

A RESEARCH STUDY BY MINDBROWSER IN ASSOCIATION WITH 'CHATBOTS JOURNAL'

CHATBOT SURVEY 2017

CURRENT STATE OF CHATBOTS
AND THEIR OUTLOOK IN 2017



Chatbots Journal

Learn and Share All About Chatbots

INTRODUCTION TO THE THE SURVEY

The study focuses on understanding the current state of Chatbots and their future outlook. The objective is to understand and forecast industry trends and business sentiments.

The survey was conducted over the period of Nov2016 - Jan2017. Questionnaires and interviews were major data collection tools.

300+ individuals participated from wide array of industries including Online Retail, Aviation, Logistics, Supply Chain, e-commerce, Hospitality, Education, Technology, Manufacturing and Marketing & Advertising.

In-depth data analysis is done with Graphs, Pie-Charts and data tables. We tried our best to derive the most accurate results and crystal clear trends. From our research, it is quite clear that Chatbots market is anticipated to witness a substantial Growth in near future.

This research study is conducted by Mindbrowser in association with ChatbotsJournal.com.

Mindbrowser is a major Chatbots solutions provider offering it's services across multiple industries.

ChatbotsJournal.com is the most active online community of Chatbot experts and enthusiasts.

SPECIAL MENTIONS



DALEY ROBINSON
CEO
NEOSCHOOL.IO



ASHITOSH GHODAKE
RESEARCH ASSOCIATE
MINDBROWSER



PAUL SMITH
DIRECTOR
YPO



GLENN MILLER
MILLER ENTERPRISES



WILL SIMS
FOUNDER
BOTUNITY



GLENN MARTIN
PRACTICE LEAD
HUDSON DIGITAL TRANSFORMATION

PARTICIPANT PROFILE

INDUSTRIES :

TECHNOLOGY

CHATBOT DEVELOPERS

RETAIL

E-COMMERCE

LOGISTICS

HEALTHCARE

BANKING & INSURANCE

HOSPITALITY

RECRUITMENT

PARTICIPATING ORGANISATIONS

*BASED ON REVENUE (USD)

29%

LESS THAN 1M

47%

1M - 10M

24%

MORE THAN 10M

WHY DO YOU THINK CHATBOTS ARE GAINING SO MUCH POPULARITY IN RECENT TIMES ?

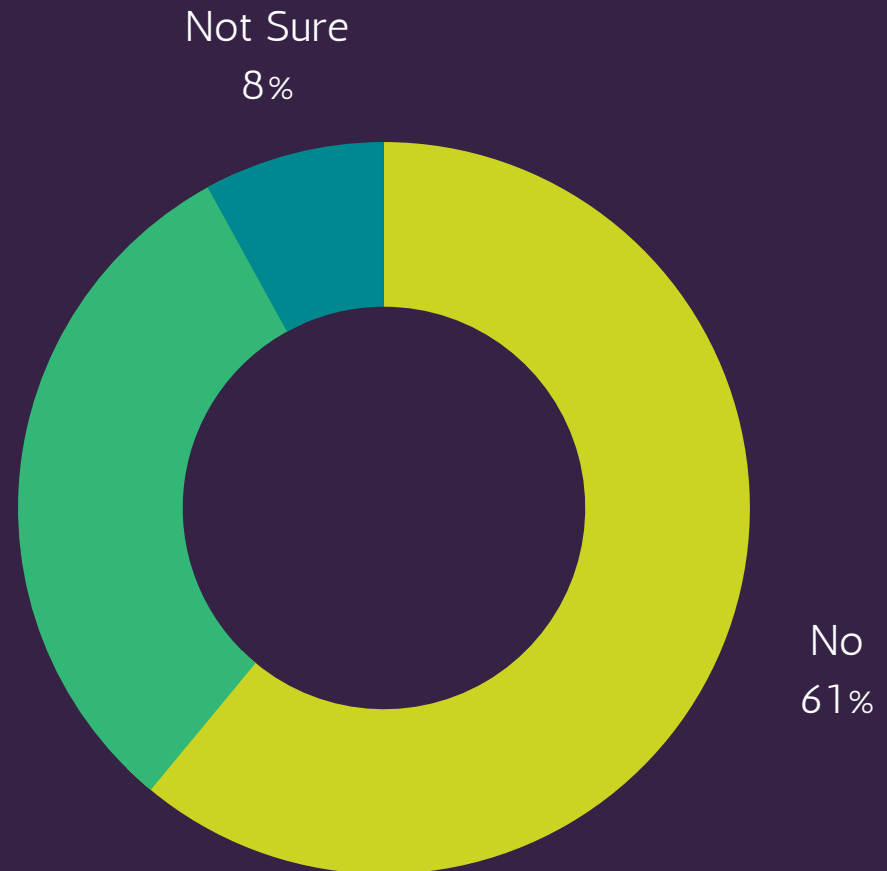
NEAR SIMULTANEOUS PUSH FROM MAJOR ESTABLISHED PLAYERS (FACEBOOK, GOOGLE, MICROSOFT, AMAZON) ON ONE SIDE AND SLACK, WECHAT, AND KIK AS NEWER CHAT ONLY ENTRANTS. ADVANCES IN NLP AND AI OF VOICE AND TEXT HAVE HELPED TO BOOST CHATBOTS TO THE WHOLE ANOTHER LEVEL. CHATBOTS WOULD HAVE SUCCEEDED IN JOINING MASS MARKET WITHOUT THE CONCERTED PLAYER'S EFFORT BUT PERHAPS NOT AS QUICKLY.

ALEC LAZARESCU - FOUNDER, ADMIRAL AI

WHETHER CHATBOTS WILL REPLACE HUMAN COUNTERPARTS COMPLETELY ?

Yes, in future
31%

It seems that there is still time for Chatbots to reach at par with their human counterparts. 61% respondents believe that Chatbots are less likely to replace humans completely in near future.



”

MORE AND MORE BUSINESSES SEE THE BENEFIT OF HAVING A
CHATBOT TO HELP THEM DEAL WITH CUSTOMER SERVICE.
CHATBOTS CAN TAKE OVER SMALLER AND TIME CONSUMING TASKS
IN ORDER FOR HUMANS TO DEDICATE THEIR TIME TO BIGGER AND
MORE IMPORTANT TASKS.

“

DIANE BÉDAT - RE•WORK



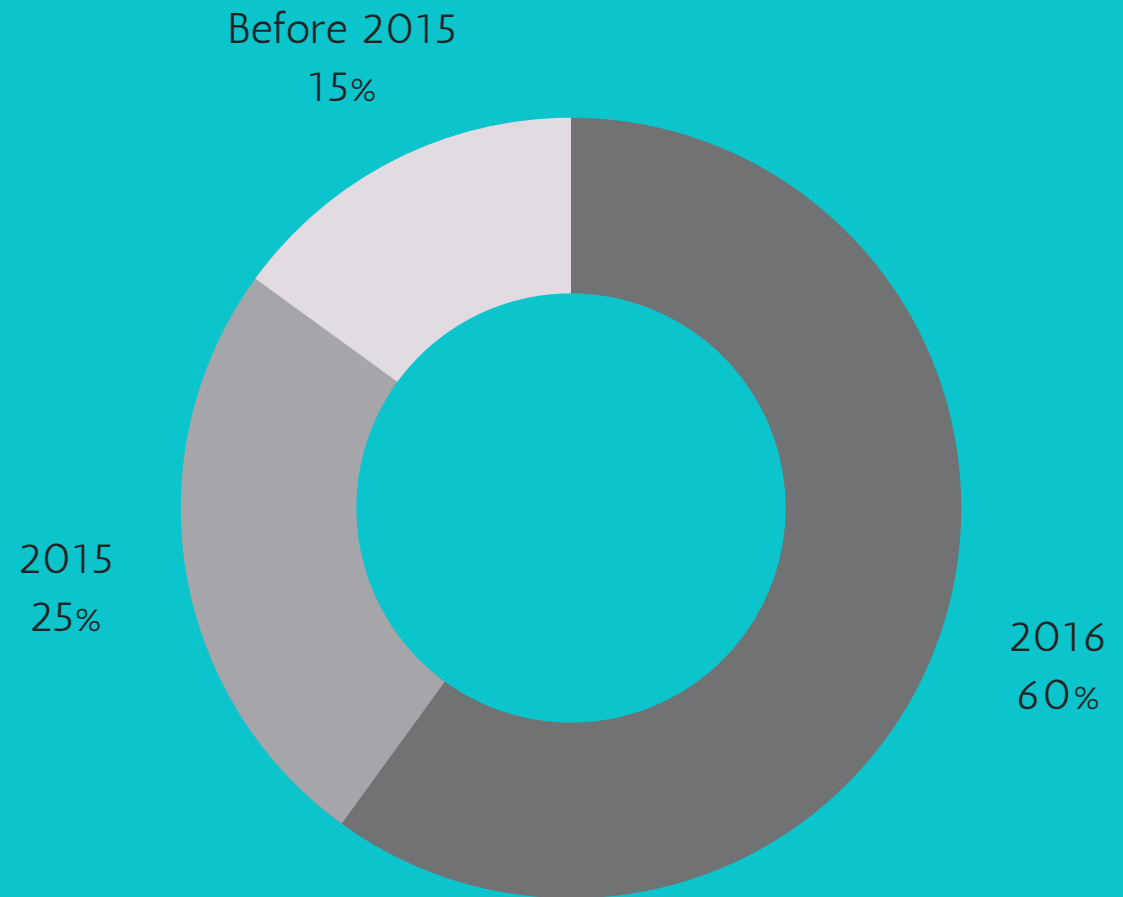
90%

**DEVELOPERS BELIEVE
THAT THERE IS A LACK
OF AWARENESS
AMONG BUSINESSES
ABOUT CHATBOTS**

WHEN DID YOU FIRST HEAR ABOUT CHATBOTS ?

Majority of the businesses heard about Chatbots for the first time between 2015 and 2016.

54% of the developers worked on Chatbots for the first time in 2016. Facebook's announcement of 'Messenger Chatbots' could have been major catalyst in Chatbots awareness.



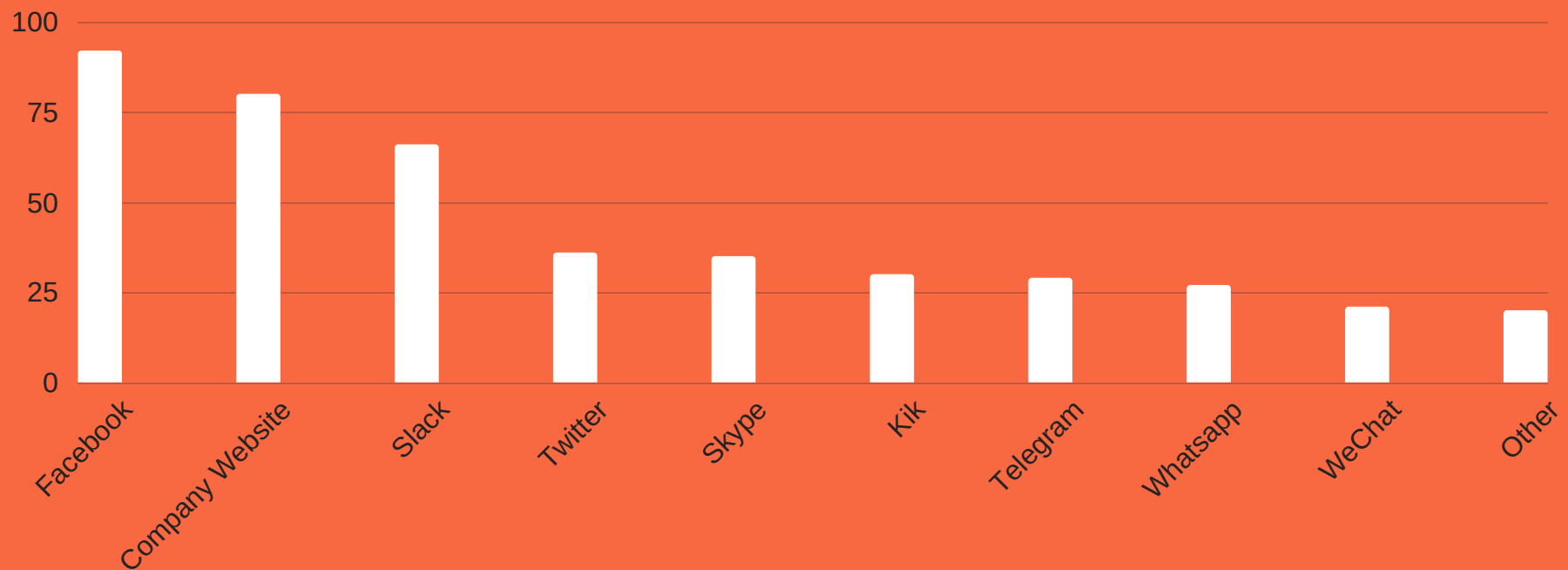
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CHATBOTS ARE BOOMING..THANKS TO THE BIG BETS OF TECH GIANTS
LIKE MICROSOFT, FACEBOOK, AMAZON, ETC. THANKS TO THE
COMMODITIZATION OF MANY ALGORITHMS AND LIBRARIES FOR NLP
EASY TO USE AND DEPLOY. THANKS TO THE INCREASING MASS
ADOPTION OF MESSAGING AND TALKING TO TECHNOLOGY AS
HUMAN-COMPUTER INTERACTION.

“

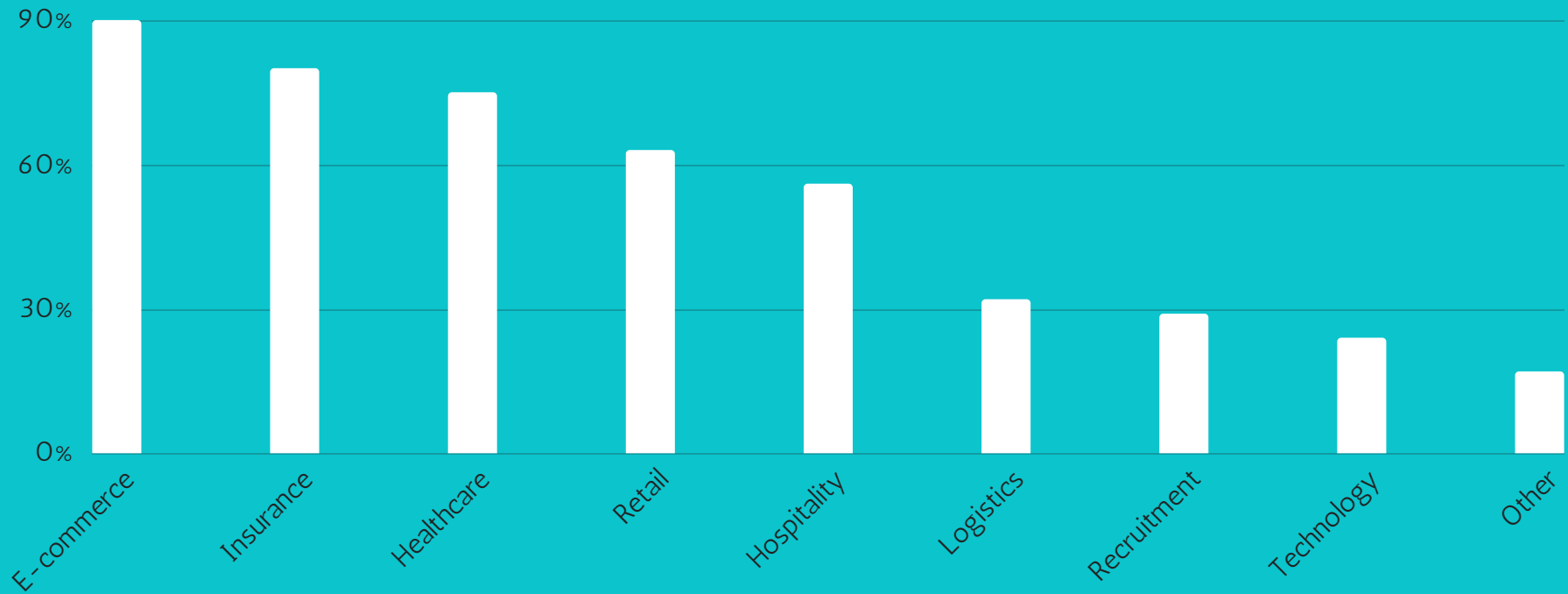
ALBERTO CHIERICI - CO-FOUNDER,
SPIXII


WHICH PLATFORM(S) / NETWORK(S) WOULD YOU PREFER TO BUILD A CHATBOT FOR?



Facebook messenger seems to be the most preferred platform (92%) among businesses to build Chatbots followed by slack and twitter among other Social networks. 80% of businesses want to house Chatbots on their own website.

INDUSTRIES THAT WILL BENEFIT THE MOST FROM CHATBOTS





TOP 3 INDUSTRIES WHICH WILL REAP THE MAXIMUM BENEFITS FROM CHATBOTS



E-COMMERCE

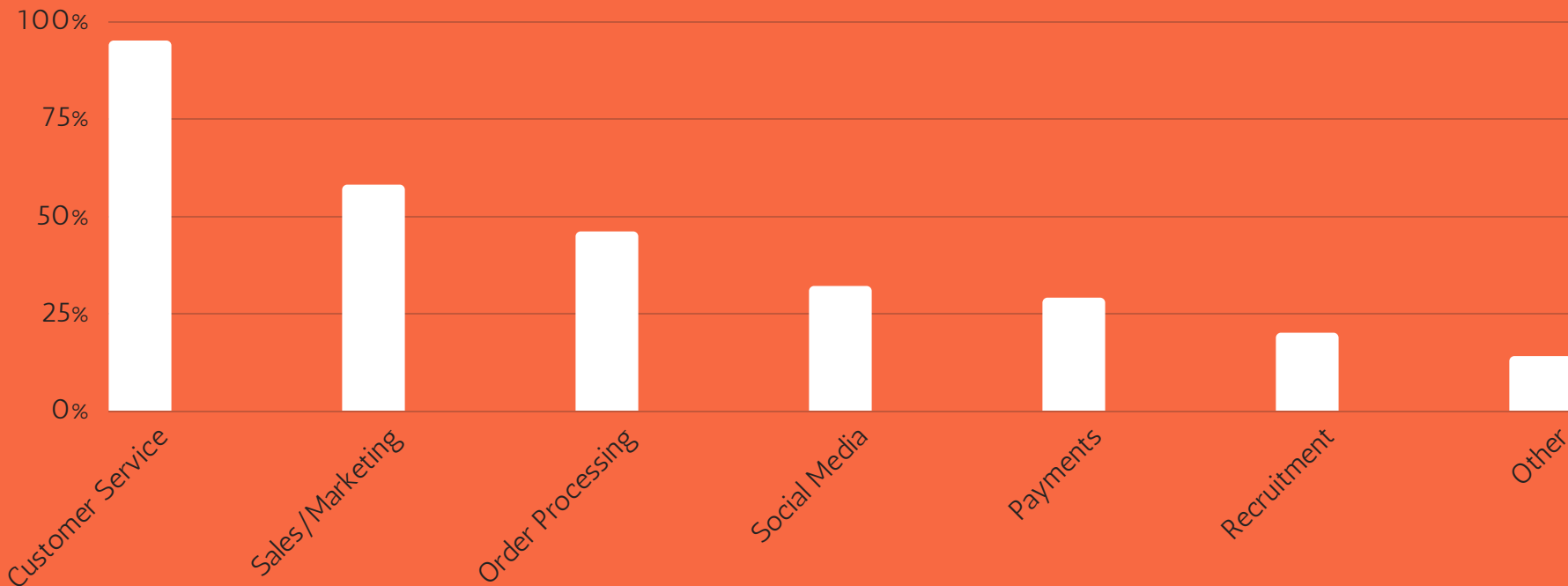


INSURANCE



HEALTHCARE

BUSINESS FUNCTIONS WHICH WILL BENEFIT THE MOST FROM CHATBOTS



Customer service function will benefit the most from Chatbots followed by Sales/Marketing and Order Processing.



95%

**RESPONDENTS
BELIEVE THAT
'CUSTOMER SERVICE'
DOMAIN IS GOING TO
BE THE MAJOR
BENEFICIARY OF
CHATBOTS**

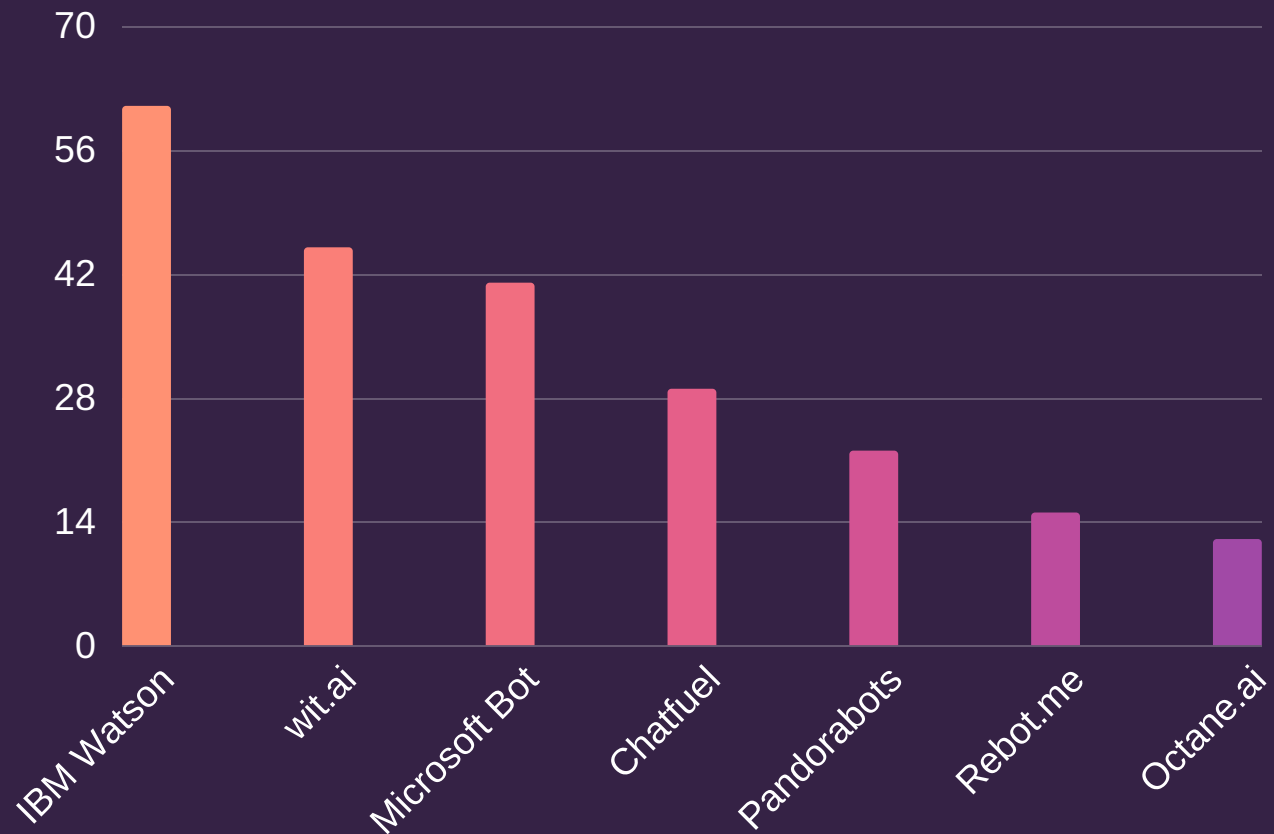
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THE LEVEL OF CUSTOMER CARE IS AT AN ALL TIME HIGH. PEOPLE EXPECT THE BEST, AND PERHAPS CUTTING OUT THE "EMOTIVE" ELEMENT IS WHAT GETS RESULTS, AND FASTER. GIVEN THAT BUSINESSES - SUCH AS MANCHESTER CITY FOOTBALL CLUB - HAVE ROLLED OUT CHATBOTS - THEY HAVE ALMOST CUT OUT THE MIDDLE MAN, BUT REPLACED HIM WITH AN "ENTITY" THAT CAN PROVIDE MUCH BETTER ANSWERS. IN THIS DAY AND AGE, PEOPLE WANT EVERYTHING, AND THEY WANT IT NOW! PERHAPS CHATBOTS IS THE ANSWER TO THIS.....

“

ZOE MCGOVERN - ACCOUNT
MANAGER, CCA

BEST PLATFORMS TO BUILD CHATBOTS



IBM Watson is the first choice as a bot building platform for 61% businesses. 41% of the businesses said they will prefer 'Microsoft Bot Framework'. Also, 45% of the respondents said, they trust 'Wit.ai' than any other bot building platform.

”

THE AVAILABILITY OF TEMPLATED NLP TOOLS, PLUS THE RISE OF BETTER CHAT SYSTEMS (SLACK, GITTER, ETC.), ALONG WITH A NEED TO HANDLE OVERWHELMING INBOUND SCALE 24/7, HAVE BOOSTED THE GROWTH OF CHATBOTS.

“

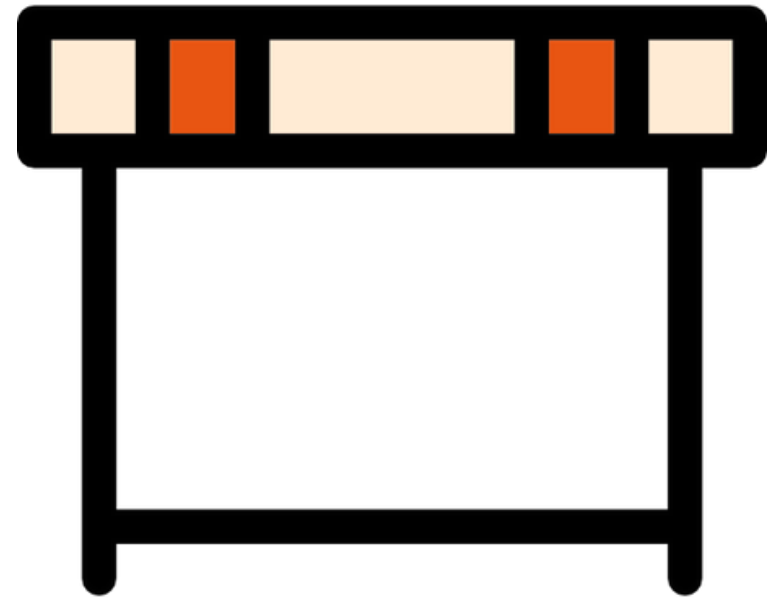
PACO NATHAN - DIRECTOR
(LEARNING GROUP), O'REILLY MEDIA



76%

**BUSINESS BELIEVE
THAT RESOURCES
TO BUILD A
CHATBOT ARE
EASILY AVAILABLE**

ARE CHATBOTS READY TO TAKE ON THE WORLD ?



75% of the businesses believe that 'Chatbots haven't yet proven themselves completely'. While 58% respondents believe that there isn't enough awareness among businesses about Chatbots.

”

FACEBOOK HAS MADE IT POPULAR BY OPENING ITS PLATFORM. LOTS OF GIMMICKY BOTS HAVE BEEN CREATED (AND FUNDED) WITHOUT RESULTS. NOW THE INDUSTRY IS WAKING UP FROM THE HANGOVER AND THE TRUE, SEAMLESS, VALUE ADD BOTS WILL EMERGE.

“

AURELIE GUERRIERI - CHIEF
GROWTH OFFICER, AKILA ONE

CHATBOTS HALL OF FAME

THE MOST POPULAR CHATBOTS



PONCHO



SIRI



EXCLONE



X.AI



HEALTH TAP



96%

**BUSINESSES
BELIEVE THAT
CHATBOTS ARE
HERE TO STAY FOR
LONG AND THEY
AREN'T GOING
ANYWHERE SOON**

BOTS

VS.

APPS

67%

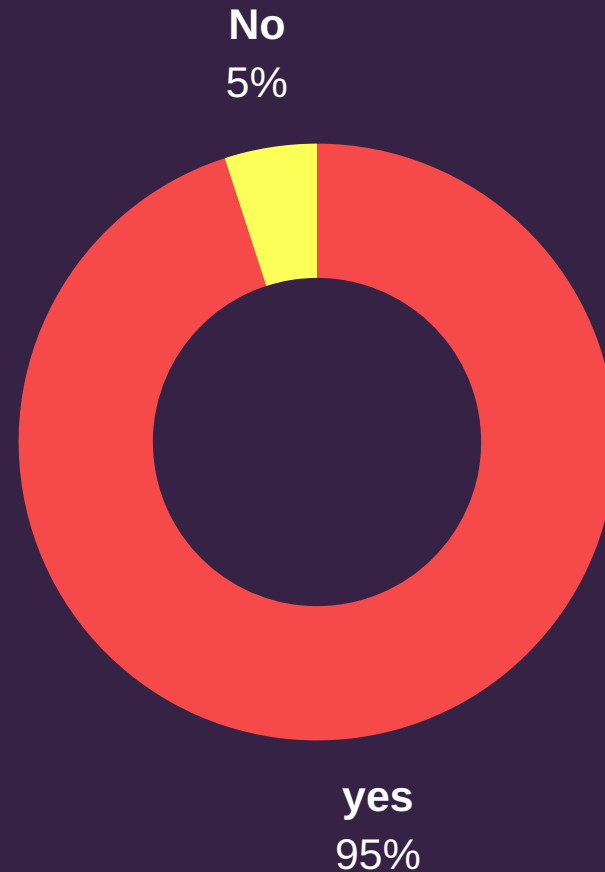
**BUSINESSES
BELIEVE THAT
CHATBOTS WILL
OUTPERFORM
MOBILE APPS IN
NEXT 5 YEARS**

75% PARTICIPANTS ARE PLANNING TO BUILD A CHATBOT FOR THEIR BUSINESS IN 2017

AMONG THESE, 70% OF THE BUSINESSES
INTERACT WITH THEIR AUDIENCE ON A
DAILY BASIS

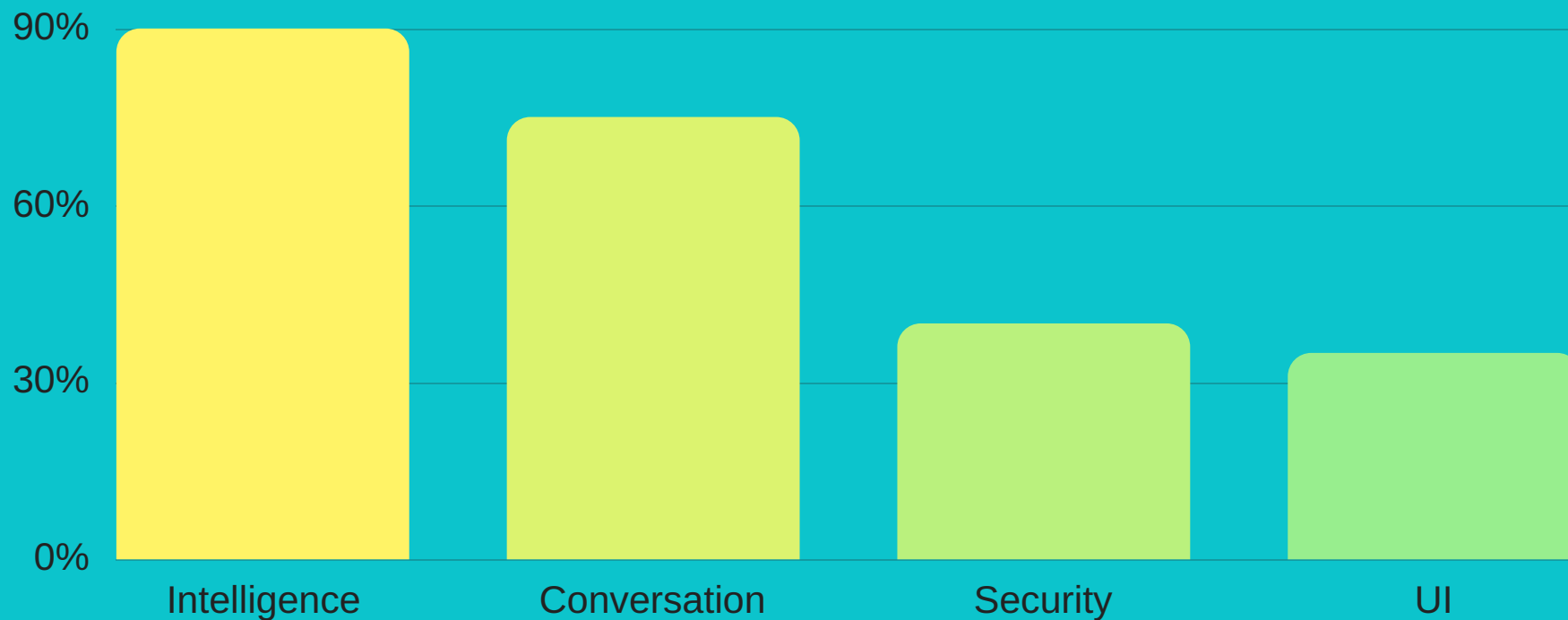


**ARE YOU
HAPPY WITH
THE WAY
CHATBOTS
ARE HELPING
YOUR
BUSINESS?**



WHAT ASPECTS WOULD YOU LIKE TO IMPROVE IN YOUR CHATBOT

90% participants believed that their bots lack 'intelligence' while 75% believed that their bots lag in 'Conversational Language' department.





40-60%

**THE AVERAGE
RETENTION RATIO
OF USERS AFTER
ONE MONTH OF BOT
USE WHILE **FOR**
APPS, IT'S 20-40%**

”

UTILIZING THE POWER OF CHATBOTS IMPROVES ENGAGEMENT WITH CUSTOMERS AND ALLOWS COMPANIES TO COLLATE MORE VALUABLE CUSTOMER DATA FROM THE INTERACTIONS.

“

GLENN MARTIN - PRACTICE LEAD,
HUDSON DIGITAL TRANSFORMATION

SUMMARY

WHAT DOES ALL THIS MEAN?



THE NEED

Rising inclination of enterprises towards increasing customer experience and reducing operational costs will garner the growth of global Chatbots market over next 5 years



THE CATALYST

Rise of AI, Various bot building platforms and the availability of NLP resources are major contributors for the Chatbots growth.



THE RESTRAINT

Lack of awareness and large dependency on humans for customer interaction along with privacy issues are anticipated to restrain the growth of Chatbots.

BIG

THANKS

TO..

BIG

THANKS

TO..

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Slack

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BIG

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BIG

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BIG

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BIG

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Neetan Chopra - Senior Vice President (IT),
Emirates

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