

You should care about

Chat Bots & Conversational Interfaces

 brought to
westMONROE

Over 1 BILLION people will be using them by 2018¹



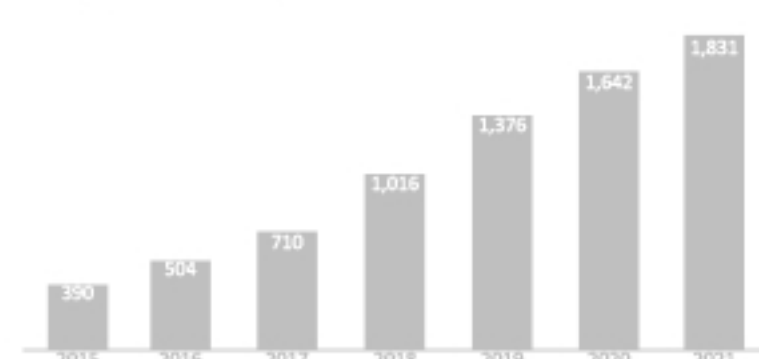
Conversations are the normal way we get information

8 million Echos have been sold; projections show there will be 24 million Echos and Google Homes sold by end of 2017²

Echo was the fastest selling product on Amazon this holiday season



Estimated number of personal users of virtual assistants (e.g., Cortana, Siri, Alexa, Google Now) worldwide in millions³



There is a land-grab happening around naming (as there was with URLs). For example, who owns “insurance” for Alexa?

Your competitors are staking out territory

Bank of America.



GM



Boston Children's Hospital



Until every child is well

Capital One

Allstate

Campbell's

Companies have already developed conversation tools or “skills”



Airline giant KLM delivered 50,000 boarding passes via Facebook Messenger in its first three weeks of offering the option⁵

Companies are learning about the benefits

Cost savings (e.g., displacing routine conversations with live people)

Proactive advice and notifications (e.g., Bank of America's Erica)

Improved customer experience (e.g., consistency, replacing IVR, speedy answers to common questions)

Rich, customized, personalized, contextual interactions



Strategy. Do you have a strategy approach for what to develop, how to partner with other brands, how much to open your intelligent agent platform to other brands, etc.?

Skills. Do you have high level design skills to model and create conversational interfaces in which interactions occur in user's spoken or written natural language?



Companies are often underprepared



Technology stack. Are you prepared for conversational systems to replace or supplement significant functionality currently handled by apps today especially in these areas?

- ✓ Messaging and Notifications
- ✓ Simple Tasks and Automation
- ✓ Search and Information Access
- ✓ Personalized Content and Alerts

Integration. Are you prepared to securely integrate internal transactional and data systems with cloud-based chat bot and personal assistant services?

Insights. Are you prepared to capture and use the rich data from conversations (e.g. needs, sentiments)?

HOW westMONROE CAN HELP



Strategize

- ♦ **Education:** Understand the environment, trends, and key strategic decisions to make
- ♦ **Opportunities:** Ideate on opportunities to experiment, build knowledge, and begin laying foundations



Build

- ♦ **Design & Experiment:** Rapidly design and test Proof-of-Concept conversational interfaces
- ♦ **Deploy:** Implement conversational interfaces
- ♦ **Integrate:** Build a connected data platform for future capabilities
- ♦ **Develop:** Create a new technology stack (chat interface, language processing layer, and data-access layer)



Monitor

- ♦ How your customers are interacting
- ♦ What your customers want

SOURCES

¹Source: <http://uk.businessinsider.com/virtual-assistants-siri-alexa-growth-chart-2016-8?r=US&IR=T>

²<http://1reddrop.com/2017/01/24/24-million-amazon-echo-and-google-home-devices-will-be-sold-in-2017-voice-report/>

³<http://uk.businessinsider.com/virtual-assistants-siri-alexa-growth-chart-2016-8?r=US&IR=T>

⁴Forrester, “Patrón Extends Brand Value Through Innovation With Intelligent Agents”

⁵Forrester, “Chatbots 101: Building Conversational Interfaces”