



DATASHEET

Chatbots

A new way to communicate
with your clients



What are chatbots?

Chatbots are programs designed to keep dialogues in social media and e-commerce sites widgets in a 24/7 regime.

Integrated in messaging applications, chatbots are an easier and cheaper way to connect to clients without app installation and complex website maintenance.

By using a natural language, chatbots simplify tasks and turn bank-client relationship into a more direct and natural relationship.

Chatbots and their potencial in companies

1 | In Contact Centres

They deal with a great part of the relationship with clients:

- With their ability to take on daily, repetitive tasks and replies
- By sorting problems for improved forwarding of issues that are out of their capacity

2 | In the Commercial Sector

They detect opportunities to promote product/service sales:

- By permanently studying client profiles
- By choosing clients more prone to try something new
- By finding out the most common tastes leading to new offers

3 | As “personal agents”

- Advising the client
- Informing about good practices
- Recalling payment dates

4 | In the mid-term, they will also be responsible for bank operations, in part replacing home banking apps and websites.

5 | In addition, they can facilitate relationships within the company, by being in charge of individual and collective processes (like reminders and scheduling group meetings, respectively).

GoContact service benefits

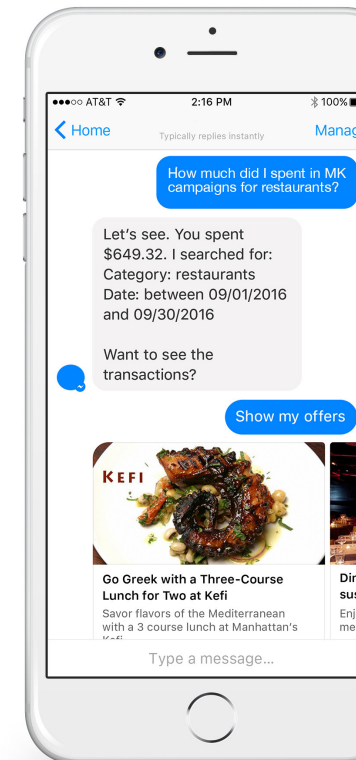
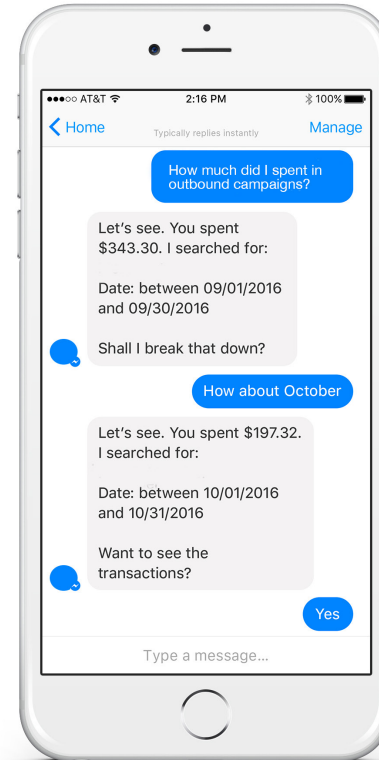
- Daily update on software, using state-of-the-art technology
- Evolutive use of natural language processing for improved interaction quality
- Integration with existing solutions
- Advise on agent or chatbot “personality” definition
- Use of machine learning and big data to enrich chatbot's skills

“In 2020, only 15% of clients will be interacting with companies via humans”.

Gartner report (American market).

“Chatbots are the new apps”

Satya Nadella, Microsoft CEO





contact

a broadvoice Company

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