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| **Competitors** | **Issue #1 -**  **Helping customers get started.** | **Issue #2 -**  **Great customer service.** | **Issue #3 -**  **Produce relevant answers.** | **Issue #4 -**  **Incorporates a human element.** | **Issue #5 -**  **Adaptive.** | **Issue #6 -**  **Price-point** | **Issue #7 -**  **Scalability** | **Issue #8 -**  **Exclusive Features** | **Issue #9 -**  **Long-term Use Rewards** | **Issue #10 -**  **User Experience/ Acceptance** |
| **Solution #1:**  **Nordstrom** | **How:** Have employees available for questions  **Benefit:** Reliable answers from real people  **Distinction:** Numerous employees to help | **How:** Customer service policies and welcoming employees  **Benefit:** Human interaction  **Distinction:**  Known for great customer service and policies | **How:** Memory or shared communication  **Benefit:** Always find the right answer  **Distinction:**  Constant human interaction to find answers | **How:** Real human employees face-to-face  **Benefit:** Human interaction  **Distinction:**  Always a human interaction | **How:** Customer service department listens and changes depending on feedback  **Benefit:** Better customer service  **Distinction:** Continually changing policies and employee interactions to make customer service better | **How:** Pays each customer service agent a premium.  **Benefit:** Pays human capital, creates jobs.  **Distinction:** Classic customer service model. Low wage, locally informed employees. | **How:** Hiring more employees.  **Benefit:** Creates more jobs. Trains a broader workforce.  **Distinction:** Classic customer service model, requires loads of money. | **How:** Employees trained in their specific product area, hire people with product knowledge.  **Benefit:** Higher level, human advice.  **Distinction:** Creates beneficial p2p customer relationships. | **How:** Employees build relationships with customers.  **Benefit:** Employees optimize and build on their business with customers.  **Distinction:** Nordstrom further offers rewards programs for both customers and employees. | **How:** “The customer is always right” mentality.  **Benefit:** Customers are willing to pay high prices because of the great customer service.  **Distinction:** Values service over products. |
| **Solution #2:**  **Slack ChatBot** | **How:** Initial tutorial introduces the slackbot to the user.  **Benefit:** Lets the user know that it’s there.  **Distinction:** Quick answers based on keywords, otherwise it redirects them to the help center | **How:** Has pre-written responses to key words and customisable answers  **Benefit:** Very quick answers and customizable answers for personalized questions  **Distinction:** allows custom responses | **How:** Provides additional resources.  **Benefit:** Increases the chances that they will find the answer they are looking for.  **Distinction:** keywords produce relevant information, customisable answers always produce the right one. | **How:** Informal conversation, makes it in the format of another PM user.  **Benefit:** Fits the audience.  **Distinction:** Makes the user feel more comfortable. | **How:** Custom answers  **Benefit:** Has the right answers every time.  **Distinction:** Answers can be what you want them to be | **How:** Free for a small team, then upgrades to billing per month per user depending on client needs  **Benefit:** Can be flexible to the amount of users you want to be able to access it.  **Distinction:** Only need to upgrade/pay depending on the features you want | **How:** Low-use is free, then upgrade depending on how many users and features you want  **Benefit:** Can choose how many users can access the bot  **Distinction:** Amount of scalability directly connects with amount of users | **How: C**ustom answers for questions  **Benefit:** can give custom messages that directly apply to certain questions (what is the passcode)  **Distinction:** Very specific answers for very specific questions if applicable. | **How:** Find unique answers to fun questions.  **Benefit:** User has fun with it.  **Distinction:** Bot has a very friendly personality. | **How:** Matches the typical user personality.  **Benefit:** Makes the user feel comfortable.  **Distinction:** Acknowledges that it is a bot and doesn’t know everything. |
| **Solution #3:**  **Azuqua Help Panel** | **How:** Chat help panel on website.  **Benefit:** Allows real time question and answers.  **Distinction:** Step by step process. | **How:** Reaches out to the customer first.  **Benefit:** Makes the customer feel like they matter.  **Distinction:** Creates company-customer relationship. | **How:** Don’t use robotic answers.  **Benefit:** Answers are more tailored to the customer’s problem.  **Distinction:** Human can step in when necessary to provide additional help. | **How:** Has the name of an actual company employee.  **Benefit:** Makes it seem like the user is talking to a real person.  **Distinction:** Personalized conversation. | **How:** Provides walkthrough sessions to help users set up Flos.  **Benefit:** Personalized to fit the user’s schedule.  **Distinction:** Not set in stone. | **How:** Need to pay for an account.  **Benefit:** Provide a month free trial.  **Distinction:** Offer help from actual employees in multiple formats (in person, skype, etc) | **How:** Only available once you’ve made an account.  **Benefit:** Personalized help to make sure you get the most out of your subscription.  **Distinction:** Can schedule meetings with employees for help from it. | **How:** Can chat with an actual employee and provides workshops to learn.  **Benefit:** Allows interaction with a human.  **Distinction:** Can be on/offline. | **How:** Empowers the user with knowledge, and resources to learn.  **Benefit:** Maximize business processes with Flos.  **Distinction:** Stops users from giving up because they don’t understand. | **How:** Gives the chatbot the personality of an actual employee.  **Benefit:** Holds the user accountable for their presence.  **Distinction:** Uses an image and introduces themselves. |
| **Solution #4:**  **Facebook Chatbot** | **How:**Readily available API  **Benefit:** Get’s developers stoked.  **Distinction:** React is commonplace so people use it. | **How:** Allows customers to build skills  **Benefit:** No overhead or need to market.  **Distinction:** No other company like Facebook. | **How:** Can be built to do this.  **Benefit:** Adaptable  **Distinction:** the Facebook name/brand attached to it. | **How:** People can interact with programmed chat bots.  **Benefit:** Human controlled on the developer side.  **Distinction:** Uses messenger API. | **How:** Human responses.  **Benefit:** Able to respond to unique questions.  **Distinction:** Does not use pre written responses. | **How:** no price  **Benefit:** free to test and make chatbots  **Distinction:** easy to play around with | **How:** If for large businesses, messenger is the tool to do it.  **Benefit:** bots specific to certain businesses  **Distinction:** is a specific chatbot tailored to certain brands to deal with customer support and retention | **How:** Build directly into Facebook’s API  **Benefit:** Can use Facebook's endpoint references to look at users.  **Distinction:** Best model for using Facebook information. | **How:** none  **Benefit:** none  **Distinction:** none | **How:** Able to use human controlled answers or AI  **Benefit:** Can tailor answers to users  **Distinction:** integration of both AI and human-made answers |
| **Solution #5:**  **Alexa** | **How:** Human feel, asks you what you want.  **Benefit:** Similar to a conversation.  **Distinction:** Acts as a personal helper in all aspects of life. | **How:** Customer drives interaction via voice.  **Benefit:** Using something already there that’s huge.  **Distinction:** Super similar to Siri, but makes searching easier. | **How:** Uses the internet as a backend to solve problems.  **Benefit:** Using something already there that’s huge.  **Distinction:** Super similar to Siri, but makes searching easier. | **How:** Human feel, asks you what you want.  **Benefit:** Similar to a conversation.  **Distinction:** Acts as a personal computer helper. | **How:** Asks for response from users about answers.  **Benefit:** Builds off user response.  **Distinction:** Other companies and services use this similarly. | **How:** Varies depending on the medium.  **Benefit: Caters to a** bigger audience  **Distinction:** Constantly changing algorithm due to team designated to make it better | **How:** More clients & servers  **Benefit:** Big corporation, massive servers, also stored on client-side (computer)  **Distinction:** Mostly stored on client-side computers, less stress on web-servers | **How:** Can do computer-related tasks quickly (Alarms, search files, calculator, etc) in multiple forms (echo, dot, etc)  **Benefit:** Applicable to more people  **Distinction:** First one in the market | **How:** Learns, is continuously being worked on.  **Benefit:** Will keep getting better  **Distinction:** AWS | **How:** Constantly changing algorithm and voice response  **Benefit:** better answers as time goes on  **Distinction:** Consumer product that is constantly being worked on to provide better results |
| **Solution #6:**  **Kik** | **How:** Scan code to start bot creation or choose pre-existing ones  **Benefit:** Easy to set-up  **Distinction:** Scanning a code from the computer is an easy way to set-up a bot | **How:** full documentation and support contact through bots@kik.com  **Benefit:** Easy to follow documentation and direct contact to the bot team  **Distinction:** is not distinct compared to other solutions. | **How:** Specific bots that act in specific manners.  **Benefit:** Will only provide relevant answers depending on the type of bot.  **Distinction:** The chatbots may not give relevant answers unless it’s relevant to the bot’s theme | **How:** Kik bots tend to have a theme & personality (Power Ranger bot)  **Benefit:** Can be amusing when trying to talk to a certain type of person  **Distinction:** The many bots include different personalities depending on who you want to talk to. | **How:** Suggested responses allow users to choose from a pre-set list of responses as images.  **Benefit:** Easy to talk to a bot with suggested responses  **Distinction:** For each unique bot, the suggested responses provide a more fluid control of the chat flow without needing to resort to complicated AI or natural language processing | **How:** Bot creation is free  **Benefit**: Low cost, but needs to go through a Bot review process to be available on the shop.  **Distinction:** Each bot will need to go through a security review | **How:** Max 50 subscribers before it is reviewed and put live onto the shop where limit is removed, but there are message rate caps depending on the amount of users chatting at once.  **Benefit:** Once approved on live, it’s good to go  **Distinction:** might have trouble if an influx of users come before anticipating the capacity | **How:** Kik scan codes allow users and bots to be connected with a camera  **Benefit: Quick and easy**  **Distinction:** Uses the camera to join groups or create chatbots | **How:**  kik points (clients) allow users to buy stickers and emoticons on how active they are.  **Benefit:** Will be seen to a wider audience. Kik points will engage users  **Distinction:**Popular bots will be put in the shop available to all users. Rewards users with tiered items based on their activity | **How:** If bot is inappropriate or doesn’t follow the guidelines.reported by users, it will be removed.  **Benefit:** Quick removal of inappropriate bots by text-analysis  **Distinction:** Needs to follow a strict guidelines as 40% of users are teens |
| **Solution #7:**  **Multi-Consult Windows** | **How:** Simple phrase, ask a question.  **Benefit:** Lets the user start the conversation.  **Distinction:** Entirely user driven startup. | **How:** Uses a single consultant to interact with a wide variety of people.  **Benefit:** Super good for human interaction and specific questions.  **Distinction:** Because one consultant can be talking to multiple clients, it lowers the cost. | **How:** Human gives back all answers.  **Benefit:** Human is generally well trained in the target topic  **Distinction:** You’re getting a human response, albeit with delay. | **How:** Non-automated response.  **Benefit:** You’re getting to chat with an actual human being.  **Distinction:** There’s a delay because a single person can be handling multiple requests at once. | **How:** Not very adaptive.  **Benefit:** None.  **Distinction:** Because you’re in a single chat window, with a single consultant, it’s hard to change the service at all. | **How:** Paying a single consultant to manage multiple windows.  **Benefit:** Lower price.  **Distinction:** Slower response time, lower price, good for low load customer service. | **How:** Great for lower load, begins the struggle as load increases.  **Benefit: None**  **Distinction:** One person can only do so much, generally used in small businesses that get little customer service response. | **How:** None  **Benefit:** None  **Distinction:** None | **How:** Consultant can stay and talk a while.  **Benefit:** Longer questions/consulting issues can be solved.  **Distinction:** Price shoots up the longer a user is consulting the consultant. | **How:** Depends on developer, usually bland.  **Benefit:** Lower cost, straight to the point.  **Distinction:** It’s hard to make a chat window more friendly, but that’s also a good/cheap thing. |
| **Solution #8:**  **Twitter Bots** | **How:** Devs create instructions for bot use.  **Benefit:** Instructions come directly from devs.  **Distinction:** Forces devs to create documentation. | **How:** DM developers.  **Benefit:** Direct contact with developers.  **Distinction:** Probably not the best method, but enables users to interact with developers. | **How:** Devs hardcode and changeup programs to fit need.  **Benefit:** Can fit hyper-specific needs.  **Distinction:** Adaptability similar to other hard coded bots. | **How:** Developer Hardcoded.  **Benefit:** None  **Distinction:** None | **How:** Developer Hardcoded  **Benefit:** None  **Distinction:** None | **How:** Developer dependant, free on twitter side.  **Benefit:** Lets developers set their own price point to produce work.  **Distinction:** Bots are usually free. | **How:** Uses twitter’s API to support full growth.  **Benefit:** Twitter is very well built and handles loads of calls.  **Distinction:** Bots built off twitter can handle loads of calls easily. | **How:** Deals with twitter’s APi  **Benefit:** Can use own/other people’s posts to run the service.  **Distinction:** Best if using Twitter implementation. | **How:** Great data pipeline backend from Twitter.  **Benefit:** Logs all feedback and input very well using Twitter API.  **Distinction:** Manages all past and current twitter data super well. | **How:** Entirely up to users of the bot.  **Benefit:** Users only dabble in bots that they want to. Twitter bots are relatively unknown.  **Distinction**: Essentially a new feature on Twitter. |
| **Solution #9:**  **Google Docs “explore” feature** | **How:** Provides additional resources/insight relevant to the topic of the doc.  **Benefit:** Doesn’t require any additional effort from the user.  **Distinction:** No user input necessary. | **How:** Helps the user if they are looking for it.  **Benefit:** Not overwhelming to the user.  **Distinction:** Is not noticeable unless the user is actively looking. | **How:** Searching the current document for keywords to search for.  **Benefit:** Points the user in the right direction.  **Distinction:** Updates as the user makes changes to the document. | **How:** Although it does not use voice, it has a pleasing UI.  **Benefit:** Makes the user want to use it.  **Distinction:** It only has 3 parts,does not overwhelm the user, simplicity > thoroughness. | **How:** Updates in real time along with the user.  **Benefit:** Never obsolete, always relevant.  **Distinction:** Searches the web for | **How:** Free with google doc account.  **Benefit:** Available to everyone.  **Distinction:** Huge audience. | **How:** Searches the web to get outside resources.  **Benefit:** Huge database to get information from.  **Distinction:** Access to google search application. | **How:** Incorporates google search into google drive.  **Benefit:** Doesn’t force the user to leave the site when they want additional information.  **Distinction:** Gets keywords, provides, links, and images. | **How:**Since it updates with every change, the responses will continue to help the user.  **Benefit:** Updates automatically.  **Distinction:** The user can also create their own search. | **How:** Doesn’t force it upon the user.  **Benefit:** Stays in the background, until the user requests it by expanding into a sidebar.  **Distinction:** Keeps the user from leaving the site. |
| **Solution #10:**  **WeChat** | **How:** Well documented by the WeChat company.  **Benefit:** Threshold for users/developers.  **Distinction:** Defines its automation as a high level task that users can attempt. Currently not super public. | **How:** Company sponsored, company customer service.  **Benefit:** Bots benefit from the umbrella of WhatsApps’ customer service reps.  **Distinction:** Lots of servicepeople, part of a bigger system. | **How:** Built entirely off user information.  **Benefit:** Only messes up if the user inputs wrong.  **Distinction:** Puts the burden of the response entirely on the user. | **How:** Doesn’t do this.  **Benefit:** None  **Distinction:** None | **How:** Uses broad business base to constantly keep all parties notified.  **Benefit:** Real-time connection between customer and service.  **Distinction:** Keeps a data pipeline between all parties at all times. | **How:** Takes a premium from all transactions.  **Benefit:** Makes money by doing very little with human capital.  **Distinction:** Supreme bot service in China, manages to grow off huge base. | **How:** Uses the WeChat service which is the largest in China.  **Benefit:**Easily builds and scales off this service.  **Distinction:** Leverages the largest chat service in the world, scales. | **How:** Only service built directly into WeChat  **Benefit:** Again, can leverage WeChat’s monopoly on data/chat services.  **Distinction:**  Largest testing/base in Asia. | **How:** Records all of your data for easy access by both the company and you.  **Benefit:** Makes the bot even more effective overtime.  **Distinction:** WeChat engrains itself in every part of your life and can connect to each part of your life. | **How:** Fully engrained into day to day functionality.  **Benefit:** New features that are rolled out become widely accepted and tested.  **Distinction:** Heavily benefits the WeChat service. |
| **Competitors** | **Issue #1 -**  **Helping customers get started.** | **Issue #2 -**  **Great customer service.** | **Issue #3 -**  **Produce relevant answers.** | **Issue #4 -**  **Incorporates a human element.** | **Issue #5 -**  **Adaptive.** | **Issue #6 - Price-point** | **Issue #7 -**  **Scalability** | **Issue #8 -**  **Exclusive Features** | **Issue #9 -**  **Long-term Use** | **Issue #10 -**  **User Acceptance** |