

TOP 5 CHATBOT CAPABILITIES WITH MESSAGING FUNCTION APPS

PERSONAL CONNECTION

Chat bots give brands a voice and a means of “entering the conversation” with their customers. Versus social media, chat bots on messenger apps offer more personalized 1:1 conversations and experiences between users and brands without the risk of potentially damaging public comments to deal with. Plus, with bots, all customers can feel like they are connected and communicating directly with the brand versus just a select few customers handpicked from the traditional social media forums.



DISCOVERY

Bots can facilitate new mobile experiences all in one place from viral gaming to discovery of new interests, connecting with people sharing common interests, and more. They offer a rich media interface that allows multiple media types as well. Developers are creating new rich and engaging bot experiences every day so we can expect new discovery options in the future.



CURATION

Most chatbots can cut through the clutter and give consumers informed answers to questions (e.g., they do the searching for them). As AI improves, bots can get smarter and begin tailoring their responses to the individual.



ONLINE TO OFFLINE

Chatbots can connect directly from online to offline experiences leveraging scan codes. Unlike QSR codes, scan codes bring the consumer into a chat platform that they are already familiar with and where they can chat with a bot on the platform. This is convenient because they likely already have their information entered into the chat app (email, phone #, credit card, etc.). Messaging app scan codes are relatively frictionless and while they have huge adoption in Asia and other parts of the globe, the expectation is that they will gain more momentum in the U.S. as Americans get more comfortable transacting with their phones.



UTILITY

Chatbots help users get things done more efficiently on mobile devices without needing to download new apps or struggle to fill out unfamiliar web pages. Chatbots can interface with multiple systems, giving users the power to request and receive information via a common chat interface.

