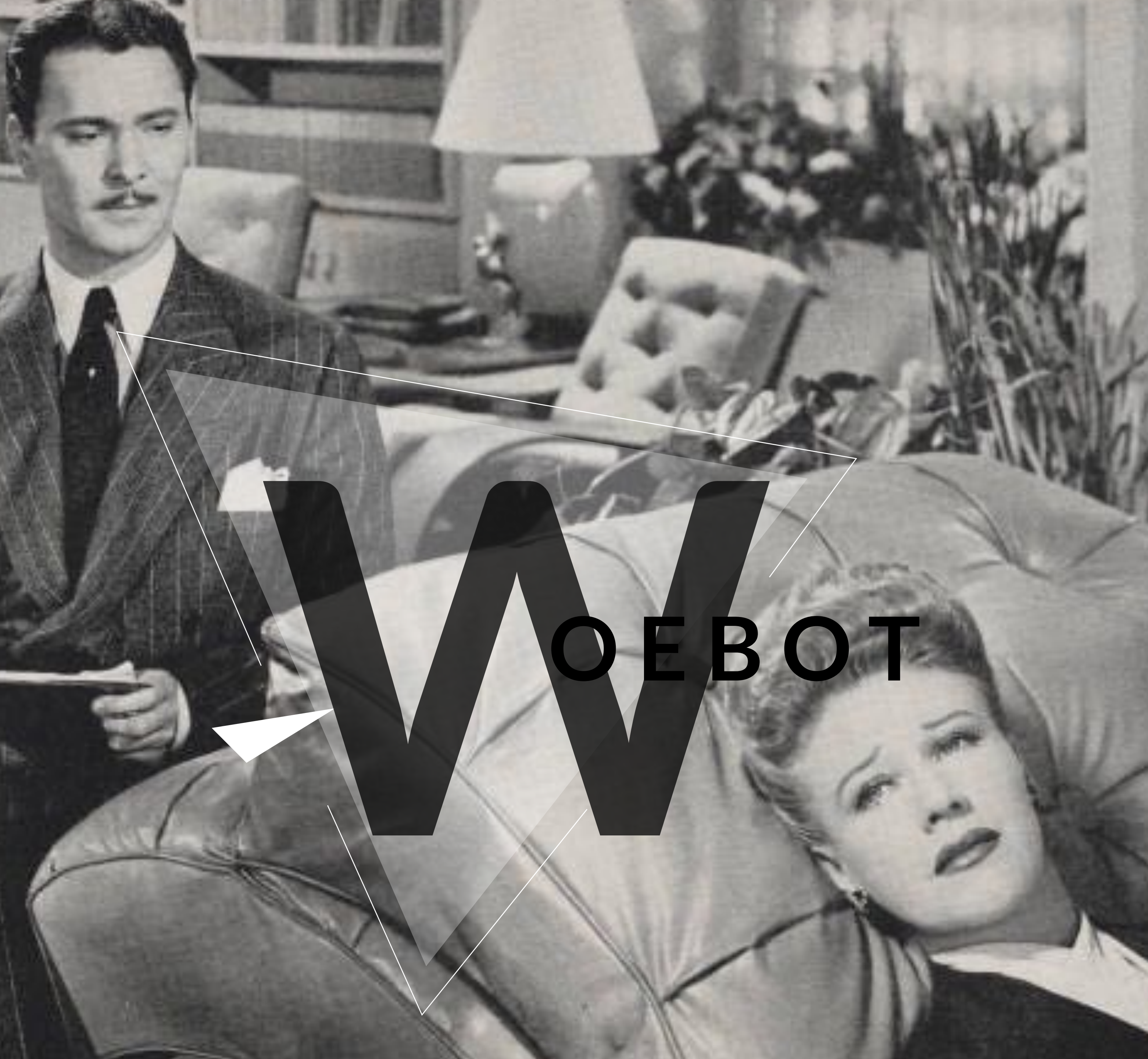
TIM O'REILLY





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GAME CHANGING CHATBOTS



MENTAL HEALTH

Woebot is a chatbot that helps improve your mental health, it interacts with you by asking questions about your mood.

It gives insight and patterns, it teaches cognitive behavioural therapy techniques and researchers at Stamford have said that it really does make people feel better.

[M.ME/DRWOEBOT](https://m.me/drwoebot)

GAME-CHANGING BOTS





ENTERTAINMENT

Glastofestbot is smart because it keeps it simple and doesn't try to be an all-encompassing app with information on every band and act. It just allows festival-goers to find out when and where acts are playing; who the secret acts are and details on the stage schedules.

In its first weekend glastofestbot received over 50,000 messages.

[M.ME/GLASTOFESTBOT](https://m.me/glastofestbot)

GAME-CHANGING BOTS





ORGANISATION

Not just a chatbot, Clara uses intelligent software and an expert team to schedule your meetings and take care of every participant.

She connects to your calendar, your email and your messages and acts just like your own PA; hyper-personalised to your every need.

People have been so impressed with her, they have thought she was real and bought her gifts like flowers and chocolates!

CLARALABS.COM/SIGNUP/

GAME-CHANGING BOTS



SHOPPING


With 80% of their transactions coming from mobile, eBay have been smart enough to utilise the Facebook Messenger platform to sell to its 1Bn+ users.

A great feature is the 'computer view' enabled camera that allows you to photograph anything, send it to the bot, and see similar items available now.

[M.ME/EBAYSHOPBOT](https://m.me/ebayshopbot)

GAME-CHANGING BOTS





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HOW TO CONVINCE YOUR ORGANISATION IT NEEDS A CHATBOT



1ST

WHICH WORKS BEST FOR THEM?

FEAR?

OR

DESIRE?



FEAR

IF YOUR ORGANISATION FAVOURS SAFETY OVER INNOVATION...

Talk about competitive disruption, how none of us are safe from the onset of new technology; talk about the giants who ignored the future and even the present! - Blockbusters, Kodak, Toys R Us

“Nuclear war, global warming, technology; these are the three biggest threats to humanity” - Yuval Noah Harari, Historian and author of Homo Deus



DESIRE

IF YOUR ORGANISATION IS FORWARD THINKING...

Then a desire to be the best and to be innovative can be enough to get your chatbot project off the ground.

Talk about statistics, the massively growing user base, incredible engagement levels, tiny attention spans, the advantages of immediacy, the astronomical creation and consumption of data.

Talk about today's user's desire for speed of service and their desire to talk to a smart AI.

“No one could predict what has happened within tech in the last 10 years. We are about to see a similar explosion, but this will only take three...” Simon Gosling, Futurist



EITHER WAY START WITH AN MVP*

*MINIMUM VIABLE PRODUCT

They don't have to cost a lot, and the prototype doesn't need to do everything. Just a toe in the water to test your organisation's ability to embrace new technology...

...and more importantly your customers' desire to.

Pick a specific set of requirements and keep the functionality lean.



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HOW TO START THE PROCESS OF BUILDING A CHATBOT

CHOOSE A PARTNER

Very important - pick an agency with a good track record that is truly future facing

1

2

THINK USER FIRST

That means think about their mood, motivation, emotion, device and location

CREATE USER GROUPS

Not Susan from Manchester, 29 or Dave from Edinburgh, 42. Find shared motivations and tasks and start there

3

4

START WITH THE END IN MIND

Don't try and create SIRI, think about specific goals that your users want to achieve, **not**, what you want them to achieve.

5

CHOOSE SOFTWARE

There is a plethora of platforms to choose from. Think about who will be creating and editing the user stories within the bot, what AI, NLP and ML requirements you have.

6

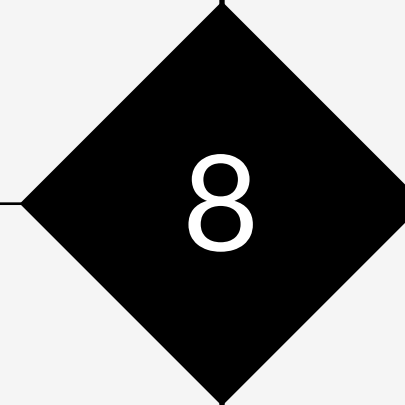
CHOOSE YOUR PLATFORM

How do you want to deliver this? Facebook Messenger, Slack, Whatsapp etc.



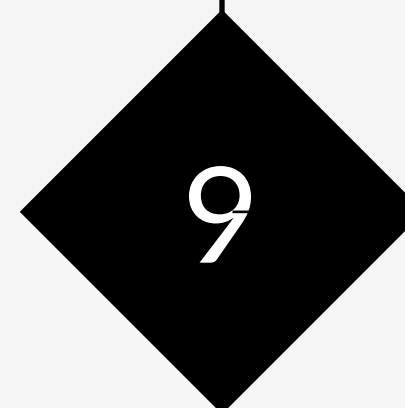
MAP OUT USER JOURNEYS

Get your best and brightest in a room, the people who know about the information that needs to be delivered: legislation etc and your tech partner. Then use post-its!



MINIMAL VIABLE PRODUCT

Create your MVP that proves this is the right tech for your product/service and users.



BUILD IT

Build out the user journeys using your chosen software.



NOW TEST!

There is absolutely no way that you can second guess the kinds of things that people will ask bots and how they will ask.

Natural language processing (NLP) will only go so far, start with a small group of testers that have had visibility of the project, then move to a wider group who haven't been involved.

Then take your results and modify your user journeys accordingly.



THEN LAUNCH*

*But never stop testing and modifying.





ABOUT THE
AUTHORS

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**WE TRANSFORM AND ACCELERATE
BRANDS USING TECHNOLOGY**

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