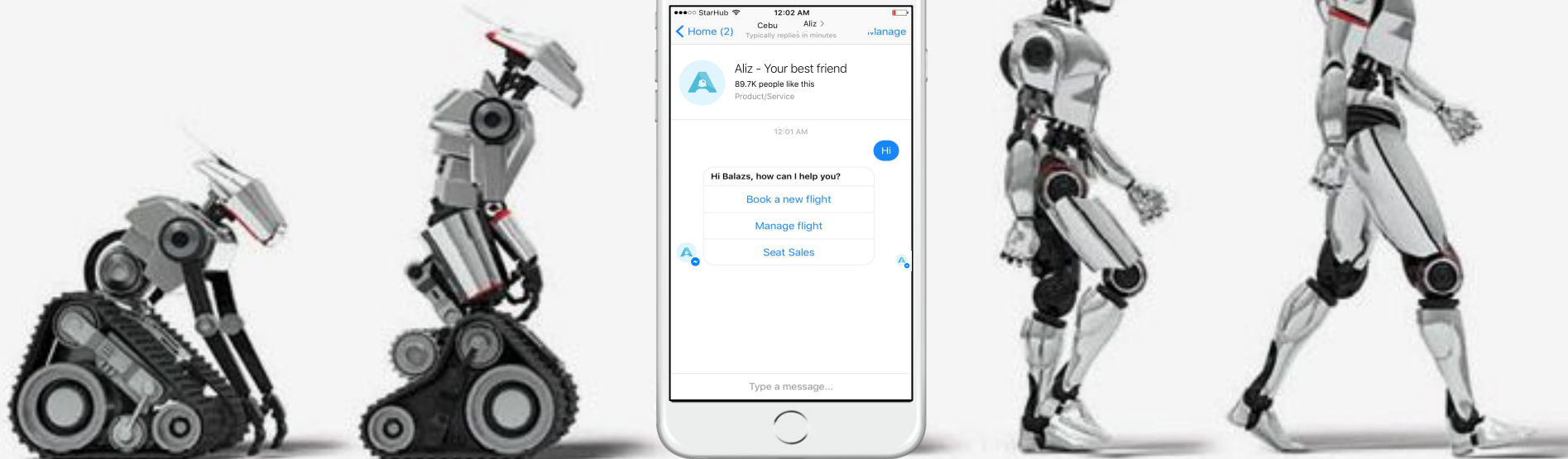
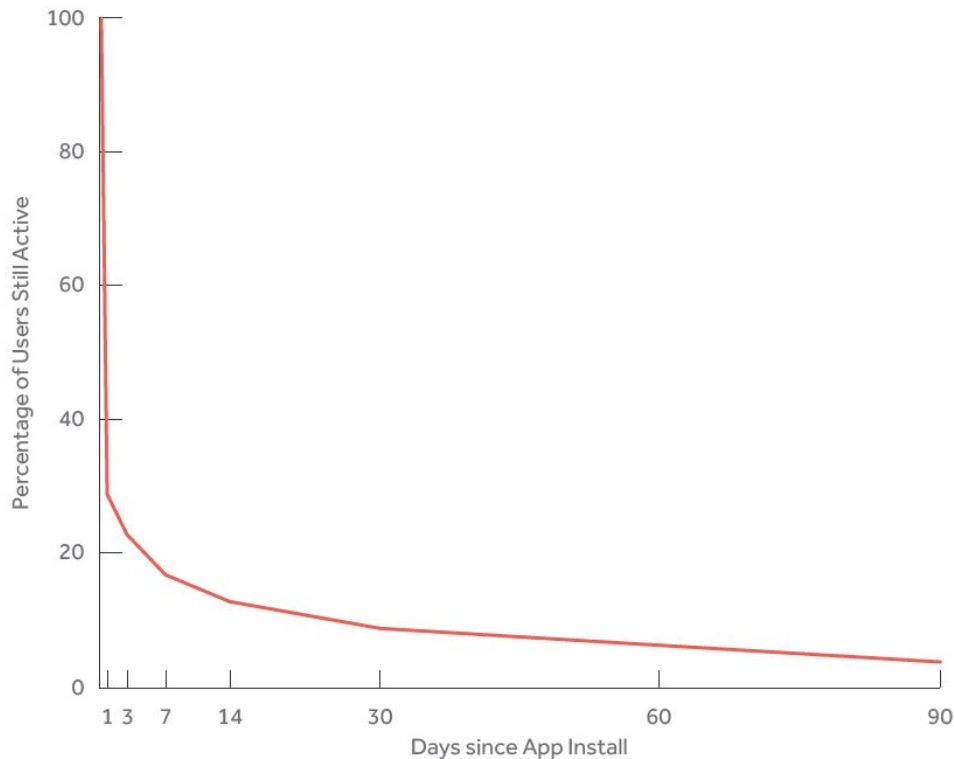


# Chatbot-ok, a kijózanodás után



<http://osvproduct.com/chatbots-whats-the-real-impact-behind-the-hype/>

## Average Retention Curve for Android Apps



The reason is: **91% of total mobile minutes** are spent in **messaging apps.**

Source: ComScore

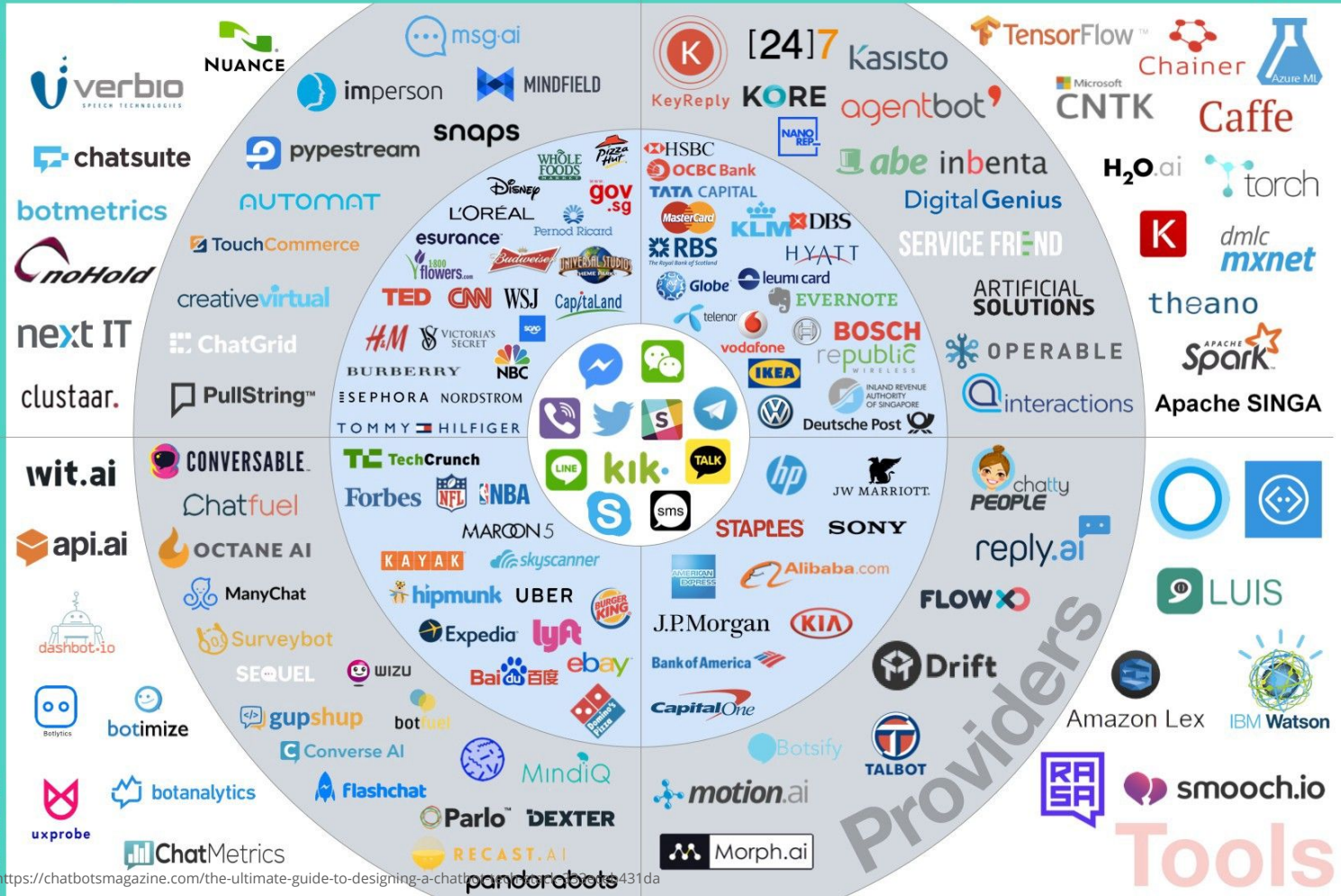


Marketing ←

→ Support

Managed ↑

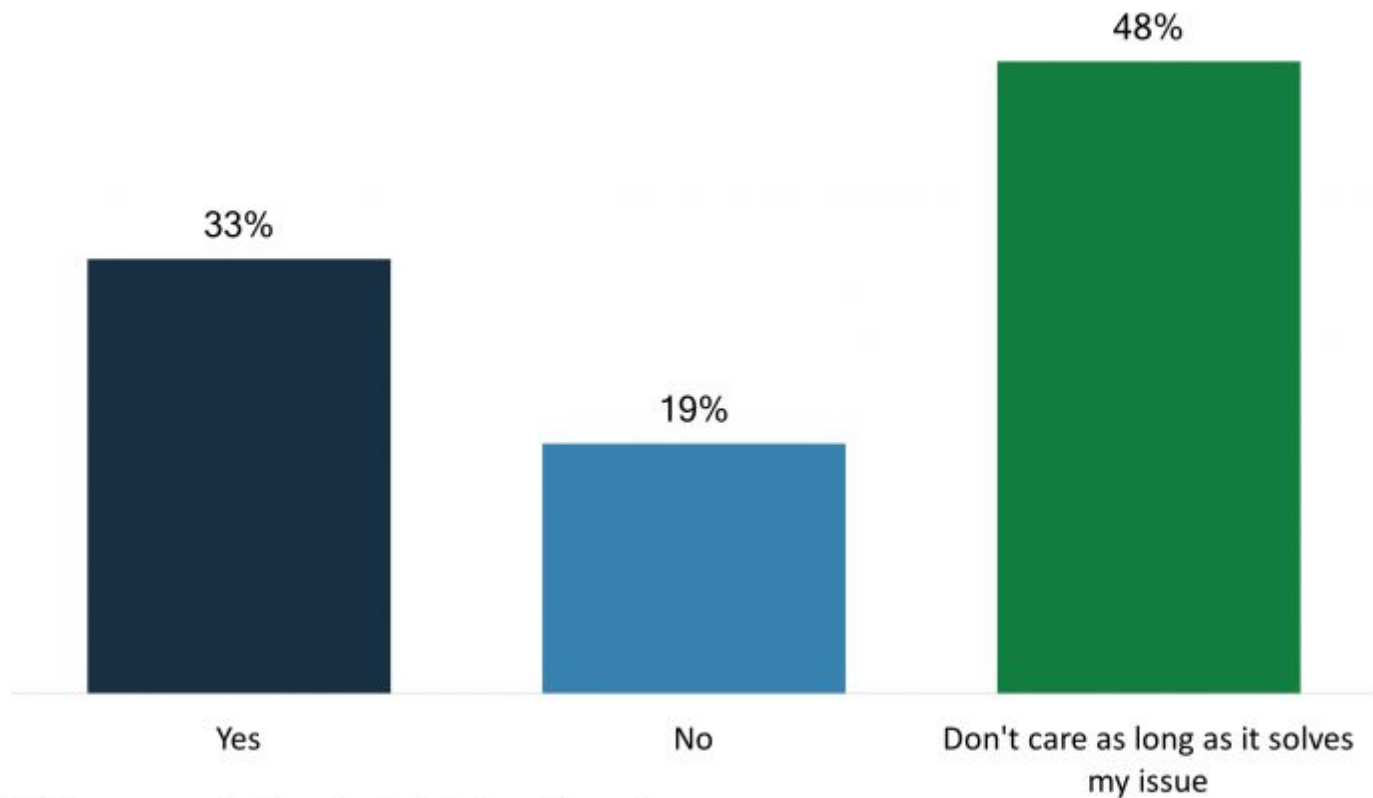
Self-serve ↓





## Global Preference For Chatbot Personality

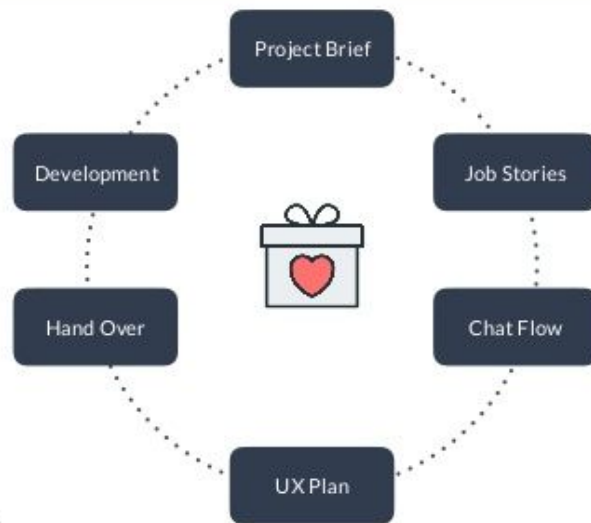
Question: Would you prefer a customer service bot to have a name and personality?



Note: Survey was comprised of users from Australia, France, Germany, Japan, the US, and the UK

Source: LivePerson, 2017, n=5,002

## Chatbot Design process



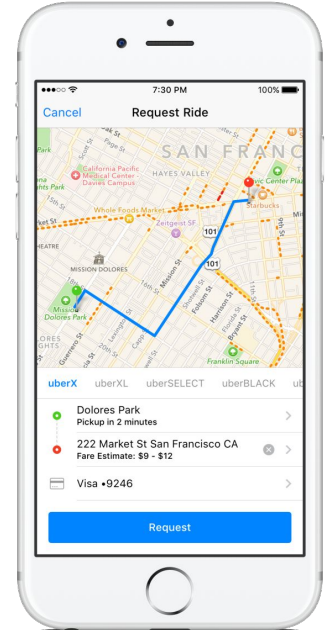
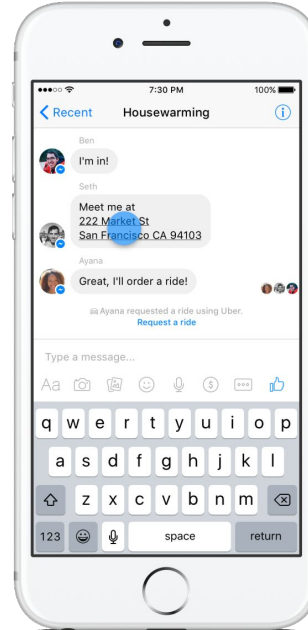
[botconsult.co](http://botconsult.co)

**Tencent 腾讯**

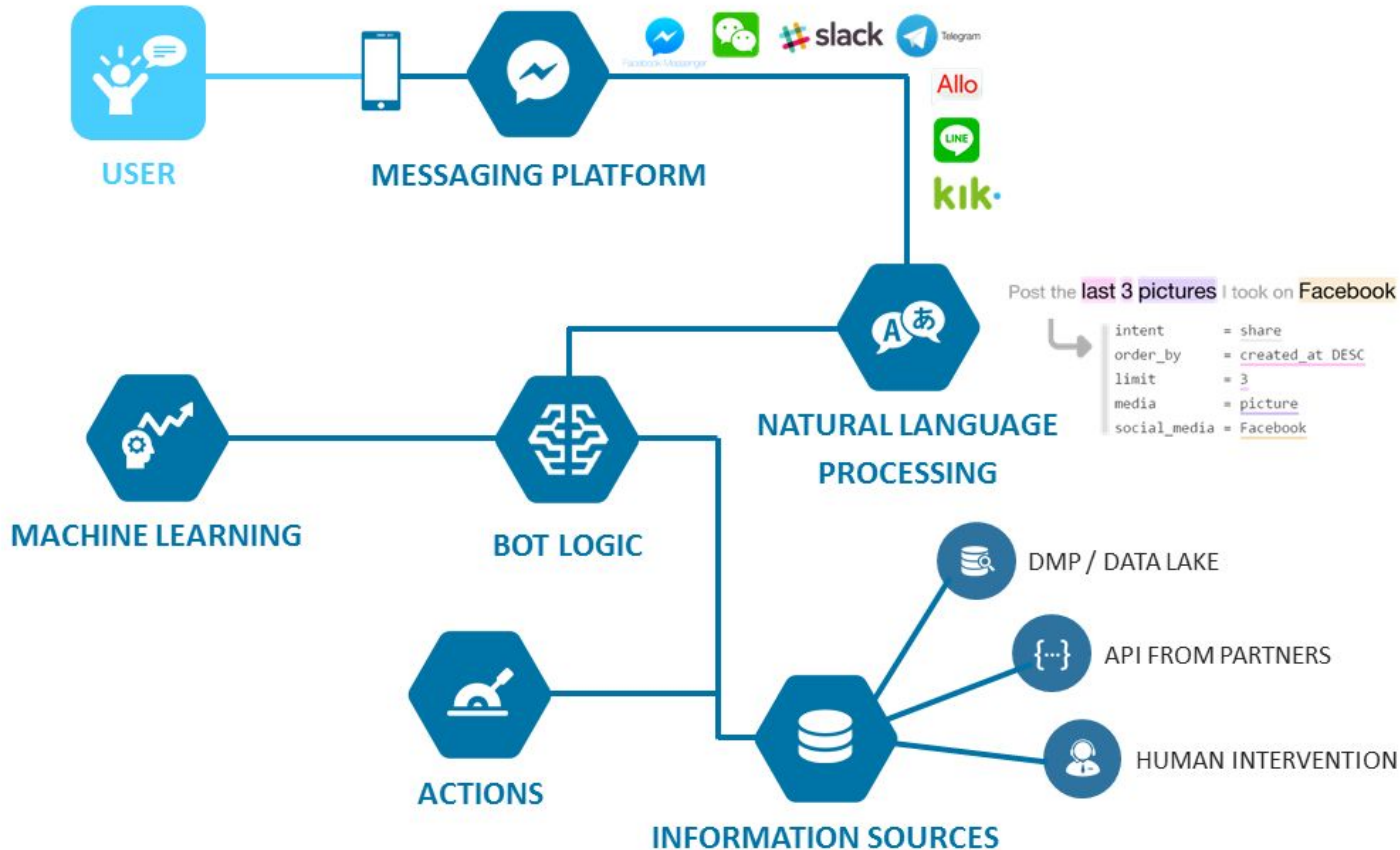




# Cél: az egyszerűsítés



# Tipikus chatbot architektúra



Köszönöm a  
figyelmet!



# Más marketing lehetőségek

