Artificial Intelligence Chatbot/ ai Chatbot Creator

These days it looks like everyone is talking about chatbots there are more than 30,000 bots on Facebook Messenger alone. So what exactly are chatbots, why chatbots are important and how can your brand use it to generate revenue for you?

**What is a chatbot?**

A chatbot is a computer program designed to have a conversation with human beings over the internet. It’s also known as conversational agents, which communicate and collaborate with human users, through text messaging, in order to accomplish a specific task. Basically, there are two types of chatbots. The one that uses **Artificial Intelligence**, and another one is based on multiple choice scripts.

Both types of chatbots aim to create a more personalized content experience for the users, whether that's while watching a video, reading articles or buying new shoes.

These Chatbots hold the promise of being the next generation of technology that people use to interact online with business enterprises. These Chatbots offer a lot of advantages, one of which is that, because Chatbots communicate using a natural language, users don't need to learn yet another new website interface, to get comfortable with the unavoidable quirks.

Chatbots are capable to interpret human speech, and decide which information is being sought. Artificial intelligence is getting smarter each day, and brands that are integrating Chatbots with the artificial intelligence, can deliver one-to-one individualized experiences to consumers.

**Why chatbot?**

Chatbots can be useful in many aspects of the customer experience, including providing customer service, presenting product recommendations and engaging customers through targeted marketing campaigns. If a customer has an issue with a product, she can connect with a chatbot to explain the situation and the chatbot can input that information to provide a recommendation of how to fix the product. On the recommendation side, chatbots can be used to share popular products with customers that they might find useful and can act as a sort of personal shopper or concierge service to find the perfect gift, meal or night out for a customer with just a few basic questions. Brands are also using chatbots to connect their customers with thought leaders and add personality to their products. In all cases, brands seem to be having great success and experiencing increased engagement and revenue.

Chatbots are easy to use and many customers prefer them over calling a representative on the phone because it tends to be faster and less invasive. They can also save money for companies and are easy to set up.

Chatbots are relatively new and most companies haven’t implemented them yet, it’s only natural that users are interested in them. Hence, people want to discover what chatbots can and cannot do.

The number of businesses using chatbots has grown exponentially. Chatbots have increased from 30,000 in 2016 to over 100,000 today. Every major company has announced their own chatbot and 60% of the youth population uses them daily.

These statistics prove that chatbots are the new-gen tech. No more waiting for the right time to incorporate them into your business. The time is now. By the year 2020, nearly 80% of businesses will have their own chatbot.

*Billions of people are already using chatbots, so it’s time your business did too.*

**Benefits of chatbot?**

Chatbots are being made to ease the pain that the industries are facing today. The purpose of chat bots is to support and scale business teams in their relations with customers.

**Now lets go through some of the benefits that chatbots provide:**

**1. Available 24\*7:**

**2. Handling Customers:**

**3. Helps you Save Money:**