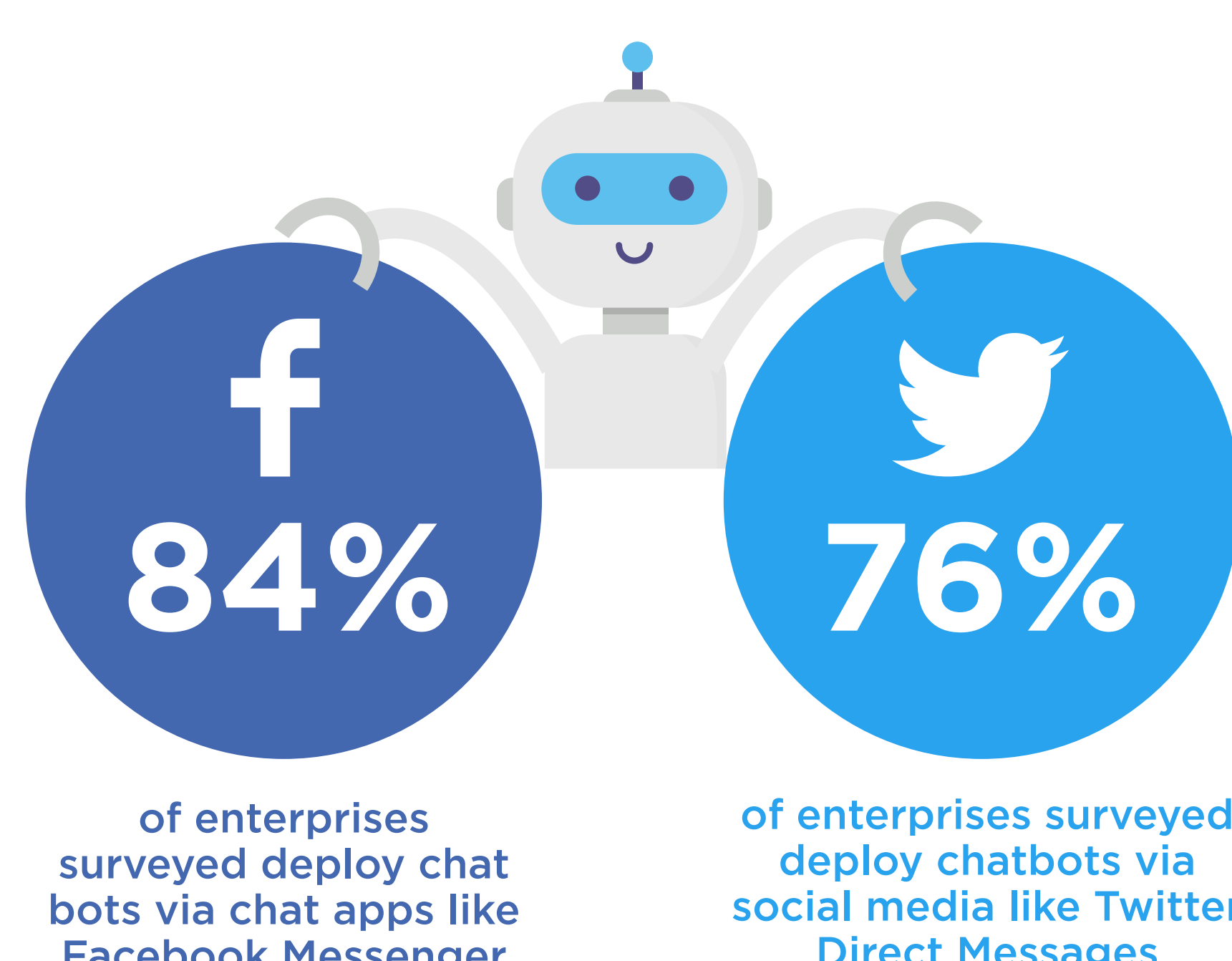


# Mapping the Future of Enterprise Messaging: Chatbots

Our report on Mapping the Future of Enterprise Messaging highlighted that enterprise messaging is moving beyond an experimental phase to include new interactive and richer messaging formats as part of a mix of ways to reach customers. Perhaps the strongest indication of this shift is the growth in the deployment of chat bots.

Our report showed that **CHAT BOTS** have become relevant in a **SHORT SPACE** of time



**CHAT BOTS** are being **OPERATED** across **MULTIPLE CHANNELS**

**32%**

of enterprises surveyed indicated that they are already trialling chat bots

**25%**

of enterprises surveyed indicated that they are already using chat bots to automate customer interactivity

## CHAT BOTS

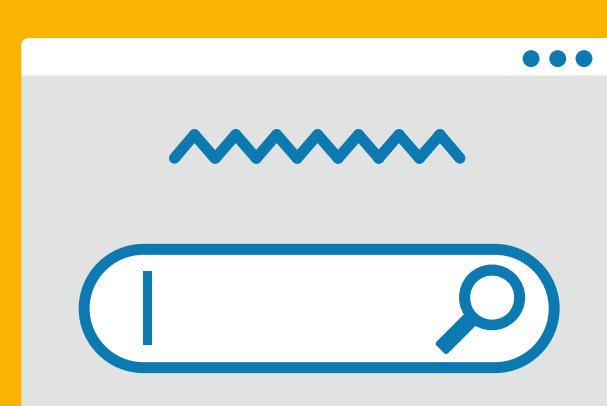
aren't limited to **CHAT APPS & SOCIAL MEDIA**



Improving **CUSTOMER EXPERIENCE** and customer **SELF-SERVICE** is the primary driver for deploying a **CHAT BOT**

**96%**

of enterprises surveyed use chat bots to provide easy access to content and services



**92%**

of enterprises surveyed use chat bots to automate customer facing functions

**88%**

of enterprises surveyed use chat bots to help improve customer service and reduce churn



**76%**

of enterprises surveyed use chat bots to include in-message payment options

**CHAT BOTS** are helping enterprises **CONTROL** the cost of customer **INTERACTIVITY**

**72%**

of enterprises surveyed indicated that they felt chat bots were cheaper and more effective than developing and distributing an app

**84%**

of enterprises surveyed use chatbots to reduce back-end costs

**MEASURING** the **BENEFITS** of chat bots to their bottom line

**72%**

of enterprises surveyed have seen increased revenues

**64%**

of enterprises surveyed experienced reduced churn

Packed with further insights and statistics on the enterprise messaging market, the **Enterprise Messaging Survey 2017** can be downloaded here for free.

**sinch**

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