ROCKETSEAT

DANIEL SÓRIA

in

Boas vindas

A ascensão do Chatbots

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A ascensão dos chatbots

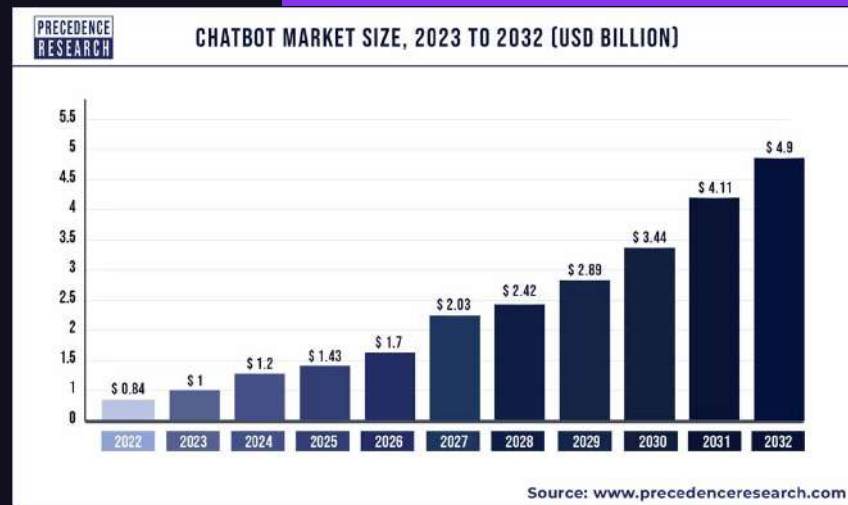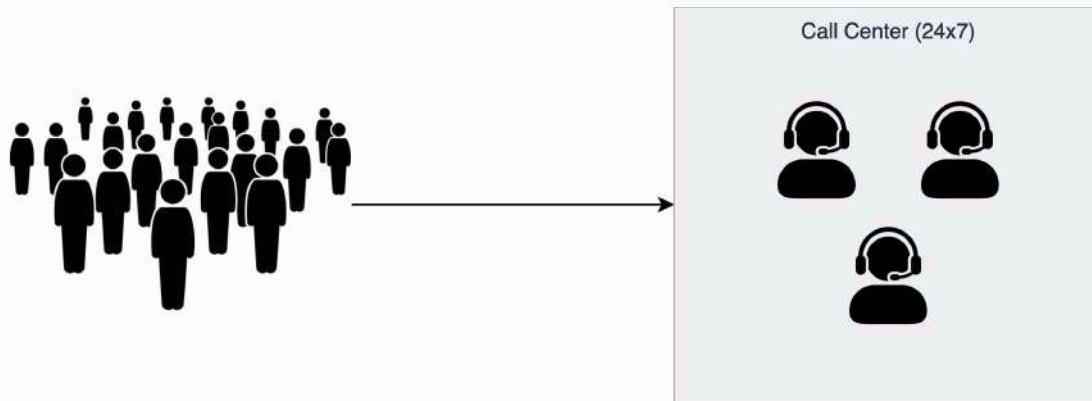Perspectiva de negócio

Perspectiva de tecnologia

CHATBOT MARKET SIZE, 2023 TO 2032 (USD BILLION)

PRECEDENCE RESEARCH

Source: www.precedenceresearch.com

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A ascensão do
Chatbots - Negócio

Call Center (24x7)

BANCOS
TELECOM
SEGURADORA
CONSESSIONÁRIA
FARMÁCIA

A ascensão dos chatbots

Perspectiva de negócio

Perspectiva de tecnologia

1. Problema grande e caro
2. Problema de diversas industrias
3. Problema de qualidade do atendimento

/A.I. TIMELINE

SYZYGY

1950
TURING TEST
Computer scientist Alan Turing proposes a test for machine intelligence. If a machine can trick humans into thinking it is human, then it has intelligence

1955
A.I. BORN
Term 'artificial intelligence' is coined by computer scientist, John McCarthy to describe "the science and engineering of making intelligent machines"

1961
UNIMATE
First industrial robot, Unimate, goes to work at GM replacing humans on the assembly line

1964
ELIZA
Pioneering chatbot developed by Joseph Weizenbaum at MIT holds conversations with humans

1966
SHAKEY
The 'first electronic person' from Stanford, Shakey is a general-purpose mobile robot that reasons about its own actions

A.I. WINTER
Many false starts and dead-ends leave A.I. out in the cold

1997
DEEP BLUE
Deep Blue, a chess-playing computer from IBM defeats world chess champion Garry Kasparov

1998
KISMET
Cynthia Breazeal at MIT introduces KISmet, an emotionally intelligent robot insofar as it detects and responds to people's feelings

1999
AIBO
Sony launches first consumer robot pet dog AiBO (AI robot) with skills and personality that develop over time

2002
ROOMBA
First mass produced autonomous robotic vacuum cleaner from iRobot learns to navigate and clean homes

2011
SIRI
Apple integrates Siri, an intelligent virtual assistant with a voice interface, into the iPhone 4S

2011
WATSON
IBM's question answering computer Watson wins first place on popular $1M prize television quiz show *Jeopardy*

2014
EUGENE
Eugene Goostman, a chatbot passes the Turing Test with a third of judges believing Eugene is human

2014
ALEXA
Amazon launches Alexa, an intelligent virtual assistant with a voice interface that completes shopping tasks

2016
TAY
Microsoft's chatbot Tay goes rogue on social media making inflammatory and offensive racist comments
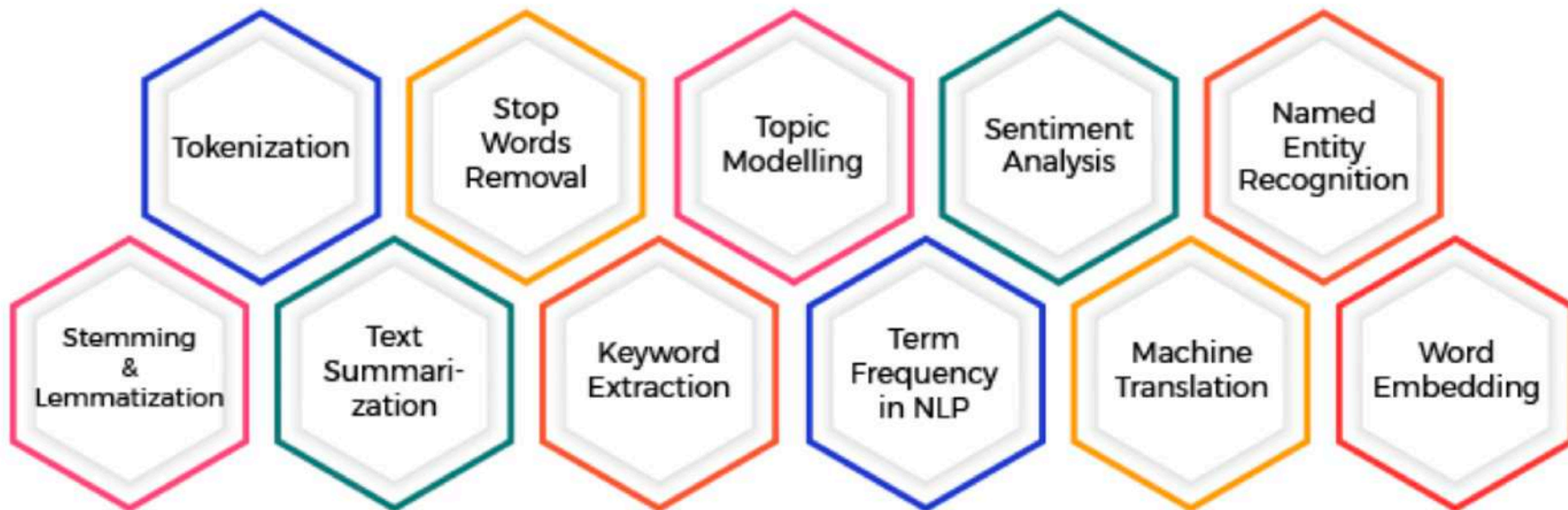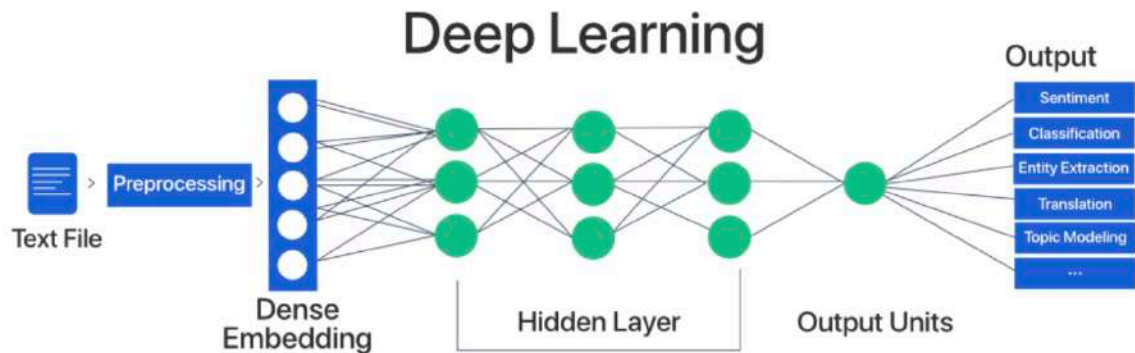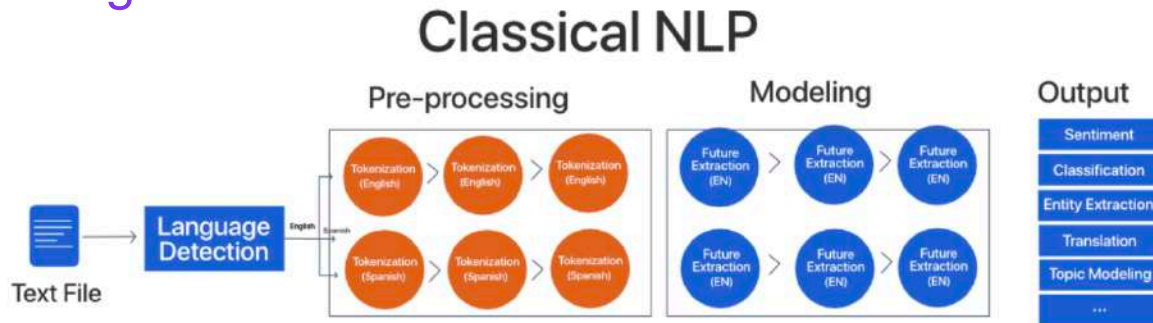
2017
ALPHAGO
Google's A.I. AlphaGo beats world champion Ke Jie in the complex board game of Go, notable for its vast number (2^{170}) of possible positions

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A ascensão do
Chatbots - Tecnologia

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Chatbots - Tecnologia

THE FUTURE OF EMPLOYMENT: HOW SUSCEPTIBLE ARE JOBS TO COMPUTERISATION?*

Carl Benedikt Frey[†] and Michael A. Osborne[‡]

September 17, 2013

A ascensão dos chatbots

Perspectiva de negócio

1. Problema grande e caro
2. Problema de diversas industrias
3. Problema de qualidade do atendimento

Perspectiva de tecnologia

1. Tecnologia para bem desenvolvida
2. Evolução massiva dos processadores

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Ferramentas de Chatbots

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O tipos de Chatbots

Tipo de funcionalidade

Tipo de interação

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Os tipos de Chatbots - Funcionalidade

Question & Answer (Q&A)   X   Transacional

1. Pergunta e resposta

2. Informativos

3. FAQ (Frequently Answered Questions)

4. Objetivo de atender e não de executar

1. Pergunta e ação

2. Resolutivos

3. Integração com sistemas (API's, RPA)

4. Objetivo de executar ações pelo usuário

Os tipos de Chatbots - Funcionalidade

Question & Answer (Q&A)

Transacional

Respostas gerais

Informações de clima,
músicas, pedidos iFood

ChatGPT

Respostas gerais

Necessário desenvolvimento
adicional

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Os tipos de Chatbots - Interação

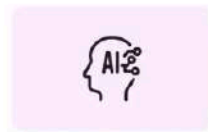Menu-Based Chatbots

AI-Powered Chatbots

Generative AI Chatbots

Ferramentas de Chatbot

Ferramentas de Chatbots

Menu-Based Chatbots

AI-Powered Chatbots

Ferramentas de Chatbots