

CHATBOTS. JUST A TREND OR AN EFFECTIVE TOOL FOR BUSINESS DEVELOPMENT?

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Laziness is the engine of progress, as Sergei Musanif once said. Our world is constantly evolving and comes up with ever newer technologies in order to reduce the load on a man and facilitate his work. One such tool is a chat bot.

Chat bot is a program that works inside the messenger. Such a program is able to answer questions, as well as independently ask them. Chat bots can be used in support services to help resolve simple issues, such as changing a password. They can be used to search for information. For example, weather forecasts, or event schedules. In the Telegram messenger you can find tens of thousands of bots that can tell about the weather or help you choose a gift.

The effectiveness of the use of chat bots is also proved by the “Salesforce” survey conducted last year. According to the data received, 69% of customers prefer to use the chat bot to communicate with the company and resolve issues. 35% of respondents believe that chat bots are more effective and convenient than the application for answering simple questions and resolving non-standard situations. According to Business Insider forecasts, by 2020, 80% of companies will use chat bots [1].

At the moment, we are conducting a study on how the chat bot introduced in the business improves the efficiency of interaction with clients. Our hypothesis is that a well-tuned and thoughtful chat bot not only reduces the load on the sales department and consultants, but also allows you to keep those customers who decide to learn more about this business, get pricing information, and so on, at night or at weekend. Lost customers are lost money. Lost money – less profit.

So what happens? Chat bots are a modern trend, or a useful tool. This is the same important question for businessmen as “What is more important, the product itself or the service?”. I think this is more than a tool. You need to think it over, understand the principle and profitability, then it will become your assistant.

By the way, it is important to note the product and service. With each passing day, trends about the superiority of service over goods are becoming more and more noticeable. It is important for people how they were served, how fast, pleasant and clear. You can produce the perfect product, but what is the point if your manager is rude. Chat bots take the service to a new level [2].

We are glad that people automate various processes and try to bring them to perfection. We look forward to the latest in information technology. They are important even in such basic things as human communication.

References

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