



CHATBOTS

An Emerging Platform Discussion

The
times
they are
a-changin'



Jesselle Macatiag

Director, Emerging Platforms and
Audience Development



VisitTheUSA.com



Agenda

- Definitions
- State of the market
- Challenges
- Chatbots for travel

What is a chatbot?

A chatbot (also known as a talkbot, chatterbot, Bot, IM bot, interactive agent, or Artificial Conversational Entity) is a computer program which conducts a conversation via auditory or textual methods. Such programs are often designed to convincingly simulate how a human would behave as a conversational partner.

Source: Wikipedia



#LUVMIDTOWNKC

What is a chatbot?

A chatbot (also known as a talkbot, chatterbot, Bot, IM bot, interactive agent, or Artificial Conversational Entity) is a computer program which conducts a conversation via auditory or textual methods. Such programs are often designed to convincingly simulate how a human would behave as a conversational partner.

Source: Wikipedia

Increasingly a marketing platform for many brands



#LUVMIDTOWNKC



STATE OF THE MARKET

Chatbots are more popular than ever

10,000

Number of developers building bots for Facebook's Messenger

900 Million +

Number of users on Facebook's Messenger

2/3

Of British adults would use chatbots to contact businesses or brands

61%

Of British adults agreed it would be "more frustrating if a chatbot couldn't solve my problem than a human".

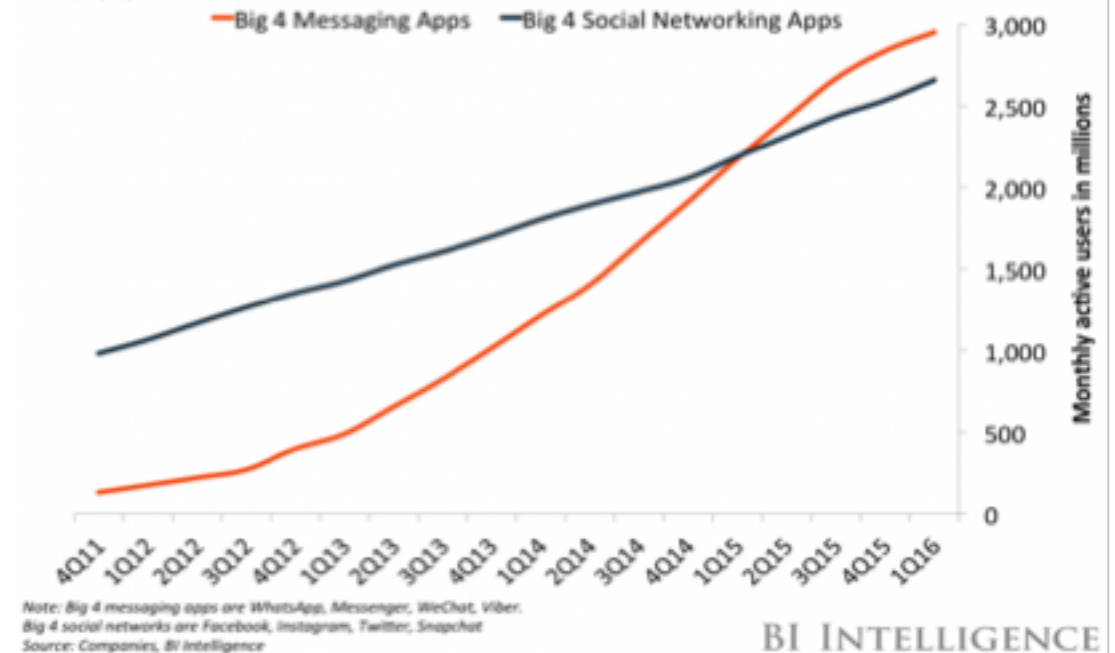
60%

Of millennials shopping online prefer interacting with a chatbot than a person

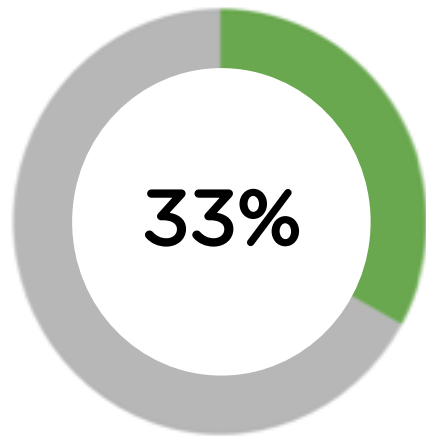
(Warc)

Messaging Apps Have Surpassed Social Networks

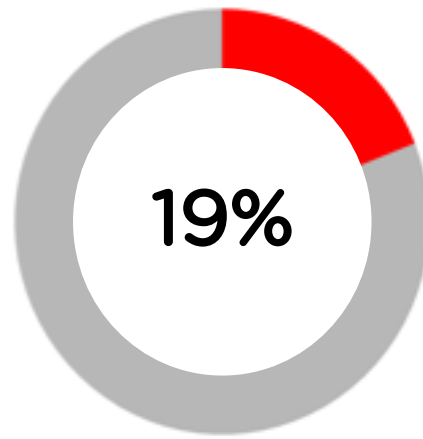
Global monthly active users for the top 4 messaging apps and social networks, in millions



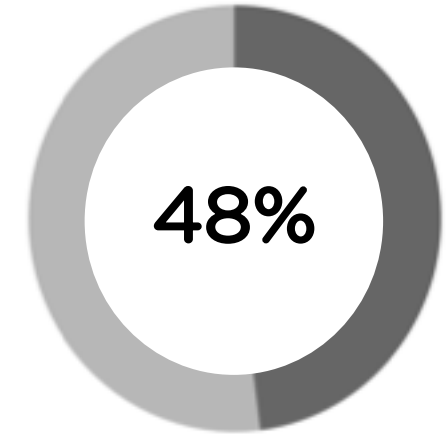
Users generally have positive experiences



In a survey of 5,000 consumers from six countries, **33% of consumers rated a positive perception of chatbots**

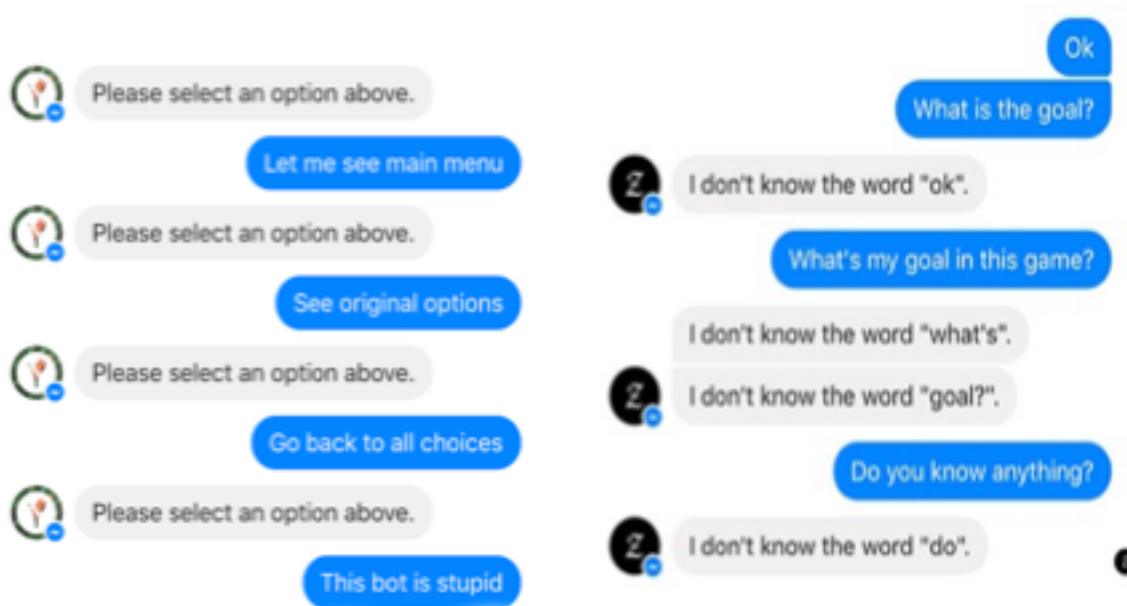


19% of participants rated a negative perception



the remaining 48% were indifferent as long as their issue was resolved

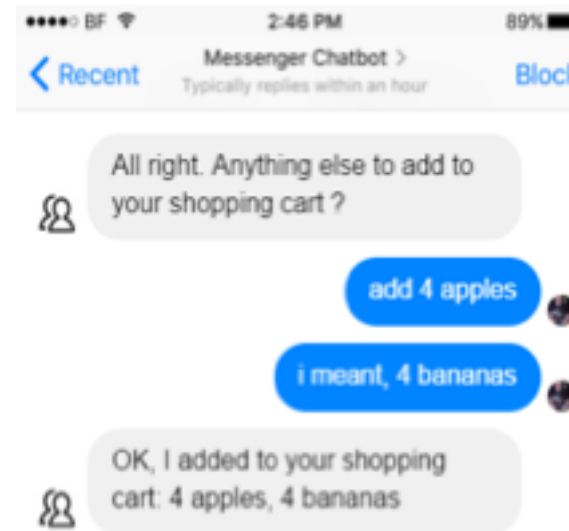
However, there is still huge room for improvement



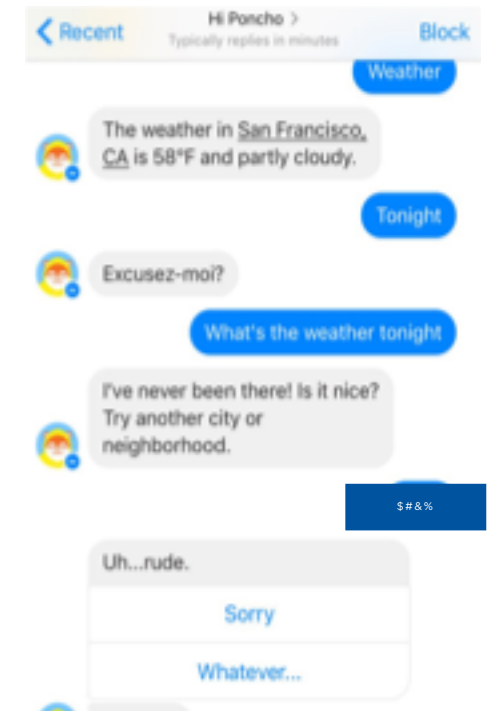
When you get stuck with your chatbot - despite following its instructions



When you can't recognize even the simplest of commands



When you make a mistake and end up with more fruit than you wanted



When your chatbot can't do the one thing it's supposed to do



CHALLENGES



Category is faced with three main challenges

Blurred lines between bots and reality

“The lines between reality and AI are getting blurred – and I don’t like that”

Does not engage in a compelling way

“Why would I engage with this chatbot? What’s in it for me?”

Too many unhelpful, bad suggestions

“This chatbot doesn’t give me what I’m looking for”

Challenge 1: Blurred lines between bots and reality

People don't want to be tricked – they want to know when they're talking to a chatbot



75%

of consumers want to know whether they are chatting with a chatbot or a human

(Mindshare)



48%

of consumers considered chatbots pretending to be human "creepy"

(Mindshare)



60%

of found out they were talking to a chatbot from the robotic and artificial nature of the conversation

(DigitasLB)



Challenge 1: Blurred lines between bots and reality

Technology can't – and shouldn't be expected to – imitate true human interactions

MIT
Technology
Review

**Tougher Turing Test Exposes
Chatbots' Stupidity**

THE VERGE

*“No matter how “intelligent” an auto-response system can be, **there’s no way to replicate the warmth and authenticity that a live customer service rep can offer.**”*

—[Rob Siefker](#)
[Senior Director of Zappos' customer loyalty team](#)

Challenge 1: Blurred lines between bots and reality

But that doesn't mean chatbots should sacrifice having a personality



BEHAVIOR

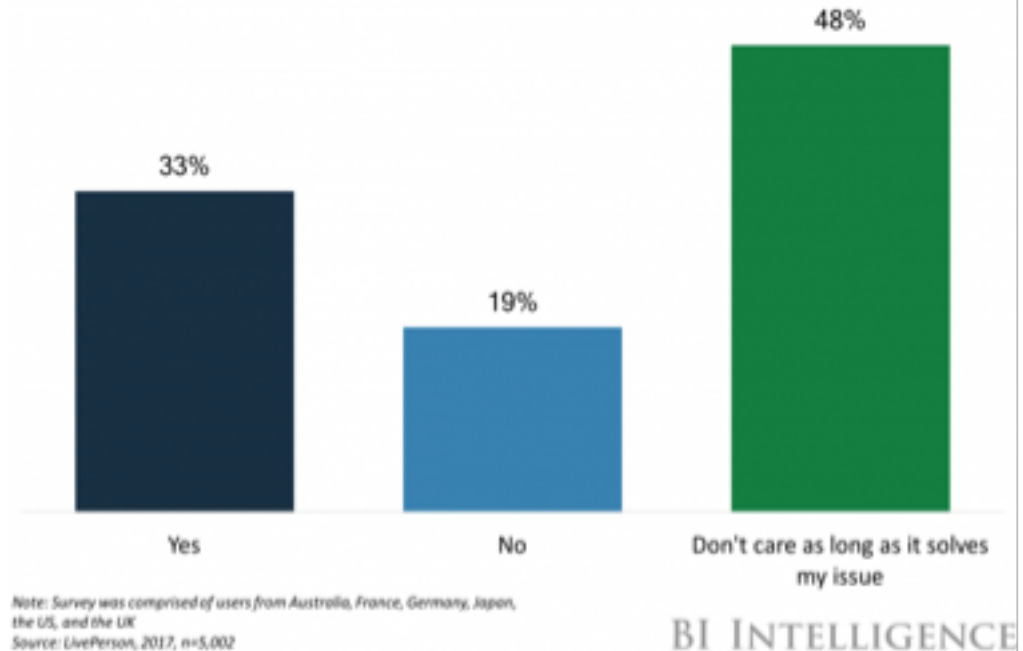
'It Has To Have A Soul': How Chatbots Get Their Personalities

"With chatbots, so much of the interface has been stripped away that the user experience really depends on the dialogue. **The experience of interacting with a chatbot is very similar to interacting with a human**, so we sense a personality in that conversation."

(NPR)

Global Preference For Chatbot Personality

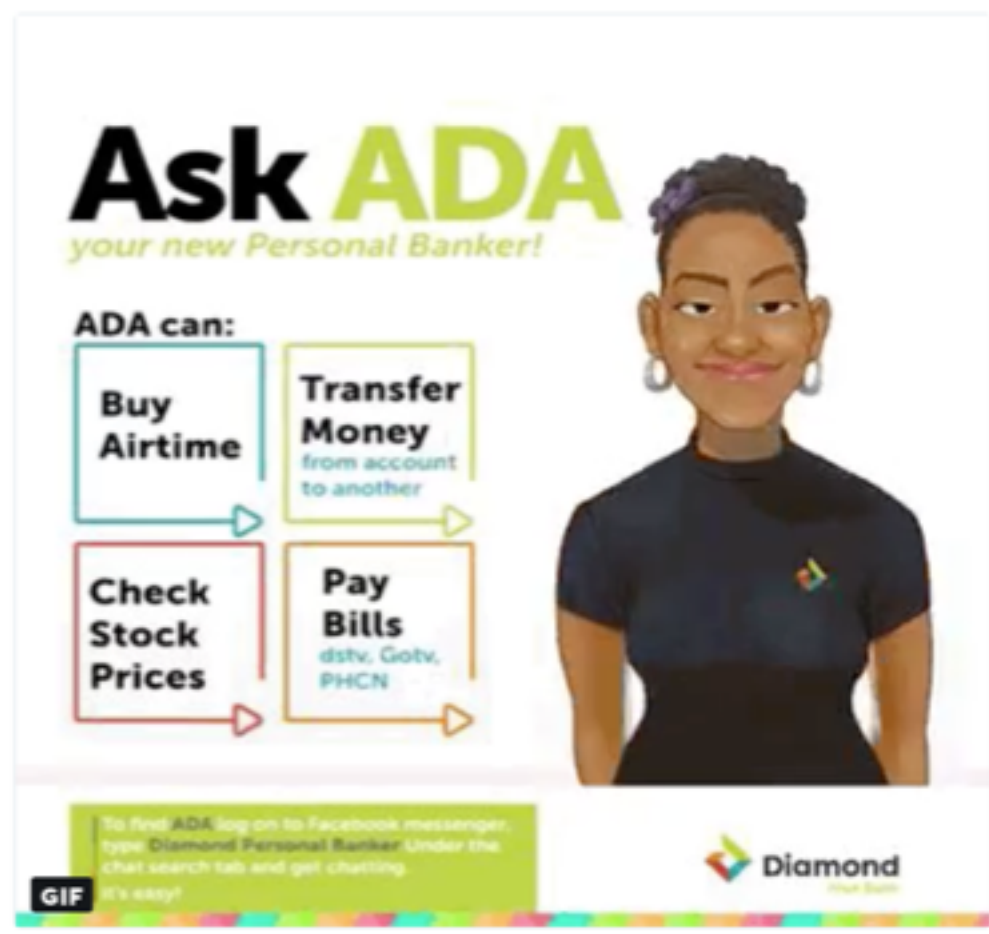
Question: Would you prefer a customer service bot to have a name and personality?



(Mindshare)

Example: Transparency

Ada sets expectations so users know how to engage with her at the start of every interaction



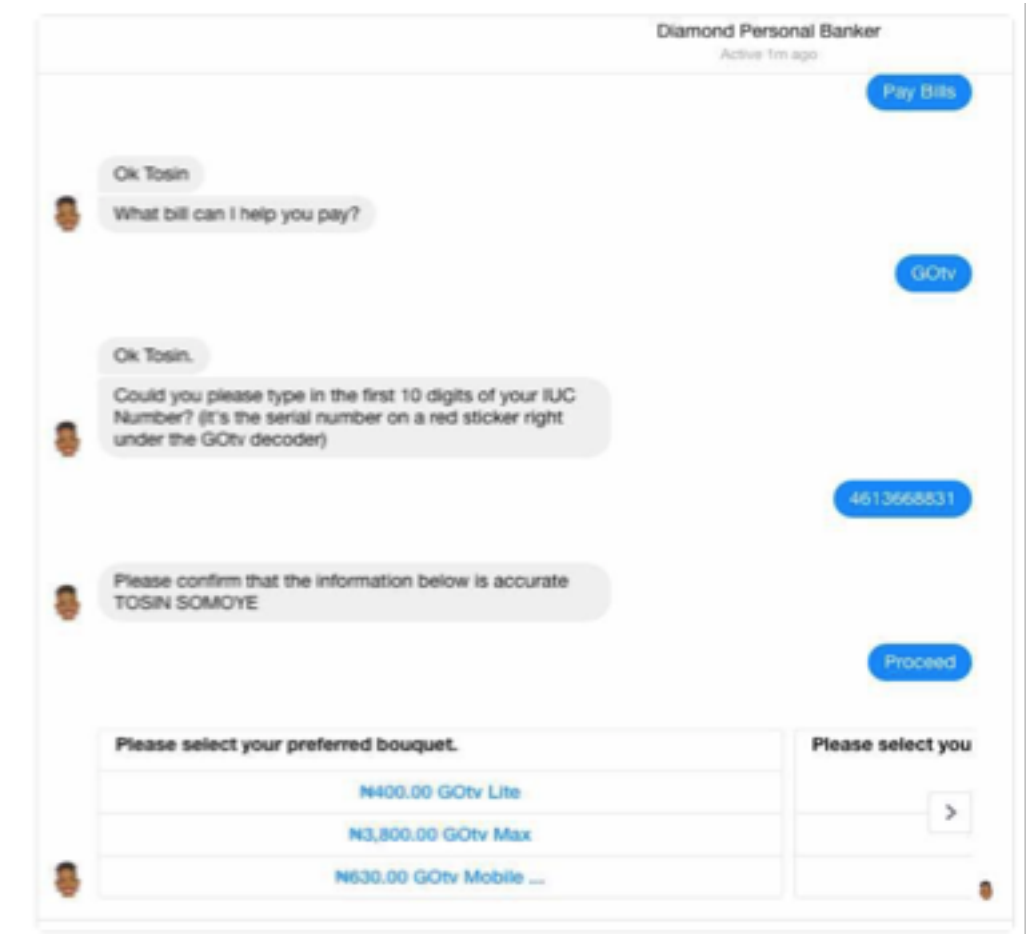
Ask ADA
your new Personal Banker!

ADA can:

- Buy Airtime
- Transfer Money from account to another
- Check Stock Prices
- Pay Bills dstv, Gotv, PHCN

To find ADA, log on to Facebook messenger, type Diamond Personal Banker. Under the chat search tab and get chatting. It's easy!

Diamond
Your Bank



Diamond Personal Banker
Active 1m ago

Pay Bills

Ok Tosin

What bill can I help you pay?

Gotv

Ok Tosin,

Could you please type in the first 10 digits of your IUC Number? (It's the serial number on a red sticker right under the GOTv decoder)

4613668831

Please confirm that the information below is accurate
TOSIN SOMOYE

Proceed

Please select your preferred bouquet.

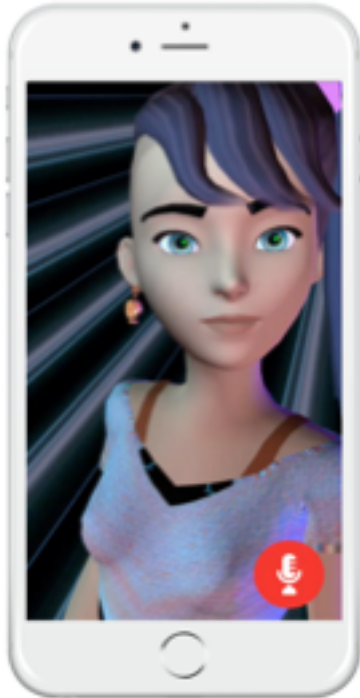
- N400.00 GOTv Lite
- N3,800.00 GOTv Max
- N630.00 GOTv Mobile ...

Please select you

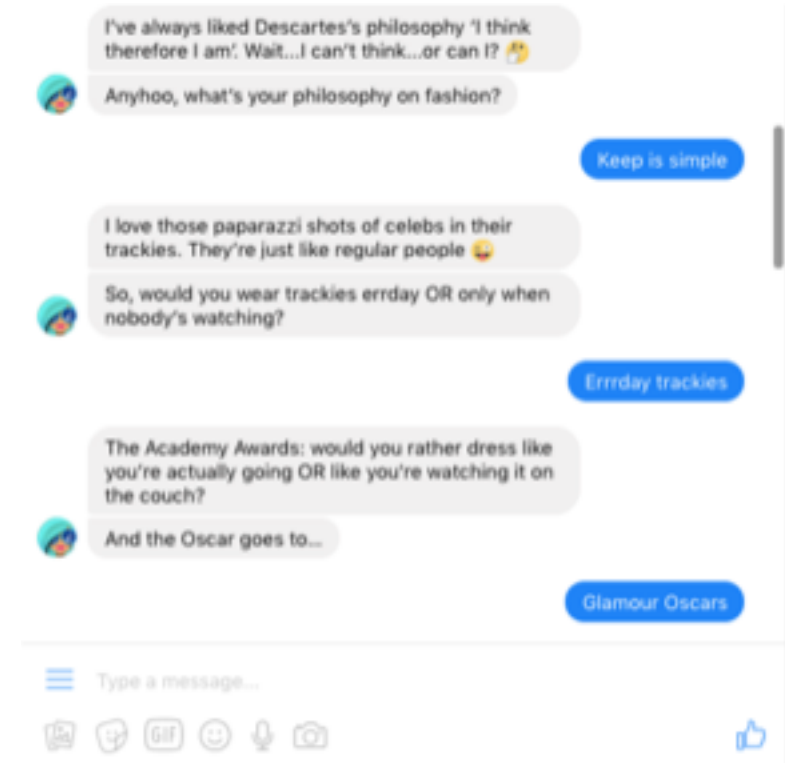
>

Example: Personality

A well defined personality helps create a distinct, memorable experience



Mitsuku, a three-time winner of the Loebner Prize Turing Test, is known for using its wit to keep users engaged, making it one of the most popular chatbots in the world



Bae, a chatbot from PayPal in Australia, took on personality traits from its target audience (Millennials interested in quirky fashion) to form a connection with them



Challenge 2: Does not engage in compelling way

Chatbots need a defined purpose that addresses a need, giving consumers a unique reason to engage in conversation

"If you can't summarize the purpose of the bot in one sentence, you shouldn't do it,"

—Vince Lynch,
CEO IV.AI

(WARC, Building a Better Chatbot)

"Many companies think they are innovating, when they are simply iterating Rather than re-imagining the moment and overall experience, initial solutions for chatbots mimic modern-day call centers."

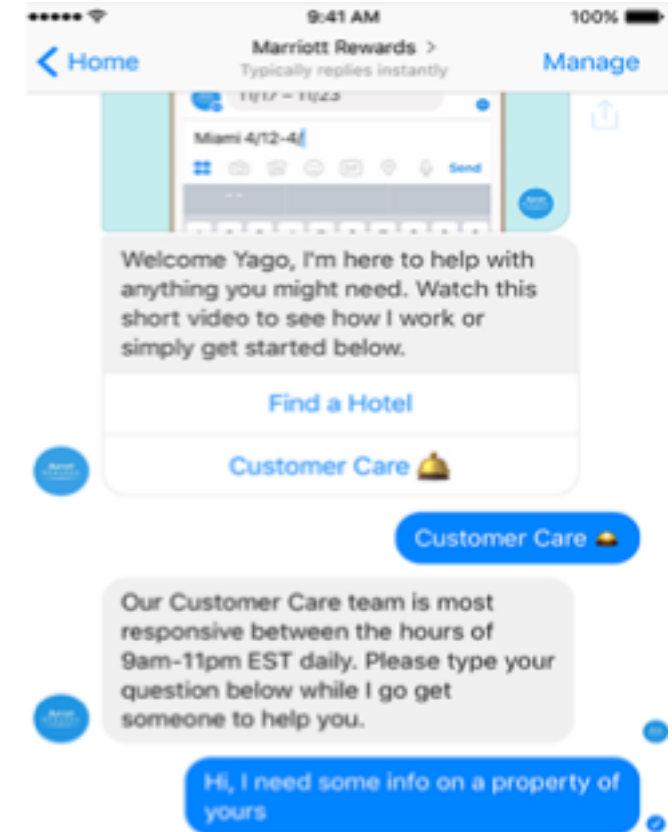
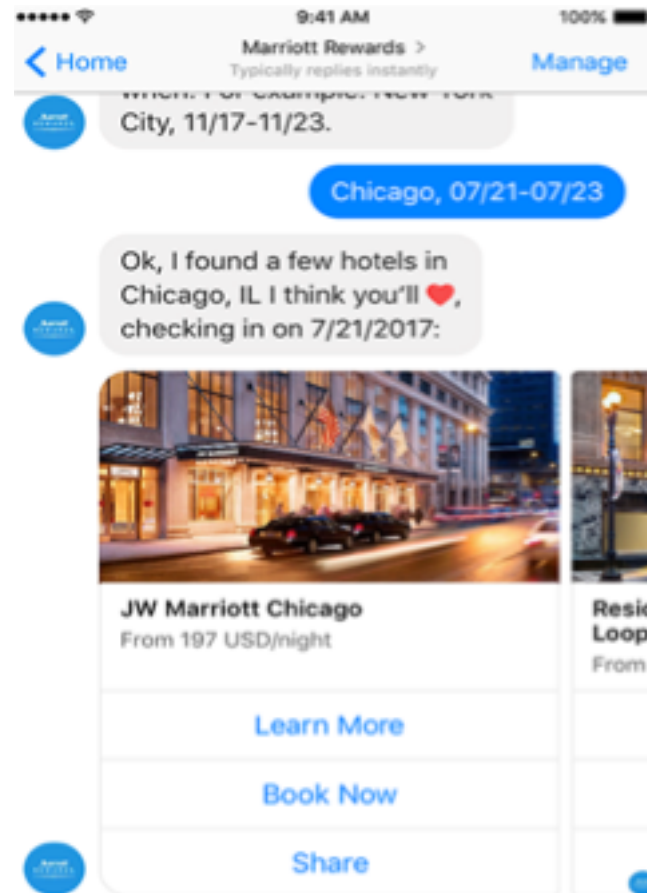
—Katie Lamkin
Prophet

Example: Marriott Rewards

A multipurpose chatbot that understands their consumer's journey from hotel search to concierge recommendations

Marriott has introduced a chatbot extension on Facebook, Slack, and WeChat (China's largest chat platform) that allows guests to **search for hotels, speak with customers service representatives, and get recommendations from the concierge** – all without ever having to leave the message thread

([Marriott](#))

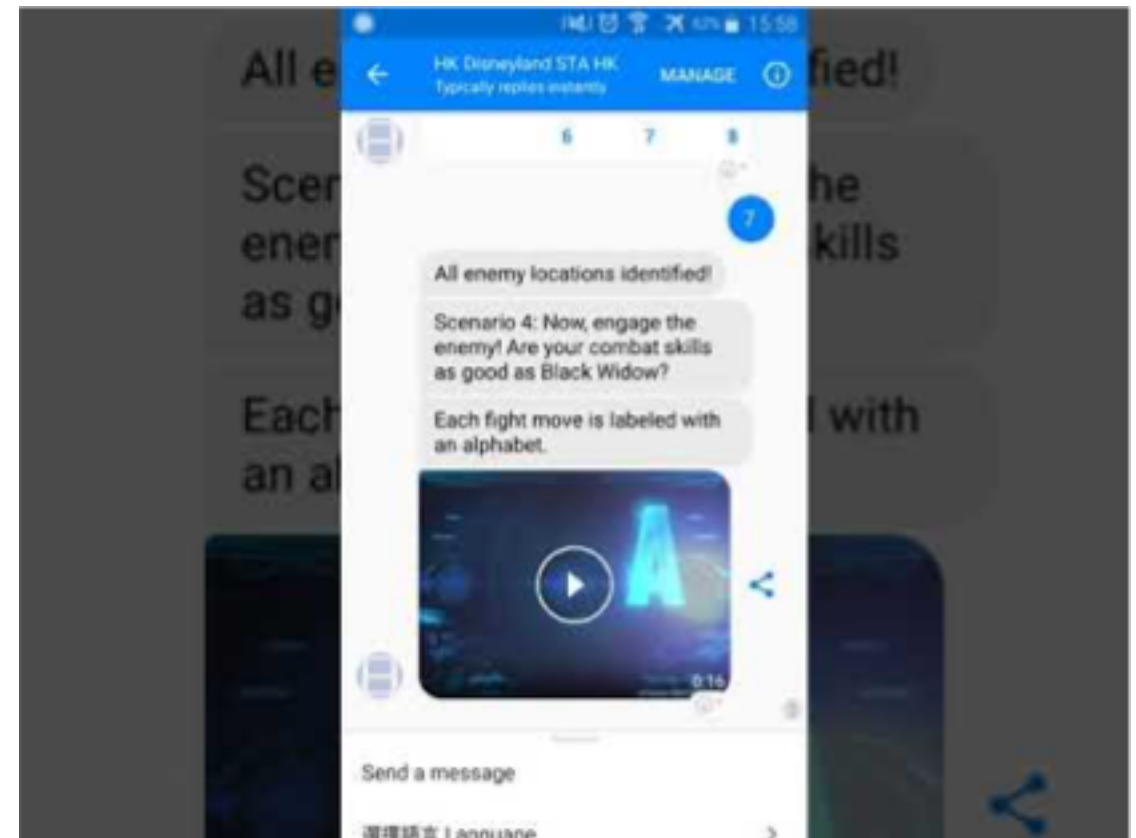


Example: Marvel Superhero Chatbot

Disneyland Hong Kong gave users a unique reason to engage with their chatbot

This chatbot invites users to join the Marvel team as a superhero and asks them a set of questions to test their superhero abilities. At the end of the quiz, users are given a personalized marvel poster with their name. This aligned with the launch of the Superhero Summer Experience.

([KRDS](#))





HK Disneyland STA
HK

0 people like this
Movie

15:57

重新開始 Restart

注意！超級英雄現正雲集香港迪士尼樂園，需要你合力對抗海德勒！你能勝任嗎？
Alert! Super Heroes need your backup for their fight against Hydra at Hong Kong Disneyland! Do you have what it takes?

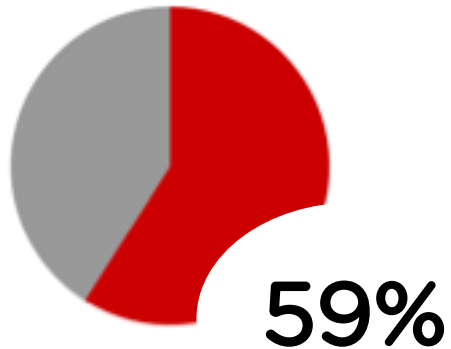


Send a message

Challenge 3: Unhelpful, bad suggestions

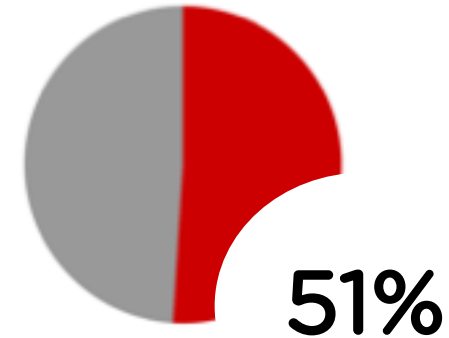
Chatbot conversations go awry for two main reasons

*Can't direct people to
the answer they're looking for*



of consumers grow frustrated if a chatbot has yet to provide them a clear path to resolution within 5 minutes.

*Don't understand the
question*



of consumers anticipate frustrations around chatbots not understanding what they're looking for, 44 percent question the accuracy of the information chatbots provide

(Point:Source)

Example: Integrations, Templates, and Real People

Chatbot technology won't be perfect any time soon – and that's okay

Bebot uses partner integrations to provide utility across multiple traveler moments in a single interface



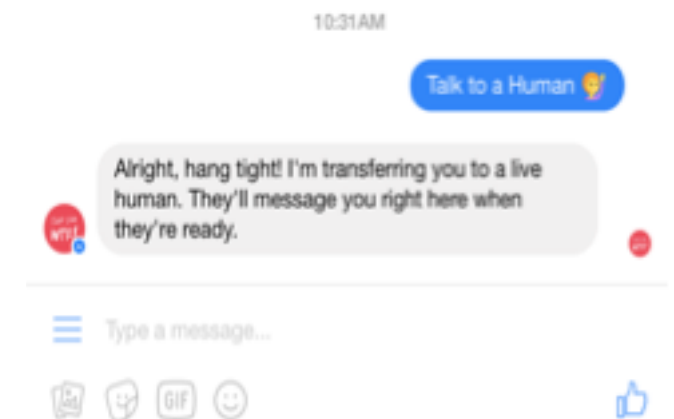
([Bebot](#))

Booking.com templates questions in 42 languages



([VentureBeat](#))

Other bots introduce real people when the conversation hits a dead end



CHATBOTS FOR TRAVEL



Chatbots in the travel category

Transactional and post-purchase customer service

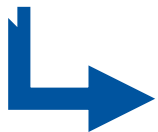


In Beta: Visit the USA Chatbot

Personalize wanderlusting to guide discovery of U.S. possibilities

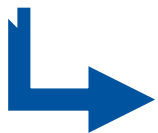
Objectives

Facilitate inspiration



Create an experience that guides travelers to discovering a new side of the USA

Empower trip research and planning



Ease trip planning stress by connecting travelers' interests to our destinations

Strategy

Get (who)

Digitally-engaged travelers in our English-speaking markets

To (behavior change)

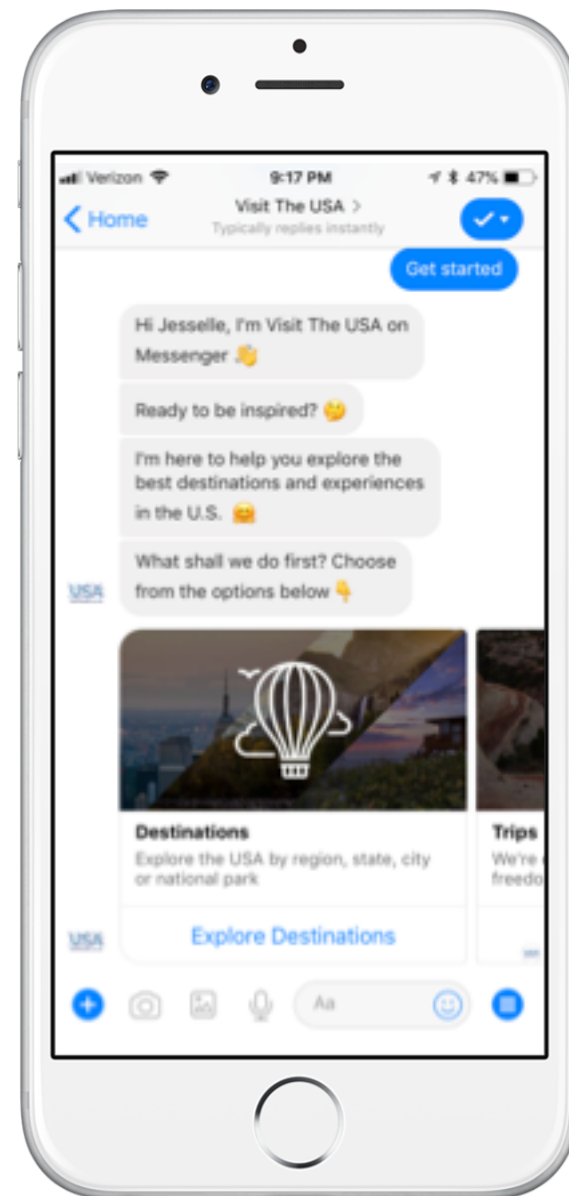
Feel inspired about possibilities in the U.S. they didn't know existed

By (platform's role)

Personalizing their wanderlusting to guide discovery of U.S. possibilities

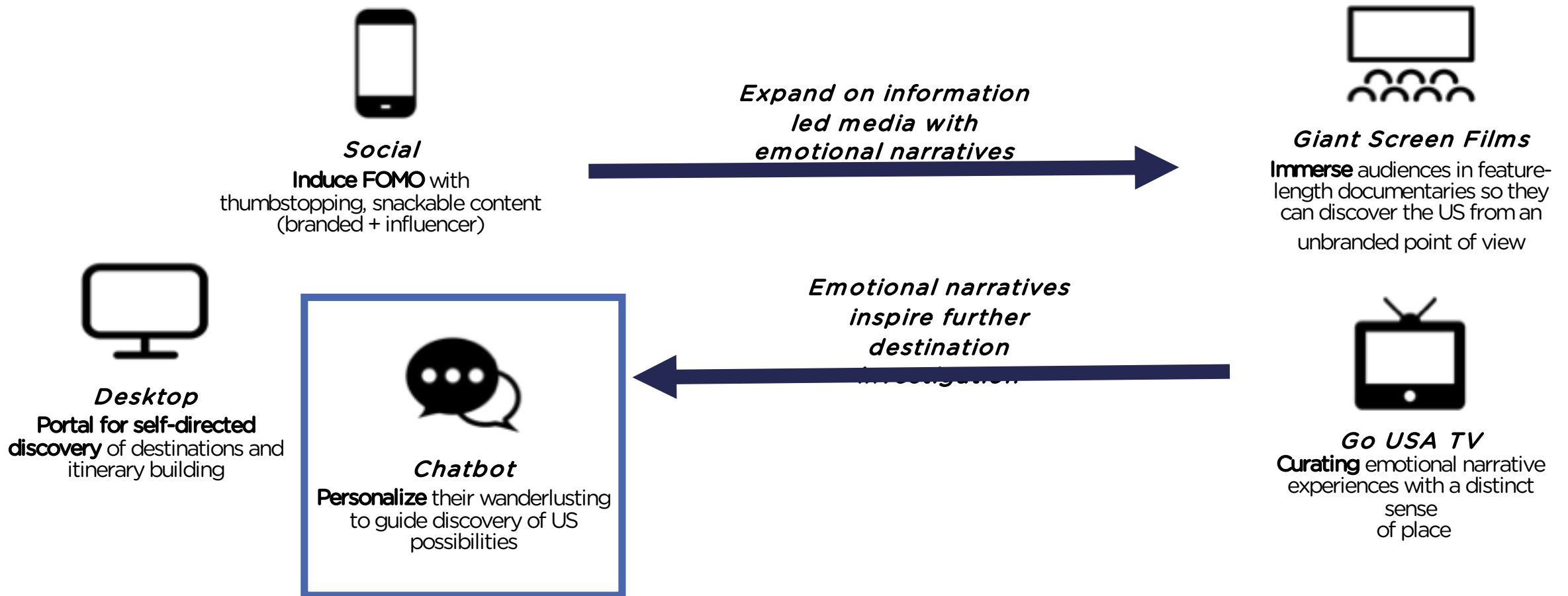
Because (reason to believe)

Visit The USA is uniquely situated in the travel category to focus on upper funnel inspiration by connecting travelers to all the possibilities in the USA



Visit The USA Platform Ecosystem

Chatbot adds personalization to our consumer touchpoint ecosystem





Questions?

Comments?



Thank You