

Bots Landscape

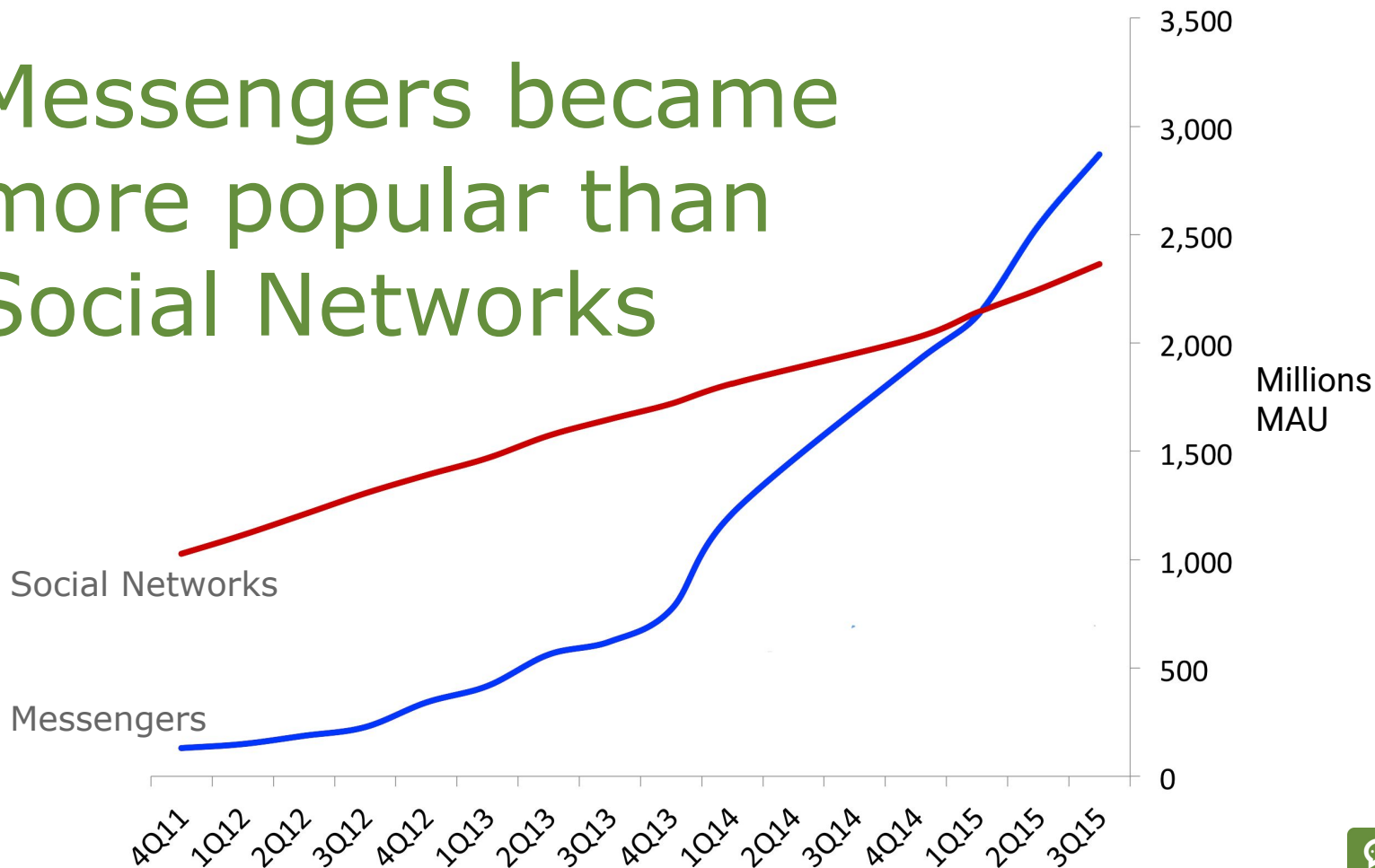
platforms and technologies

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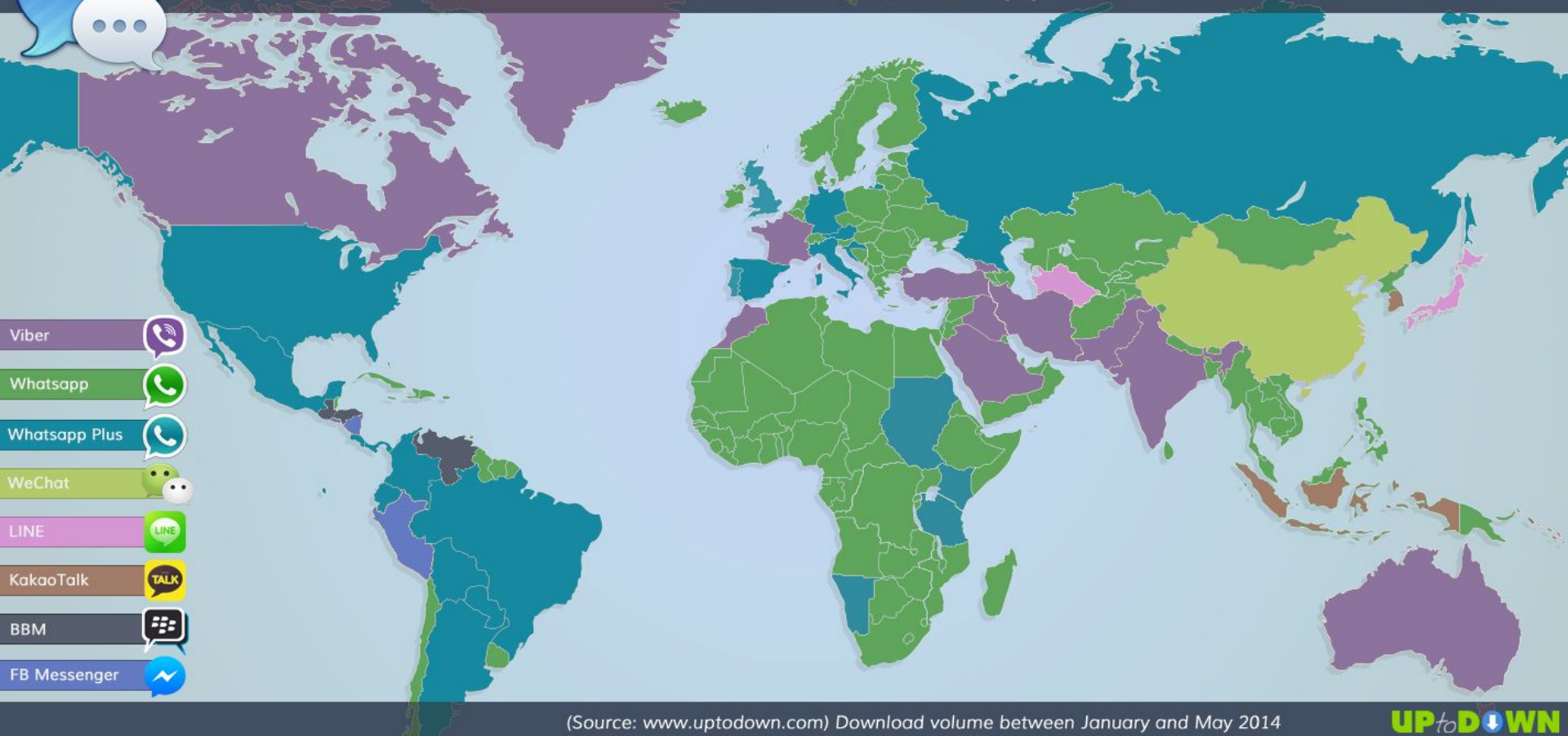
ChatBot

- is a computer program which conducts a conversation via auditory or textual methods. Such programs are often designed to convincingly simulate how a human would behave as a conversational partner.
- is a computer program which conducts a interaction with user via conversational interface in messengers.

Messengers became more popular than Social Networks

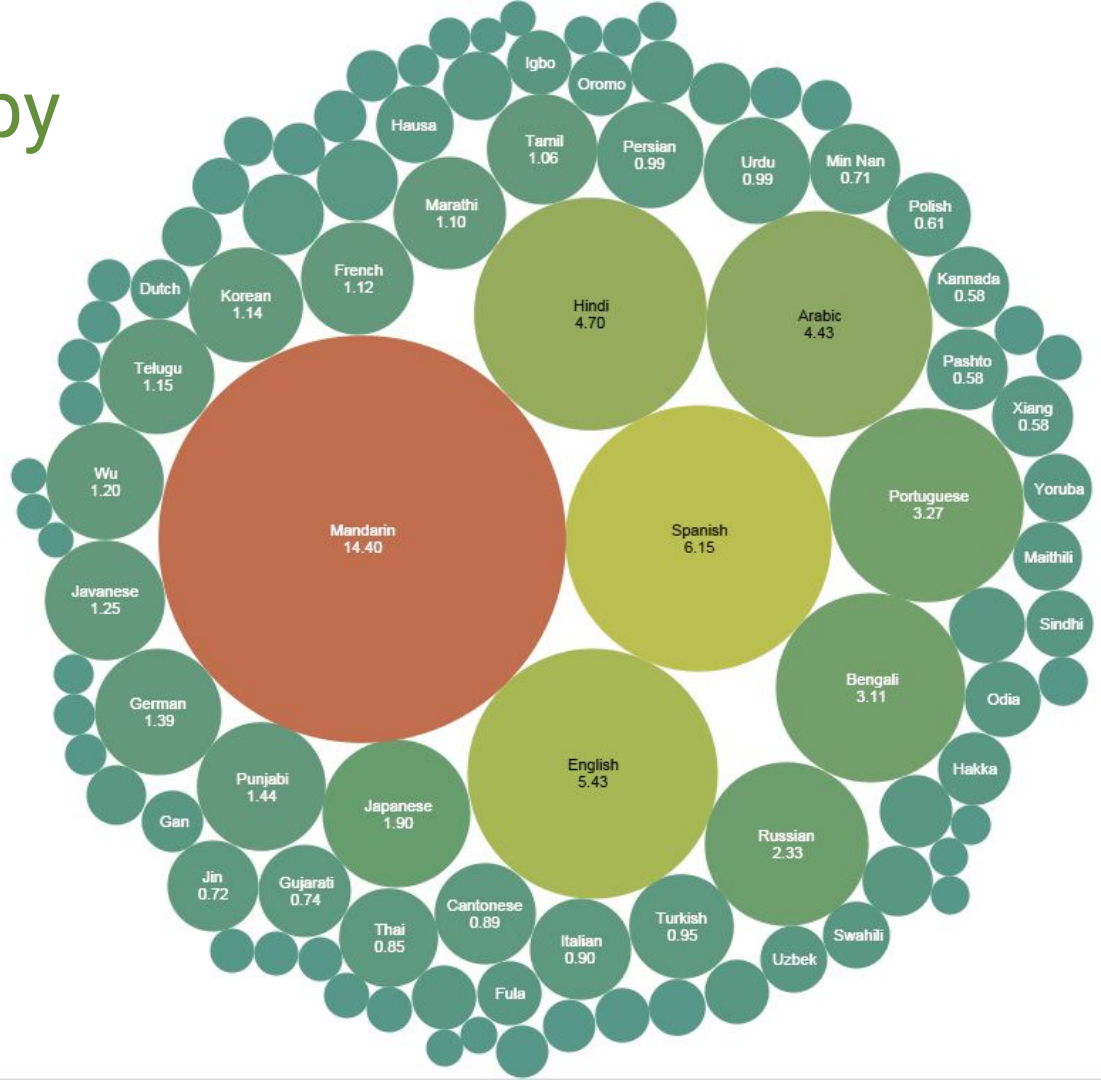


Most downloaded instant messaging apps



(Source: www.uptodown.com) Download volume between January and May 2014

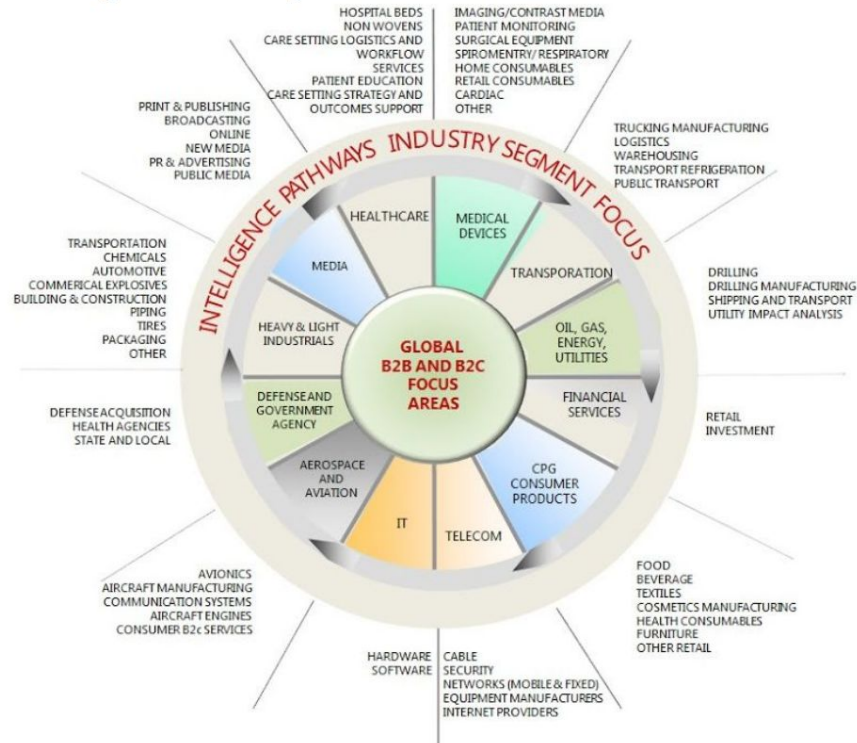
List of languages by number of native speakers



The Green Field

Chatbots and messengers can bring **value** to any industry

For every industry

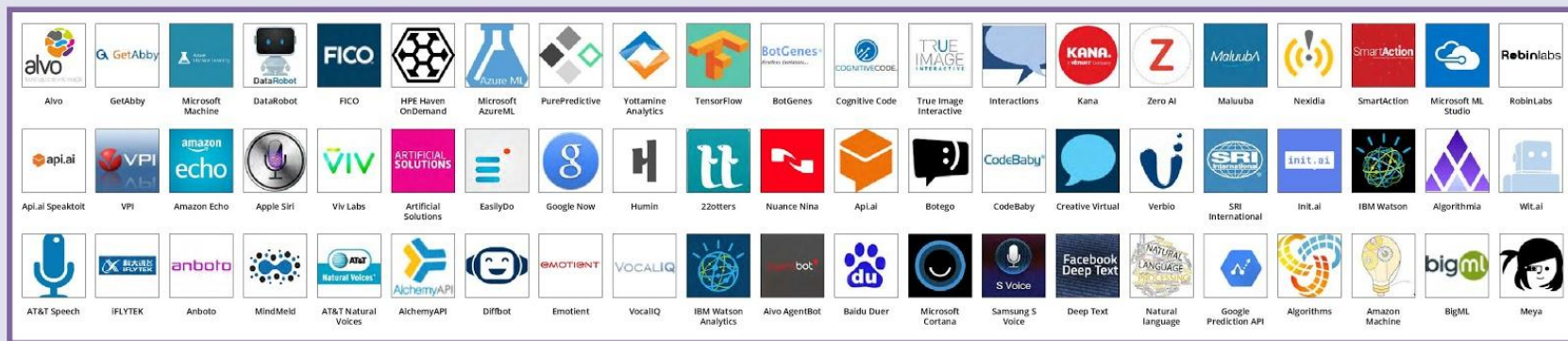


Dmitry Matskevich: [telegram.me/dmatskevich](https://t.me/dmatskevich) facebook.com/dmitry.matskevich

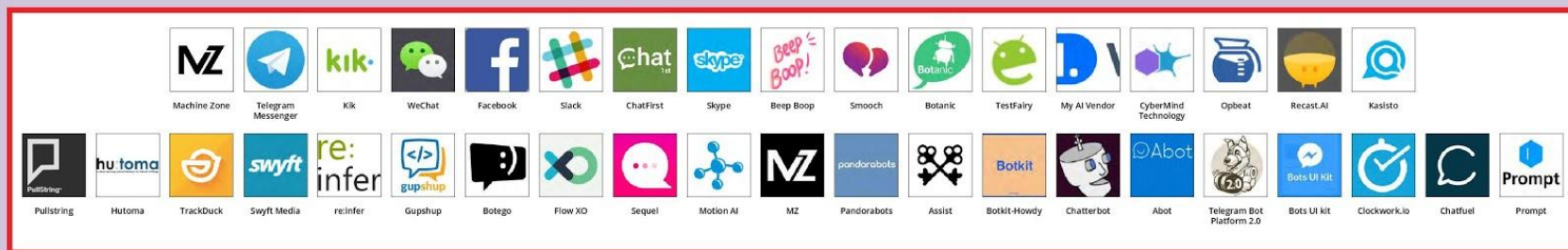
Business **have to follow** its customers
in channels they **use most**

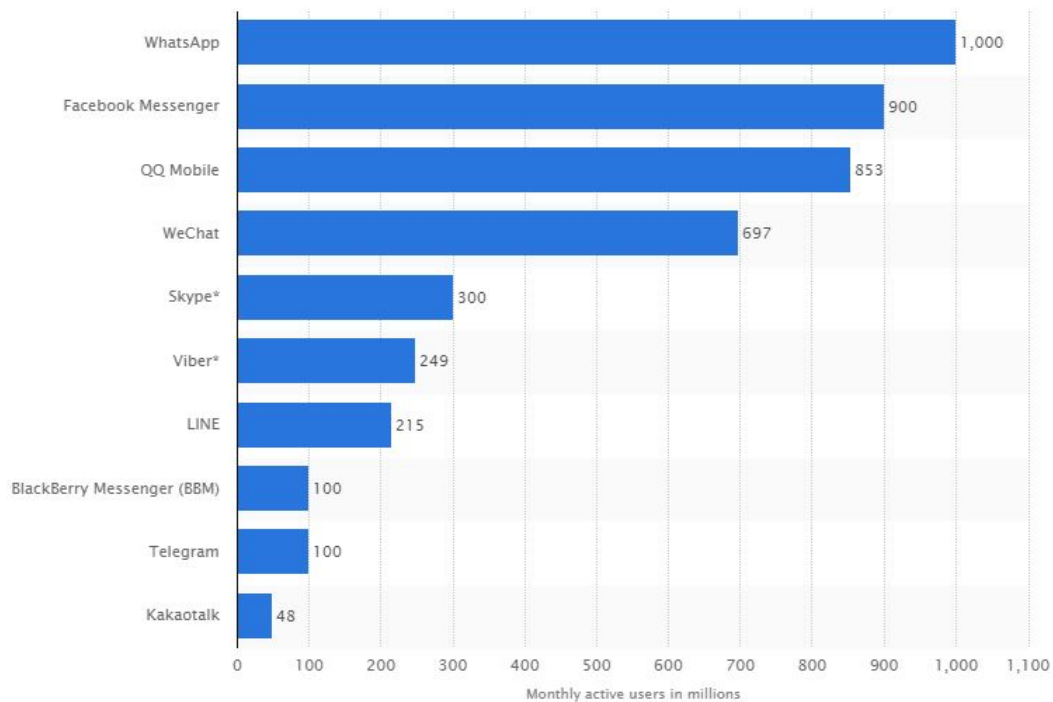
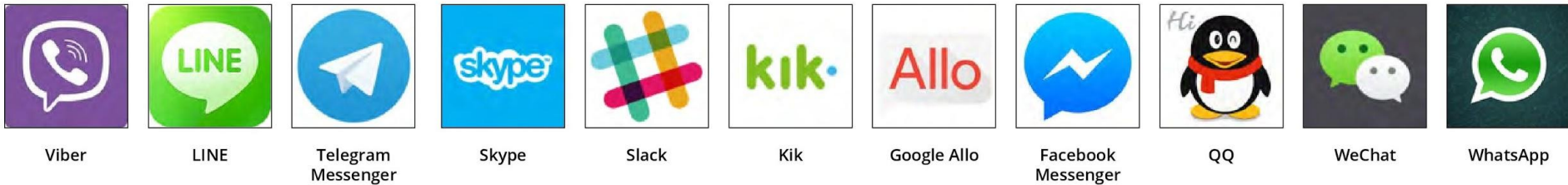
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AI Tools: Natural Language Processing, Machine Learning, Speech & Voice Recognition



Bot developer frameworks and tools







Messenger

Platform



- **Facebook Bots**

- Bots are attached to Facebook pages and available to anyone who contact page
- Send/Receive API. This includes the ability to send and receive text, images, and rich bubbles with CTAs.
- Generic Message Templates. Structured messages with call to actions, horizontal scroll, urls, and postbacks.
- Welcome screen + Null state CTAs.
- Wit.AI Natural Language Processing Engine
- Strict no marketing/no upsale policy

Notable chatbots



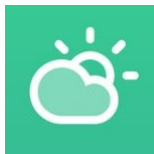


10 BILLION
TELEGRAMS
Delivered Daily



- **Telegram bots**
 - Bots are third-party applications that run inside Telegram. Users can interact with bots by sending them messages, commands and inline requests.
- **Inline bots**
 - Users can call bot by typing its username and a query in the **text input field** in **any** chat.
- **Custom keyboards** for more formal input from the user
- Inline Keyboards that are integrated directly into the messages they belong to.
- Bots can ask a user for their **location** and **phone number** using special buttons.

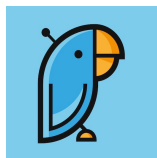
Notable chatbots





- **Custom bots**
 - are useful for when you want to build something custom for your own team, and have no interest in distributing it to other teams.
- **App bots**
 - slack app intent for distributing your bot user and submit it to slack application directory.
- Monitor and process channel activity
- Post messages and react to users
- Make messages interactive with buttons

Notable chatbots



how
-dy.



- **Skype Bots**
 - Just chat with them like a real person, or use quick actions to get more done.
- Works in groups
- Support rich texts, pictures, video, cards
- Has own NLP framework (LUIS) and bot framework (Microsoft Bot Framework)
- Has Bot Store
- Skype4Business do not have chatbot support yet

Notable chatbots





Messenger

- **Kik Text Bots**
 - To Kik's way of thinking, bots aren't meant to be conversational partners. They're meant to do one or two really useful things
- **Kik Games Bots**
 - HTML5 games inside messenger
- Own Bot Store
- Interactive elements: web bubbles, suggested responses
- More like apps inside messenger

Audience: 80 million estimated monthly, active users

Top Markets: North America

Key Demographics: 82 percent of users are aged 13–24

Key Features: Chatbots, web browser, texting, stickers and emojis, games.

iMessage Apps



- **iMessage Apps**
 - iMessage Apps It's a way for developers to build third-party experiences that go inside the widely used Messages app, which works on iOS, macOS, and the Apple Watch
- Own Bot store (Apps Store)
- Not a chatbot, but App extension that live inside of a new “app drawer”
- Present a custom user interface inside the Messages app
- Insert text, stickers, or media files into the Messages app's input field
- Create interactive messages that carry app-specific data
- Update interactive messages (for example, to create games or collaborative apps)

Thank you

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AI TECHNOLOGY SUBCATEGORIES

SUBCATEGORIES OF AI TECHNOLOGIES AND COMPANIES INVESTING

