



Need For Integrating AI Chatbot for Customer support

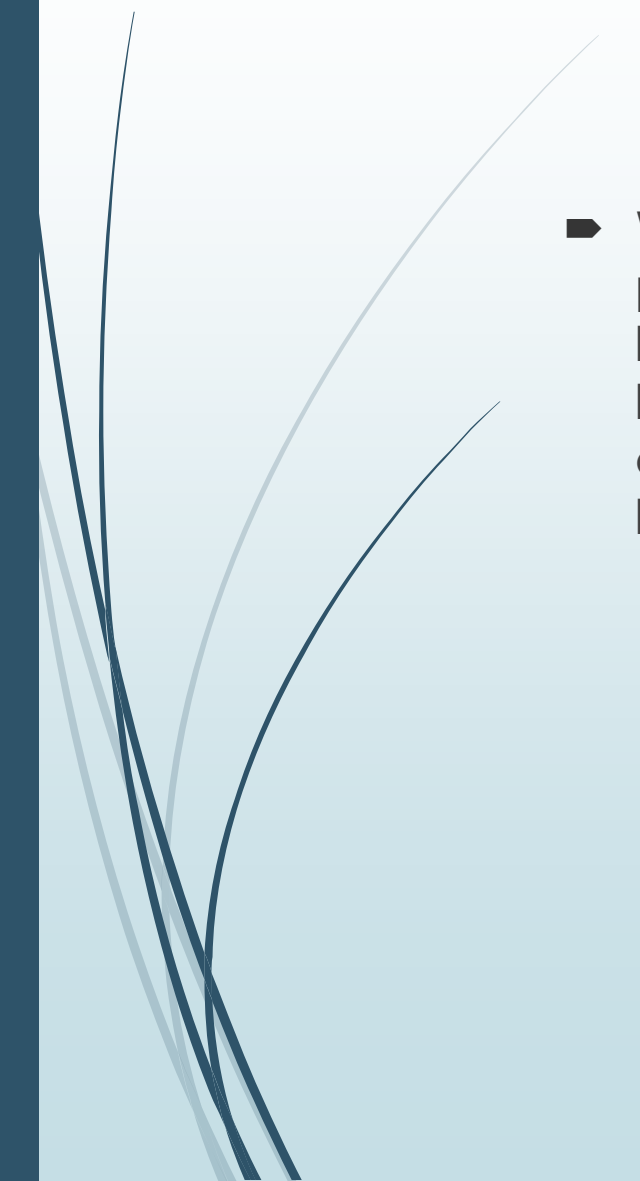


Content

- Types of Chatbot
- Why integrate chatbot on website?
- Hybrid Chatbots Model



About

- 
- While large language models like GPT-3 include part of natural language processing, they are a specific type of technology within the broader NLP landscape. Large language models are often used to perform NLP tasks like language generation, text completion, and question answering, but NLP as a field includes a wider range of techniques and applications beyond just large language models.

Types of Chatbot

- ▶ **Rule-Based Chatbots:** These are basic chatbots that follow predefined rules and patterns to respond to user inputs. They are limited in their ability to understand context and handle complex conversations.
- ▶ **Conversational AI Chatbots:** AI-enabled chatbots combine the power of Machine Learning (ML) and Natural Language Processing (NLP) to understand the context and intent of a question before formulating a response.
- ▶ **Contextual Chatbots:** These chatbots can maintain context from previous interactions, providing more personalized and relevant responses. They can remember user preferences and engage in more coherent conversations.
- ▶ **Generative Chatbots:** Generative chatbots use models like GPT (Generative Pre-trained Transformer) to generate human-like text based on the input they receive. They can produce creative and contextually appropriate responses.
- ▶ **Hybrid Chatbots:** These are an amalgamation of simple (rule or script-based) and smart (conversational AI-based) AI-based. The hybrid chatbot model offers the best of both worlds- the simplicity of the rules-based chatbots, with the complexity of the AI bots. These bots have some rule-based tasks, and they can understand intent and context. It makes them a balanced tool for businesses to interact with customers.

Why integrate chatbot on website?

- ▶ Biased information
- ▶ Customer can easily solve their query and then the probability of **lead generation** increase significant

Example:-

Can you narrate how and when to have coconut oil to get the benefit described in your blog

ROHAK MARCH 19, 2020

- ▶ Customer that are using your product for a while and want to know more (**Repeat Customer**)

Example:-

I bought it in Feb Now its end of March... While melting there is bubble formation... Is it fine... As I'm using for very sensitive skin... Plz let me know...

JUHI JAIN APRIL 29, 2021

Why integrate chatbot on website?

- ▶ **Search and Product Discovery:** AI-powered search algorithms can improve the search experience, ensuring that customers find the products they're looking for quickly and easily.

Example:-

Which one is good for on face application

BHARTI MARCH 19, 2020

Chatbot Answer

Based on the provided information, the coconut oil mentioned in the content seems to be a good option for face application. It is mentioned that using coconut oil as a face cream can make the skin soft, healthy, and nourished. Additionally, it can also be used as a hair serum and conditioner.

Question:
Which one is
good for face
application, list
the product

Based on the provided information, the following products are good for face application:

1. Coconut & Sweet-Lime Face Scrub
2. Coconut Oil (can be used as a face cream and moisturizer)
3. Almond & Coconut Lip Balm

These products are mentioned to be beneficial for the skin and have received positive customer testimonials.

Why integrate chatbot on website?

► No language barrier :

Be it Spanish

Muchas gracias. ?Como puedo iniciar sesion?

QPSYDLDLEA APRIL 29, 2021

Be it Hinglish

Mere baal bhot patale hai me use ghana krana chahti hu please solution bataye

NEHA VIKAS WAKALE MARCH 19, 2020

Can also understand miss spelled word in a sentence

Hlo sir The cocunt oil people Idu white hair oil haa

MANOJKUMAR APRIL 29, 2021

Why integrate chatbot on website?

- ▶ According to a data up to 80% of support requests can be served without human involvement.
- ▶ **Personalized Recommendations:** AI can analyze user behavior, preferences, and purchase history to provide personalized product recommendations. This can increase customer engagement and conversions by suggesting relevant products.
- ▶ Improved motivation of support staff, that doesn't have to deal with repetitive and mundane queries.
- ▶ Cutting total cost of customer support
- ▶ Improvement of the quality, timeliness, speed of customer communications
- ▶ Etc

Hybrid Chatbots Model

- ▶ Combination of simple (rule or script-based) and smart (conversational AI-based) AI-based.

Rule based

AI Based

