

Chatbot Observatory

Innovation and Company Bots

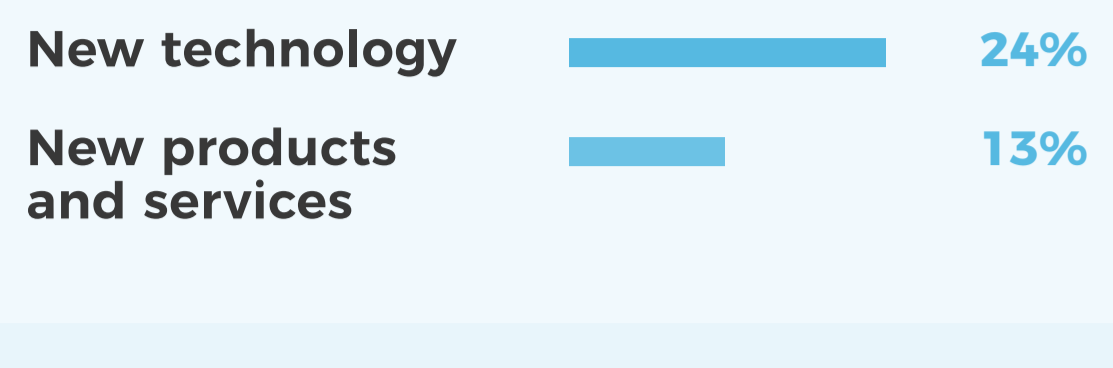
V3

The Chatbot Observatory aims to provide benchmarks for the different professions affected by the development of artificial intelligence systems, in particular chatbots, relating to their use within a professional sphere, and the prospects ahead.

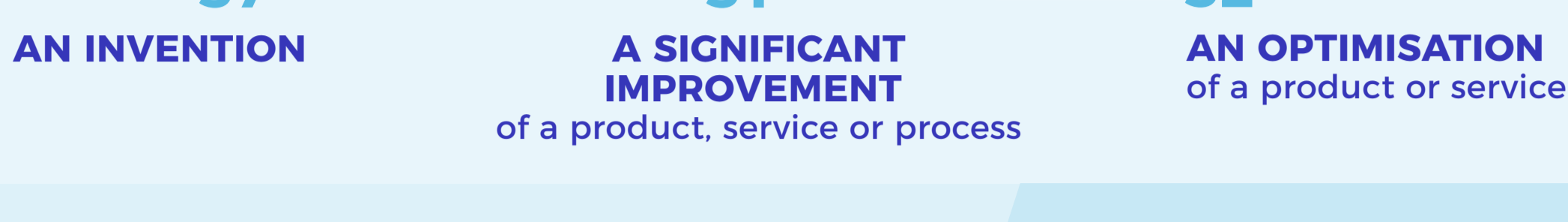
WHAT IS INNOVATION?

INNOVATION IS NECESSARY FOR GROWTH AND SURVIVAL.

INNOVATION IS PRIMARILY...



INNOVATION IS PERCEIVED AS...



TWO LEVELS OF INNOVATION



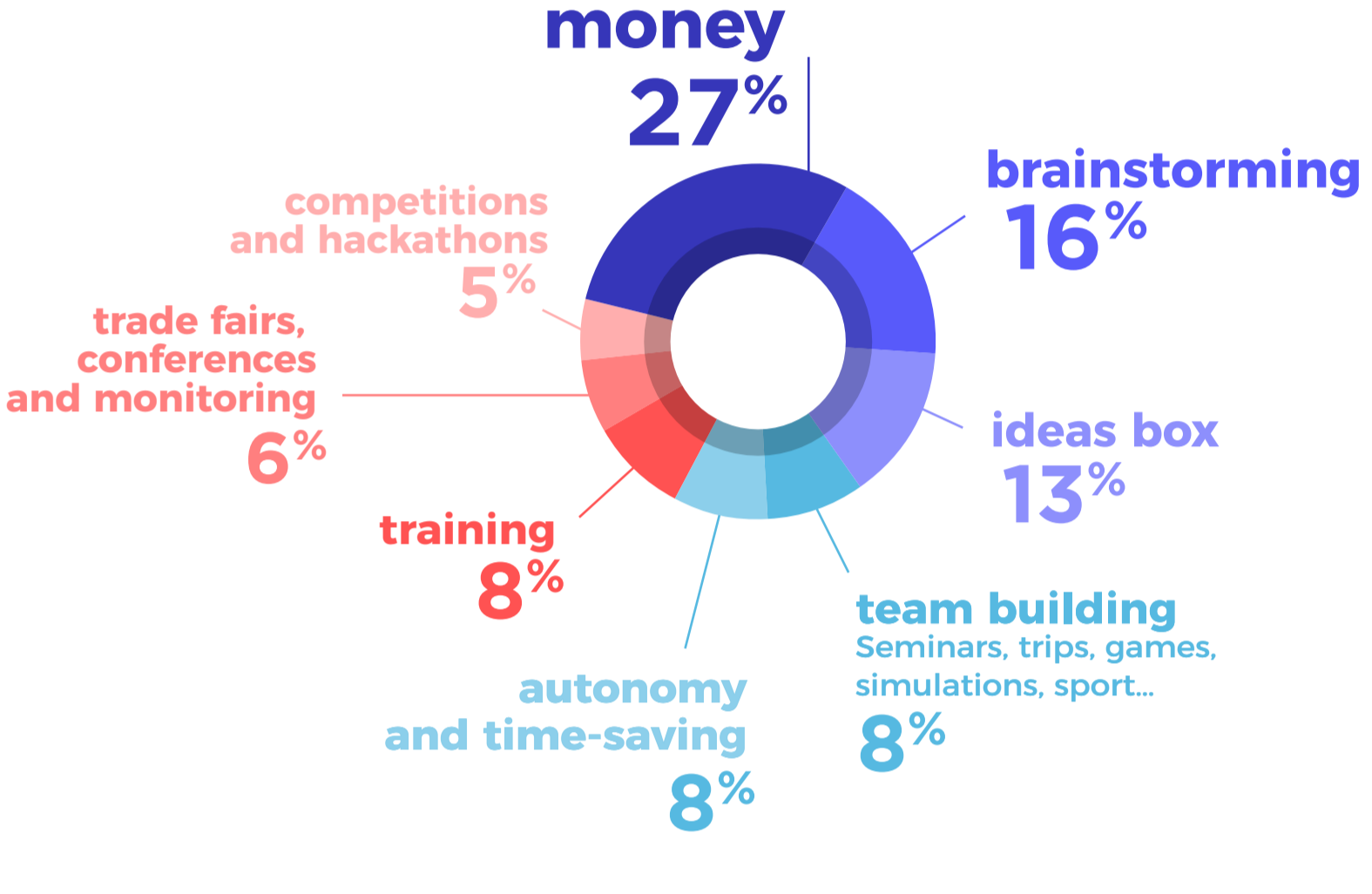
INNOVATION IN BUSINESS?

3 companies out of 5 put strategies into place to encourage employee innovation

SUPPORTED BY



STRATEGIES USED TO ENCOURAGE INNOVATION



55% of executives and managers believe that failures are valued in an innovation project

COMPANIES & BOTS

There are 3 types of bots & THEY ARE PERCEIVED AS INNOVATIVE

CHATBOT

A bot that converses with users via writing

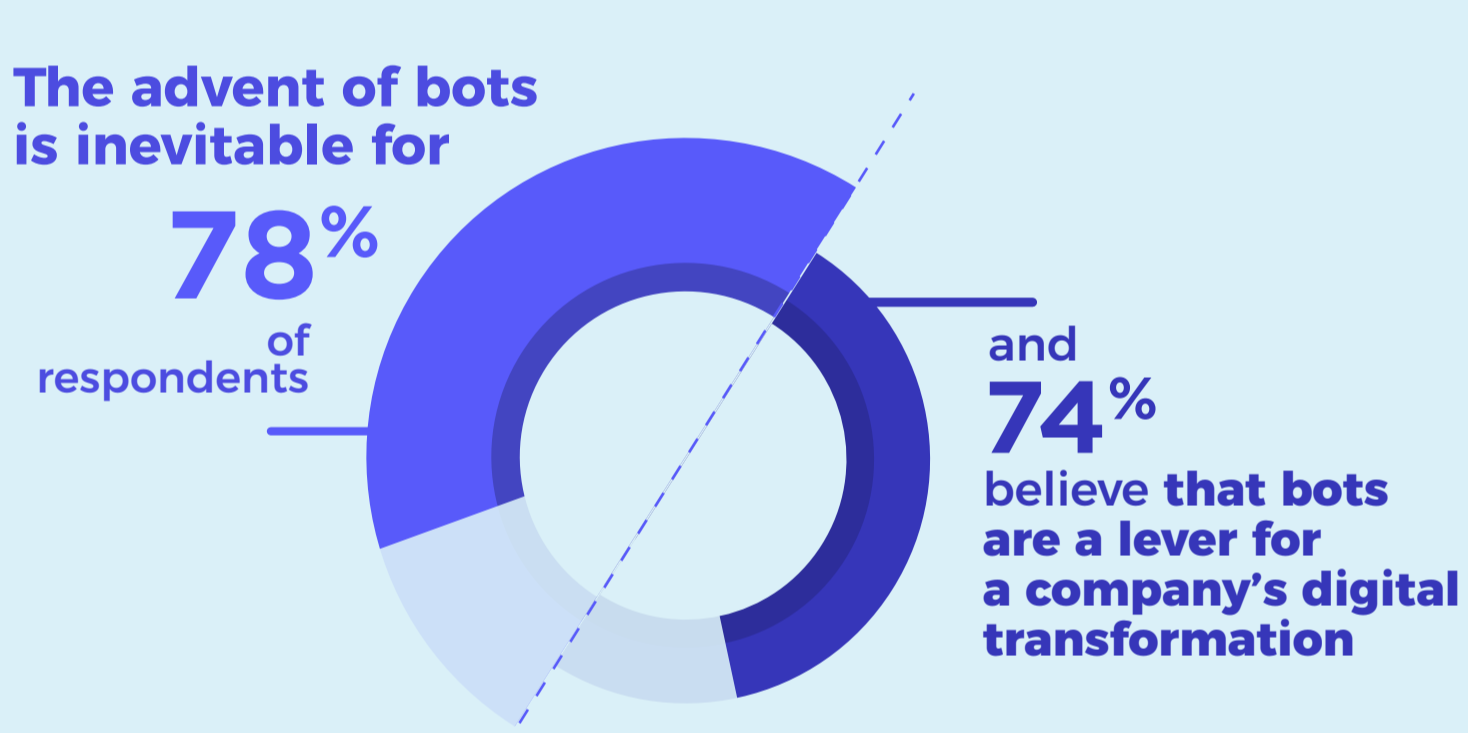
VOICEBOT

A bot that converses with users via a spoken voice

CALLBOT

A voicebot that converses with users via telephone

WIDELY ACCLAIMED!



31% of companies surveyed already have a bot

Equipped companies

THOSE WHO ALREADY HAVE A BOT

WHAT TYPE OF BOT HAVE YOU IMPLEMENTED?



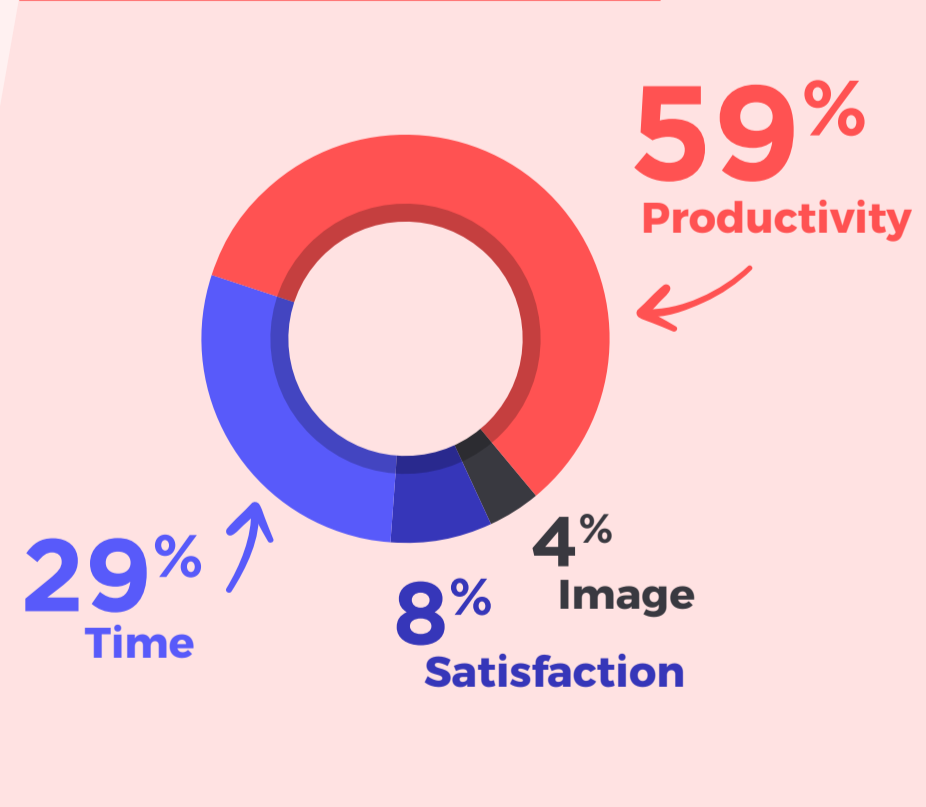
EQUIPPED COMPANIES

74% reorganised their workforce following the implementation of a bot

- calling on...
- A software publisher: 43%
 - A digital agency: 26%
 - An Open Source platform: 14%
 - Their internal developers: 9%
 - An integrator or IT company: 8%

- Technology used
- Proprietary: 65%
 - Open Source: 35%

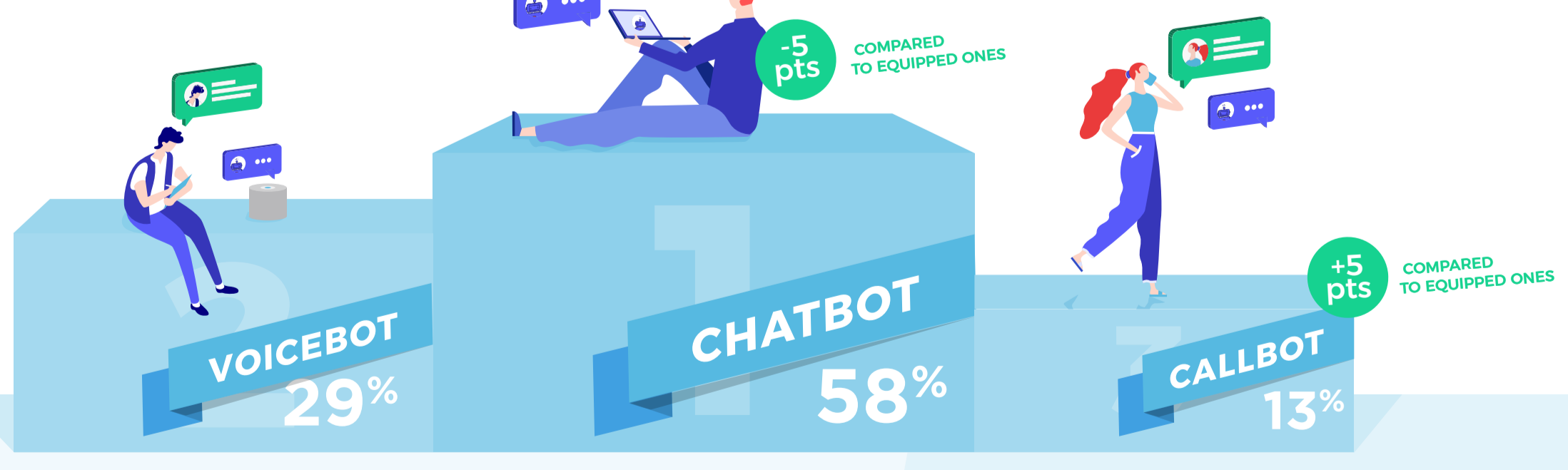
What benefits have you seen?



Non-equipped companies

CHATBOTS REMAIN THE MOST POPULAR BOT

WHAT TYPE OF BOT WOULD YOU LIKE TO IMPLEMENT?

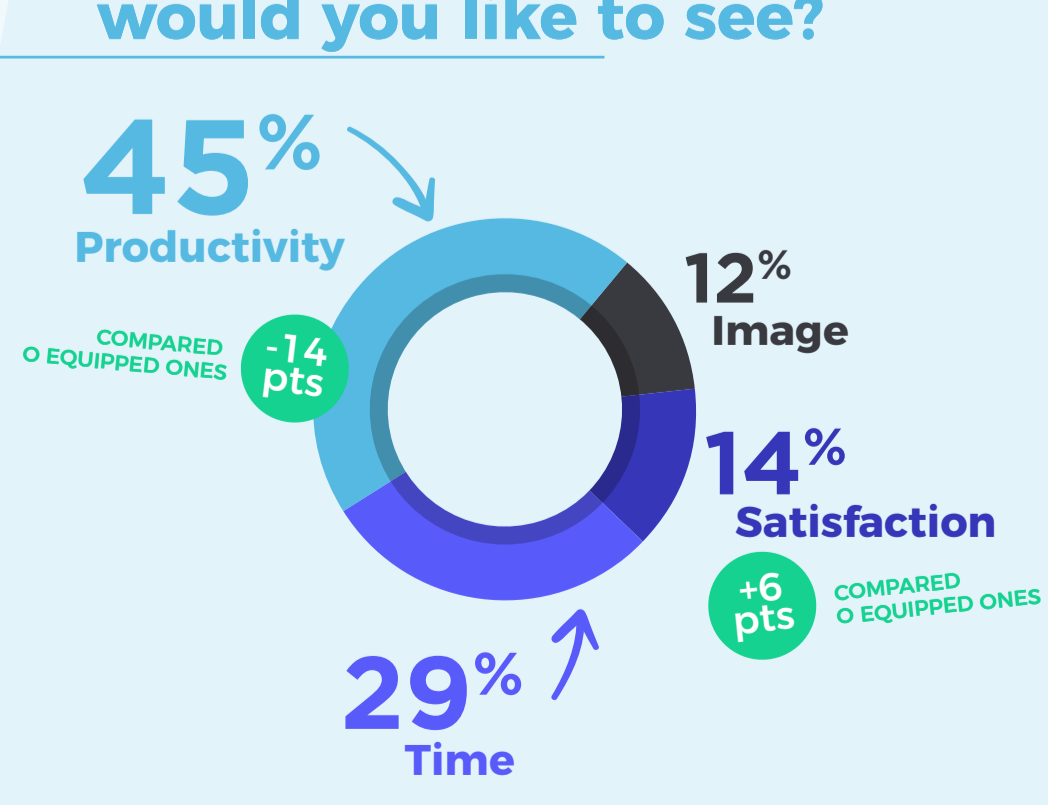


NON-EQUIPPED COMPANIES

- would like a bot for
- their customers: 57%
 - their teams: 43%

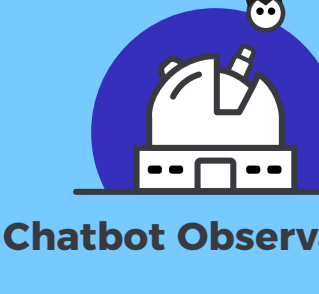
- Will work
- exclusively internally: 29%
 - with a specialised software publisher: 24%

What benefits would you like to see?



The Chatbot Observatory® was created by dydu in October 2017

www.dydu.ai



310 professionals from General Management, IT, Research & Development, Marketing or Innovation took part in this online survey from the 10th to 21st December 2018

