

Recent trends in digital marketing-AI chatbots.

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ABSTRACT: *Digital marketing has been a great, comfortable, more productive, more economical way of marketing in the last decade. Especially chatbots is considered one of the top digital marketing trends in 2023. Chatbot is an artificial intelligence-based technology. It is software or a computer program that stimulate conversation through text or voice interaction. Chatbots have different levels of complexity being either stateless or stateful. Stateless chat box approaches each conversation as if interacting with a new user. In contrary stateful chat both can leave you past interaction and frame new response in context. Modern chatbots increasingly use conversational AI techniques such as natural language processing (NLP) to understand the uses question and automate responses to them.*

Chatbot known as conversational agents are software applications that mimic return or spoken human speech to stimulate a conversation or interaction with a real person. Chatbot is the most visible applications of AI technology.

The dominated recent trends in digital marketing are through integrating artificial intelligence. With chatbot one can instantly engage website visitors with specific messages tailored to each visitor. It is also possible to build a specific chatbots for each website page or target audience based on who they are, where they came from, what content they are engaging with and what stage of buying journey they are in. Chatbot process the data provided by the site visitor to generate the right response. With the help of chatbots companies can rise to meet the expectation of a personalised experience.

I. INTRODUCTION

Today we are in the era of digital marketing; Businesses utilize digital platforms, such as search engines, social media, email, and their websites, to communicate with their current and future customers. Marketing has always sought to connect with your audience at the right moment and place. A business must reach out to members of your target market online, where they are already spending time, in addition to employing conventional marketing techniques. Today, the opportunities available in digital marketing are endless; nobody wants to lose out on those opportunities as they have the potential to drive business growth.

With nearly a billion regular social media users, business owners and marketers need to be well-versed with the fundamental digital marketing concepts, to retain existing customers and attract new ones.

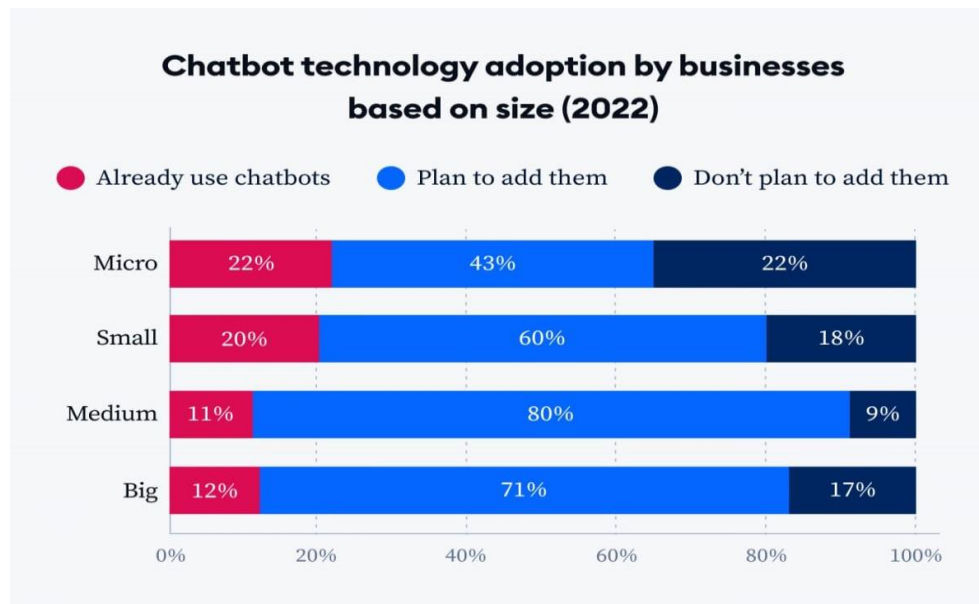
1.1 CHATBOTS THE BOON

Artificial intelligence (AI) is here for the long haul and is making leaps and bounds in how it can optimize business processes. Artificial intelligence (AI) chatbots are a fascinating advancement in today's digital technology landscape. With all the things that artificial intelligence chatbots can do, there are times when they almost seem like magic. And that makes AI chatbots a source of confusion for the people who encounter them. Artificial intelligence chatbots are chatbots trained to have human-like conversations using a process known as natural language processing (NLP). With NLP, the AI chatbot is able to interpret human language as it is written, which enables them to operate more or less on their own.

In other words, AI chatbot software can understand language outside of pre-programmed commands and provide a response based on existing data. This allows site visitors to lead the conversation, voicing their intent in their own words.

AI chatbots are constantly learning from their conversations so, over time, they can adapt their responses to different patterns and new situations. This means they can be applied to a wide range of uses, such as analysing a customer's feelings or making predictions about what a site visitor is looking for on your website.

Today, one of the biggest roadblocks to AI adoption is that nearly half of all marketers consider themselves AI beginners. But the process is not cumbersome. At the base level, an AI chatbot is fed input data which it interprets and translates into a relevant output. So, if a site visitor asks a question, the AI chatbot will analyse their intent, as well as other factors like tone and sentiment, and then attempt to deliver the best possible answer. The AI chatbot needs access to tons of conversational data. That's why AI chatbots have to go through a training period where a programmer teaches it how to understand the context of a person's words. This understanding allows the chatbot to answer complex queries in a natural, conversational way.

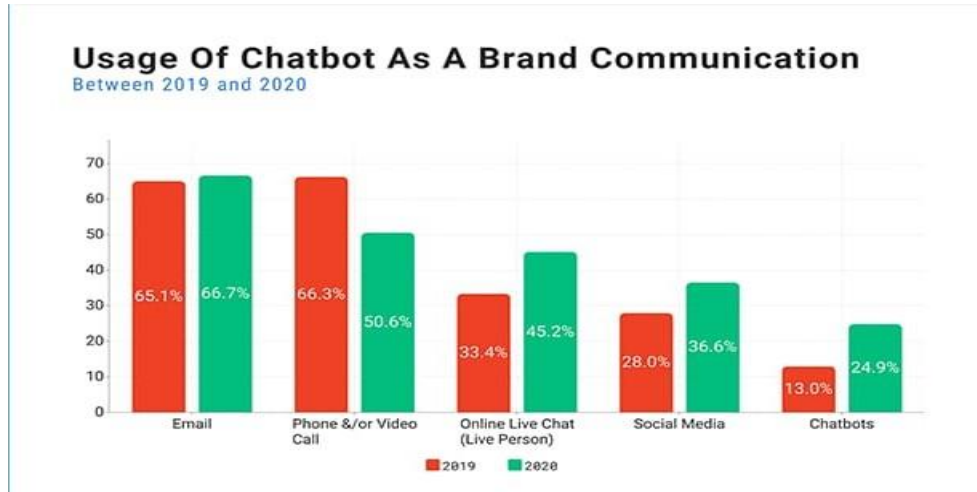


II. EVOLUTION OF CHATBOTS

Chatbots such as ELIZA and PARRY were early attempts to create programs that could at least temporarily make a real person think they were conversing with another person. PARRY's effectiveness was benchmarked in the early 1970s using a version of a Turing test, testers only correctly identified a human vs. a chatbot at a level consistent with making random guesses.

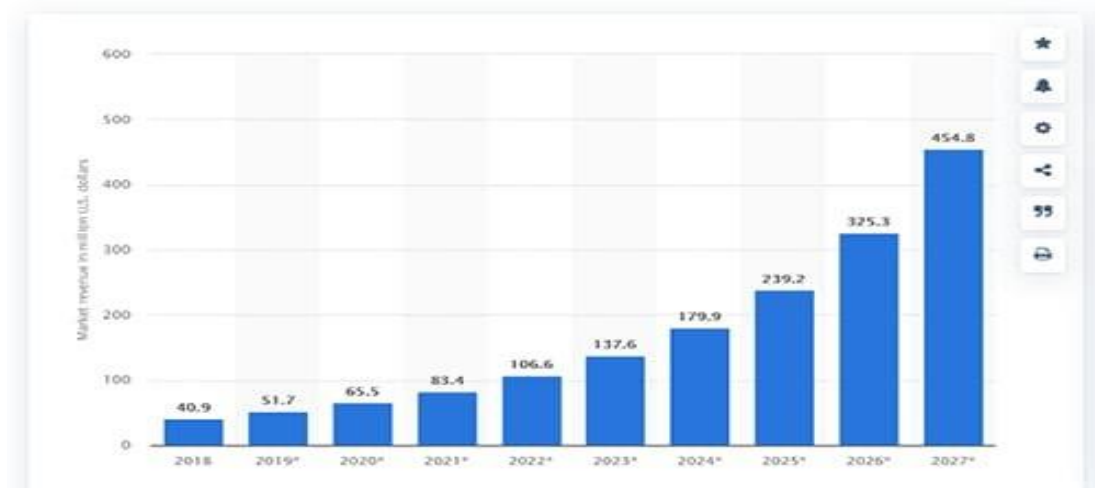
Chatbots have come a long way since then. Developers build modern chatbots on AI technologies, including deep learning, NLP, and machine learning (ML) algorithms. These chatbots require massive amounts of data. The more an end user interacts with the bot, the better its voice recognition predicts appropriate responses.

Chatbot use is on the rise in business and consumer markets. As chatbots improve, consumers have less to quarrel about while interacting with them. Between advanced technology and a societal transition to more passive, text-based communication, chatbots help fill a niche that phone calls used to fill.



2.1 CHATBOT MARKETING

Chatbot market revenue worldwide from 2018 to 2027
(in million U.S. dollars)



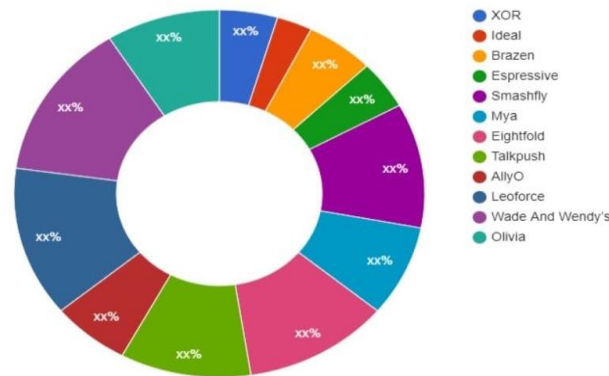
Marketers use chatbots to welcome new site visitors, convert and nurture leads, direct existing customers to customer support, and more. Today, chatbots are more relevant than ever. Modern buyers are worn out from complex buying processes and long calls. That’s why 87% buyers want a fully or partly self-serve buying model. And with the right chatbot experiences, you can successfully create the self-serve experience that your customers crave. So, while customer support was the first widespread use case for chatbots, it’s no surprise that this technology has now become popular among B2B marketing and sales teams that want to speed up their buying cycle and serve their audience faster than their competition.

In order to speed up the sales cycle, marketers need to facilitate fast and easy interactions that provide potential customers with what they want, when they want.

With chatbots, you can cut your response times from days to seconds without having to boost your headcount. And because chatbots are always-on, you will never have to leave your site visitors hanging even an outside of work hour which gives leads less reason to jump onto your competitors’ websites. Every site visitor is unique, and each one deserves an experience that fits them.

Chatbots allow you to serve up personalized experiences to all your site visitors, whether they’re visiting your website for the first time or they’ve been a customer for years. For example, you can set up your chatbot so visitors are empowered to raise their own hands and let you know what they need. Having visitors self-select their experience is one of the easiest ways to deliver personalization at scale. But, if you want to take your personalization even further, you can leverage customer data to identify specific accounts from your site traffic to surface an experience tailored to them.

Global HR Chatbots Market Including Key-Players Market Share



III. CONVERSATIONAL AI VS CHATBOTS

Conversational AI and chatbots are related, but they are not the same. Conversational AI is a broader term that encompasses chatbots, virtual assistants, and other AI-generated applications. It refers to an advanced technology that allows computer programs to understand, interpret, and respond to natural language inputs.

Although AI chatbots are an application of conversational AI, not all chatbots are programmed with conversational AI. For instance, rule-based chatbots use simple rules and decision trees to understand and respond to user inputs. Unlike AI chatbots, rule-based chatbots are more limited in their capabilities because they rely on keywords and specific phrases to trigger canned responses.

Conversational AI

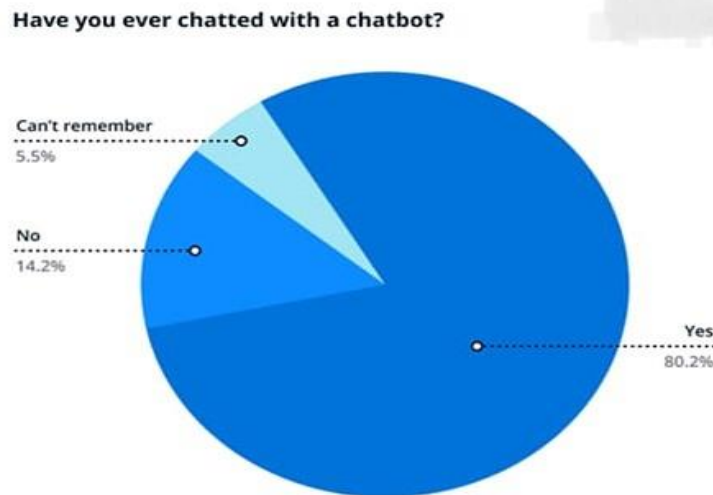
- ✓ Capable of voice and text commands, inputs, and outputs
- ✓ Omnichannel: can be deployed on websites, voice assistants, smart speakers, and call centers
- ✓ Natural language processing, understanding, and contextualization
- ✓ Wide-scope, non-linear, dynamic interactions
- ✓ Dialogue focused
- ✓ Continual learning and fast iteration cycles
- ✓ Highly scalable. As the company's database and pages are updated, so does the conversational AI interface
- ✓ Easy deployment and integration with existing databases, text corpora

Chatbots

- ✗ Capable of text only commands, inputs, and outputs
- ✗ Single channel: can be used as a chat interface only
- ✗ Pre-determined scripted conversational flow
- ✗ Rule-based, canned linear interactions. Cannot handle out of scope tasks
- ✗ Navigational focused
- ✗ Any update or revision to the pre-defined rules and conversational flow demands reconfiguration
- ✗ Manual maintenance, updates and revisions = difficult and time-consuming to scale
- ✗ Time-consuming and complicated building process

IV. USE CASES FOR AI CHATBOTS:

AI chatbots are used in a wide range of applications across many industries, helping businesses streamline operations and increase productivity, provide better user experiences, and improve customer service. Here are some ways AI chatbots is used to enhance processes within the organization:



Customer Support

- Provide 24/7 support to your customers
- Address FAQs
- Solve simple issues through a chat interface

Sales and Marketing

- Answer initial inquiries about products and services
- Provide recommendations
- Help customers with purchase decisions

Writing and Editing

- Generate content ideas
- Create article outlines
- Draft emails, social copy, and paragraphs

Recruitment and HR

- Engage with potential job candidates
- Answer basic questions about open positions
- Schedule interviews and meetings

V. CORE FUNCTIONALITIES OF A CHATBOT

There are four core functionalities to look for in a chatbot platform.

1. Compatible with multiple channels

The power of an AI chatbot depends in large part on the channels in which it can be deployed. Ideally, we'll be able to leverage the power of chatbots across all the messaging channels your team depends on, including social media, your website, mobile app, and other messengers like Telegram. It's also important for your chatbot to work within the support, sales, and marketing tools your team depends on. That way, we can build once and deploy anywhere. In other words, you can use the best version of a rich bot experience across all your channels, even those with no native bot support. Also, by having tight integrations with the front and back end of the service channels, we can help AI-powered chatbots learn and improve themselves quickly.

2. Able to collect key lead and customer data

More contexts lead to better chatbots and more personalized conversational experiences. Look for a bot that can collect key customer information, pre-populate it into existing fields, and pass through context and conversation history when an agent is needed. When a bot can capture information from your customers, it helps your agents understand the context of the problem more quickly, and removes the annoyance of customers having to repeat themselves. Beyond passing on relevant information to agents, be sure your bot can also pass on context to a CRM or other software. For the next-level use cases, our customizable messaging platform allows you to connect all your business systems to the conversation, from payment processors to third-party bots and AI.

3. Seamless bot-to-human handoffs

It's always important to have a way for customers to escalate a conversation to a real person. When a customer has a valid reason to speak to a human agent, but there's no option to do so, it's a frustrating experience. Sometimes a bot simply can't handle a customer's question, or there is sensitive information that needs to be conveyed through an agent. Triggers, automations, and workflows provide support teams with a way to manage and prioritize incoming tickets that need agent help. This opens up possibilities like identifying VIP customers and routing them to a live salesperson for help with conversation history. But this doesn't all have to be manually enabled. With the right AI capabilities, chatbots can automatically recognize when an inquiry requires help from a live human.

4. Easy to integrate with your customer service platform

Bots are only as powerful as the systems backing them up. And AI chatbots are enhanced when the AI can collect, process, and learn from data in other systems. Be sure to thoroughly consider the customer service software you utilize underneath your chatbot. Remember, chatbots are only one part of your larger customer communication strategy, so your support platform is often even more important to consider before choosing your bot. Understanding who is reaching out and why, as well as how often they need help, along with ensuring their issue gets resolved when a bot can't help them, requires a robust back-end customer support platform.

A chatbot that connects to the support systems means it can pass on information to automate ticket creation and equip agents with conversation history when their expertise is needed. Even better, using artificial intelligence, your chatbot may even be able to deliver recommended answers, knowledge base articles, and more to your agent. So, when an agent picks up a complex help request from a bot conversation, they will already be in your support platform, where they can respond to tickets with context at their fingertips. This connected experience also gives you a single view to track how your bot is impacting agent performance and your support metrics.

Artificial intelligent, deep learning, natural language processing all technologies based chatbot is a rising trend and chatbot increases the effectiveness of human communication with a machine using voice-based technology, also chatbot is used in business by providing a better experience.

VI. CONCLUSION

Chat box could become the primary channel for customer support in one fourth of businesses by 2027. This prediction is supported by the recent search in chatbot adoption, which is seeing a 67% increase. Chatbot trends in 2023 have sailed beyond emergence. Chatbot have undoubtedly woven them into the fabric of modern communication. The chatbot industry is witnessing impressive growth. Data projections indicate a great source of growth in AI chatbots. As we all see notable businesses of all sizes are integrating chatbot into their operations. Moreover, smaller businesses are leading the way because they need efficient customer connection.

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