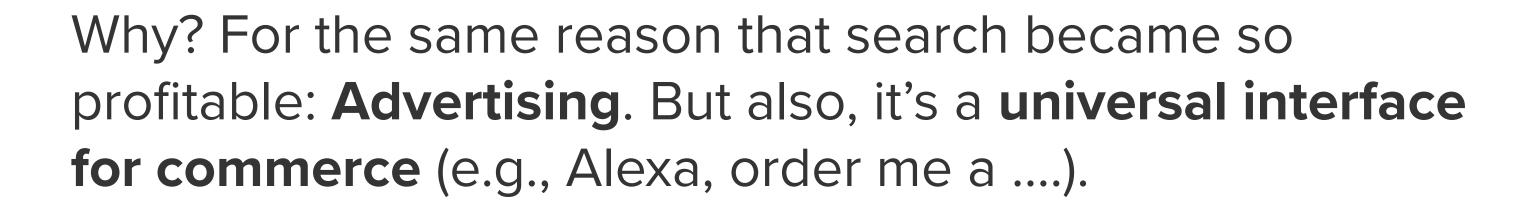# Task oriented dialogue

Task-based assistants

AIs largest impact on society will be from virtual assistants!
    * Alexa (Amazon)
    * Siri (Apple)
    * Google Assistant (Google)
    * Eno (Capital One)
    * Erica (Bank of America)

Why? For the same reason that search became so profitable: **Advertising**. But also, it's a **universal interface for commerce** (e.g., Alexa, order me a ….).

Task based systems actually encompass all three interaction modes:
    * Answer general questions (limited domain)
    * Complete tasks (e.g., dinner reservations, book flights, weather forecast etc.)
    * Engage in chitchat when prompted