CHATBOT (CUSTOMER SERVICE)

<https://chatbotsmagazine.com/how-chatbot-helps-businesses-improve-customer-service-121530ebe60f>

<http://www.businessinsider.com/how-chatbots-could-change-customer-service-over-the-next-5-years-2017-9>

<http://psych.fullerton.edu/mbirnbaum/psych101/Eliza.htm>

PROGRESSIVE WEB APPS

<https://developers.google.com/web/progressive-web-apps/>

<https://en.wikipedia.org/wiki/Progressive_web_app>

<https://deanhume.com/home/blogpost/5-awesome-progressive-web-apps-worth-exploring/10153>

**PROGRESSIVE WEB APPS**

* Website that acts and feels like a mobile app
* Better “feel” on mobile devices
* Takes advantage of website support (plugins, ease of deployment/maintenance) that apps lack
* More easily discoverable (search engines) than apps (app stores)
* Examples: Twitter, Washington Post
* Development of PWAs in 2005, but limitations made them less successful than native applications
* Mid-2010s, with enhancements with responsive web tools (HTML5, CSS3, JavaScript) became much more successful

**CHATBOTS**

* Rising use in a customer service
* Largely available through Facebook Messenger
* Example of growing AI development
* Cuts down on “live” customer service
* Available 24/7
* Immediate responses
* Examples: Sephora (beauty retailer) (customer ordering), Allstate (agent/customer inquires), Capital One (customer services -limited availability-)
* Began with ELIZA in 1966 – simulated psychotherapist chatbot created by Joseph Weizenbaum at MIT Artificial Intelligence Laboratory
* ELIZA created to show superficiality of communication between man and machine; Weizenbaum surprised at users’ attribution of human feelings to ELIZA