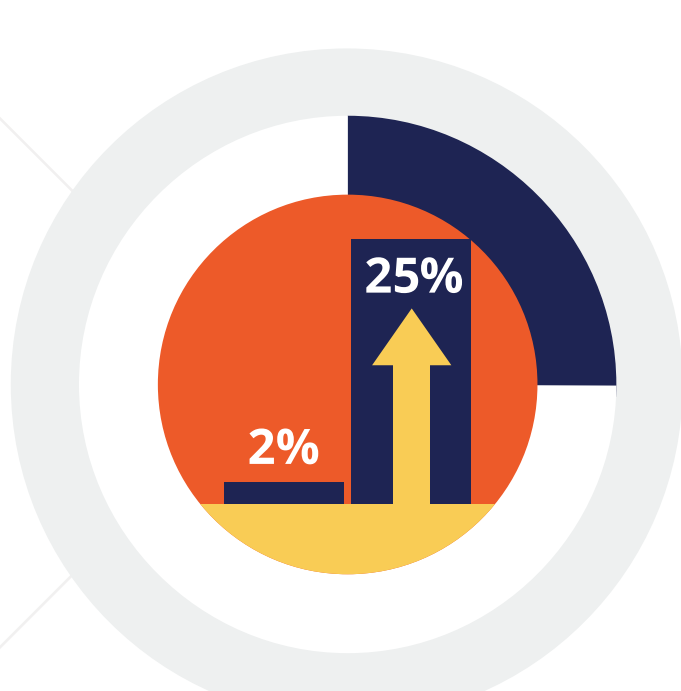


Why it's time to explore the next generation of chatbot tech

Consumers are demanding faster, more personalized service, accessible through digital channels. Companies are reacting by increasing the use of newer communication tools like intelligent chatbots.

More organizations are seeing the value of chatbots:



One-quarter

of all customer service departments will incorporate chatbot technology by 2020.¹



And, by 2022, approximately

70 percent

of all customer service interactions will involve chatbots and other similar technologies.²

Consumers are receptive to them:



72 percent

of adults who have interacted with chatbots have found them helpful.

More than half

use chatbots for faster customer service.

But worry that they may not get their needs met:



24 percent

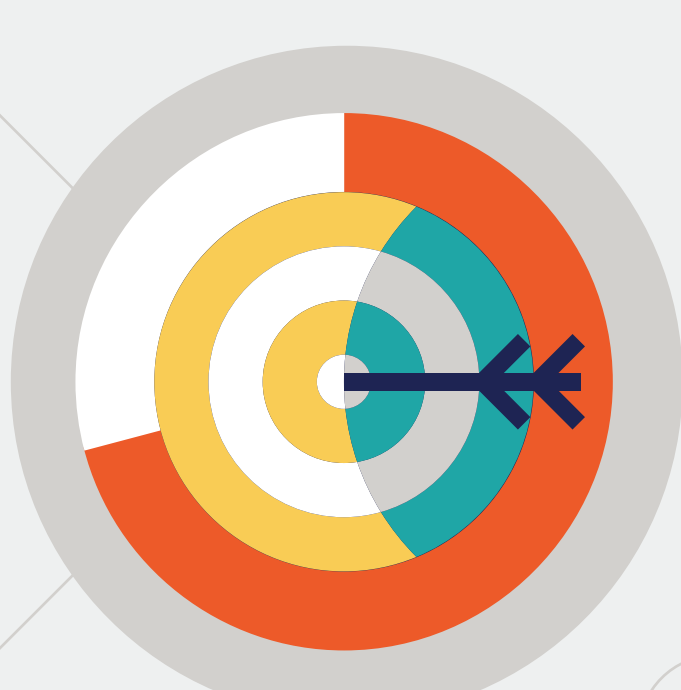
say that chatbots don't learn from past conversations



27 percent

don't think that chatbots are smart enough to answer questions effectively

Embracing a new generation of chatbots is critical because:



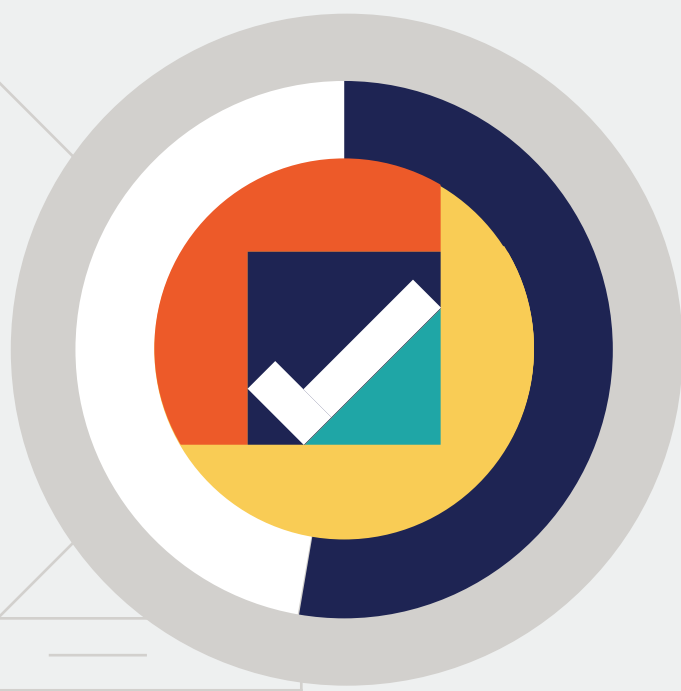
71 percent

of consumers say that reaching a desired outcome is their top priority when reaching out to a business



66 percent

say speed of response is important



53 percent

value ease of use

Learn more about how to maximize the customer experience with chatbots.

www.pega.com/insights/resources/chatbot-revolution