

20 COOL FACTS

ABOUT CHATBOTS

(and why you need them)

According to Gartner, By 2025

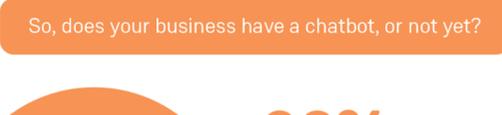
95% of customer interactions with a business are managed WITHOUT a human.

95%



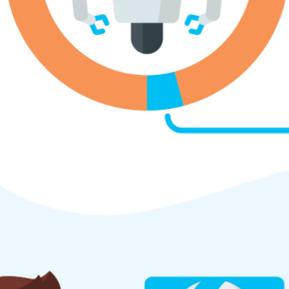
Business Insider confirms this in their research

80% of businesses will have some sort of chatbot automation implemented by 2020.



This means 4 out of 5 of your competitors will be leveraging chatbot automations.

So, does your business have a chatbot, or not yet?



96% OF BUSINESSES believe chatbots are here to stay

if you're in THE 4% you may want to adapt.



CHATBOT BENEFITS

according to Consumers

#1 In a recent survey about Chatbot Benefits according to Consumers:



95%

of respondents said "24-hour customer service" is the top benefit of chatbots.



65%

of respondents said "getting an instant response" is the 2nd most benefit



"Getting answers to simple questions" came in third by

55%

of respondents



76%

of consumers would rather communicate with a business through a messaging app than email.



68%

of consumers would rather use live chat than any other means of contact. Time to adapt.

Is your business available on messaging applications? Because your customers are, and they won't wait for you much longer.

Your phone number and 'help@' email addresses don't suffice anymore. Live chat is where it's at!

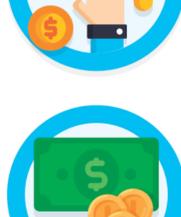
CHATBOT BUSINESS PROFITABILITY



34%

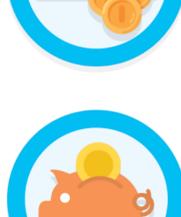
of executives say the time they freed up using chatbots allows them to focus on deep thinking and creating.

Chatbots do not replace humans, they allow humans to focus on what they do best.



47% OF CONSUMERS would buy items from a chatbot. As far as business impacts go, this is a very strong one.

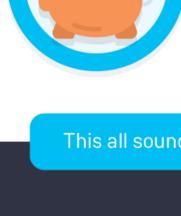
Are you giving your customers the opportunity to purchase your goods or services through a chatbot?



26-36 YEAR OLD

consumers are willing to spend up to \$612 via a chatbot.

On average, consumers would spend a little over \$382 through a chatbot. Do you have goods or services you sell in this price range? Chatbots are a slam dunk.



Businesses could save up to \$7.6 BILLION

per year, thanks to chatbots.

Savings, savings, savings. What slice of that \$6 billion could your business save through chatbot automation?

This all sounds cool... But what platform should have your focus?

HERE'S WHY MESSENGER & INSTAGRAM SHOULD HAVE YOUR UNDIVIDED ATTENTION



Over 2.9 billion (and growing) active users

72% (of people who use Messenger are confirmed online buyers.

It is the most engaging channel with average

82% open rates.

It has 4 to 10 times higher CTRs compared to email.

Response time is 20% FASTER compared to traditional messaging.

Your audience already uses these platforms day-in day-out, you and your business should be a part of that conversation.

HOW CAN YOU LEVERAGE CHATBOTS FOR YOUR BUSINESS?

Today, two years after the so-called 'year of conversational', the chatbot industry is booming.

This infographic is a testament to this growth. It also shows you the best is yet to come...

Consumers demand more chatbot automation to ease their day-to-day, and businesses are starting to listen. Now is a great time to get in.

So, what will your chatbot do?

Clepher

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