

# 7 Chatbot Use Cases:

## How Conversational AI Can Help With Your Industry Key Messages

### Introduction

Chatbots may not be nothing new, but conversational AI technologies and automated support have become key features for thousands of websites.

While deciding to deploy these technologies is a step in the right direction, [chatbots](#) must be able to transform customer service interactions in multiple sectors, including eCommerce, travel, insurance, manufacturing, telecommunications and more.

The future is bright for chatbots. A [Gartner report](#) states that by 2027, chatbots and virtual customer assistants will become the primary service channel for roughly a quarter of organizations. This is because they have evolved in the past ten years to become a crucial technology component of organizational customer support.

Customers want immediacy and self-service, combined with fast, high-quality responses to their requests. If they are designed correctly, chatbots can optimize customer experience, [increase sales by up to 67%](#), boost Net Promoter Scores (NPS) and relieve pressure on overburdened support teams.

However, in order to fully leverage the capabilities of chatbots, CIOs and marketers must overcome their struggles when it comes to identifying the actionable metrics of their virtual assistants that end up minimizing their chatbot's growth and ROIs. In other words, each chatbot must **adapt to each specific industry and organizations objectives**, as there isn't a universal performance metric and design for each assistant.

Consequently, businesses should establish a chatbot deployment strategy based on use cases and the capabilities they need from their virtual assistants. These companies must understand that there are [different types of chatbots](#) available in the market.

These include:



### Menu/button-based

The most basic type of chatbot, these provide answers to predefined questions that can facilitate website navigation but not necessarily solve complex requests.



### Keyword recognition-based chatbots

These chatbots use a basic analysis engine to recognize specific keywords, providing more depth than menu or button-based chatbots, providing responses to more free-flowing interactions. However, they often do not detect typos or user intent.



### AI chatbots

Also referred to as conversational AI chatbots, these enterprise chatbots use Machine Learning, Artificial Intelligence and/or [Natural Language Processing](#) (NLP) to interact with users. These chatbots understand the intent behind complex user requests and can also remember past conversations to deliver contextual and personalized answers and even proactively suggest services or actions to customers based on previous interactions. When combined with Symbolic AI, chatbots can combine human-readable symbols that represent real-world entities, concepts and logic to create rules that ultimately embed human knowledge and behavior rules into computer programs.

When applying Symbolic AI to NLP, chatbots can [understand languages](#) in a similar way as humans and structure language using rules, lexicon and [semantics](#) to learn how to understand a language.



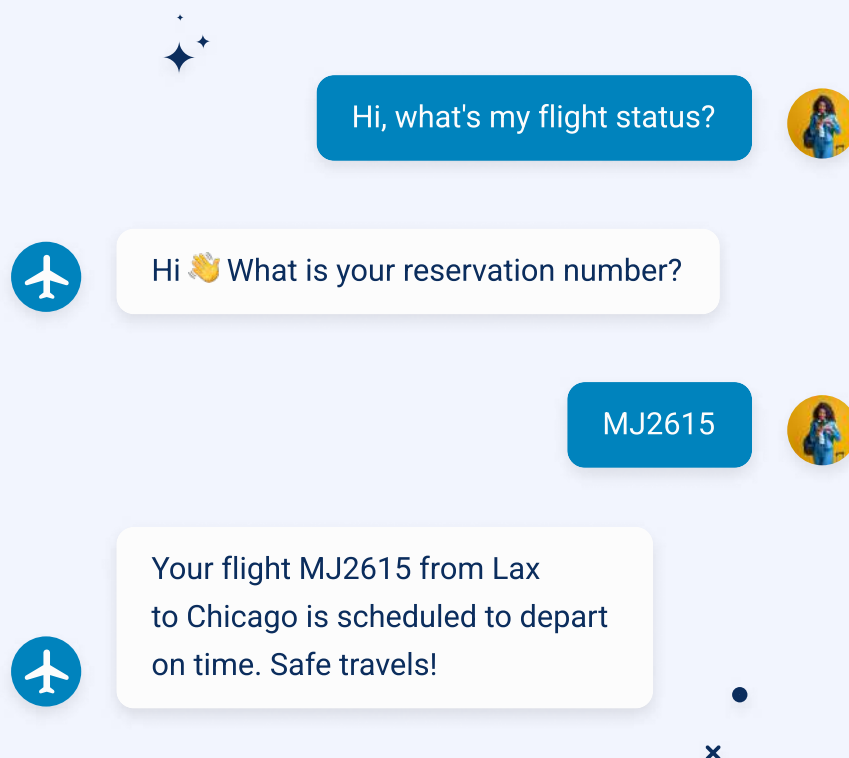
### Neuro-symbolic AI

By combining Symbolic AI and Machine Learning, neuro-symbolic AI has the ability to understand human queries at the first attempt, to deliver swift and proactive responses and the best possible experience to customers and employees and the ideal solution for automated customer service.

## What **benefits** does the ideal chatbot provide?

Choosing the ideal chatbot to meet your customers expectations can be highly beneficial to your enterprise. Firstly, chatbots that can understand human requests at the first attempt, provide immediate support and dramatically reduce wait times and any possible customer frustration.

Human agents often deal with multiple requests that can lead to long wait queues. Imagine, for example, the customer service for a travel agency during peak season and with flight delays. Efficient chatbots can help **alleviate the pressure on call center** or customer service teams, but only if they can actually resolve the customer request and provide real assistance and understand what they are being asked. This ultimately **increases customer satisfaction** and NPS scores, saving valuable resources **and driving sales** by increasing brand loyalty and proactively suggesting additional upgrades and services to happy customers.



# Chatbots can cater to different industry needs

| Different industries can use chatbots for diverse use cases.

Here we have a list of 7 chatbot use cases and how each industry can leverage the capabilities of these solutions.

## 01.

### Chatbots for Travel and Hospitality

For hoteliers and travel industry employees, automation is a solution that can help alleviate productivity issues and labor costs while delivering consistent support to users.

[Chatbots in the Travel industry](#) can help hotels and airlines in a number of areas to save time management and costs. Firstly, they can assist guests with basic questions, freeing up staff to dedicate more time to critical and complicated tasks. They can track airline or reservation codes quicker and deliver swift updates 24/7 and in multiple languages (in a sector where users come from multiple locations), and also carry out processes such as modifying a booking, check-in for a flight or provide information on a flight or a delay.

Hello, I'd like to know what Terminal my flight from Madrid to San Jose is leaving from



Hi! Sure, do you have the flight number and date of your trip?



IB1656, July 18th 2022



Your Iberia flight IB1656 from Madrid Barajas to San Jose departs from Terminal 1 at 15:45. Do you need help with your online check-in?



## 02.

### Chatbots for Ecommerce



Ecommerce sales have [grown quicker than expected](#) due to the COVID-19 pandemic. This growth means that traditional customer support tools like phone calls, social media or emails are no longer valid to meet customer demands. Human agents cannot cope on their own with the huge scale of customer requests.

[Chatbots for Ecommerce](#) can help businesses in this industry save time and make more money, while boosting conversions across multiple platforms. They can also provide proactive suggestions for products based on preferences, past purchases or search terms, or can cater to simpler demands like providing updates on deliveries or searching for a specific product.

I'm looking for a wedding suit



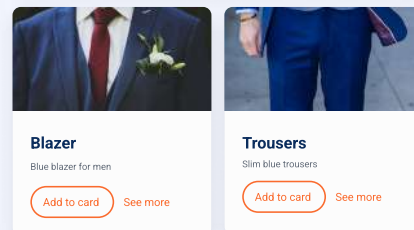
Do you have a preferred color/size/fit?



Blue, size 38 trousers, 45 blazer, slim fit



Here is what we have found in our catalog 📌



## 03.

### Chatbots for Telecom



How can I help you?



I am traveling to Austria this month.  
Can I use the Internet on my phone there?



Roaming is free in the EU, but there are areas where the network is irregular.  
Here is a map of the network coverage.



When combined with CRM systems, [businesses in the telecom sector can use chatbots](#) to provide exceptional services to their customers by leveraging the information they have on previous purchases and their purchase behaviors to pitch promotions and upsell to their customers. For example, if a caller regularly exceeds their data plan, a chatbot can suggest a plan that is better suited to them and guide them through their upgrade process, while collecting new data to provide an even better and personalized service in the future.

Additionally, these assistants can carry end-to-end tasks like managing cancellations, upgrades or service modifications, run diagnostic tests when there are connection issues, unblocking a sim card or answering billing questions or booking appointments with technicians.

I'd like to get an appointment with a technician



Sure, could you briefly tell us the issue?

I need a yearly meter maintenance



Great! choose the date and time that best suits you 📌

Mon 20

Tue 26

Wed 27

08:00

09:00

10:00

## 04.

### Chatbots in Utilities



The energy and utilities sector requires 24/7 operations and a large residential customer base that request uninterrupted service.

The infrastructure in the utility sector also requires skilled engineers and technicians which is why they must have an optimal and highly qualified customer service.

This is why it is imperative that intelligent chatbots are used to assist customer support in the utility sector.

[Chatbots in utilities](#) can automatically communicate updates regarding network status, deliver billing information and manage technicians appointments. Not only that, they can also provide personalized offers according to a user's consumption, and payment reminders when necessary among other tasks.

## 05.

### Chatbots in Banking



Hi John. How can I help?

I would like to change my pay limit on my debit card



Sure! Please insert your code and verification number that we will send to your phone and we will guide you through the process.

[Chatbots in Banking](#) are the ideal example of data-driven insights put to the test. Chatbots can help financial institutions make data-driven decisions to help them in sales, marketing and product launches. Not only that, implementing a banking chatbot can help financial institutions boost customer experiences by streamlining transactions like money transfers and account balance checks. Users can also get easy access to [banking information and FAQs](#) from any page of a bank's website via [multiple channels](#), while receiving tailored and automated banking recommendations, while carrying out end-to-end processes like ordering a new card, altering payment limits or receiving information on spending.

Chatbot analytics can also integrate 2-factor authentication and authorization tools to meet security protocols and ensure that sensitive customer data is protected and meet security regulations.

Hi! I would like to insure my new home



# 06.

## Chatbots in Insurance



In a market where policies, prices and coverage are very similar, [customer experience can be a major differentiator](#) for the insurance industry.

[Chatbots in Insurance](#) can help businesses in the sector stand out by delivering exceptional customer service and benefits. We all know that disasters can happen at any time, so it is imperative to be available 24/7 and via any channel or device. Chatbots can deliver automated claim submissions, simplify incident reporting, provide quotes and proactively suggest upgrades while saving time and resources to human agents. Also, if any claim is particularly complex, chatbots can escalate these issues to live agents.

Hi Clara! what address is it?



8 Bolshaw Lane, Heald Green



Is this the property? 📌



# 07.

## Chatbots in Healthcare



COVID-19 accelerated the need to make health information available to customers and patients on their devices. Self-service tools and [chatbots in healthcare](#) can help patients find answers to common health questions and procedures, such as the side-effects of certain medications or how close health centers are. They can also help patients schedule appointments, or send prescriptions to order drugs, to deliver an optimal patient experience.

It isn't only patients who benefit from this, the staff at public and private clinics are often overwhelmed with work and can see a drastic reduction in waiting queues for straightforward requests, allowing medical and administrative staff to tend to more complex issues and deliver better support to their patients.

Hello Mr. Cheung. How can I help?



I would like to schedule an appointment with Dr. Robertshaw



What date and time suits you?



Tue 06

Wed 14

Fri 23

08:15

09:00

10:45



# Diverse industries with one objective: meet customer needs

Customers want assistance, but they don't want to be pestered. In the same way sales teams change their pitches depending on their targeted industry, chatbots can adapt to each industry need to deliver the service each vertical requires.

Ultimately, chatbots and any kind of automated support must cater to customer expectations. Chatbots can now do more than simply interact with humans, they can provide end-to-end solutions including carrying out transactions, taking orders, making reservations and bookings or resolving customer queries.

[Inbenta](#)'s chatbots provide the highest quality automated assistants that deploy neuro-symbolic AI and are easy to embed on websites. This way, users can receive

engaging automated experiences and interactions that are truly conversational and seamlessly integrated across channels.

Click [here](#) to discover how Inbenta's chatbot can transform your website's customer experience, regardless of your industry, by building memorable conversational experiences and powerful interactions with customers and employees that will boost productivity, improve conversion rates, engage your teams and deliver actionable insights.

You can also discover our wide array of [pre-packaged solutions](#) to benefit from our existing range of industry-sector specific automated solutions.



## inbenta

*Inbenta is a global leader in a new class of enterprise AI and semantic search technology for e-commerce and customer support.*

*Powered by natural language processing, Inbenta's products are used by over 250 companies to drastically boost self-service, enhance customer experience, increase conversions, and cut down on support costs by helping customers find exactly what they need.*

*Inbenta specializes in conversational chatbots, virtual assistants, e-commerce search, support ticketing, hybrid chat, and knowledge management.*

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