

# Artificial Intelligence Essentials: AI Based Chatbots

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Evaluate AI Based Chatbots



**Dayo Bamikole**

Cloud Sales Executive

@dayo\_bamikole [www.dayobam.com](http://www.dayobam.com)



# Overview



- What is a Chatbot
- What is an AI Chatbot
- Difference between an AI Chatbot and a regular Chatbot
- Examples of AI Chatbots



# What is a Chatbot?

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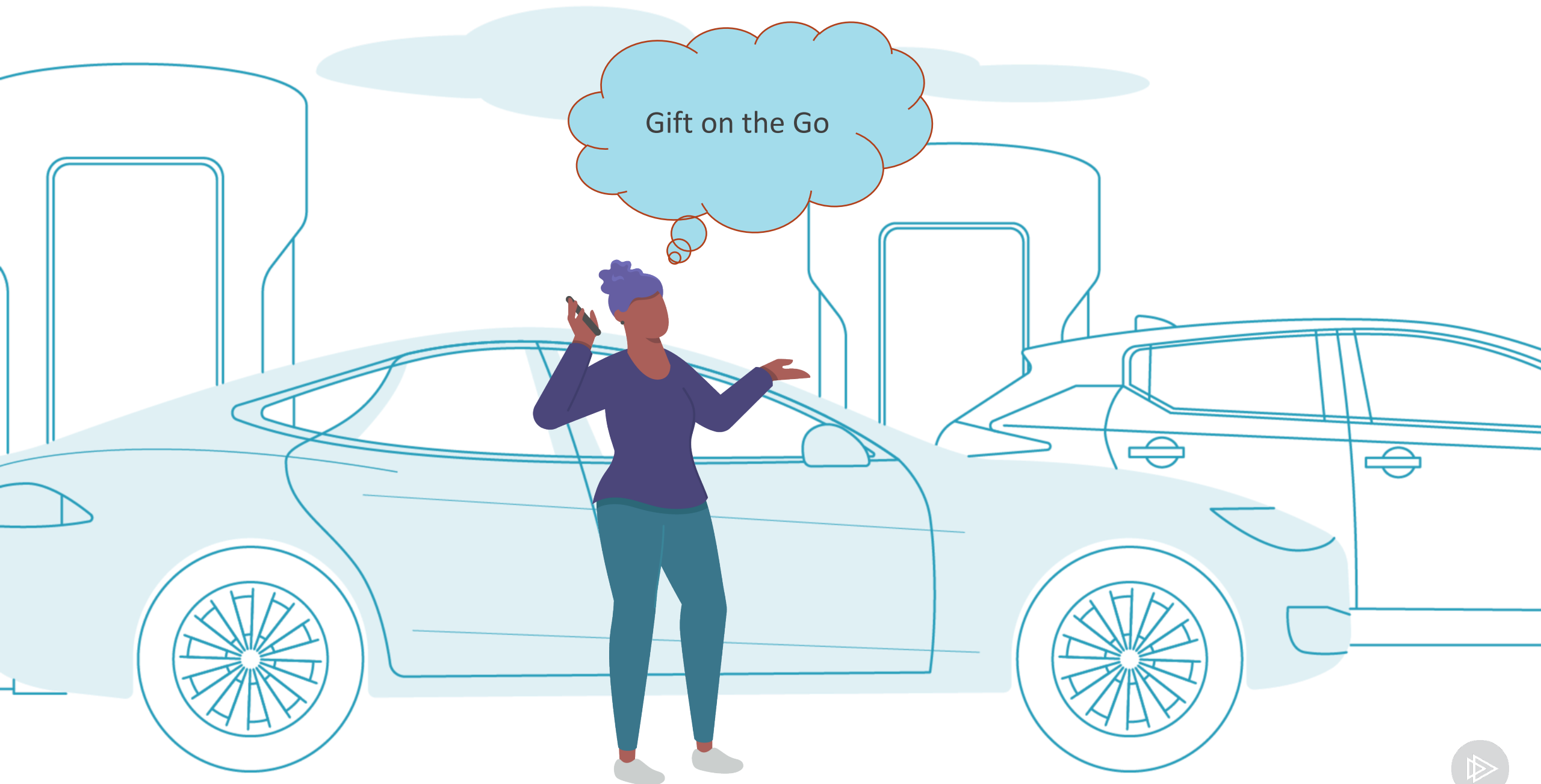
# What is a Chatbot

Chatbot is a machine that simulates conversation with a person mainly via text or speech



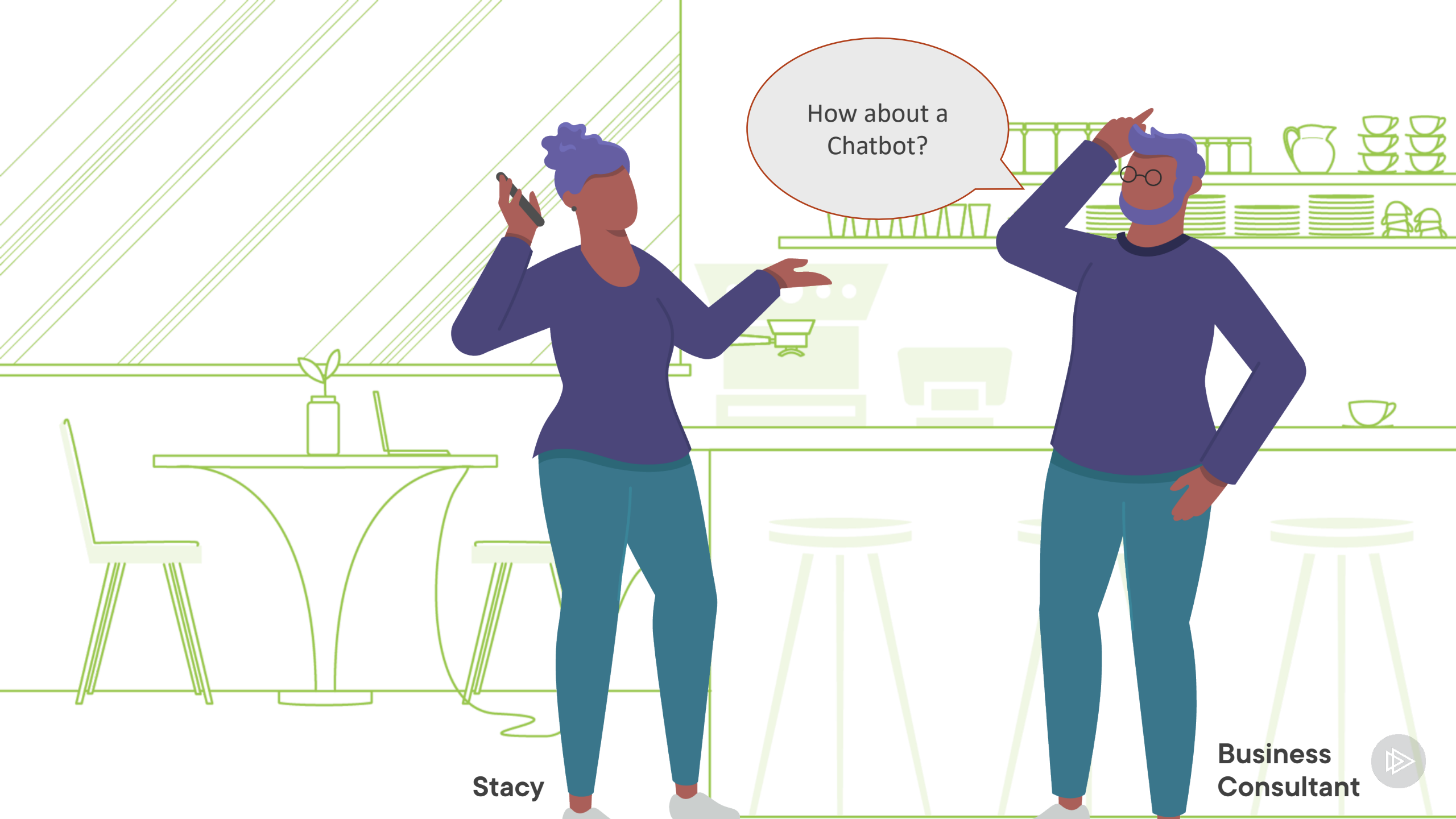
# Why Chatbots?





**Stacy**






How about a  
Chatbot?

Stacy

Business  
Consultant



## Gift on the Go users



An illustration of three people standing in front of a shop window. The window is divided into a grid of panes, some showing books and others showing hanging lamps. The people are drawn in a simple, stylized manner. The person on the left is a woman with purple hair, wearing a white long-sleeved shirt with a logo and dark pants. The person in the middle is a man with dark hair, wearing an orange t-shirt and black shorts. The person on the right is a woman with purple hair, wearing a white long-sleeved shirt with a logo and dark pants. They are all looking towards the camera. The background is a light orange color with a grid pattern.

Have you guys  
done your  
Holiday  
Shopping?

Yep

Of Course





## Gift on the Go users

O shoot, I forgot one Gift.  
What's Gift on the Go's  
Website, let me Google it

Hmm, I know I still  
need to finish mine.  
I should go on  
Instagram to order a  
from Gift on the Go

Man. I am slacking I  
better go to  
[giftonthego.com](https://giftonthego.com)



## Using Chatbots to Scale her Business – Gift on the Go

- Chatbot will help  
accept orders
- 24/7 Availability
- Gather data  
customers
- Spend time making  
more orders



# Chatbot helping a Business



# Types of Chatbots

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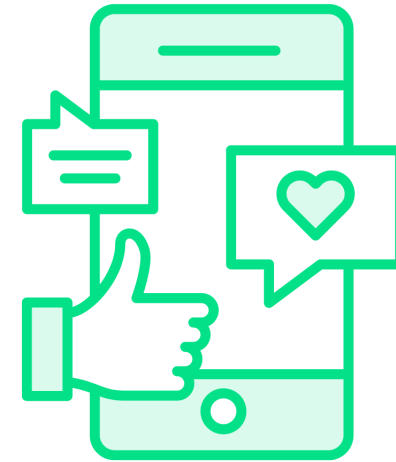


# Types of Chatbots



## **Rule-based Chatbots**

Decision tree, menu-based, scripted, button-based, or basic chatbots



## **AI Based Chatbots**

Contextual chatbots or Virtual Agents

# Rule-based Chatbots vs. AI Chatbots

## Rule-based Chatbots

Based on if/then Rules

Limited to user input

Pre-Programmed Conversation flow

Cannot detect synonyms

e.g. phone menus where the customer makes selections to get an answer

## AI Chatbots

Natural Language Processing (NLP)

User can type question freely

Learn from collected data (Machine Learning)

Can Recognize intent of Query

e.g. Virtual Assistant on Smart Phones

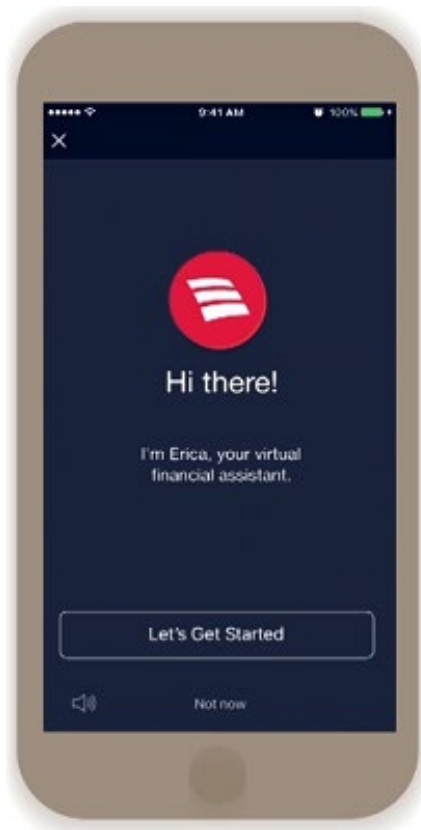


# Example of AI Based Chatbots

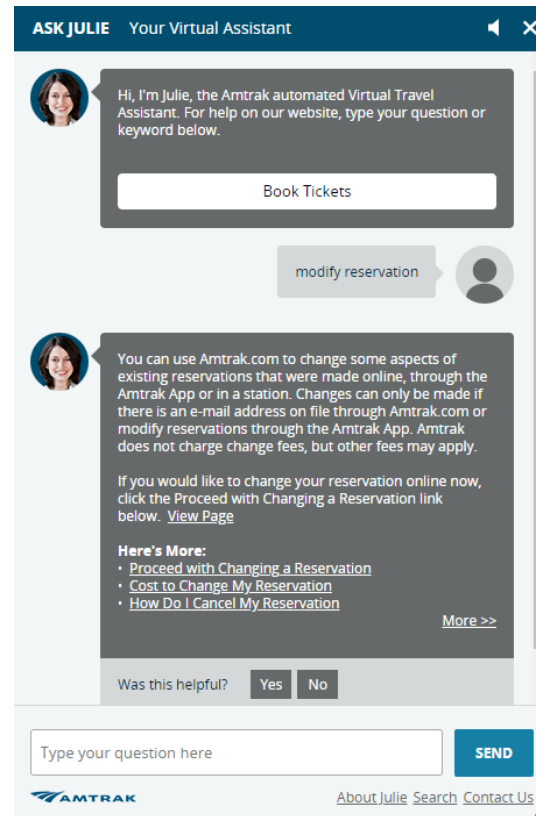
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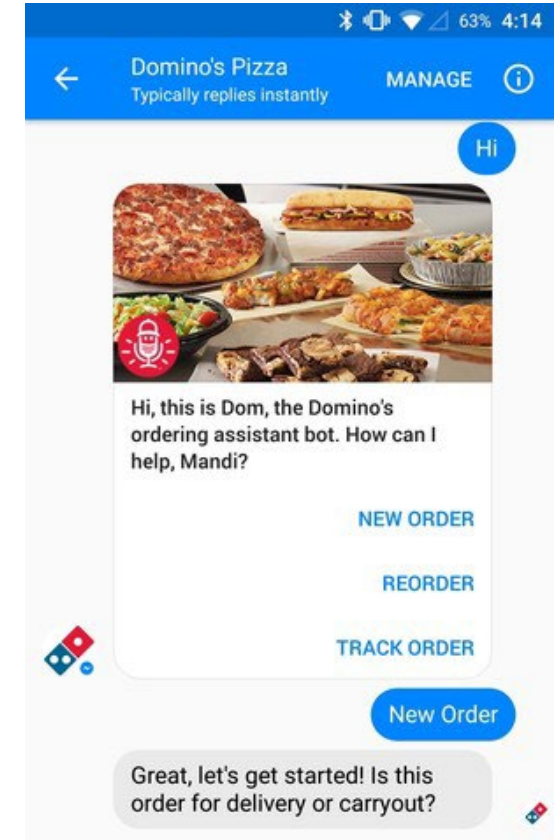
# Business Virtual Assistants



Bank of America's - Erica



Amtrak's - Julie



Domino's Pizza - Dom





# Digital Assistant



**Apple's Siri**



**Google  
Assistant**



**Amazon  
Alexa**



**ChatGPT**

# Summary



- Defined Chatbots
- Understood the different Types of Chatbots
  - Rule Based Chatbots
  - AI Based Chatbots
- Example of AI Based Chatbots

Up Next:

Understand AI Based Chatbots

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