Each time we talk and read about chatbots, they seem to be getting smarter. The technology has moved a long way from chatbots like Eliza to ones which can carry on conversations with you and display relevant information. Realizing bots’ enormous potential in an enterprise, global giants like Microsoft and Facebook are investing in bots in a big way. While Facebook has recently opened itself to bots and acquired the Wit AI engine, Microsoft’s bot framework is promising and the company has also made its Cognitive Services accessible.

According to an analysis by Juniper research, chatbots will be more efficient in dealing with queries in the near future. This will lead to lower cost and could save global business a cumulative sum of $8bn every year by 2022. Bots are certainly the hot new thing. And everyone’s seeking to leverage its benefits.

Why should internal communications be left behind then? In an average MNC with thousands of workers, the efficiency of internal communications is a vital component. The most common internal communications platforms today are email or/ and intranet. If an important information goes out by mail, the sender can only measure the open rates and hope that the employees have read the messages in the mail. Intranet usage is not regular and cumbersome in the age of deskless work.

**Why is using a chatbot a better choice**

For one, employees are well-acquainted with messaging apps. According to a survey, mobile users are now spending more time in messaging apps than on social networks. Conversation platforms like Kik, WeChat, Line, Facebook, and Slack together make for 3.5 billion users, a billion more than the total user base of the big five social networks.
Therefore, employees don’t need to acquaint themselves to a new interface for communication via a messaging platform. Moreover there is no extra software to install, no switching cost, and no downtime.

Through these messaging platforms, chatbots can reach remote or deskless employees as well. There’s no need to log in to the intranet every time one wishes to access company information. Unlike an emailer, chatbots are both push and pull. Through a chatbot, an HR can send out information to the required team or individuals. And research shows that 90 per cent of people read text messages within three minutes of delivery—a much faster rate compared to emails certainly. At the same time, employees can key in questions in the chatbot window and get necessary answers—no need to sit and comb through pages of company policy to know about leave rules.

Chatbots are fast and efficient. Chatbots could also be programmed to reduce pages of data into more consumable three-four lines of information the way CNN does with their news bot. A chatbot can also come handy for employees with disabilities and it can work perfectly in a low bandwidth or even without internet.

With their manifold capabilities, many expect bots to carry on a conversation like the AI in the movie Her. Bots still have a long way to go to be able to understand and respond in a language natural to people and, at the same time, be relevant and correct. With the help of NLP (Natural Language Processing), bots are continuously being trained to increase their vocabulary to act as an efficient personal assistant to human beings.

Giving a bot a distinctive personality, actively engaging non-users, and constantly asking for feedback and improving the experience based on it can get rid of the chink in the armour. And make them the most efficient communication tool in businesses.

Find out more about our bot services

Imaginea helps companies drive innovation through disruptive technologies that capture new opportunities in the marketplace. We can engage at any stage of the process, from consulting and ideation, through product development and implementation.