



CERTIFICATE OF ATTENDANCE

Viny Christanti Mawardi

Has Participated in

Webinar Peluang dan Implementasi AI Chatbots

Yogyakarta, March 31 2022

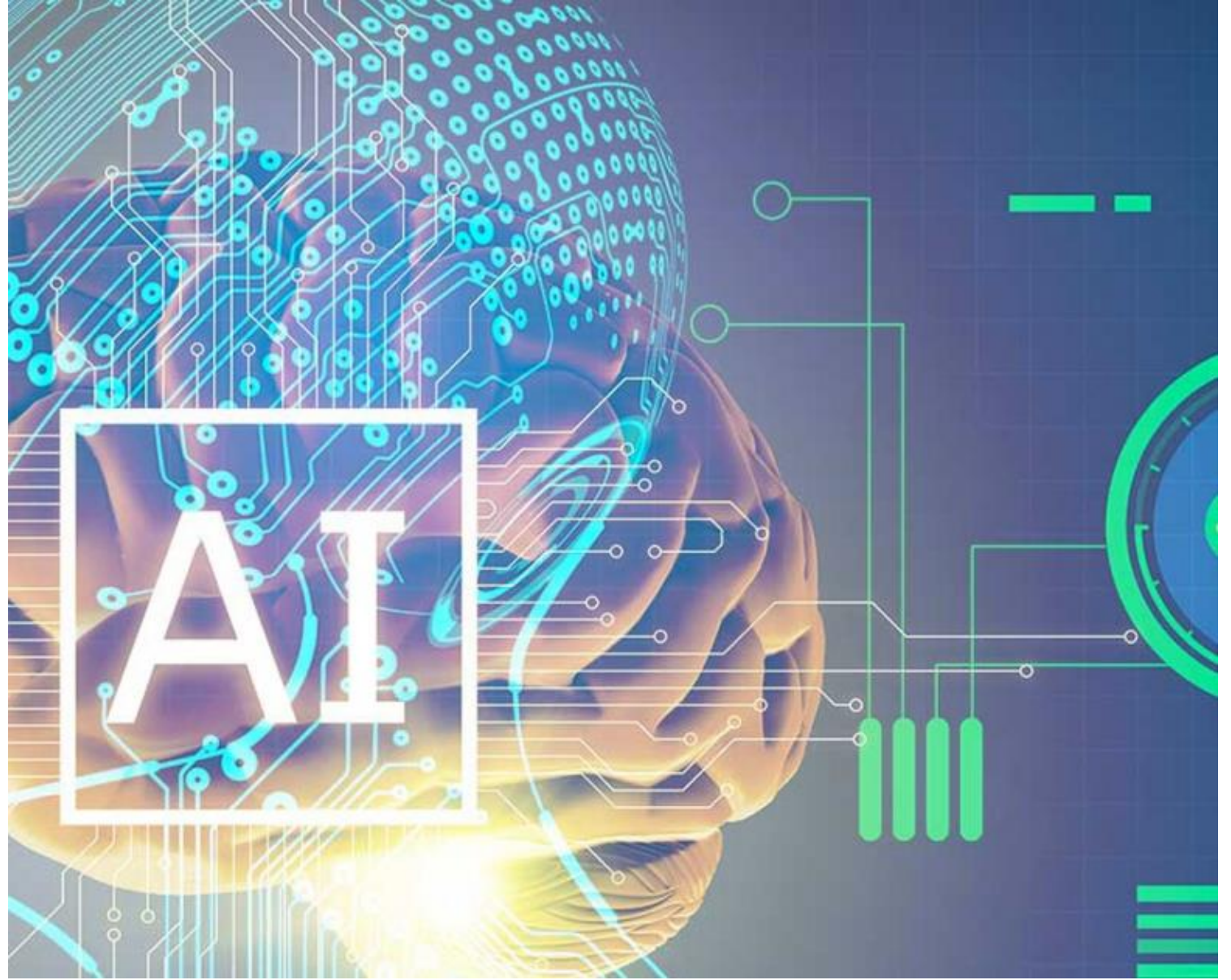


Andi Yuniantoro
Director

CHATBOT

Peluang dan Implementasi AI Chatbot

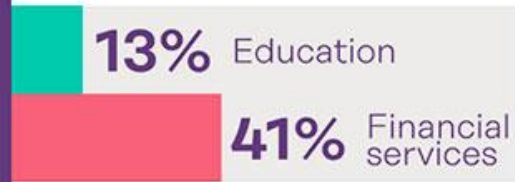




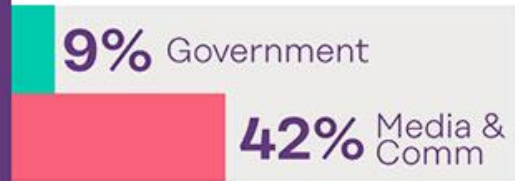
Adoption of Tools and Technologies

BY INDUSTRY

(AI) Artificial Intelligence



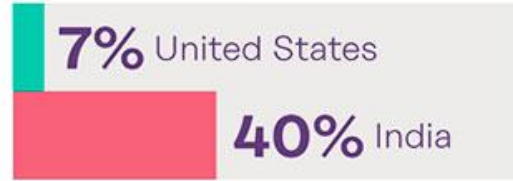
AI Chatbots



Voice-activated personal assistants



BY COUNTRY



Organizations Actively Looking for Ways to Use AI

BY INDUSTRY



BY COUNTRY



MOST USEFUL AI/AUTOMATION TECHNOLOGIES FOR PERSONALIZING CUSTOMER INTERACTIONS



Very useful



Useful

Predictive chat

55%

37%

92%

Chatbots/virtual agents

63%

26%

89%

Machine learning

57%

29%

86%

Predictive/routing

54%

27%

81%

% of organizations deploying chat assistants

Retail Banking
and Insurance



49%

Consumer
Products
and Retail



23%

Automotive



15%

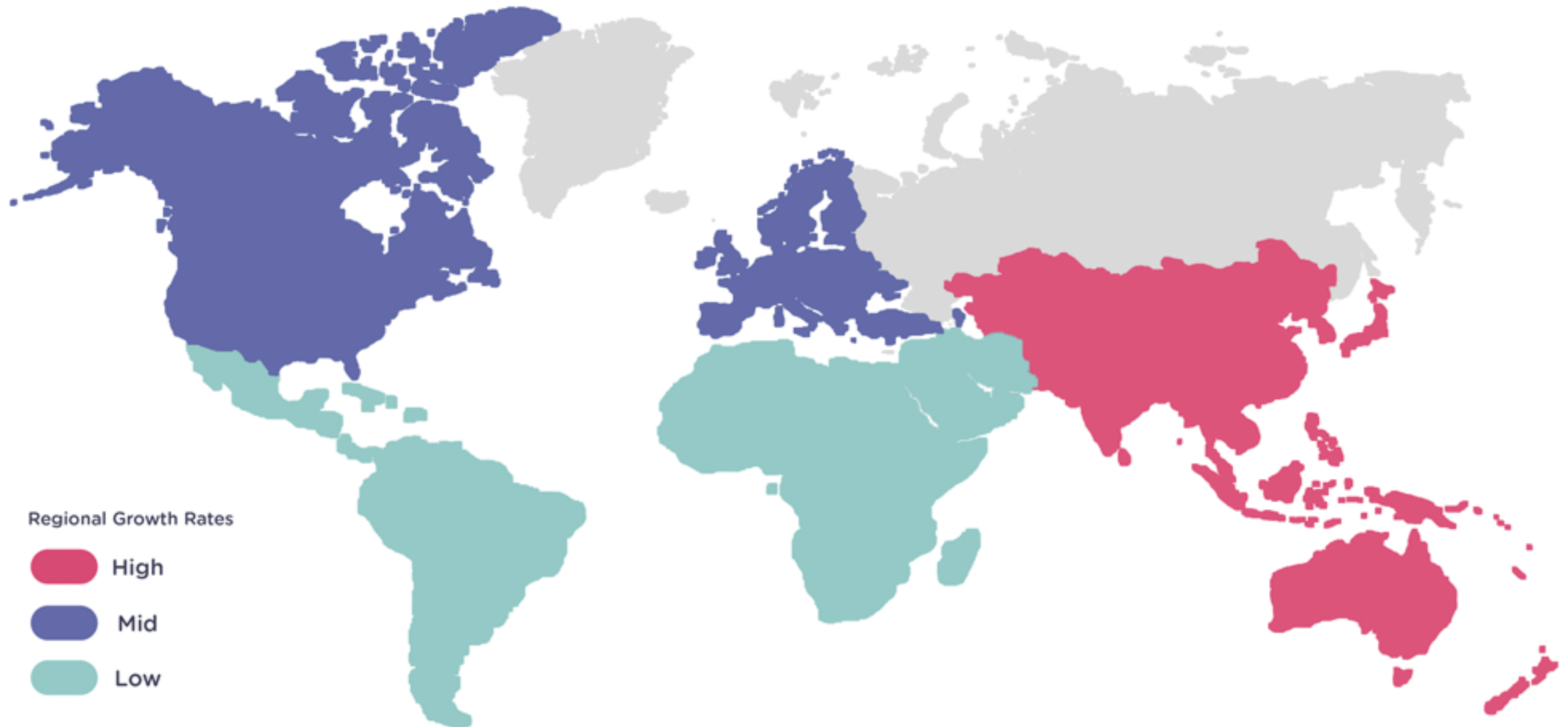
■ Out of top 100 organizations in each sector



Landbot.io

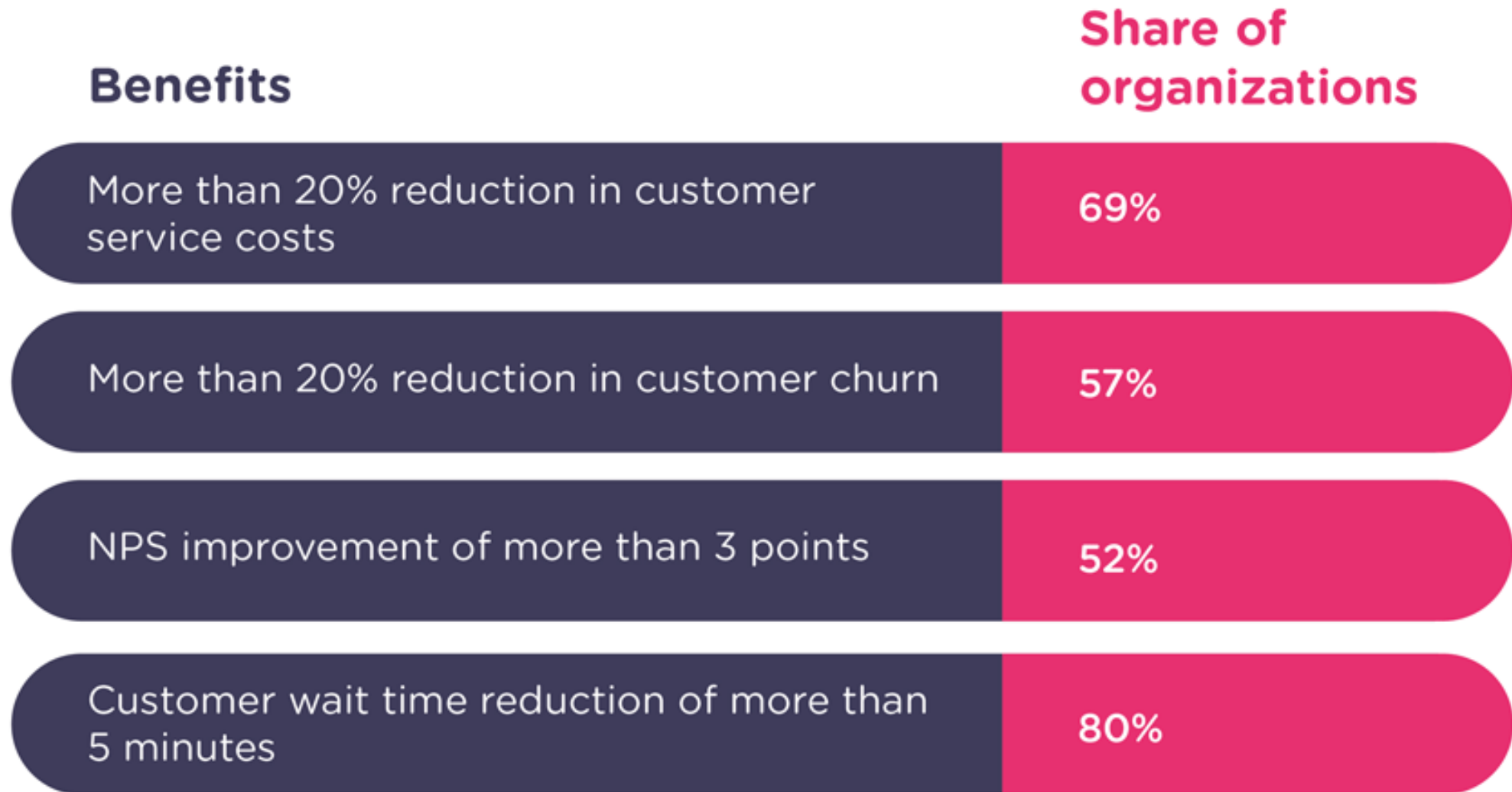
Source: Capgemini 2019

CHATBOT MARKET: GROWTH RATE BY REGION (2019-2024)



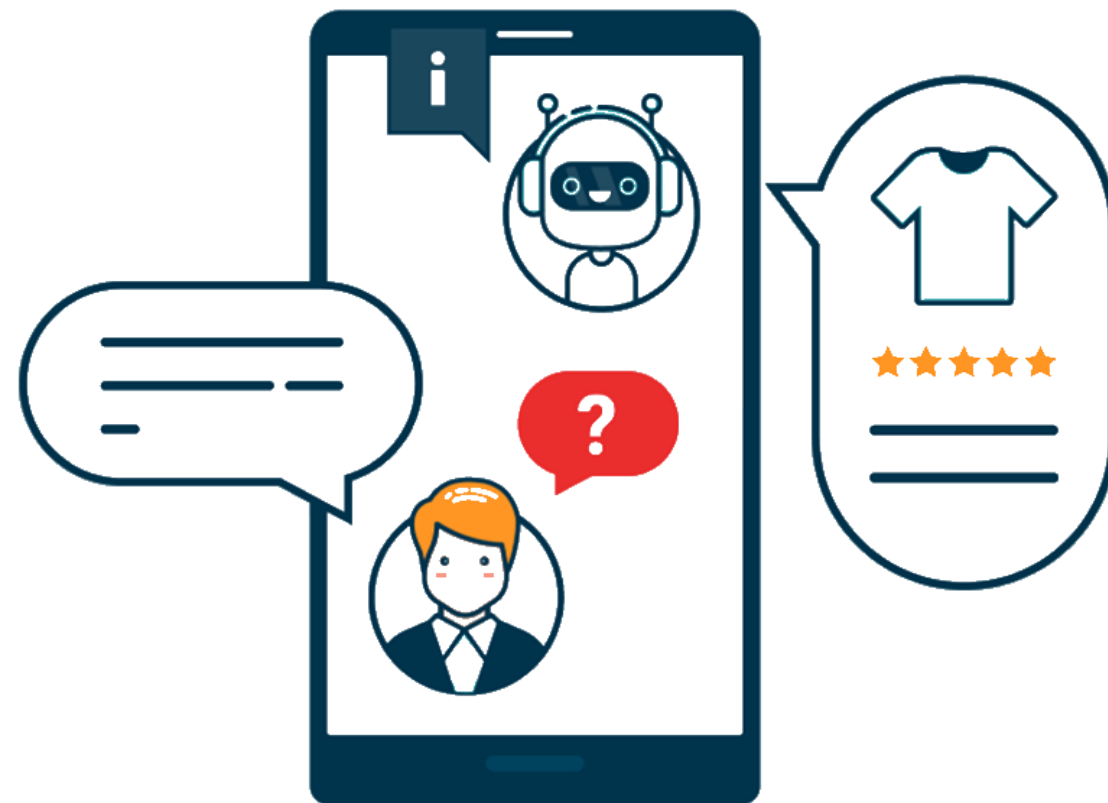
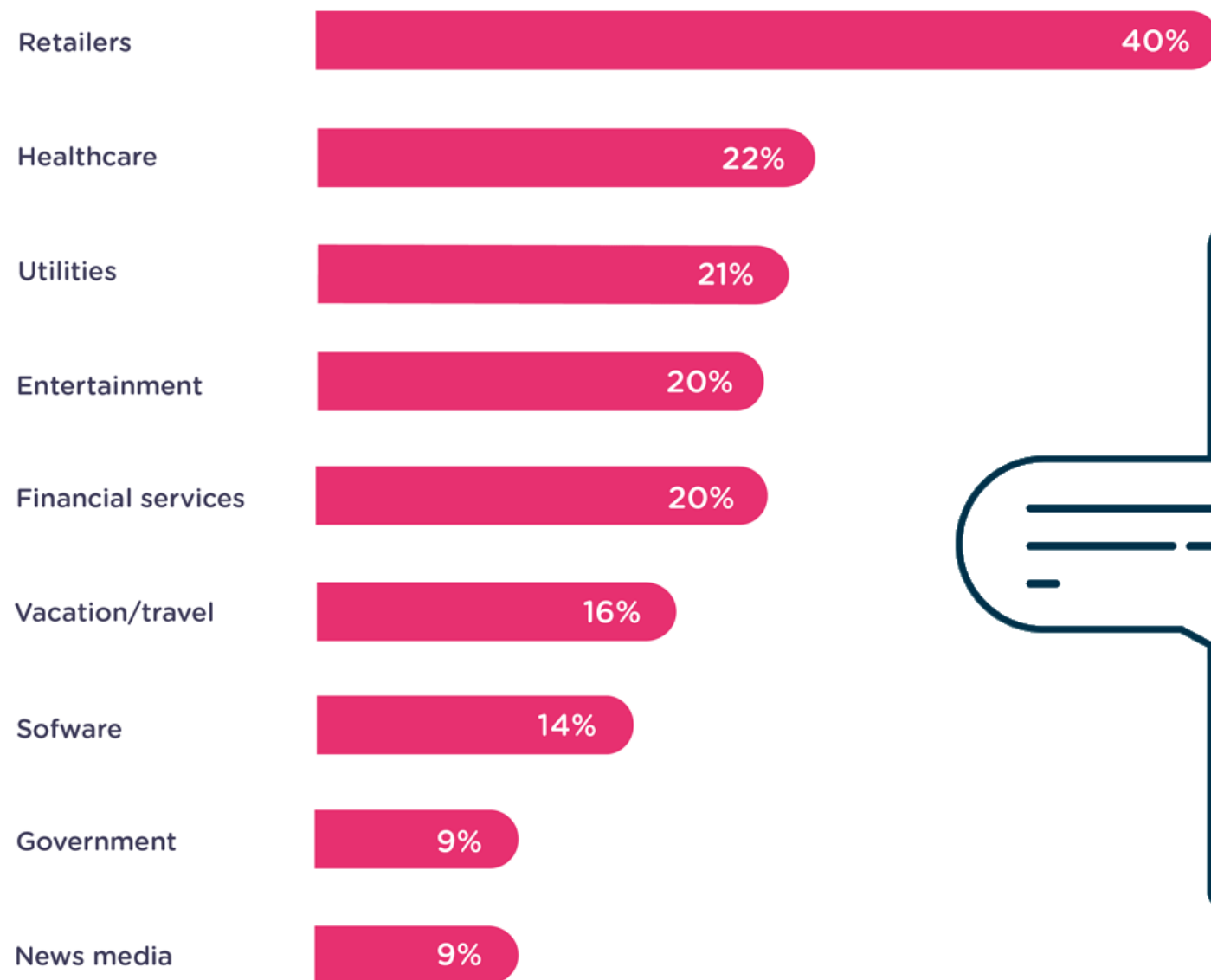
Source: MordorIntelligence

ORGANIZATIONS ARE ALREADY REALIZING SIGNIFICANT BENEFITS FROM CHAT ASSISTANTS



Source: Capgemini - Smart Talk

SHARE OF CONSUMERS WHO HAVE USED CHATBOTS TO ENGAGE WITH COMPANIES IN THE UNITED STATES AS OF 2019, BY INDUSTRY

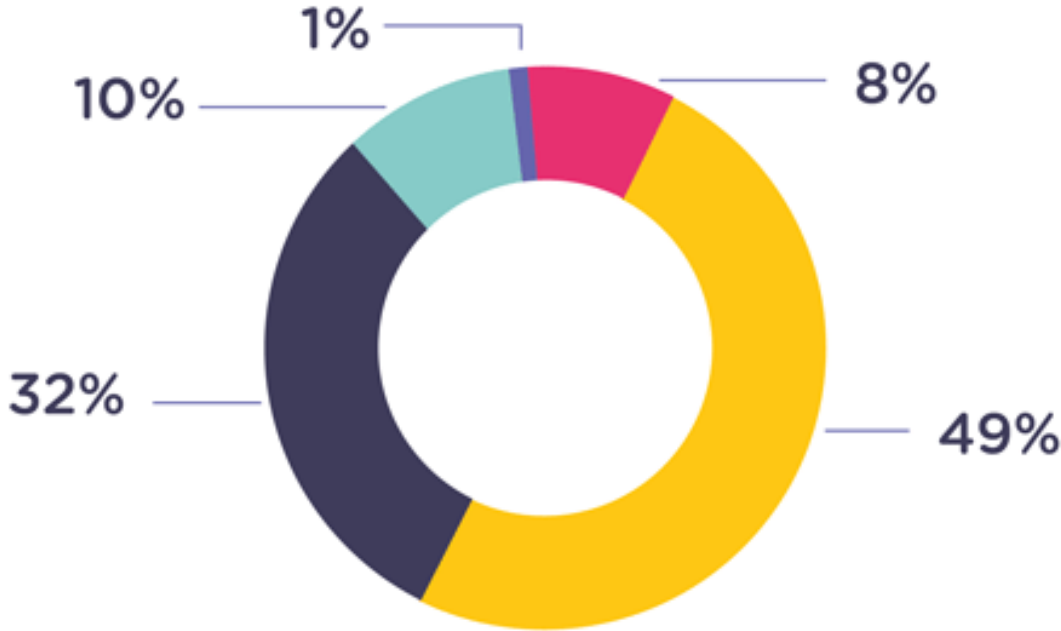


Source: Statista

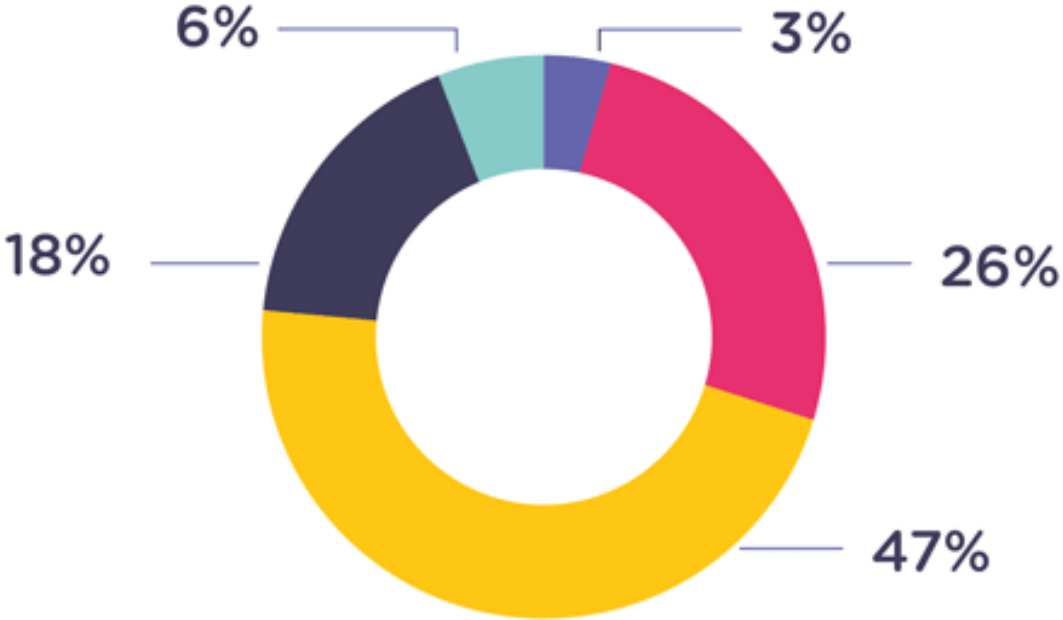
WHAT PERCENTAGE OF CUSTOMER ENQUIRIES ARE RESOLVED COMPLETELY BY AUTOMATED CHANNELS?

More than 75% 50% to 75% 25% to 50% 10% to 25% Less than 10%

ALL RESPONSES



CX LEADERS



MANY FIRMS' CHATBOT SOLUTIONS LACK THE MOST IMPORTANT FUNCTIONALITIES



Very important or important to customer service success



Current chatbot ability

Understand the value of the customer and their history of transactions/interactions with the company

95%

55%

Provide personalized responses to each customer regardless of whether it is a FAQ

93%

69%

Automate actions based on customer responses

91%

52%

Understand the customer's context

91%

65%

Lead users through an automated dialogue to clarify intent

90%

47%

Provide real-time insights to agents to resolve inquiries quickly

88%

64%

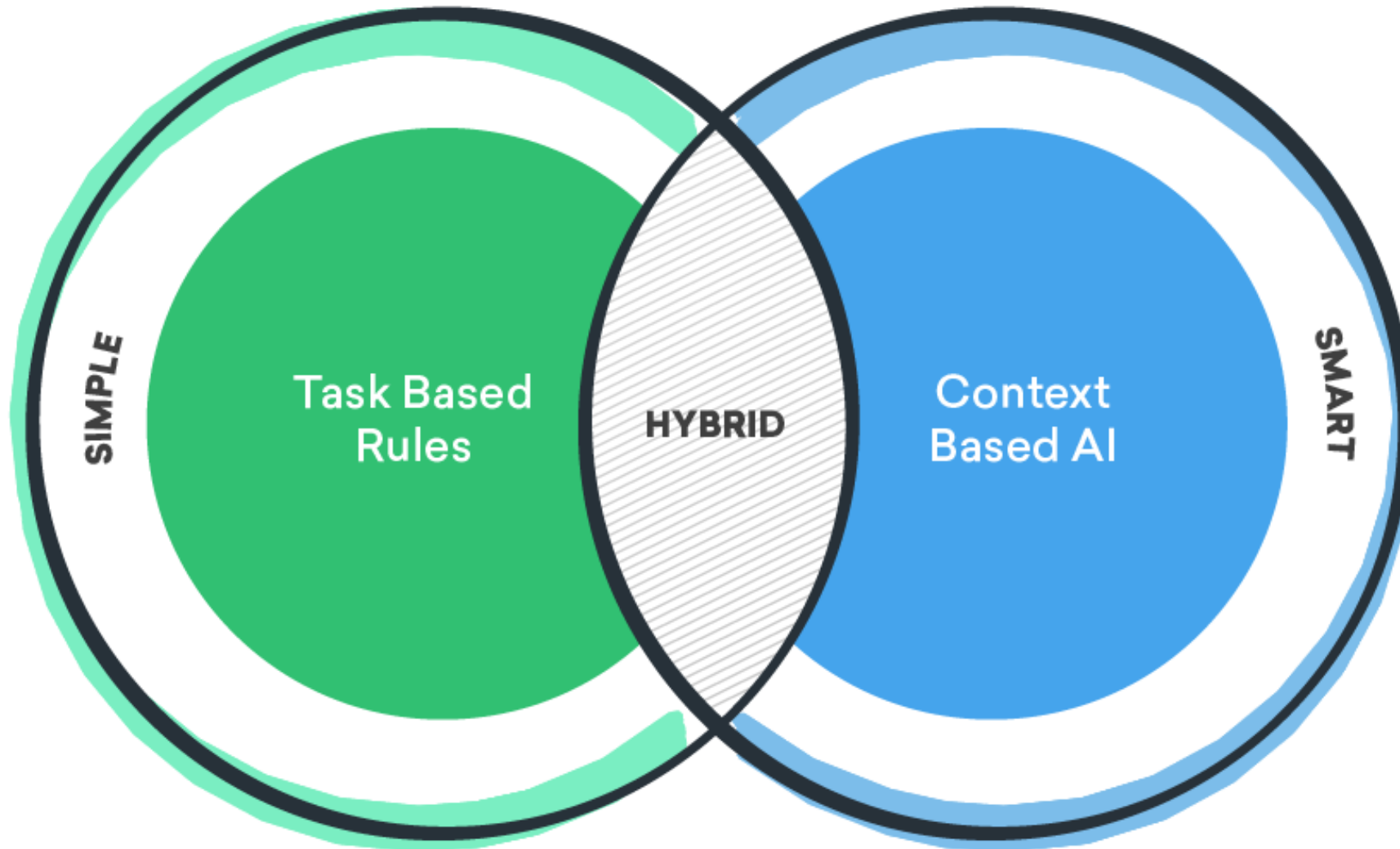
Identify customers and address them by name unprompted

82%

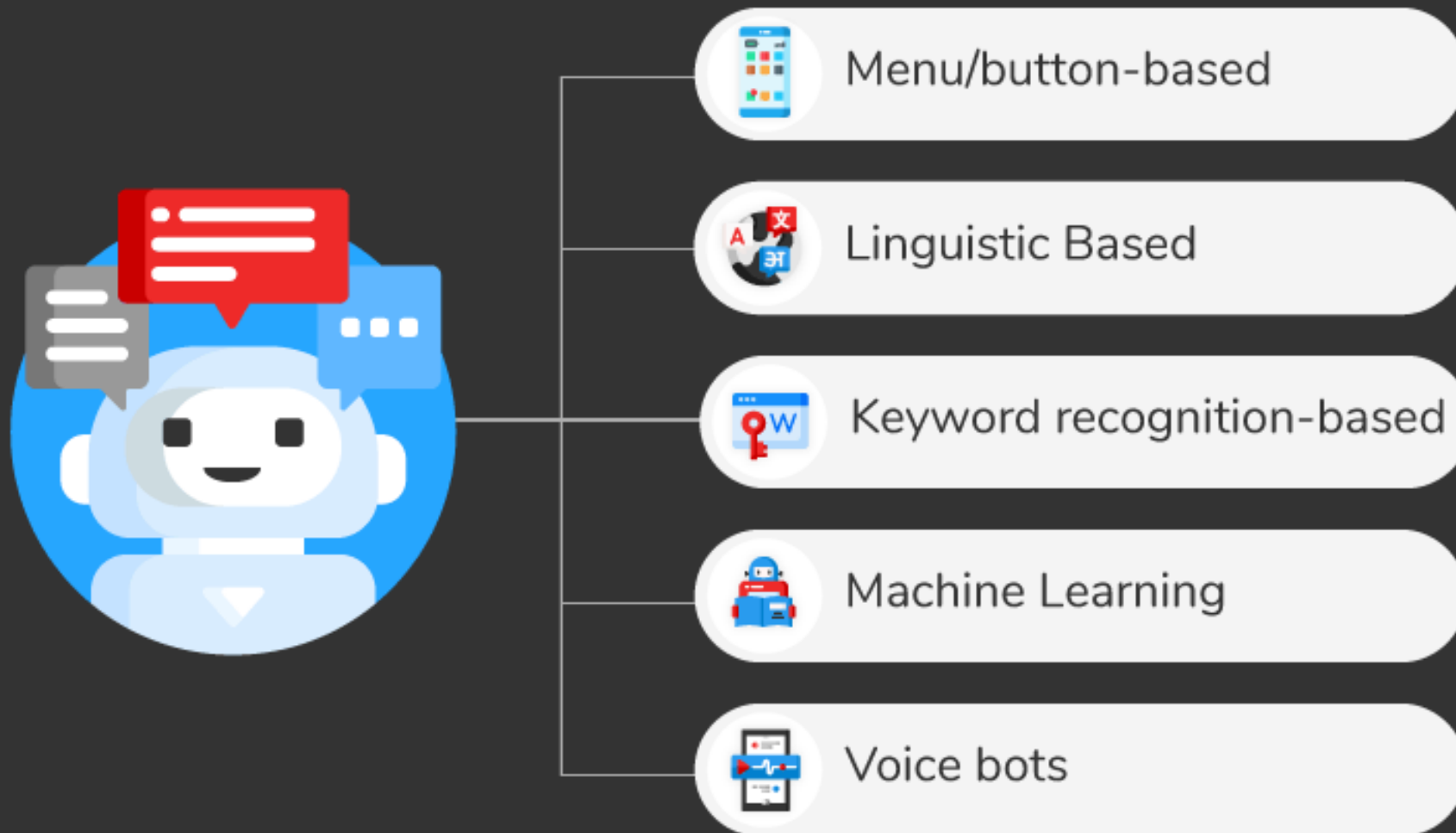
55%

Source: Forrester

Types of chatbots



Chatbots and their types :





<https://lenna.ai/>

<https://kata.ai/>

<https://acobot.ai/>

<https://dialogflow.cloud.google.com/>

[Telegram](#)

[Whatsapp](#)



Ø 636 times a day,
customer service
Chatbots say

THANK YOU

