

# CHATBOTS

## How chatbots can help in your business



1

### ECOMMERCE

Bots can offer an element of interaction to the products and services you're selling. This can help users feel as if they already know your selection, making them more eager to buy things they've already seen and liked.



2

### TRAVEL, HOSPITALITY

Chatbots can do a great deal for the travel, hospitality and tourism industries. They offer 24/7 access to data, allowing customers to book trips and rooms instantly and on the go.



3

### HEALTHCARE

When it comes to healthcare, nothing substitutes a real professional. However, there are some cases in which chatbot technology could be a real lifesaver by promoting healthy living and helping patients figure out a number of important questions.



4

### ON-DEMAND SERVICES

Imagine describing your perfect pizza in a text message and then having it appear on your doorstep. This is exactly the sort of feature a chatbot can provide for on-demand services. Just look at how Pizza Hut did it with their Facebook Messenger and Twitter chatbot.



5

### BANKING AND FINANCE

A great number of global banks have already integrated chatbots with their services: American Express, PayPal, Bank of America, Mastercard, Visa, and others.



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### CUSTOMER SERVICE

Last but not least, we come to customer service—the area where chatbots have probably done the most good. It's just so convenient to have a digital assistant that can answer customer questions in as much detail as necessary.