



Conversational AI Solutions

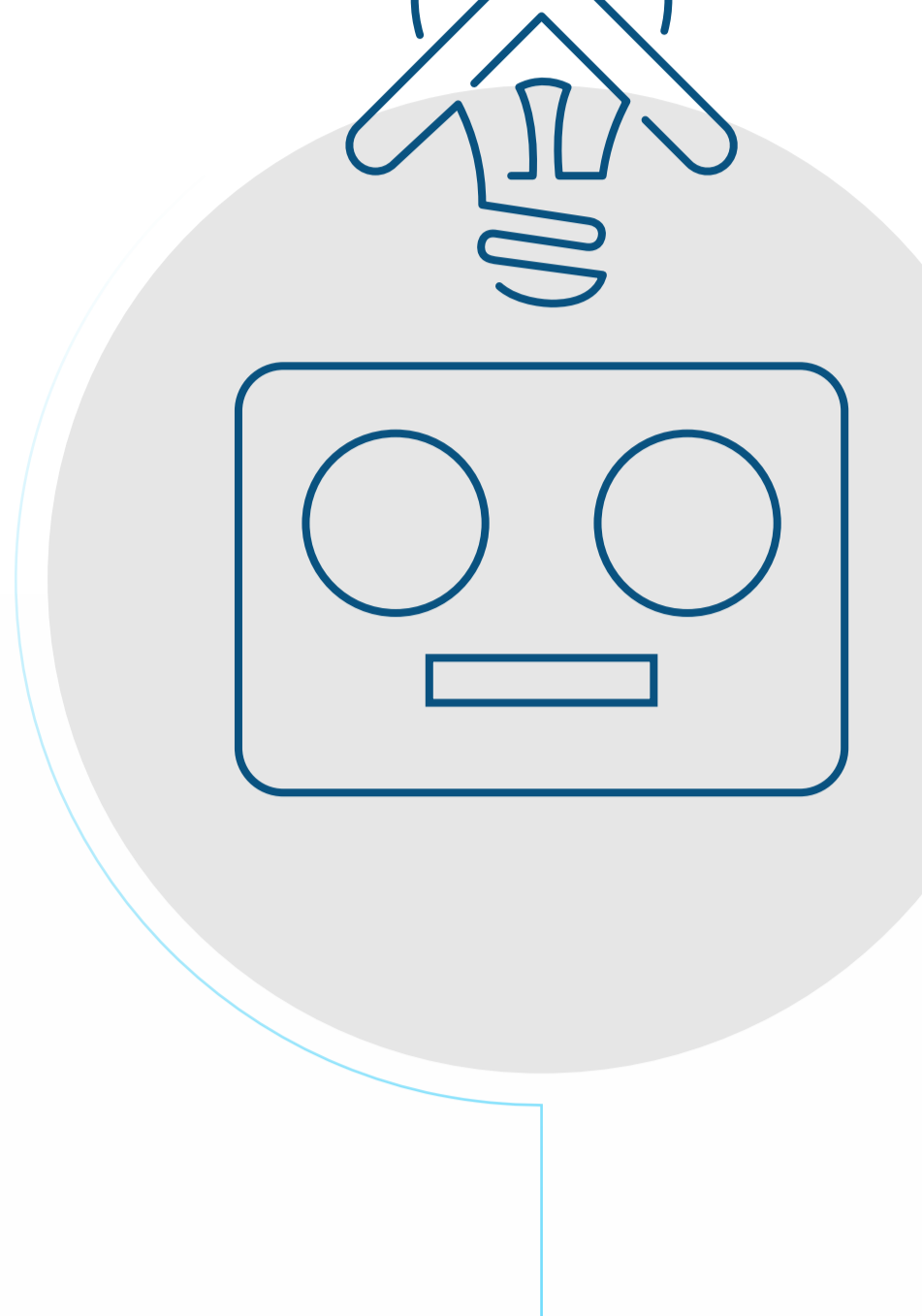
According to the IDC, 40% of commerce transactions will be enabled by artificial intelligence (AI) by the year 2020. This technology helps customers engage more intuitively with businesses, and cuts support costs without reducing the quality of service available.

But how do you determine which AI solution is right for your company?

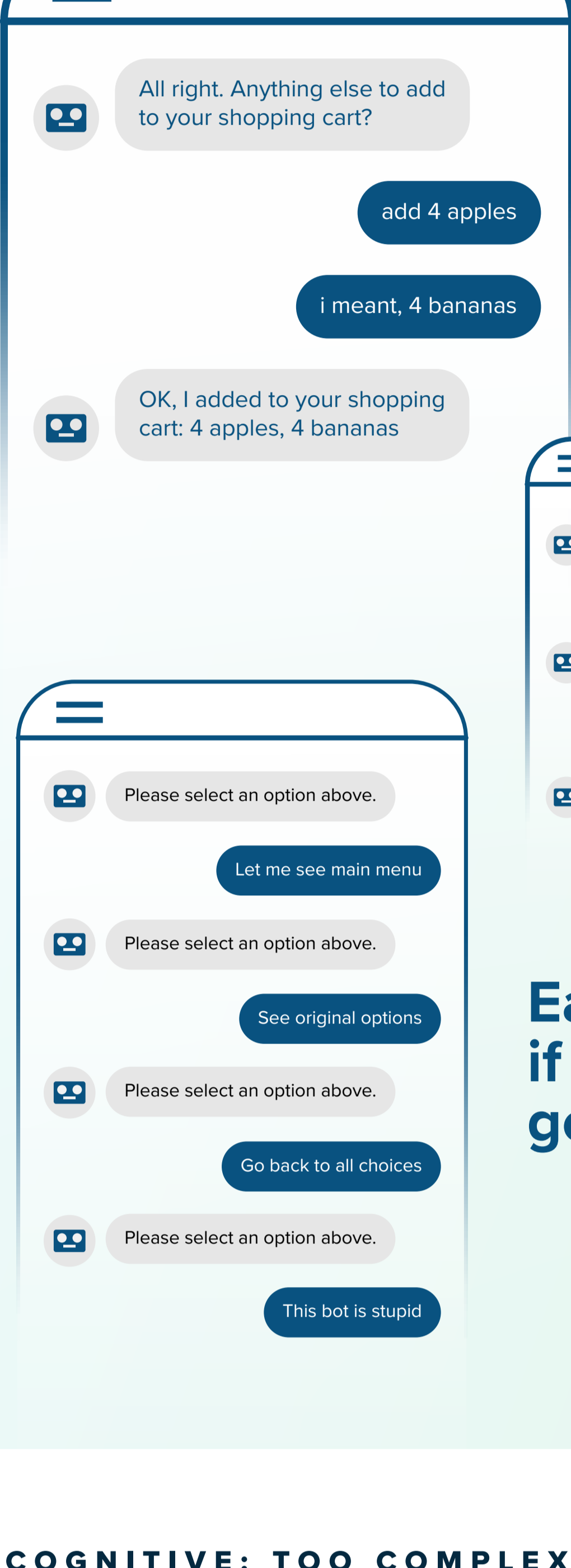
SCRIPTED: TOO SIMPLE

Some chatbots aren't big thinkers

Many of the chatbots on the market today sit at the low end of the intelligence spectrum. These chatbots follow pre-programmed dialogues written by a human. Though inexpensive and quick to deploy, these scripted chatbots are very limited in their ability to engage in conversations in a human-like way.



LIMITATIONS



Don't understand the real intent of the customer

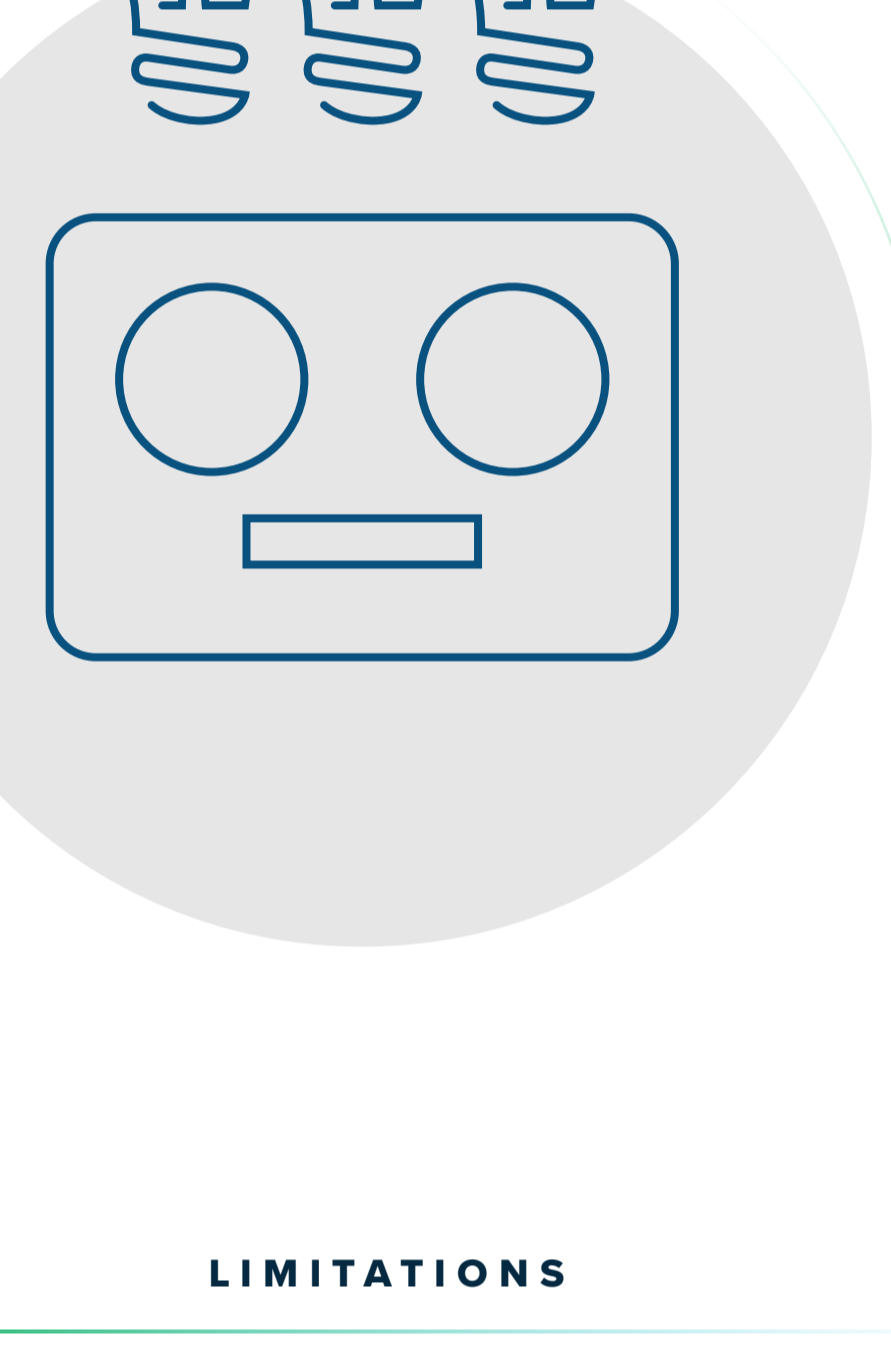
Require careful programming for limited payoff

Easily tripped up if the customer goes "off script"

COGNITIVE: TOO COMPLEX

Others think way too hard

Cognitive bots sit at the opposite end of the spectrum: they're very technologically advanced, and use Natural Language Processing (NLP) and other complex algorithms to organize data and engage in a human-like conversation. However, those developments make them too complicated to be a practical option for most business applications. They also follow a long learning curve before becoming useful. Even then, they can yield unpredictable outcomes that require costly management by data scientists.



LIMITATIONS

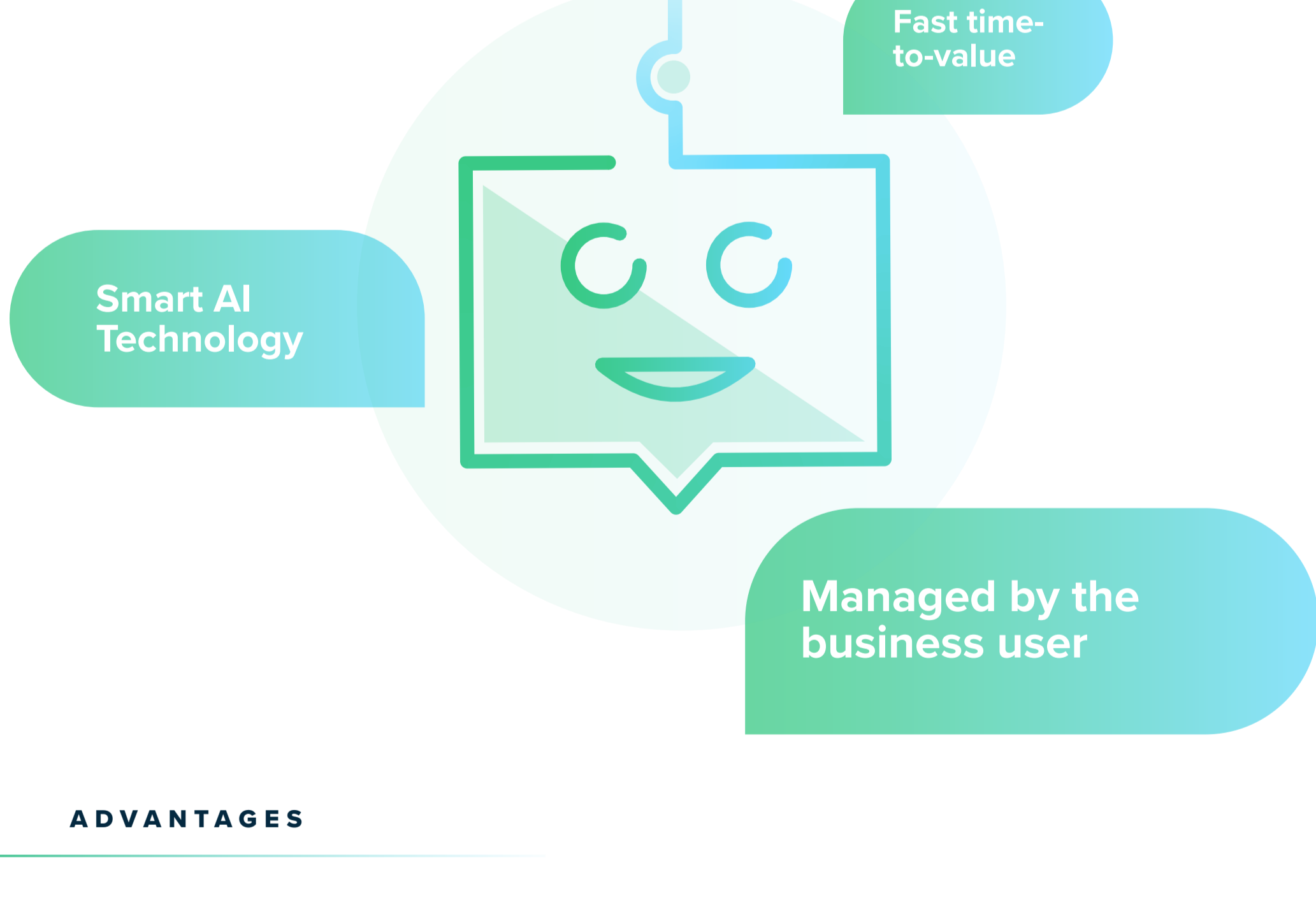
Long time to value and steep learning curve

Yield unpredictable results, risking an unreliable customer experience

Can require a team of specialized data scientists to manage

Bold360 offers a happy medium

Bold360's AI technology offers the best of both worlds. It's a smart solution backed by NLP and other machine learning algorithms that enable natural conversations, but it can be deployed quickly and managed entirely by the business user. Bold360 is cost effective and delivers immediate value to your customers, your support agents, and your business.



ADVANTAGES



Deploy in weeks (not months or years) for a quick return on investment



NLP and machine learning algorithms understand intent for a superior customer experience



No data scientist required - business users can easily manage the intuitive knowledge base

See how Bold360 can help your company engage smarter

Download the whitepaper, Conversational AI Solutions: **The Happy Medium With Bold360 ai**

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