



# WHY BOTS NEED HUMANS

Machine learning relies on **massive data input**. The algorithm **ingests tons of human-generated data** to spot patterns, get insights, and 'learn'. This goes well with the fact that **both millennials and messaging are becoming dominant**.

**60%**  
of chatbot users today  
**are in their late teens**

 App strategy is an option, but **conversation and bot strategy is a must**.  
Bots will be **app replacements**

 **Facebook & Microsoft**  
Are the companies that didn't make a dent in mobile OS race, but were successful app makers for iOS & Android. They **are now focusing on bots**

## MESSAGING DOMINATES MOMENTS



**2.5Bn people**

have at least one messaging app installed

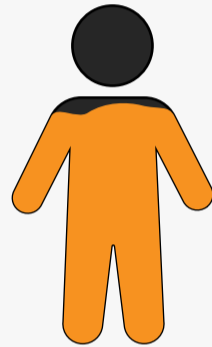


By 2019,

**65% of global population**

will use messaging apps (eMarketer)

## MILLENNIALS DOMINATE WORKFORCE



**Millennials**

formed the majority of **workforce post 2015**

**91% millennials**  
use messaging

**75% of workforce**  
will be millennials by 2020



## MARKET SNAPSHOT

- Interaction with **businesses**

**80% of people prefer online chat over SMS**

**Bots are getting into enterprise software**

SAP, Oracle, Salesforce, and ADP are **developing bot UI** for their software

- Bot APIs/ Platforms are growing**

Kik, Telegram, Facebook, IBM Watson, wit.ai, api.ai

## GENRE OF VENDORS

**NextIT and Aspect**

Legacy chat provider

**IPSoft and Microsoft**

Established tech vendor

**Slack and HipChat**

Enterprise messaging platforms

**Kore and X.ai**

Startups serving enterprises

## FRAMEWORKS ARE CATCHING UP



User willingness is great

**67% of consumers worldwide**

used a chatbot for customer support in the past year



AI is slowly catching up

**27% of consumers**

weren't sure if their last customer service interaction was with a human or a chatbot



Google search is still faster than bots

**Bots need 60,000 characters to train**

## The Inference Framework

A better way to **make bots fast and intelligent**

The framework allows business users drive a bot's intelligence through an easy drag-drop UI and a no-code process. Imaginea's IPs and specific expertise in bots give it the edge to rapidly create and nurture conversational platforms, and integrate these platforms to enterprise systems—thereby making them accessible and actionable.

### References:

Forbes - How chatbots will transform customer experience | Adage India - CMOs guide to chatbots | The Inc.com - Fascinating facts about chatbots  
Ted Livingston - Bots are better without conversations @ Medium | Forbes - AI by the numbers | Localytics - 23% of users abandon an app | Openmarket - Millennials mad for messaging