

# CHATBOT OR CHAT NOT?

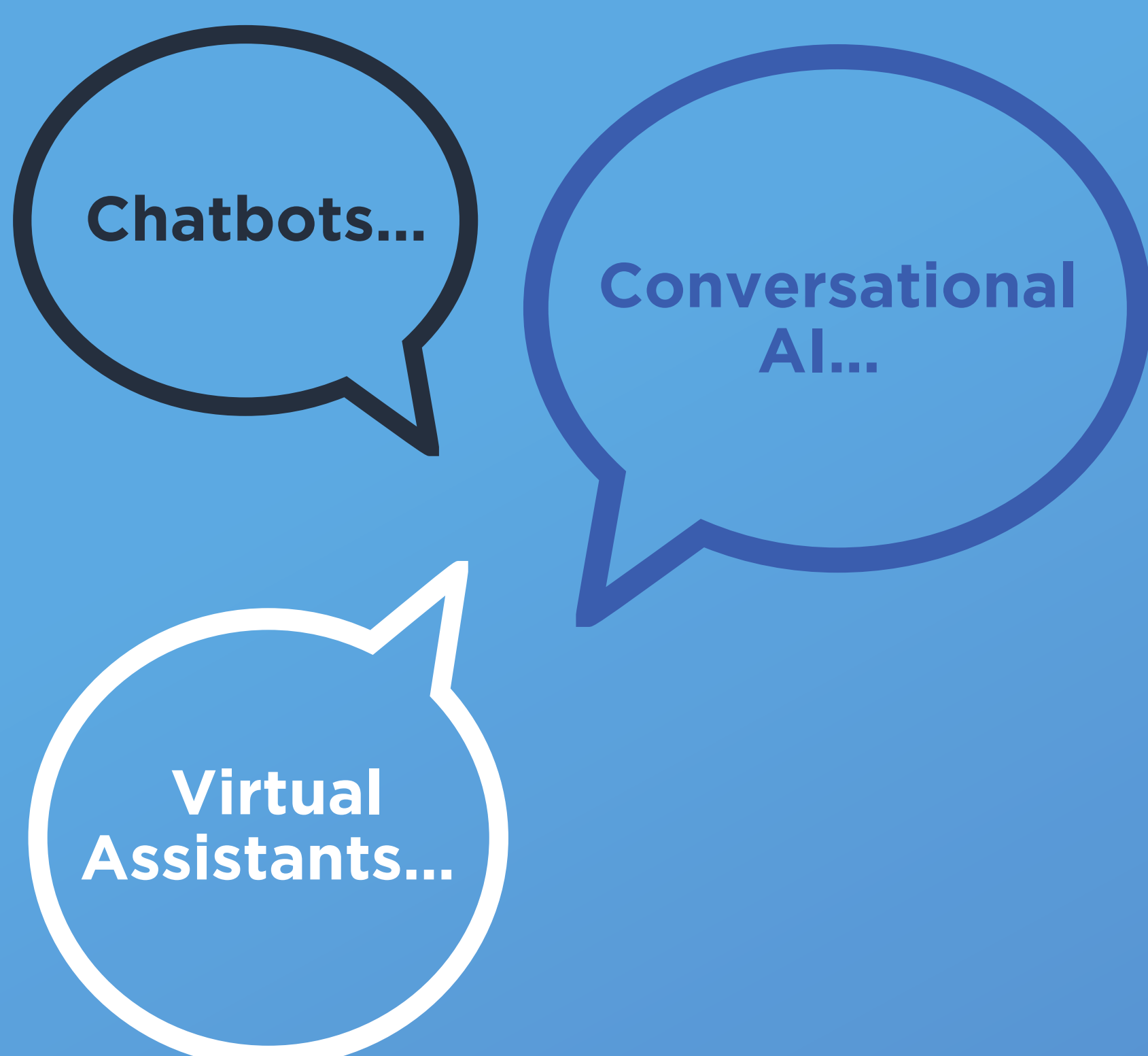
Improve Customer Experience with Conversational AI

## A Bot by Any Other Name

No matter what you call them, the global market for conversational AI is expected to reach **\$15.7 billion by 2024**, at a compound annual growth rate (CAGR) of **30.2%**<sup>1</sup>

Today, more than **1.4 billion people** per year regularly interact with chatbots<sup>2</sup>

**80% of chatbots** are designed specifically as customer support solutions<sup>3</sup>



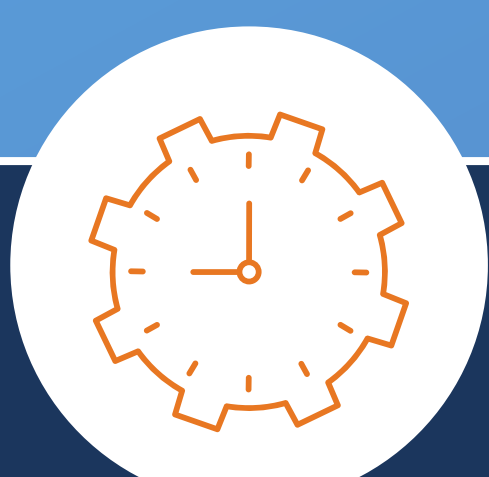
## Chatbots Help Drive Better CX



Personalized Interactions



Decreased Wait Times



24/7 Assistance



Intuitive Self-Service



## Chatbots vs. Live Agents

A chatbot can answer over **100 inquiries** simultaneously. An agent can only answer **ONE** question at a time<sup>4</sup>

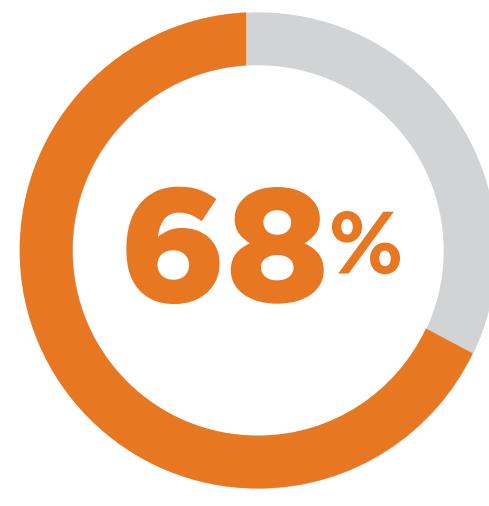
Chatbots are predicted to reduce contact center operational costs by **\$8 billion** in 2022 alone<sup>5</sup>

**70% ↓** Reduction in call, chat, and email inquiries to live agents<sup>6</sup>

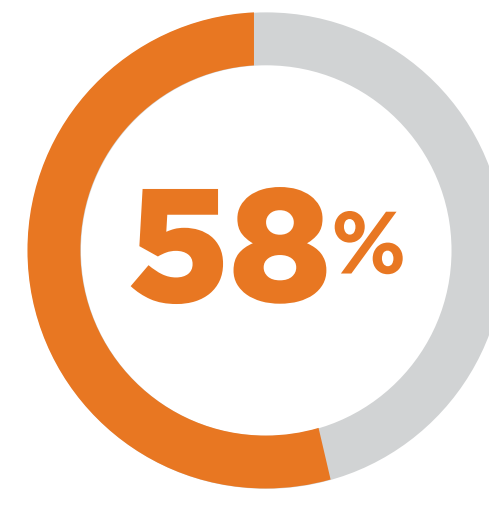
**30% ↓** Reduction in costs associated with repetitive inquiries, freeing agents to handle more complex inquiries<sup>7</sup>

**30% ↓** Reduction in average handle time (AHT) resulting from chatbot call screening<sup>8</sup>

## CUSTOMERS ♥ CHATBOTS... But Not #ChatbotFails

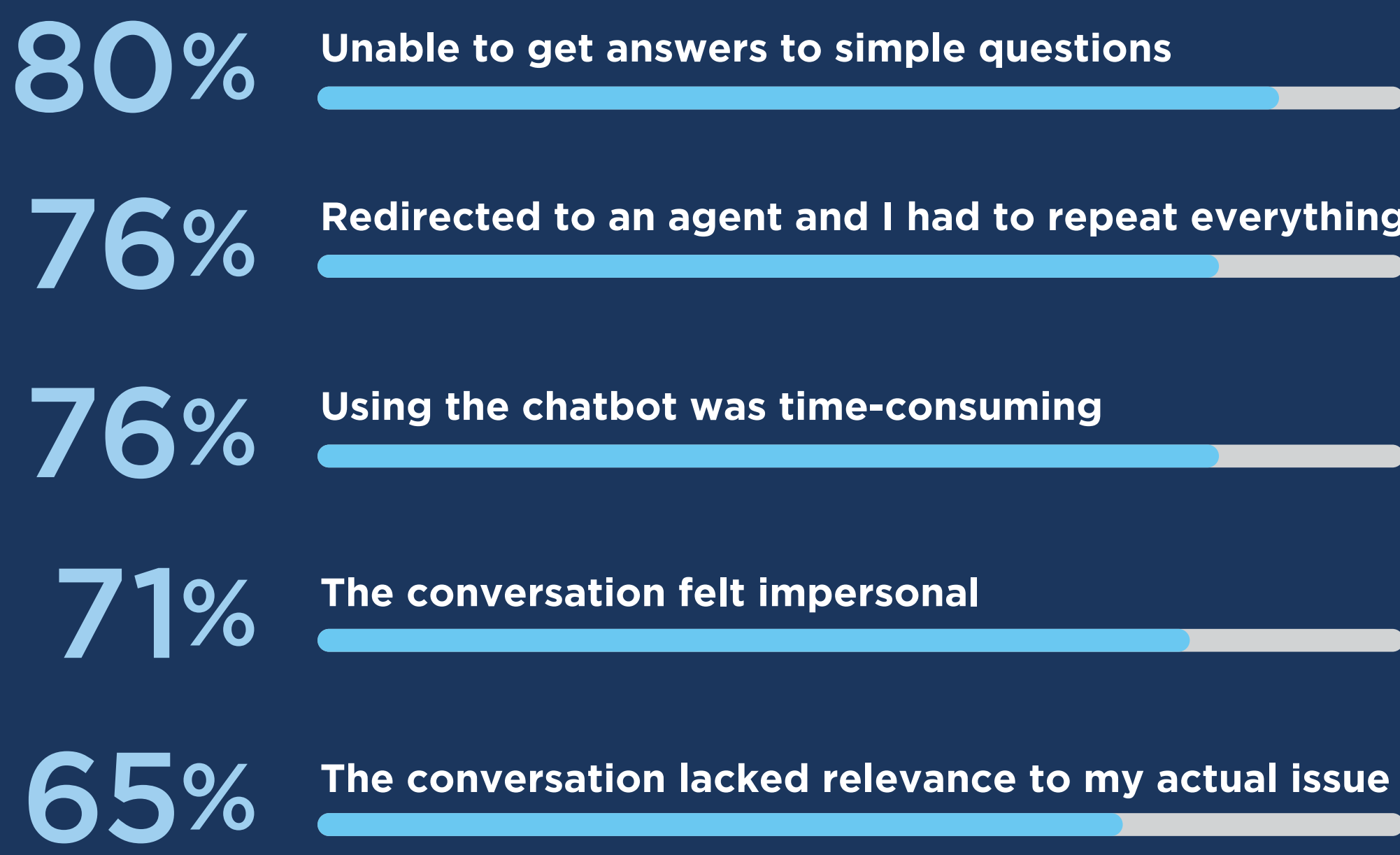


Customers appreciate that chatbots offer a rapid response<sup>9</sup>



Customers say chatbots changed their expectations of customer service for the better - *when chatbots functioned as intended*<sup>10</sup>

## TOP FRUSTRATIONS Customers Experienced with Chatbots<sup>11</sup>



## Great chatbot experiences depend on expert chatbot quality assurance.

Learn how Cyara Botium helps you train, test, and maintain industry-leading chatbots to deliver customer smiles at scale!



Customer Smiles. Delivered at Scale.

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