

Topic: Human Aided bots

A chatbot is an example of a text-based conversational agent. The 2016 Meeker Trends Report shows that monthly active users on messaging platforms continue to grow faster than on social networks, so it is important for digital marketers to adapt to this new consumer trend. Facebook with its 900 million users on its Messenger platform announced the launch of group bots this year. With over 1,00,000 bots listed already, you can create a bot in under 10 minutes on the Messenger 2.0 platform. Last year Google acquired API.AI which helps developers to build bots by providing them with tools that help with speech recognition, intent recognition and context management. Of course, not all chatbots are created equal, and there is a long tail of chatbots which don't find active users.

Designing chatbots requires an inherent understanding of human behavior. If you consider a chatbot to be another touch point in your brand's journey, make sure that it counts and feel better or at least equal to talking to a human being. Bots are never bored or tired. They also never waiver from the programmed script – so it is important that they are designed to deliver the experience you want.

While natural language understanding and machine learning techniques have advanced rapidly, current fully automated chatbots still struggle to serve their users well. Human intelligence, brought by crowd workers, freelancers or even full_time employees can be embodied in the chatbot logic to fill the gaps caused by limitations of fully automated solutions.