



# AI BOTS

The ultimate guide  
for businesses

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A close-up, low-angle shot of a person's hands interacting with a laptop. The left hand is resting on the trackpad, with fingers slightly curled. The right hand is positioned above the trackpad, with fingers spread. The laptop is silver and has a black keyboard. The background is blurred, showing a desk and some papers. The lighting is soft and focused on the hands and the laptop.

**01**

# **Introduction**

# Introduction

Changing customer needs and increasing competition mean that companies have to keep adapting and looking for new ways to help their business grow. It is, above all, the investing in customers that pays off here. If customers are satisfied, they are much more likely to buy from you again and also tell others about your company. Once you have acquired your customers, it is important to retain them by providing an excellent service.

HubSpot, with its flywheel model that moves away from the classic sales funnel, is a good illustration of this. Instead of just accompanying customers along the sales funnel until they make a purchase, the flywheel model takes a somewhat different approach: here, the customer is at the centre of the process and the flywheel is kept moving by the company's commitment and excellent service and the customer's repeated purchases.

Being fully informed about the latest technologies and current consumer behaviour is an essential component for success:

- What kind of customer experience do customers want?
- Which technological innovations are in line with current trends and are of interest to your company?
- What are the best ways of retaining customers?

Those companies who succeed in staying ahead of the competition keep their flywheels in motion and thus contribute to the success of their business.





## Changing customer needs

Communication is a particularly topical issue in relation to changing customer needs. Nowadays, people are increasingly using real-time messaging services such as WhatsApp or Facebook Messenger – and not just in their private lives: 89 percent of consumers also want to be able to contact companies in this way. Many innovative companies have therefore implemented conversational marketing in the form of an AI bot.

This makes it possible to have a 1:1 conversation with customers in order to understand their needs and, if they require information, to provide them with it quickly.

"89 percent of consumers want to get in touch with companies via messaging services."

# Using AI bots correctly

AI bots are now so versatile that they can be used in almost any industry. They are found primarily in customer services, marketing and sales, but they are now also conquering other areas within the company, such as human resources, in order to optimize internal processes and relieve the pressure on employees. These bots are still, however, used principally for communication with customers. Here, virtual assistants can serve three purposes:

## **Automated answering of frequently asked questions**

If a bot answers simple and frequently asked questions, this saves a lot of time and enables employees to interact more intensively with customers on complex enquiries.

## **Guide for users**

A bot can lead website users to where they want to go. For example, if a customer wants to speak to an employee from the customer service team, the bot can forward the request directly, without the user first having to navigate their way through the website or forms.

## **Better user experience through constant availability**

Many customers are frustrated because it takes a long time for a company to respond to an enquiry. A bot is available 24/7 and provides automatic answers to a variety of questions.

With the right approach, AI bots can better meet customer needs and thus contribute to the company's success. This e-book will show you where and for what purpose bots can be used and how you and your customers can benefit from this smart technology. Enjoy!



## Key findings from this chapter

- Customer needs have changed and this has led, among other things, to companies turning increasingly to conversational marketing.
- 89 percent of consumers wanted to be able to contact companies via a messaging service such as WhatsApp or Facebook Messenger.
- Companies need to be up to date with the latest technologies and consumer behaviour in order to survive in the market.
- AI bots are suitable for almost every industry. They are used predominantly in customer services and marketing.
- AI bots can serve three purposes and thus better meet customer needs.

A person is seen from the side, sitting at a wooden desk and working on a silver laptop. The room is dimly lit, with light coming from a window in the background, creating a bokeh effect. On the desk, there is a glass of water and a dark mug. The person's hands are on the laptop keyboard. The overall mood is focused and professional.

**02**

# **Areas of application for AI bots**



# Areas of application for AI bots

AI bots are no longer the preserve of large companies but are also used increasingly in small and medium-sized companies. The worry that AI bots will replace human labour is, however, unfounded because the strength of the bots lies in combining humans and technology. While the virtual employee takes on simple tasks, for example, members of the service team have more time to deal with complex customer enquiries.

In addition to customer services, AI bots are now often used in marketing and sales, i.e. wherever communication is the primary concern. A study conducted by Oracle some years ago made the assumption that 80 percent of companies would be using bots by 2020. The range of functions for digital assistants ranges from exchanging information with customers to creating customer profiles for marketing communication. On the one hand, they are suitable for self-service, and on the other hand, they serve to expand a company's range of services.

The best known are the "conversational bots". Thanks to artificial intelligence and natural language processing, they are the most advanced bots and therefore offer the greatest added value for companies and their customers. This also means that they can be used for a variety of tasks and in a variety of areas.



# **AI bots are typically used in these areas**

## **For work planning and preparation**

Bots are often used as first-level support for work preparation, where they intercept simple customer enquiries. To do this, the bot must correctly interpret the customer's message in order to recognize the customer's intention. This is the only way it can formulate a suitable answer. The bot offers added value as a work planner if it can also identify customer numbers and email addresses or independently request the missing information from the customer. As soon as all the required information has been collected, the bot passes it on to a member of the service team.

## **For preparing answers**

Another way to use an AI bot is for preparing answers in customer support or marketing and sales. The bot searches for suitable answers to enquiries from customers who have had similar concerns in the past and suggests them to the service employee. The latter then decides whether he/she wants to send the answer as it is or whether it needs to be adapted.

## **For actively sending information**

This is not a conversational bot that communicates with customers, but a bot that proactively sends information to employees or customers. After log-in, the bot sends individual content such as updates, monitors error messages or offers customers a personal service. The latter, in particular, can often be found with mobile apps.

## **For providing the customer service team with background support**

This type of bot is less visible to customers. It performs a number of tasks in the background, with the express purpose of making the service process more efficient. This includes routine work such as automatically closing posts that do not require an answer, forwarding enquiries to the right employee or automatically tagging posts.

## **For communicating with customers**

Of course, the AI bot is also used, as originally intended, for simple communication with customers. This can be in an online shop or on a company website, where the AI bot makes the initial contact. A conversational AI bot can also support the customer service team by accepting enquiries, selecting and answering them where appropriate or forwarding them to a service employee. This means that customer service teams save huge amounts of time, as demonstrated by Deutsche Bahn (the largest German railway company) with their AI bot Kai from e-bot7. By using the bot, DB was able to automate 69 percent of all customer enquiries. The AI bot Kai also helps customers book tickets or find out current information e.g. about the coronavirus. The prerequisite for this is that the bot uses artificial intelligence and natural language processing in order to provide the best possible customer experience. These enable the bot to understand the meaning of words and even questions with misspellings.



# **Bots can be integrated into the following channels**

Bots are usually found on corporate websites or in messengers. The integration of bots into the various channels ultimately depends on the provider, if you are not using a solution developed in-house. However, some service providers also offer omnichannel bots. This means that, in principle, they can be used on all channels. Nevertheless, individual channels are already emerging that are used more often than others.

## **Facebook Messenger**

Facebook Messenger is by far the most popular social media channel for bots. With 1.2 billion users, Facebook is the largest social network in the world. This makes it relatively easy for companies to reach customers. At the same time, customers also benefit from this by not having to first install a separate application: they are already using Facebook Messenger.

## **Skype**

Skype offers a similar approach to Facebook. Here too, company bots are used mainly in group chats for functional tasks.

## **Slack**

With Slack, bots serve primarily to optimize internal processes. Specifically, companies use them to increase productivity, improve communication or to manage tasks. It is less about getting in touch with customers and more about optimizing teamwork.



## WhatsApp

Like Facebook Messenger, WhatsApp offers an extremely convenient solution for getting in touch with customers. The popular messaging app is, therefore, being used increasingly by companies for marketing and support purposes because they can reach their customers more easily and quickly than, for example, via email.

## Website

An AI bot on your own website means that you have full control and that the bot has much more scope. Integration on the company website is particularly useful if conversion rates increase since customers or prospective customers no longer have to leave the website. An AI bot on your own website is also an easy way for customers to ask questions.

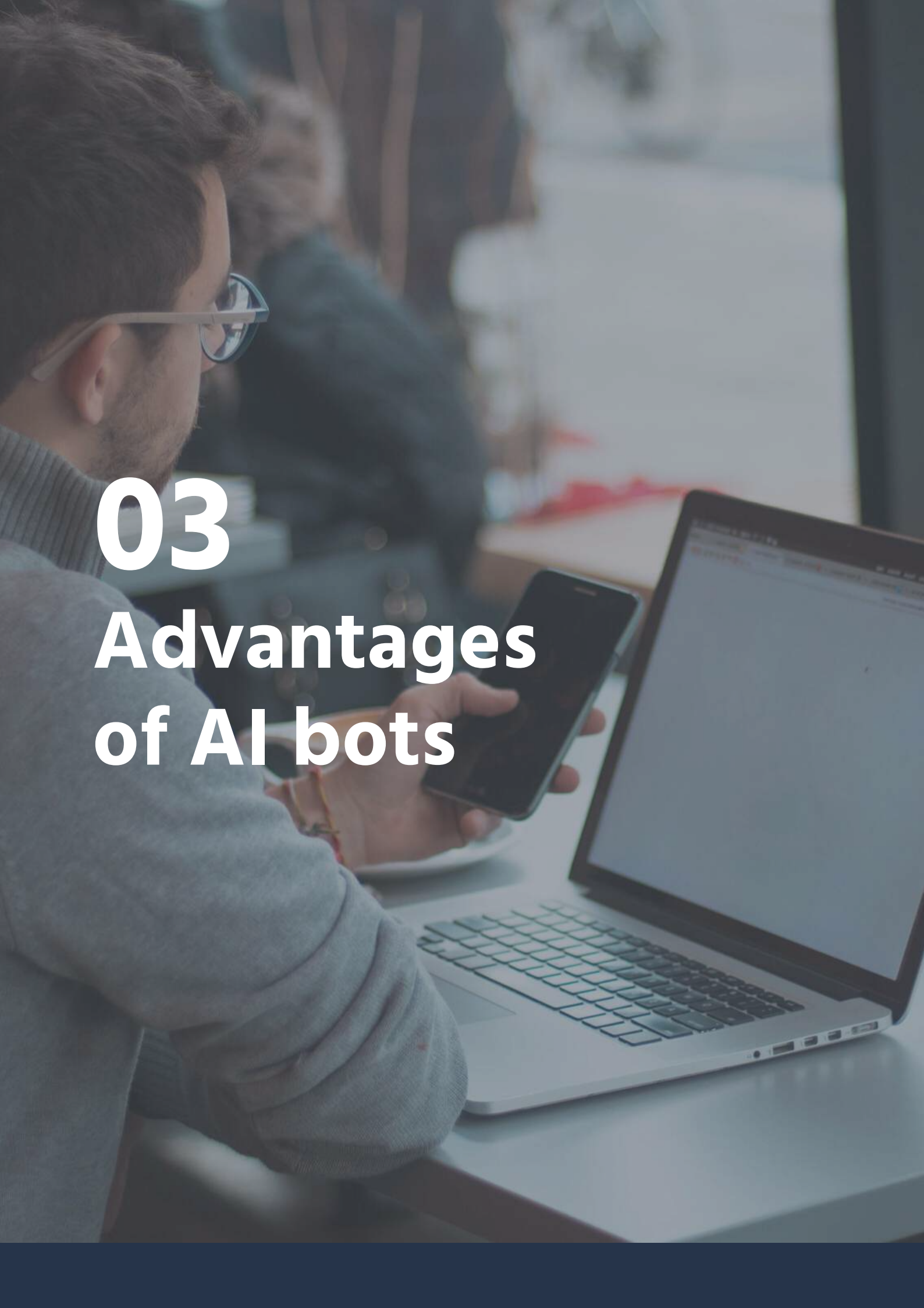
In addition to these popular channels, companies have a number of other options for how and where to use bots. These range from email and various messaging platforms to VoIP applications. There is no good or bad alternative; it just depends on which channels customers or employees are using. Each company must ultimately decide for itself which channel makes the most sense.



# Key findings from this chapter

- Bots are not intended to replace human labour, but instead, they show their strengths above all as virtual assistants to humans.
- The best known are the "conversational bots". They offer the greatest added value for companies and customers.
- There are bots for different areas, where they perform different tasks. For example, a bot can be used for work planning or in the background; it can prepare answers for employees or communicate with the customer itself, and it can send information proactively.
- In principle, bots can be used on all channels. However, the most popular are Facebook Messenger, Skype, Slack, WhatsApp and companies' own websites.
- Each company must decide for itself which channel makes sense for the bot. An important criterion is that customers and employees actively use the channel.





# 03

## Advantages of AI bots



# Advantages of AI bots

Bots have undergone a major change in recent years and are now an integral part of many companies. Today's bot infrastructures have huge potential, from which almost all companies and their customers can benefit.

In customer services, in particular, bots have proved themselves to be ideal assistants and have helped companies that have implemented them to achieve impressive results. In addition, bots are increasingly coming into focus regarding lead generation, and the technological advantages convince even their critics.





# How companies benefit

## Relief for the employees

Bots particularly show their strengths when they act as assistants to employees. In this way, simple tasks – such as making appointments or sending reminders – can be automated to relieve the pressure on the customer service team. This is particularly worthwhile when the volume of enquiries increases and employees are unable to deal with them all manually. The size of the support team cannot be increased indefinitely without costs escalating. A powerful bot, on the other hand, does not present the same problem.

## Cost and time savings

A bot not only relieves the pressure on service staff, but also offers enormous savings in terms of time and money for the company. With the help of an AI bot, employees can take care of more complex enquiries instead of grappling with time-consuming routine tasks. At the same time, the costs of investing in an AI bot pay for themselves after about a year. Thanks to artificial intelligence, the AI bot is also constantly improving its performance.

"According to a study by Juniper Research, bots will save companies eight billion dollars by 2022."

## Keeping an eye on customer data

Bots are good at monitoring data and can be programmed to summarise defined metrics. This is much easier than manually trawling through chat histories and historical website data to create meaningful reports.

## Conversion boosters and more qualified leads

Some studies already show that prospective customers are more likely to turn into customers if they have previously been in contact with the company. A survey showed that website users who were previously able to chat with the company are 82 percent more likely to turn into customers.

"Bots result in 182 percent more qualified leads (Hubspot)."

## Increasing customer and employee satisfaction

Quality of service has a decisive influence on customer satisfaction. In many industries, products or services alone no longer stand out effectively from those of competitors. Instead, the focus is on user support that is both fast and excellent. A bot that works with artificial intelligence can provide this: for example, it can accept and process complaints, supply customers with quick solutions to a problem at any time of day or night and react promptly to feedback. This can sustainably improve customer satisfaction and thus strengthen customer loyalty to the company. At the same time, bots also contribute to employee satisfaction by relieving them of routine tasks.



# How customers benefit

## Constant and unrestricted availability

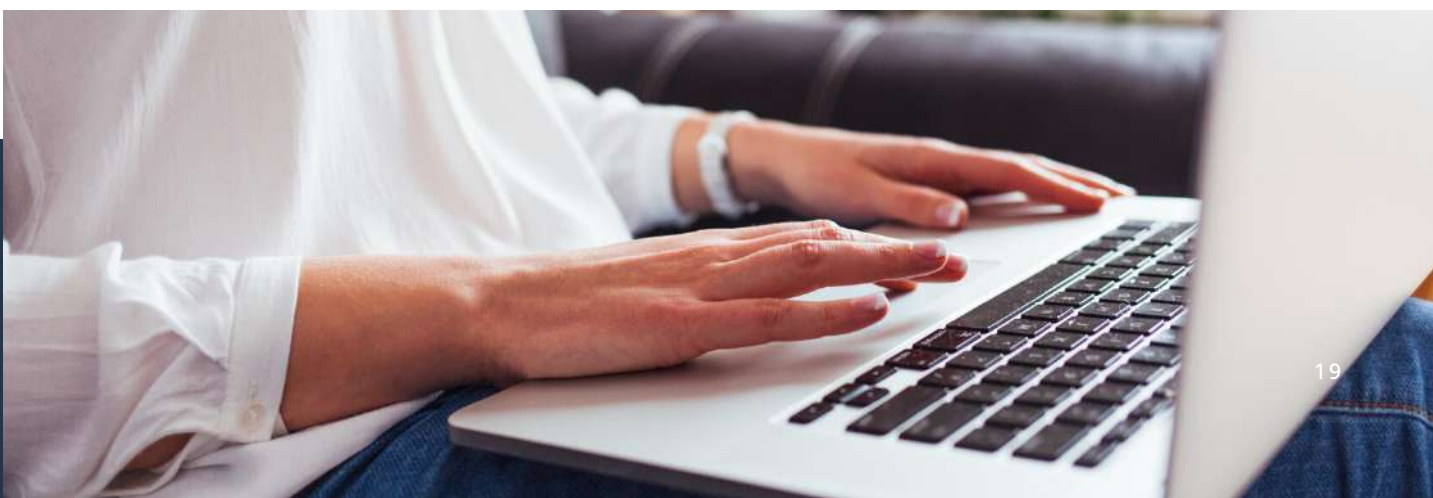
One of the great advantages for customers is the constant availability of the company through the AI bot. If a user requires help, they can contact the bot 24 hours a day, seven days a week, and the bot will provide them with the help and advice they need. Because it is also often available on mobile devices, the AI bot can also be accessed while users are out and about, and it will notify users on request via SMS or push notification.

## Direct and personal communication

Although an AI bot is not as intelligent and empathetic as a person, it can still give users the feeling that they are being well looked after. For example, it is possible for the bot to address customers by name or make personalized suggestions based on their search history or customer profile. Proactive bots also act as a kind of icebreaker by showing customers on the website that they are available and can help them with various tasks.

## Easy access

Most bots wait patiently in a corner of the website but are there immediately when needed. This is particularly useful for customers who do not want to spend time navigating the site when contacting support. If a potential customer wants to speak to an employee, they can use the AI bot to direct them to the right place. This reduces the steps a prospective or existing customer has to take to get to their destination, making access particularly easy.





## Key findings from this chapter

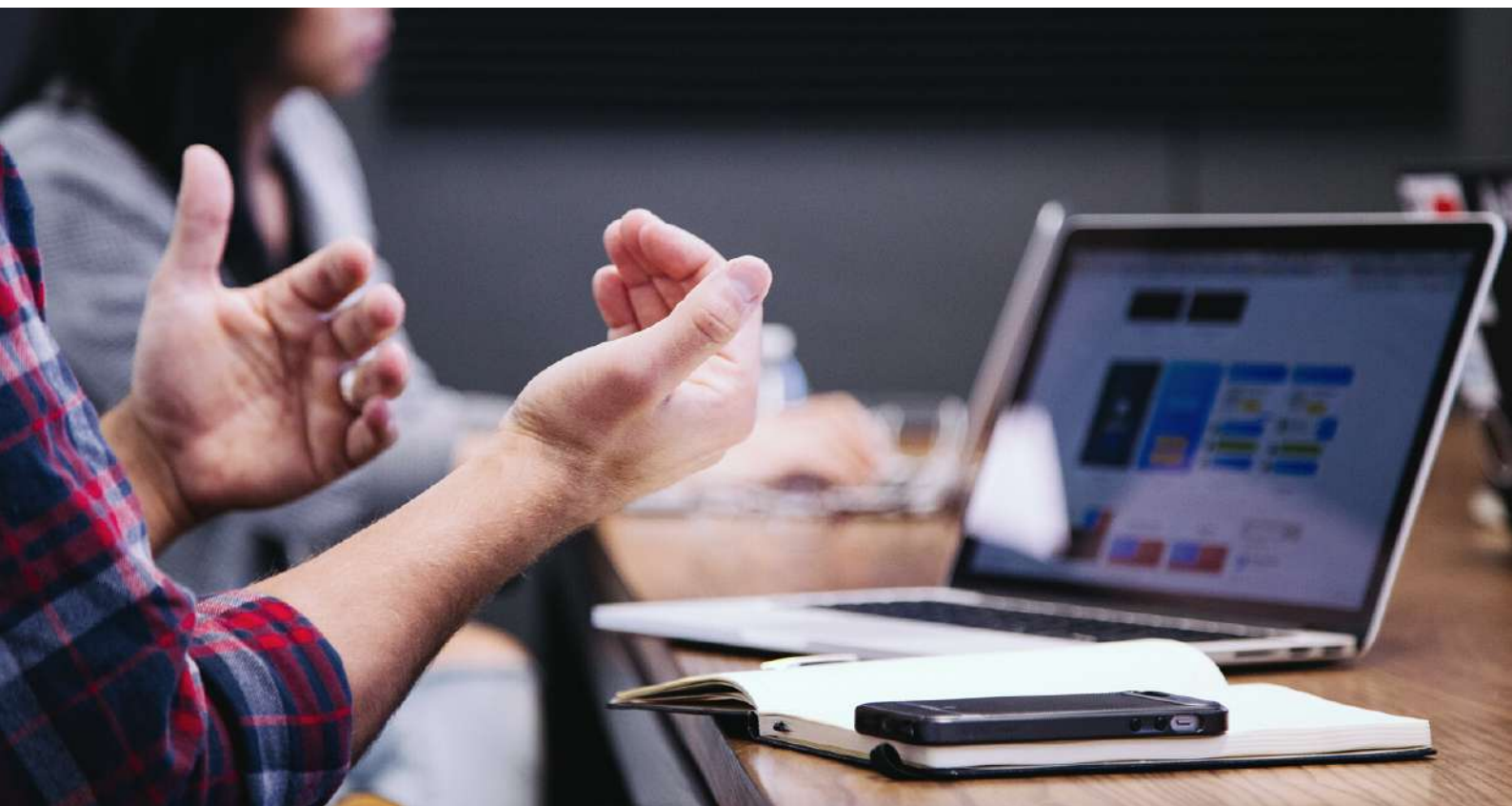
- Bots offer numerous advantages and have proven themselves to be ideal assistants, especially in customer services. Increasingly, they are also becoming the focus of lead generation.
- Bots save time and money, relieve pressure on employees and increase customer and employee satisfaction.
- With an AI bot, conversion rates increase by up to 82 percent and companies gain up to 182 percent more qualified leads with a live chat function.
- A company's quality of service is an important competitive advantage today. With an AI bot, the service can be optimized and customer satisfaction can be sustainably improved.
- Bots are available 24/7, are easily accessible and offer customers direct and personal communication.



A person wearing a light blue button-down shirt and a white smartwatch is pointing their right index finger at a laptop screen. The laptop is silver and has a black keyboard. A smartphone is lying on the desk in front of the laptop. In the background, another person's hands are clasped together, and they are wearing a red and black plaid shirt. The scene is set in a dimly lit office or meeting room.

# 04

## How to recognise a good bot



## How to recognise a good bot

In today's customer context, it's all about the best customer experience. This should be personalized and user-oriented and, ideally, evoke positive emotions with customers or prospective customers so that they make a purchase. Digital channels are also being redefined and aim to create an even better user experience with artificial intelligence. Bots also fall within the scope of these channels.

As a direct means of communication, they have a major impact on how a company is perceived by a customer or prospective customer. It is therefore even more important not to make false economies. Bots are in no sense all the same since they are intended to perform different tasks. However, there are some uniform characteristics that are the mark of a good bot.

## **Target-oriented function**

A good bot serves a specific purpose and is not implemented simply because it is currently in vogue. Machine learning also makes it smarter and more versatile, but the original function remains intact. It is true to say that the more specific the bot, the more usefully and efficiently it works.

## **Simple, fast solutions**

Bots are designed to make life easier by saving time and solving problems. They must be able to identify needs quickly and have a solution at hand without having to search through countless reams of data.

## **Human touch**

Communication with a bot should be as smooth and natural as with a human being because a human and personal touch gives the customer the feeling that he is in good hands, thus ensuring better customer experience. This means that humour and friendliness are also permissible.

## **Easy Interface**

The easier it is to operate, the more the application will be used. This not only applies to bots, but is a major part of the overall user experience. It therefore makes more sense to rely on a simple design and an attractive interface than on all kinds of bells and whistles. Since many people also use the bot on their mobile phones while out and about, the premise is "functionality before aesthetics".

## **Precise engagement**

If a customer makes use of the bot, the bot should answer as briefly and precisely as possible. On the other hand, the bot should also motivate the user to talk until all the necessary information is available. It is advisable to divide large blocks of information into several individual text messages. This also makes it easier to understand what is written.



## **No media discontinuity**

A good AI bot works smoothly across multiple digital channels, providing a seamless customer experience. If necessary, it can also forward enquiries to a service employee without any media discontinuity.

## **High level of understanding**

Using natural language processing, the AI bot is able to understand the context of a conversation instead of just reacting to specified keywords. It can therefore identify what is meant by a particular question and give a good answer. In addition, it searches actively for information and clarifies questions, even in a non-linear conversation.

# **Bots make life easier**

The bottom line is that bots aim to save customers and employees time and energy by automating or at least simplifying everyday tasks. At the same time, they should be easy to use and convey the feeling of speaking to a real person. The result is an attractive offer with added value that makes life easier.





# Key findings from this chapter

- Nowadays it's all about providing the best customer experience – one that bots can improve enormously thanks to artificial intelligence.
- As a direct means of communication, bots have a major impact on how a company is perceived from the outside.
- Bots can serve different purposes, but good bots have some features in common.
- A good AI bot fulfils a task, offers quick solutions, is easy to use, has a human touch and a high level of understanding of the context, works across multiple channels and ensures user engagement.
- Good bots automate routine tasks and make life easier for customers and employees.



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130 }  
131  
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05

# The future of AI bots

# The future of AI bots

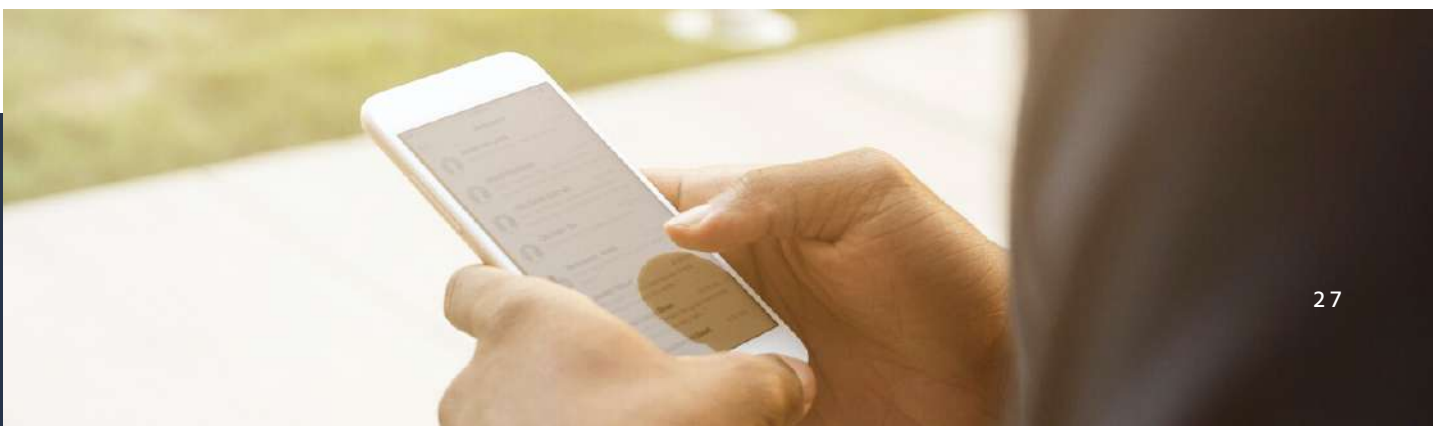
There is no doubt that all the hype around bots is in the past. But that doesn't mean to say that they are less important today or will be in the future. Because conversational AI is enormously advantageous compared to apps, websites or call centres. For example, a dynamic AI bot is more likely to get lead generation information from a prospective customer than a static pop-up. Moreover, technology is undergoing constant development, thus ensuring an improved service and increased user loyalty. And yet the question remains: What does the future of bots look like?

## **In marketing and customer services as a matter of course**

One problem with today's bots is that they are not yet intelligent enough. The biggest challenge is human language. It is not always clear and is therefore difficult for the bot to identify. Modern AI systems are getting better and better through constant input, and deep learning also supports the technology in overcoming problems of comprehension.

On the other hand, many companies do not yet have sufficient confidence in a bot, or else the bots are not implemented well enough from the outset. This means that the bot cannot meet expectations and is labelled a useless investment. But the relevance of digital assistants will no doubt continue to increase.

According to Gartner's hype cycle, it can even be assumed that, in a few years' time, AI bots will be found as a matter of course in customer services and marketing. They are not, however, an alternative to websites or apps – rather, they are another way to convey information and to get in touch with the company.





## Established in other areas of the company

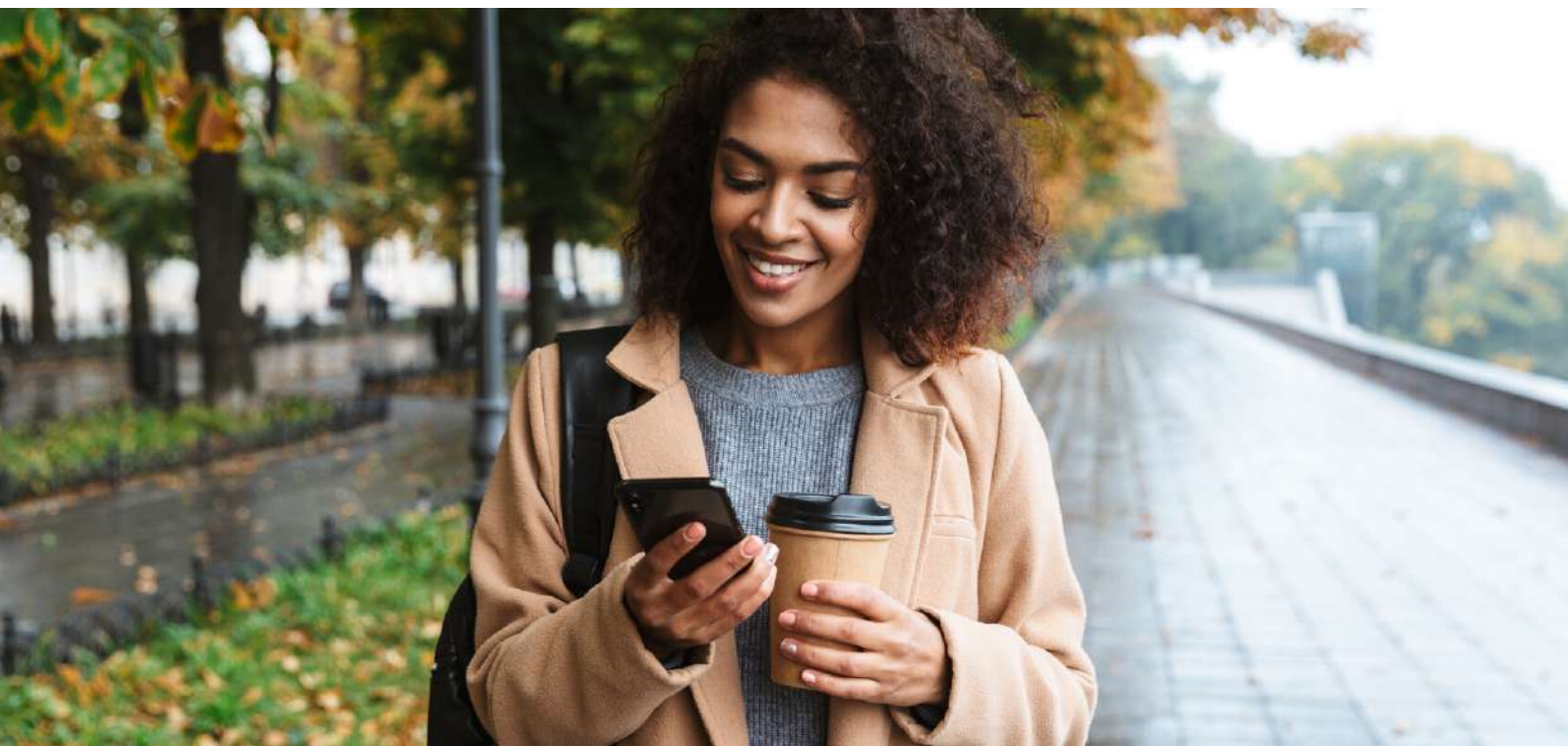
Smart bots will undoubtedly be used in other areas of the company, and not only in marketing and customer services. They have also arrived in human resources, for example.

This means that applicants on jobs pages can already ask simple questions about available job offers and have them answered by the bot. It can therefore be assumed that in the coming years,

AI bots will turn the recruiting process inside out. First and foremost, they should relieve the pressure on recruiters and ensure increased efficiency.

They may also be used in running HR departments. Here, AI bots can answer questions about holiday days, for example, or handle sick notes, thus taking care of the routine tasks that arise.





## The interbot as a future model?

A distinction is currently made between two types of bots: on the one hand, specialised bots with a narrow range of functions, and on the other hand, AI bots with a wide range of functions that are available as virtual assistants.

The "interbot" is already being discussed as a new stage in the evolution of bots. This bundles all AI bots within a company, thus paving the way for the "one-face-to-the-customer principle". This means that the customer communicates only with the interbot and asks it his/her questions.

The interbot then forwards these to a specific bot linked to the interbot, and this bot provides suitable answers in turn. In this way, processes are made even more efficient, giving users an even better customer experience.

"Customers are willing to find the answers themselves. So much so, that by 2030, Gartner estimates that a billion service tickets will be raised automatically by customer-owned bots."





## Key findings from this chapter

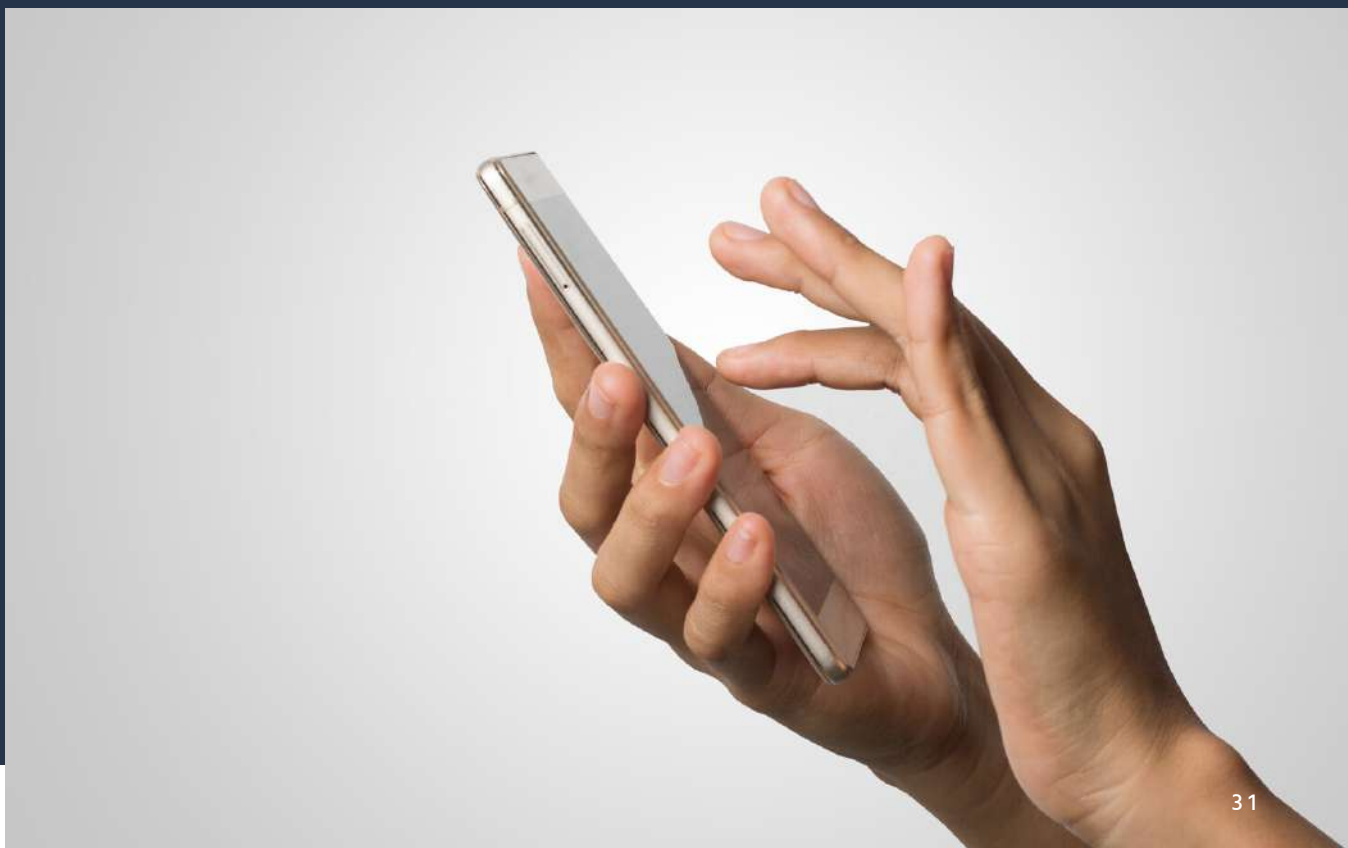
- There is no doubt that all the hype around bots is in the past, but the technology involved is in greater demand than ever.
- The biggest problem for bots is human language. But deep learning will help overcome problems of comprehension in the future.
- In a few years' time, AI bots will be found as a matter of course in marketing and customer services. Here they offer another way of conveying information and contacting companies.
- AI bots will also be used increasingly in other areas of the company. In HR, they are expected to turn the recruiting process inside out.
- In the future, interbots could be the central point of contact for communications, and all the bots in the company could be centrally bundled.

# Summary

The world of bots remains an exciting one. AI bots are already changing the way companies sell products and attend to their customers.

With more and more bot innovations, it can be assumed that the use of intelligent technology will carry on increasing and that it will be able to provide companies and their customers with even better assistance.

Implementing an AI bot can end up being a great way to generate more leads, make more sales, and create greater customer loyalty.  
So, what are you waiting for?





e-bot7 brings practical applications of Deep Learning and AI to customer service and helps companies achieve greater customer service efficiency. The system analyses inbound messages, sends them to the right department, and provides agents with accurate response suggestions. This reduces average handling time up to 80% and automates more and more responses and processes.

The core of the e-bot7 system is based on complex NLP algorithms (Convolutional Neural Networks, LSTMs) trained on historical customer service scripts. The NLP is constantly optimised during operation so that more and more requests can be processed more efficiently. Our Agent+AI® solution analyses incoming messages, forwards them to the right department and provides support agents with smart response suggestions during operations. This way, the AI ensures that no wrong answers are sent out. Find more information at [www.e-bot7.co.uk](http://www.e-bot7.co.uk) or contact us via [info@e-bot7.com](mailto:info@e-bot7.com).

**Request free trial**

### Selected customers



and many more