



CHATBOT OBSERVATORY

Chatbots are self-care tools that are rapidly becoming an integral part of company work habits.



SELF-CARE SOLUTIONS

SELF-CARE TOOLS USED IN 2023

7%

of respondents **do not plan** on deploying a chatbot (vs. 32% in 2021)

40%

of respondents have already deployed a **chatbot** in their company

92%

of respondents have **implemented a chatbot or plan to do so** (vs. 48% in 2021)

VARIOUS SELF-CARE TOOLS

61%

of employees want to implement a **CALLBOT** in 2023, vs. 46% in 2021

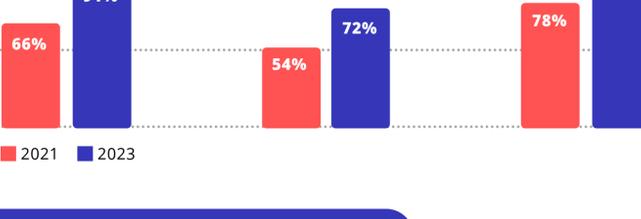
59%

of employees want to implement a **VOICEBOT** in 2023, vs. 46% in 2021

FAQ

Forums

Website



USE OF SELF-CARE SOLUTIONS

60%

of respondents have implemented self-care solutions for **information requests** and **after-sales services**.



50%

of respondents have implemented solutions for **consulting, managing customer accounts, or ordering products**.

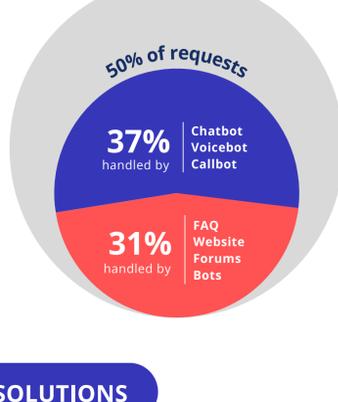


EFFECTIVENESS OF SELF-CARE SOLUTIONS



31% of respondents say that self-care solutions handle over half of all requests.

In **37%** of cases, bots are able to handle more than **half** of requests.



BUDGET ALLOCATED TO SELF-CARE SOLUTIONS

35%

of the customer relations budget is invested in self-care solutions

10 to 50k€

The amount invested by more than one-third of companies in self-care solutions



The average amount invested in customer relations



Amount invested each year in customer relations by half of the respondents

BOT USERS

SATISFACTION SCORE

8/10

Bot user satisfaction stands at 8 out of 10, an **increase of 0.5 points** vs. 2021.

Only approximately **10%** of bot solution clients are dissatisfied with the tool.

IMPLEMENTATION TIME



3 to 6 months

The time required to implement a BOT.

Chatbot implementation times are getting longer and tend to be nearer 6 months.

BOT ATTRIBUTES

The perceived performance of a bot is multicriteria:



IMPLEMENTING A BOT

Bots' #1 objective, according to respondents:

PROVIDE ANSWERS 24/7



56%

use **CHATBOTS** to request information



55%

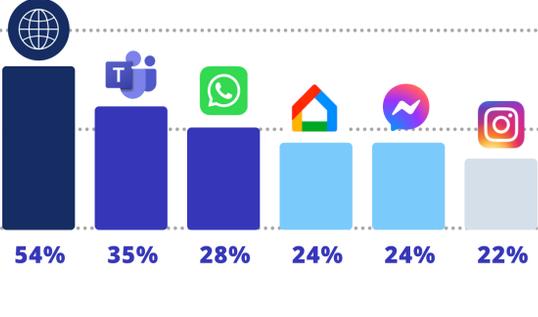
prefer **CALLBOTS** for after-sales services



47%

opt for **VOICEBOTS** to check or manage customer accounts

Most frequently used implementation channels for bots:



Barriers to implementing bots:

Reliability of answers

33%

Cost & diversity of solutions

29%

Maintenance

24%

Implementation details

23%

FOCUS ON CHATGPT



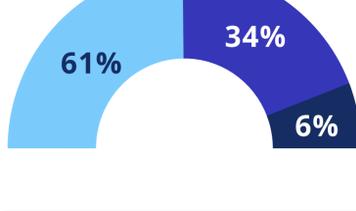
94%

of respondents have heard of ChatGPT (9 out of 10 respondents)

38% use it for IT

48% for customer relations

31% for external communications



know of it but have never used it

use ChatGPT

have never heard of it

65% of respondents intend on using ChatGPT within their company

55% think that ChatGPT and self-care solutions are complementary

400 marketing and customer relations professionals involved in decision-making completed this online survey between March 24 to 30, 2023.



Dydu created the Chatbot Observatory® in October 2017

DYDU is a software publisher specializing in automatic natural language processing, created in 2009. This software allows to create and administer intelligent conversational robots (chatbots, callbots, and voicebots) to meet a wide range of use cases: customer service, helpdesk, visitor support, employee support (HR, IT), etc., in areas such as energy, finance, insurance, transport, the automotive industry, the public sector, etc.

Find out more at www.dydu.ai