

# Dissecting a Smart Chatbot

## Four Technology Components for Successful Customer Experience

Enterprises can use artificially intelligent chatbots as virtual assistants to replicate the effectiveness of their best agents, reducing customer frustration and wait times.

But, don't be fooled. Not all chatbots are up for the job.

Here are **four things** to look for to ensure your chatbot has what it takes to improve your customer's experience and your company's performance.

### 1 Natural Language Processing

Artificial intelligence allows your chatbot to understand human language and respond efficiently.

Machine learning chatbot models can recognize **tens of thousands**

of customer messages, classify requests, and map needs to the right answers.

Hi! How can I help you today?

I want to pay my bill.

We can do that. Would you like to pay the minimum amount due or the full amount?

### 2 Intent Prediction

A smart chatbot learns contextual customer information, such as profile, behavior, and transactions, and predicts customer needs.

Over time, as your chatbot continues to process large amounts of structured and unstructured data, it becomes even smarter about intent.

Hi, Sarah! Welcome back to Acme.com. Would you like to know when your most recent order was shipped?

Yes, that's what I'm interested in.

Okay! Your order shipped on March 20 and is expected to arrive on March 23. Would you like to see the tracking information?

### 3

### Content Personalization

The chatbot captures a customer's identity in real time to personalize interactions tailored to customer preferences and interests.

Machine learning helps chatbots construct the optimal responses to specific customer situations.

Andrew, we believe that someone may be attempting to use your credit card fraudulently.

Your card was used at 11:49am EST to purchase gas at a Shell station in Baltimore, Maryland, for the amount of \$41.39. Do you recognize this charge?

Yes that was me.

Great! How long do you plan to be in the Baltimore area?

Two more days.

Okay. I'll make sure your card won't be declined as a fraud attempt.

### 4 Conversation Automation

Data- and rules-driven technologies provide the chatbot with language skills exhibited by humans, including the ability to disambiguate word sense, clarify context, and problem-solve.



The chatbot can converse in humanlike ways to guide a customer through a specific business process.

I need to change my flight.

I can help you with that. On what day would you now like to travel to Dallas, Texas?

Tomorrow Afternoon.

I've reserved a window seat, 24F, for you on the 3:20pm flight from Chicago to Dallas tomorrow.

Want to learn more about chatbots? Read our eBook:



EXECUTIVE PRIMER:  
Your Best Agent Is a Chatbot  
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