

TALK TO THE BOT

They can boost customer loyalty, streamline routine communications and enhance employee productivity, but are chatbots really who we want to be talking to? Does the fact that users are twice as likely to use them for retail as for financial services point to a lack of trust in chatbots, or are we simply not used to them yet?

\$800m market revenue for call centre artificial intelligence in 2019
Markets and Markets 2019

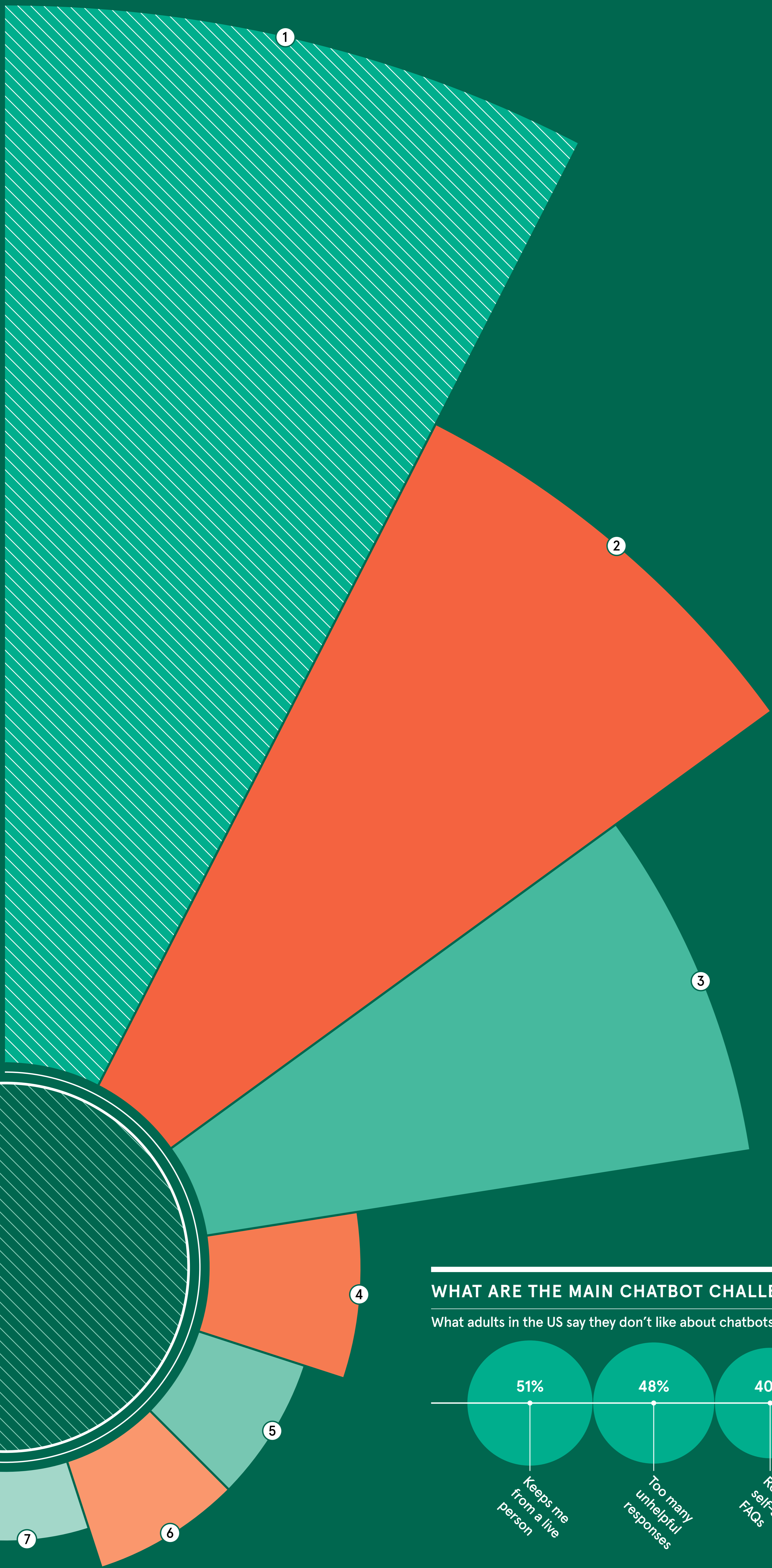
\$2.2bn forecasted size of global chatbot market by 2024
Zion Market Research 2018

HOW CHATBOTS ARE ALREADY HELPING BUSINESSES

The business areas where executives have implemented conversational bots to date worldwide

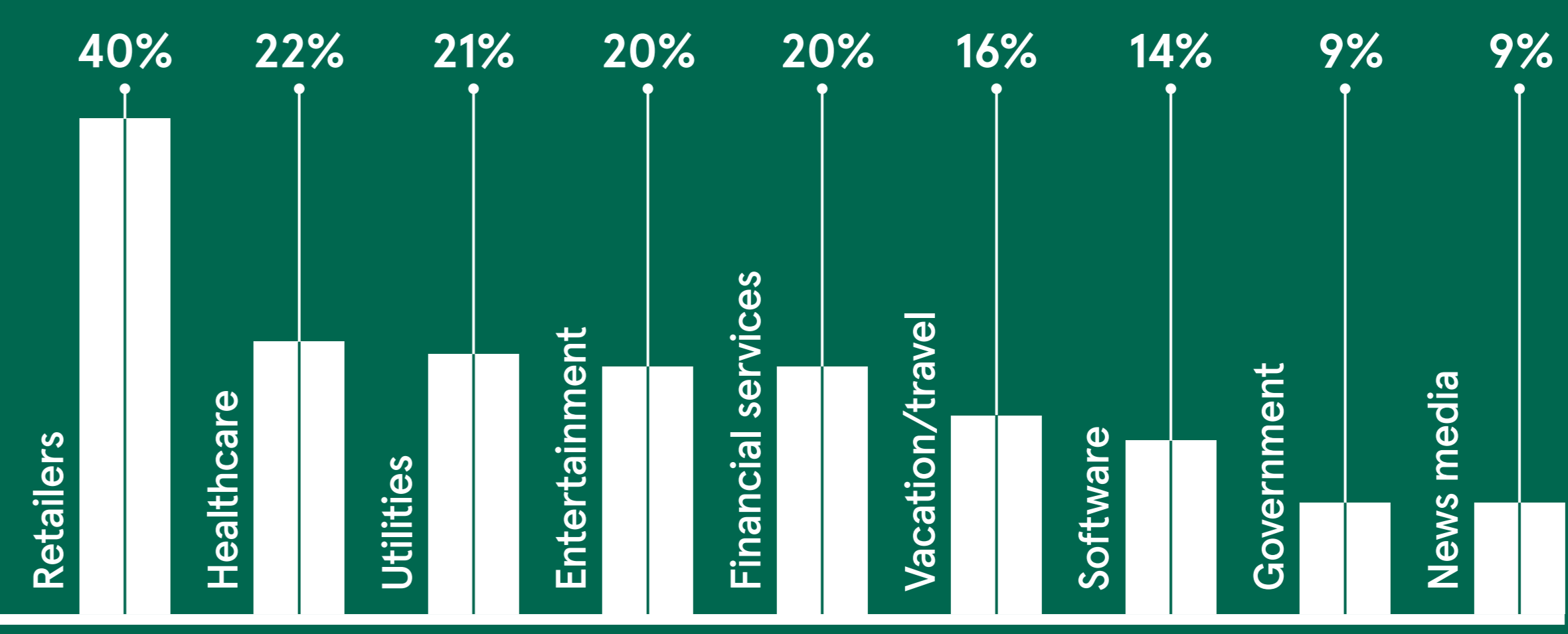
- 1 **77%** After-sales and customer service
- 2 **54%** Customer relationship management
- 3 **40%** Sales and marketing
- 4 **11%** Audit, finance and accounts
- 5 **8%** Human resources
- 6 **8%** Finance
- 7 **5%** Supply chain
- 8 **3%** R&D/product development
- 9 **3%** Manufacturing
- 10 **3%** ICT

Accenture 2018



WHERE CONSUMERS ARE REALLY USING CHATBOTS

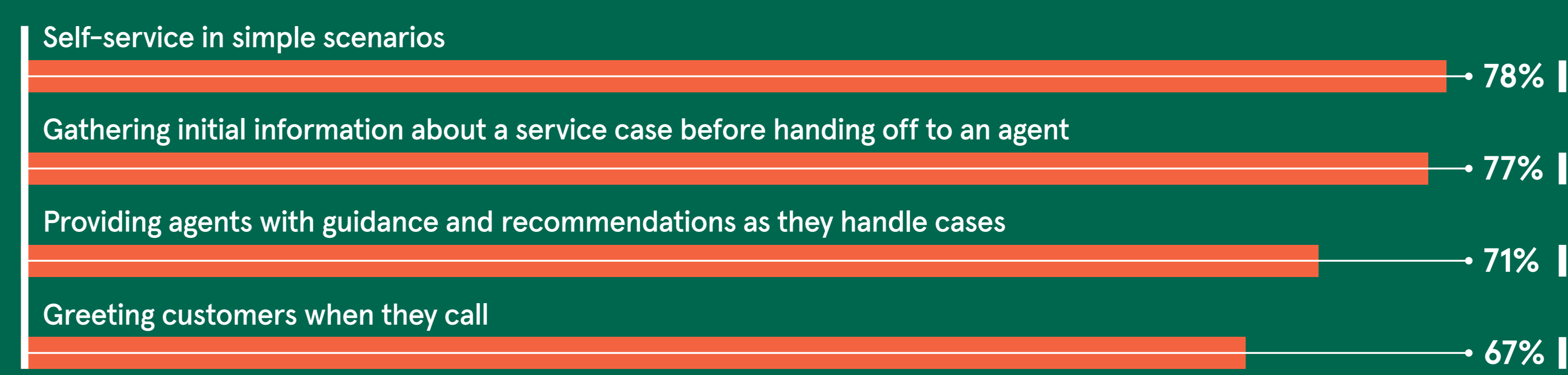
Share of consumers who have used chatbots to engage with companies, by industry



Drift 2019

HOW DO ORGANISATIONS USE CHATBOTS?

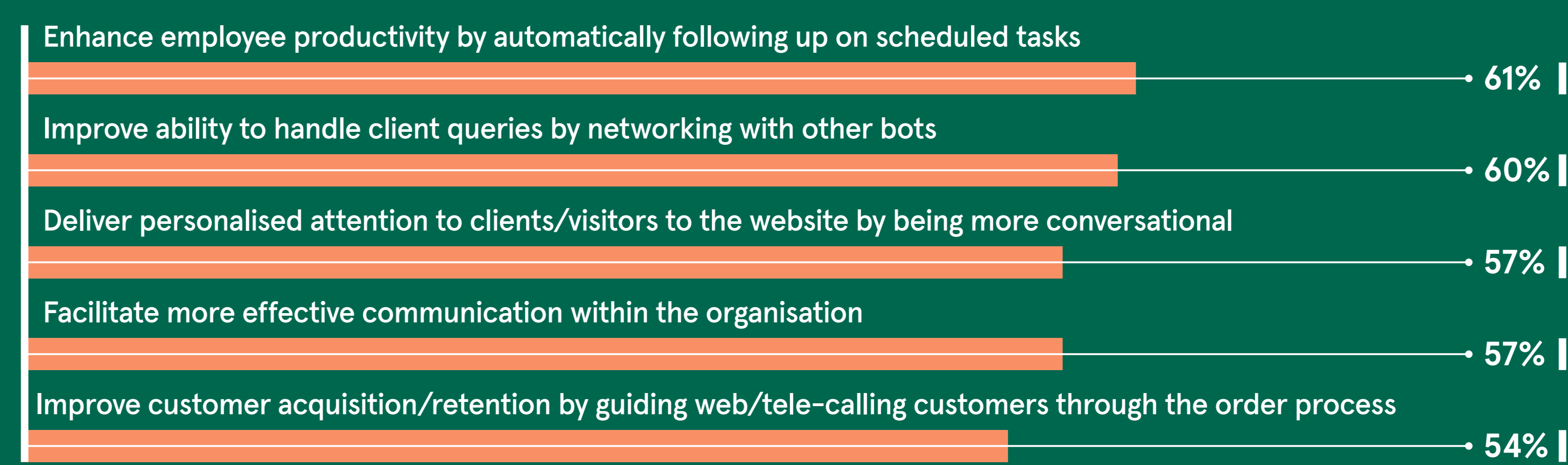
Global customer service agents and decision-makers on how they are currently using AI chatbots



Salesforce Research 2019

THE POWER OF CHATBOTS

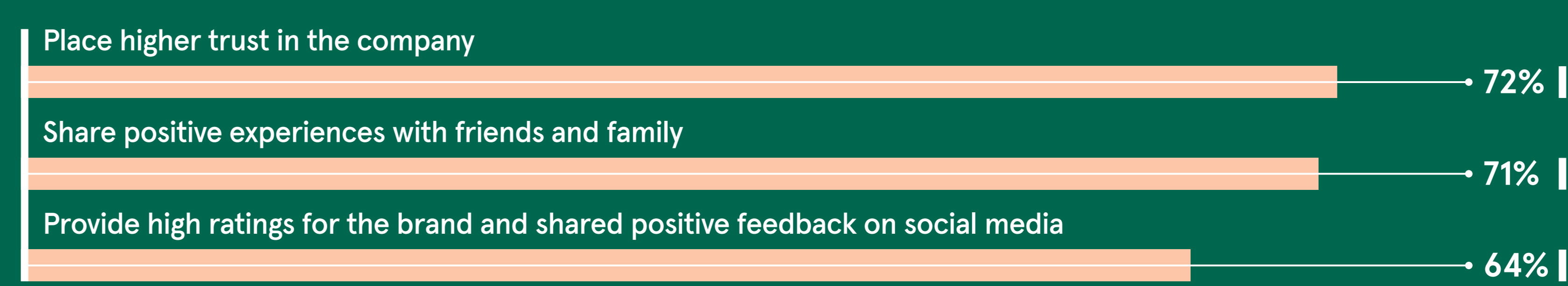
How executives expect conversational bots to help their organisations



Accenture 2018

A GOOD CHATBOT EXPERIENCE CAN MAKE ALL THE DIFFERENCE

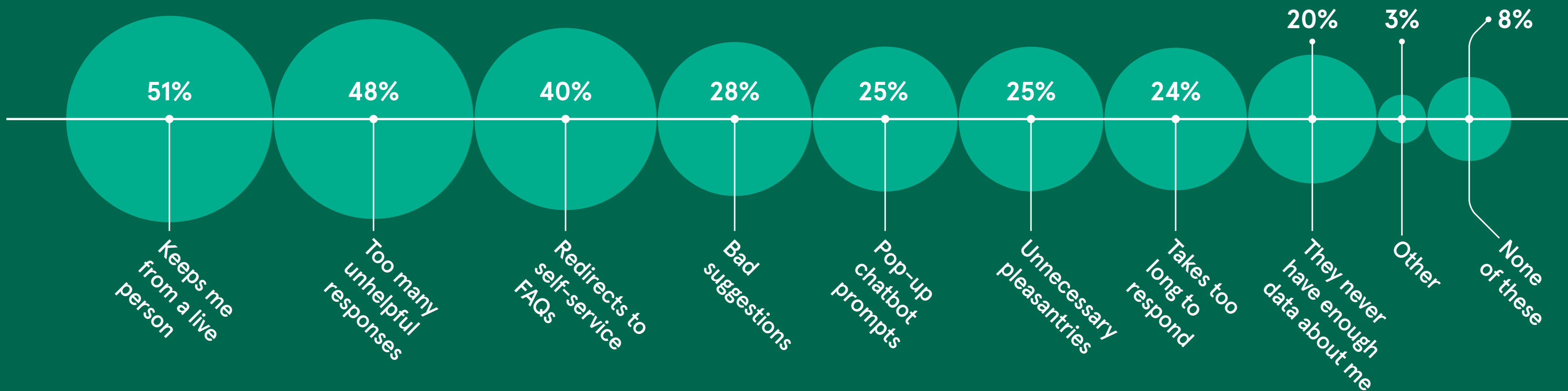
Consumer responses to positive experiences with voice/chat assistants worldwide



Cappgemini 2019

WHAT ARE THE MAIN CHATBOT CHALLENGES?

What adults in the US say they don't like about chatbots

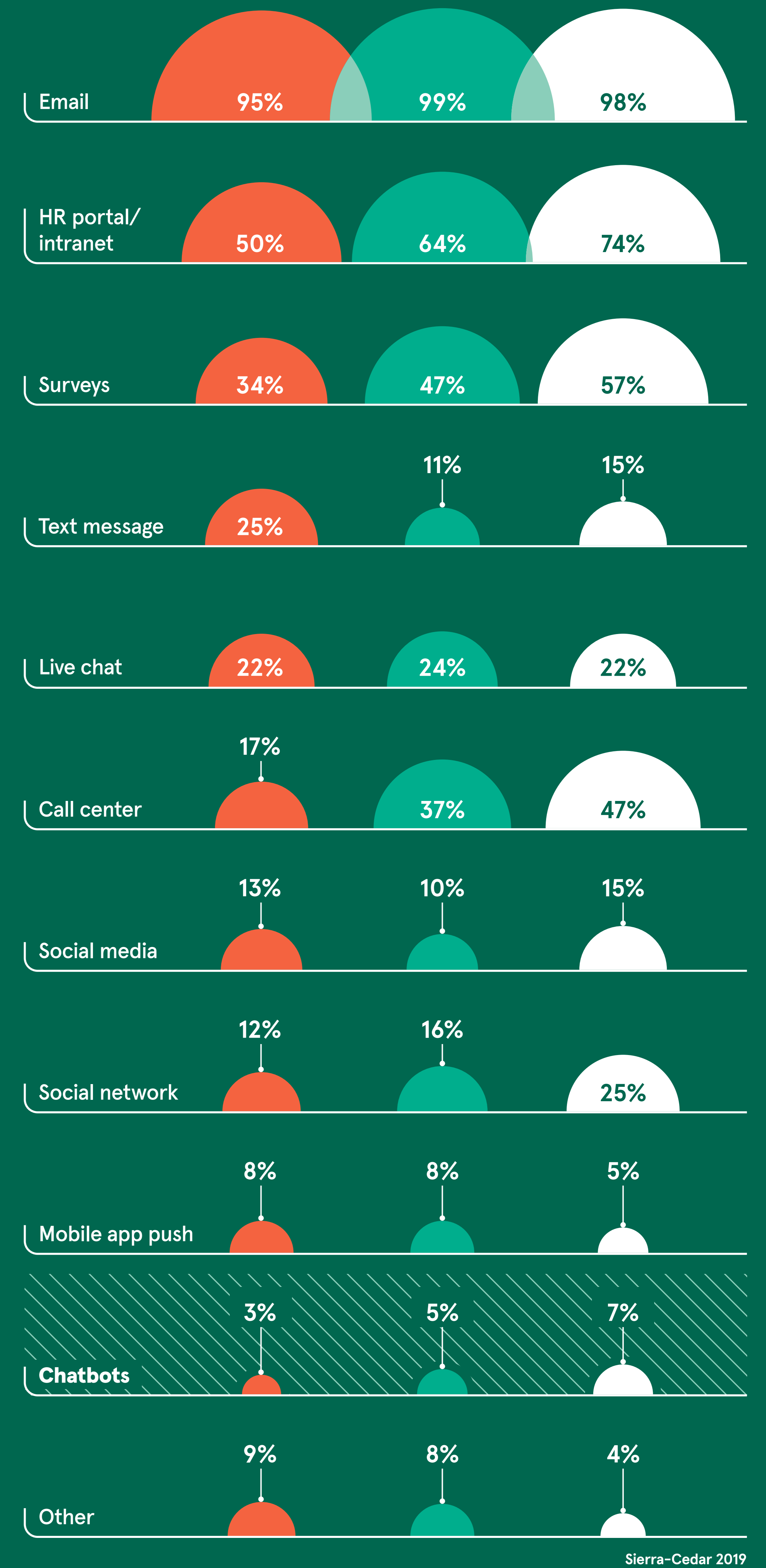


Propeller Insights 2018

CHATBOTS ARE STILL NOT COMPANIES' COMMUNICATION METHOD OF CHOICE

Examining communicated methods of HR shared services worldwide, segmented by company size

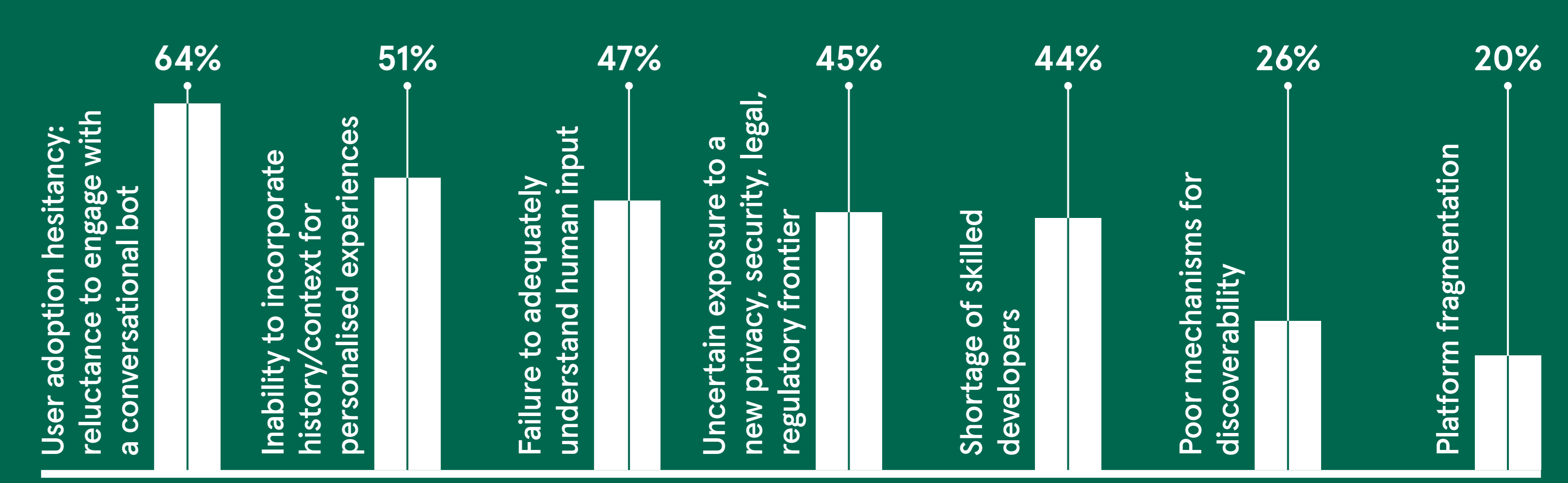
● Small business ● Medium business ● Large business



Sierra-Cedar 2019

NOT EVERY ORGANISATION IS SOLD ON CHATBOTS

Reasons cited by executives as to why their companies are not planning to implement chatbots



Accenture 2018