

# Chatbot: Applications/Services/Devices

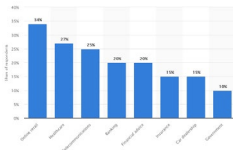
Junlan Feng  
2018.12.19

# Chatbot: What is the leading Application in 2018

2B



Customer Service



Asia Pacific Chatbot Market Size, By Application, 2017 & 2024 (USD Million)

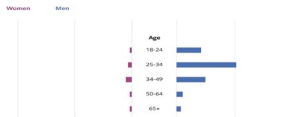


2C



Worldwide smart speaker market Q3 2018

Rank	Vendor	Q3 2017	Q3 2018	Growth
#1	amazon	74.7%	31.9%	1.3%
#2	Google	24.6%	29.8%	187%
#3	Alibaba 天猫	0.1%	11.1%	>200 times
#4	mi Xiaomi	0.1%	9.7%	>300 times
	Others	0.5%	17.4%	>70 times



## Messaging Bot Platforms



Slack



Line



WeChat



Whatsapp



Hipchat



FB Messenger

# Chatbot: What are the main driving forces?



People love chatting: quickness/convenience/easy of use/ease of complaint

Tired of mobile applications and surfing websites

Many chatbots are not AI-based, but look like AI.

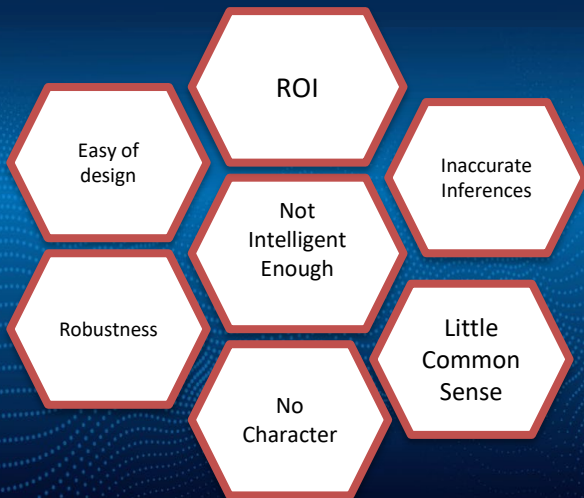
Ubiquitous. Applications can be everywhere

AI Hype

Technology Advances: Science-Algorithms, Soft/Hardware Engineering

Broad Business adoption to lower cost, to learn more user insights

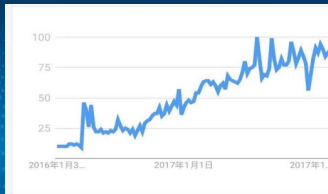
# Blockers to Greatest Success of Chabot



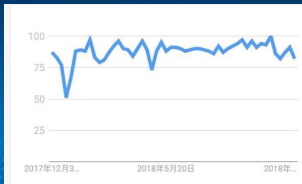
Unrealistic  
Expectations

Science Fiction  
Marketing Hype

# Chatbot: Insights for Future Chatbot Application



2017.1-2018.1 Google Search  
"Chatbot"



2018.1-2018.11 Google Search  
"Chatbot"



2017.1-2018.12 Google Search  
"Chatbot"

- 2B: Deliver measurable Business Value (ROI)
- 2C: Joy to use
- Endless Application Opportunities : Visual Assistant and many others
- Improved Technology: Driven by a better dataset