# A BOT NAMED

OtO

# CUSTOMER SUPPORT

## OBSTACLES

- TIME CONSUMING
- EXPENSIVE (364,800 EUROS/M)
- HARD TO MANAGE (PEOPLE)
- PLAIN DIFFICULT

# PAST PRESENT FUTURE

The Edge

Internet boom – Websites where King

2013  >  WebApps and Mobile Apps Ruled the Business Lair

2016 > App Fatigue became a thing

By 2020, **85% of all customer interactions** will be handled without a human agent

IBM **Watson**®