

# CHATBOT OR CHAT *NOT?*

Improve Customer Experience  
with Conversational AI

## A Bot by Any Other Name

No matter what you call them, the global market for conversational AI is **expected to reach \$15.7 billion by 2024, at a compound annual growth rate (CAGR) of 30.2%**<sup>1</sup>

Today, more than **1.4 billion people** per year regularly interact with chatbots<sup>2</sup>

**80% of chatbots** are designed specifically as customer support solutions<sup>3</sup>

Chatbots...

Conversational AI...

Virtual Assistants...

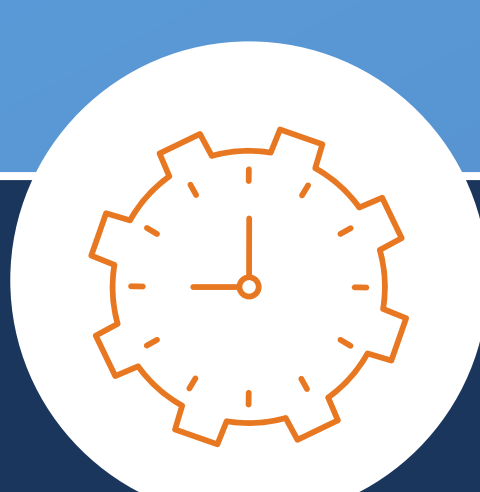
## Chatbots Help Drive Better CX



Personalized Interactions



Decreased Wait Times



24/7 Assistance



Intuitive Self-Service



## Chatbots vs. Live Agents

A chatbot can answer over **100 inquiries** simultaneously. An agent can only answer **ONE** question at a time<sup>4</sup>

Chatbots are predicted to reduce contact center operational costs by **\$8 billion** in 2022 alone<sup>5</sup>

70% ↓

Reduction in call, chat, and email inquiries to live agents<sup>6</sup>

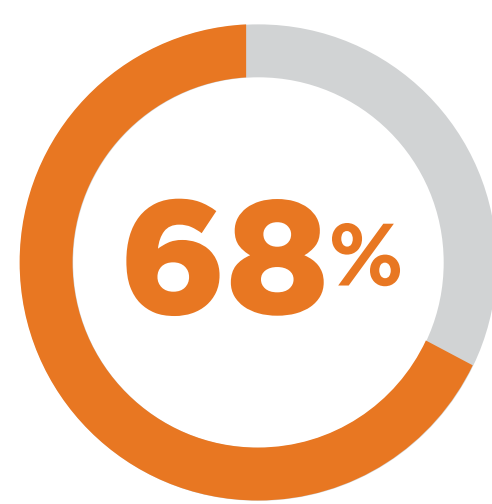
30% ↓

Reduction in costs associated with repetitive inquiries, freeing agents to handle more complex inquiries<sup>7</sup>

30% ↓

Reduction in average handle time (AHT) resulting from chatbot call screening<sup>8</sup>

## CUSTOMERS ♥ CHATBOTS... But Not #ChatbotFails



Customers appreciate that chatbots offer a rapid response<sup>9</sup>



Customers say chatbots changed their expectations of customer service for the better - *when chatbots functioned as intended*<sup>10</sup>

## TOP FRUSTRATIONS Customers Experienced with Chatbots<sup>11</sup>

80%

Unable to get answers to simple questions

76%

Redirected to an agent and I had to repeat everything

76%

Using the chatbot was time-consuming

71%

The conversation felt impersonal

65%

The conversation lacked relevance to my actual issue



**Great chatbot experiences depend on expert chatbot quality assurance.**

Learn how Cyara Botium helps you train, test, and maintain industry-leading chatbots to deliver customer smiles at scale!

CYARA

Customer Smiles. Delivered at Scale.

Learn more at [www.cyara.com/Botium](http://www.cyara.com/Botium)



[LinkedIn.com/company/Cyara](https://www.linkedin.com/company/Cyara)



[Twitter.com/GetCyara](https://twitter.com/GetCyara)



[Facebook.com/Cyara](https://www.facebook.com/Cyara)



[YouTube.com/Cyara](https://www.youtube.com/Cyara)

### SOURCES:

- Markets and Markets: Conversational AI Market - Global Forecast to 2026
- Smallbiz Genius: The Future is Now - 37 Fascinating Chatbot Statistics
- Gartner Webinar: How Chatbots Provide Real Value for Your Customers and Organization
- GetJenny: How Chatbot Metrics Influence Customer Service Outcomes
- Juniper Research: Chatbot Conversations to Deliver \$8 Billion in Cost Savings by 2022
- Gartner: 25 Percent of Customer Service Operations Will Use Virtual Customer Assistants by 2020
- IBM: AI Chatbot that's Easy to Use
- Contact Center Pipeline: How AI is Reducing Handle Time and Improving the Customer Experience
- Userlike: What Do Your Customers Actually Think About Chatbots?
- Salesforce: Key Chatbot Statistics to Know in 2019
- Botium Customer Survey Data, 2021