

## Chatbots as a Channel of Digital Strategy for Organizations

IoT, Machine Learning and Bots – Messaging gateway to digital experience



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Over few decades, the digital transformation has transitioned all the way from web applications to mobile app and now to 'Chatbots'. The transition made huge impact on the way businesses are run and the pursuit to ease customer experience has led to many interesting innovations in the digital world.

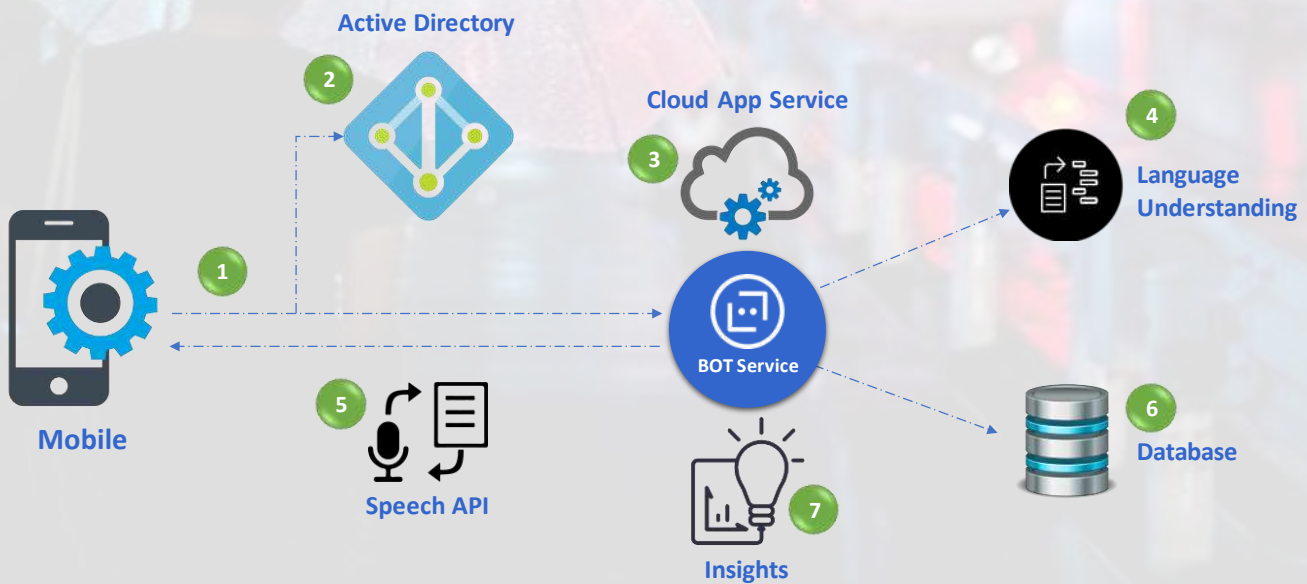
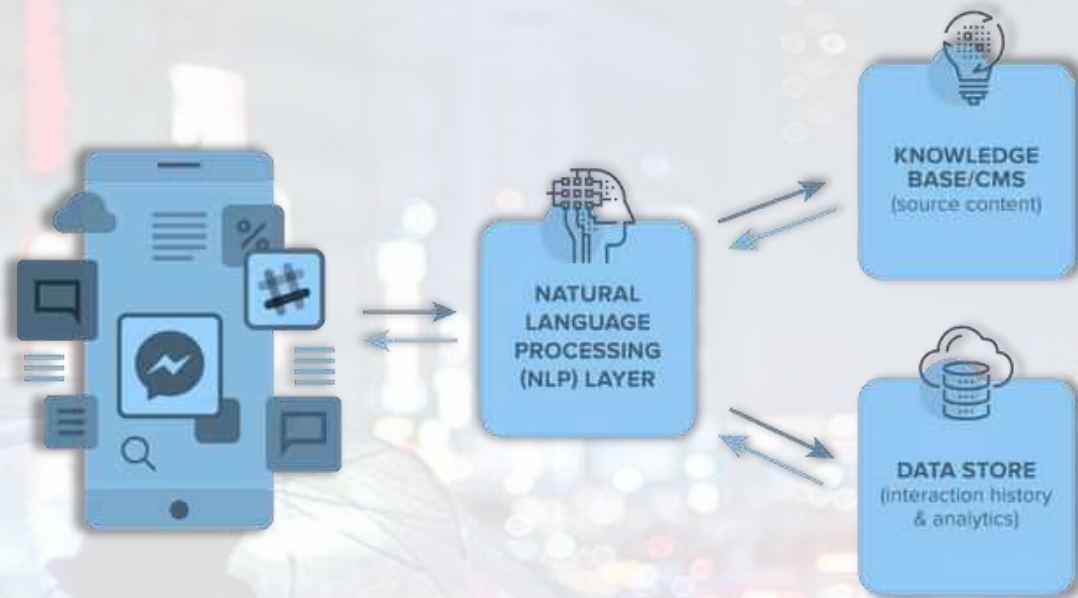
Way back a decade, we ordered pizza by calling the restaurant over phone and wait long time to get order confirmation and delivery. But, now with emergence of Chatbots, we can order in any restaurant in a minute and get order status along with delivery time and person details. Awesome right!

With automation using Chatbots expanding into multiple verticals, the process intensive activities as in Banking, Insurance, call center activities etc. are made friendly with virtual assistants over text messaging or voice.

A renowned business enterprise incorporated an interactive bot in their web application to communicate or interact with their customers to understand their needs as well as clarify their queries. The chatbot started initially as simple text communication with pre-defined parameters and later developed with automated responses with Machine Learning (ML) and Artificial Intelligence (AI) technique. With the ML and AI, the enterprise can read their customers' needs, predict and implement/introduce service and products based on the insights. This single bold step, uplifted the enterprise both financially as well as gained customers reach.

# How it Works?

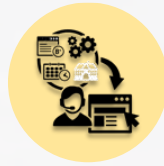
Every Chatbot has the master named “Natural Language Processing (NLP)” which acts as the mind for the bots. As the customer enters a query or input in chatbot, the NLP reads the input and looks for the related source content (if any, pre-defined data) in Knowledge Base or CMS and in interaction history/analytics stored in Database. Based on the input, NLP shall fetch and display relevant output.



## What can we leverage?



Positive Branding &  
Lead Customer Reach



Can act as Personal Assistant  
& Direct Scheduling Tool



Automated & hassle-free  
Solution handle  
customers on-time



Get customer insight via  
internal big data analysis &  
data driven strategies



Keep customers engaged  
& simplify interactions



Provide support to  
customers on getting  
information about business



Help customers to choose or  
find right product & services  
based on their needs

## What is the future roadmap?



Advances in AI development  
impacts Chatbots



Voice experience/interface  
will go Mainstream



Blockchain to be surprising  
partner for Chatbot



Social Messaging  
Applications will aggressively  
drive Chatbot Marketing



Chatbots influence on  
customer insight & action  
predictability will increase



Increase of Deep Learning &  
Artificial Intelligence across  
various domains



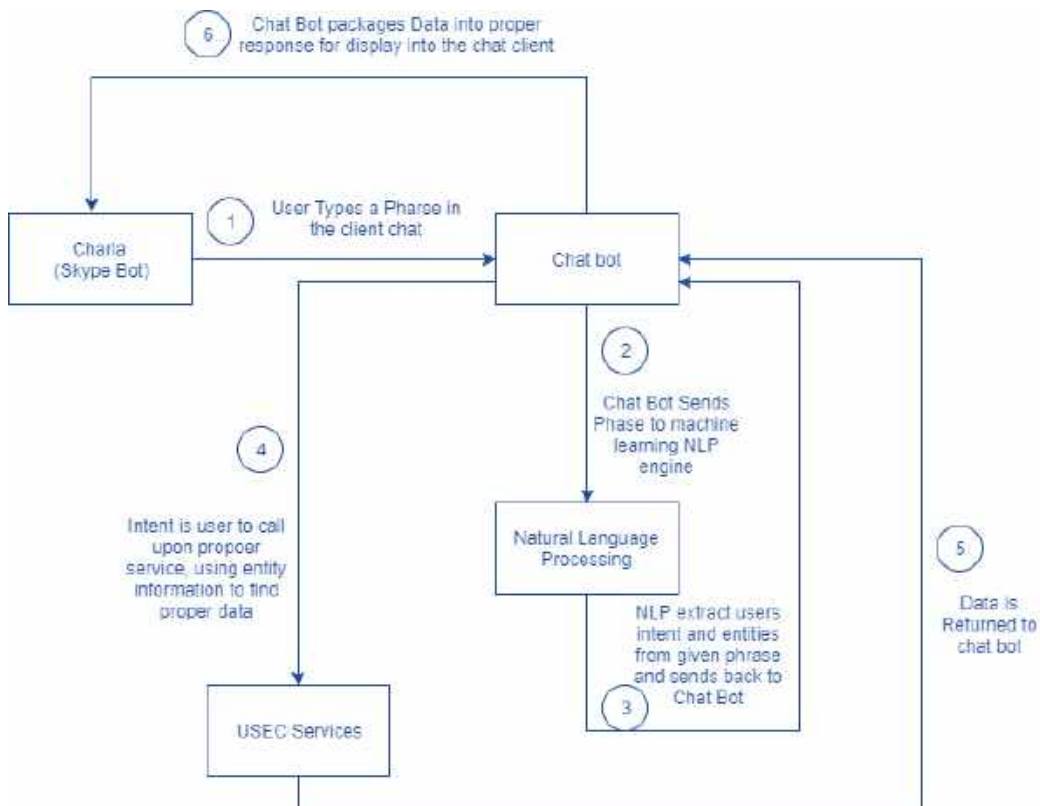
Chatbots cost gets cheaper  
as its adoption increases  
across domains

## What is OptiSol Expertise with Chatbot?

Charla, a chatbot developed for the US Ecology (USEC), a large-scale enterprise based out of US and their primary activities are into nuclear/radioactive material processing and they have been named to the 2015 Fortune magazine list of the 100 Fastest-Growing Public Companies, ranking 60<sup>th</sup>.

We have developed and integrated Chatbot for USEC-COR (Customer Online Resource). The COR application shall be accessed only by the registered customers of USEC to manage their profiles with information such as waste generator, how to ship, type of waste, chemical contents, documents and signature. These profiles shall have status such as draft, yet to submit and submitted and the submitted profiles can be validated by the USEC team to get approved or declined (with reason).

Charla Chatbot shall interact with COR application via RESTful API and Middleware to fetch and display required information. The chatbot is developed using Twilio and Microsoft Azure technology which shall initiate communications in channels and respond to respective customers. Through chatbot, the customer can get the list of profiles based on status, request bot to email the profile as PDF to their email ID, etc.



# Interested to work with OptiSol?



We are a reliable outsourcing services partner providing optimized digital solutions with delivery excellence for Startups and Small and Medium Enterprises. We believe “Every Business is a Digital Business”. We are experts in custom web and mobile application design and development, data solutions and package implementations. We have flexible engagement options on proven Onsite - Offshore framework that suits need from all gamut of customers - Startup, Independent Software Vendor (ISV), small or mid-size companies and Enterprises.

We are equipped with creative engagement models and operations framework that suits outsourcing needs from all gamut of customers - startup, Independent Software Vendor (ISV), small or mid-size companies and Enterprises. It has been serving its customer base across breadth and width of technology outsourcing needs that spans across

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