

## Bot is the New App



Providing compelling, conversational, frictionless access to application services, with the user's intentions at the core – not the application

*Say what? Every day, new and exciting applications spring up, looking nothing like their more traditional counterparts. Often you can't even see them at all. Building on powerful artificial intelligence (AI), it's just a matter of stating an intent in natural language and an application service will be activated. Application bots may involve spoken dialogue or messages and emoticons. Like a wave clearing a path through complexity, bots will seriously diminish the number of applications on desktops and mobile devices. Or at least, they will shield the user from their intricate interfaces. Close your portholes – the bots are here..*



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### WHAT

- Bots have endless applications, from answering simple queries, to helping book tickets for events or shows, finding products, checking inventories, generating sales leads, organizing aid in the health care industry, and the list goes on.
- Used from any device such as the desktop, smartphone, car or a dedicated device such as Amazon's Alexa, virtual assistants apply artificial intelligence to recognize and produce natural language, acting as a front end to application services.
- Messaging apps apply technology to recognize and produce text and even emoticons, which can be integrated with existing chat platforms or built as stand-alone applications.
- Bots can provide a more natural means to automate workflows; Google Duplex can make appointments and Siri suggests workflows based on phone usage. Enterprise software providers will soon follow with similar functionality.

### USE

- During the December holiday season, Swedish retailer [H&M's voice capability](#) allowed consumers to browse their entire gift catalog and order products using voice assistants.
- The customers of German-based online retailer, [OTTO](#) can interact with their voice assistants on a range of queries, from sales to recent campaigns.
- Bank of America's virtual assistant, [Erica](#) reached one-million users in three months, offering voice, chat, and gesture capabilities. Consumers predominantly use it to browse their spending history and obtain account balances, numbers and bill payment details.
- The [OneRemission chatbot](#) has been specifically designed for cancer patients by providing a comprehensive list of diets, exercises and post-cancer practices. If they require a specialist, it also allows users to consult with an online oncologist 24/7.

### IMPACT

- Over the next three years, [70% of consumers](#) on average will replace their visits to a store, bank or dealer with voice assistants. ([Capgemini Research institute](#))
- Bots are more popular for use in Retail Banking and Insurance, Consumer Products and Retail sectors, followed closely by the Automobile industry. ([Capgemini Research institute](#))
- In the next two years alone, the uptake of voice technology is expected to increase by more than 15% for each key activity within the consumer retail journey. ([Capgemini Research institute](#))

### TECH

- Customer Service interaction: [IPSoft Amelia](#), [Capgemini Odigo](#), [Genesys](#), [ServiceNow](#)
- Voice assistant platforms: [Microsoft Cortana](#), [Apple Siri](#), [Amazon Alexa](#), [Google Duplex and Assistant](#), [Alibaba's AliGenie](#)
- Voice assistant devices: [Amazon Echo](#), [Google Home](#), [Apple HomePod](#), [Alibaba Tmall Genie](#)
- Text assistant platforms: [WeChat Open Platform](#), [Microsoft Bot Framework](#), [Facebook Messenger Platform](#), [Uipath Druid](#);
- Conversational design: [Conversational Academy](#)