621 Assignment

HubSpot

Group 7

Brad Coffey is the Chief Strategy Officer of an inbound marketing software firm Hubspot based in Cambridge, MA. The company builds CRM software to help organizations succeed. Brad together with Chief Marketing Officer Kipp Bodnar, is in charge of integrating Motion's AI technology into Hubspot. Overall, it is clear that Coffey is cautious when it comes to implementing AI technologies. Coffey and his team needed to decide whether or not to deploy chatbots to service their own consumers. Currently, Hubspot's sales staff does this task of packaging, and corporate development.

Brad worked at PRTM as a consultant specializing on operational innovation before joining HubSpot. Brad does have an MBA from MIT Sloan and works as a visiting professor as part of the new venture's curriculum. Brad also has a B.A. in Computer Science from the University of Massachusetts, Amherst. According to the case study, Hubspot purchased Motion AI and collaborated with Nelson to integrate Motion AI's technology into Hubspot.

Coffey is optimistic about the merger because he sees the benefits of deploying bots in facilitating a new communication medium that is as quick and responsive as people and has a simple texting interface. Coffey and others have been certain that these characteristics will fundamentally alter how advertisers and salespeople engage with customers. However, we can see that Brad Coffey is first cautious in his use of chatbots. He did believe that some kind of rules needed to be designed to protect humans from an entirely disastrous and desolated future in which any kind of social interaction was lacking from the communications domain between company and its customers because artificially intelligent chatbots might have taken over the interactions.

According to the case study, throughout the face of growing marketing techniques, practically all of the different organizations on the market would run towards the trending bots, which may create more harm than good. When it came to consumer interactions, Brad was doubtful that chatbots would replace human engagement. Brad was indeed aware that bots don't really comprehend the context of a discussion and cannot remember numerous statements. Even though the use of bots is limited, Brad is aware that small businesses cannot readily engage with clients by text and that the experience of human interaction is inefficient, making it difficult for stakeholders and clients to adapt. While bots represent unique risks and problems, Brad understands the importance of bots in communication and business. Furthermore, the use of bots in the system would improve the efficiency and personalization of corporate operations. Coffey was concerned that without adequate training, corporations might construct bots that would do more harm than good to their brands in their drive to integrate the latest marketing technologies. Bot technology is also easier to understand and more easy for everyone to utilize. Texting can be done quite efficiently in large corporations.

When it comes to B2B clients, Coffey believes that chatbots ought to be solution-focused. "The challenge of building a bot isn’t often a technical one. It’s a conversational challenge," he says. He explains this by stating that if the audience utilizing the chatbot is unable to communicate with them successfully and is unable to give the service that the audience is seeking for, it is not the greatest bot. He demonstrated his thesis by using Facebook, where chatbots fail to meet the expectations of consumers 70% of the time, and the healthcare industry, where only 12% of exchanges are completed without human involvement.

The preceding paragraphs discuss Brad Coffey's cautious attitude, which can be observed in his enthusiasm for the integration of technology in the organization while simultaneously being aware of its potential flaws. Coffey's key worries are the chatbot's capacity to manage complicated interactions with consumers, how fast and effectively the bot can respond to the client, and how easily customers will adjust to this shift.