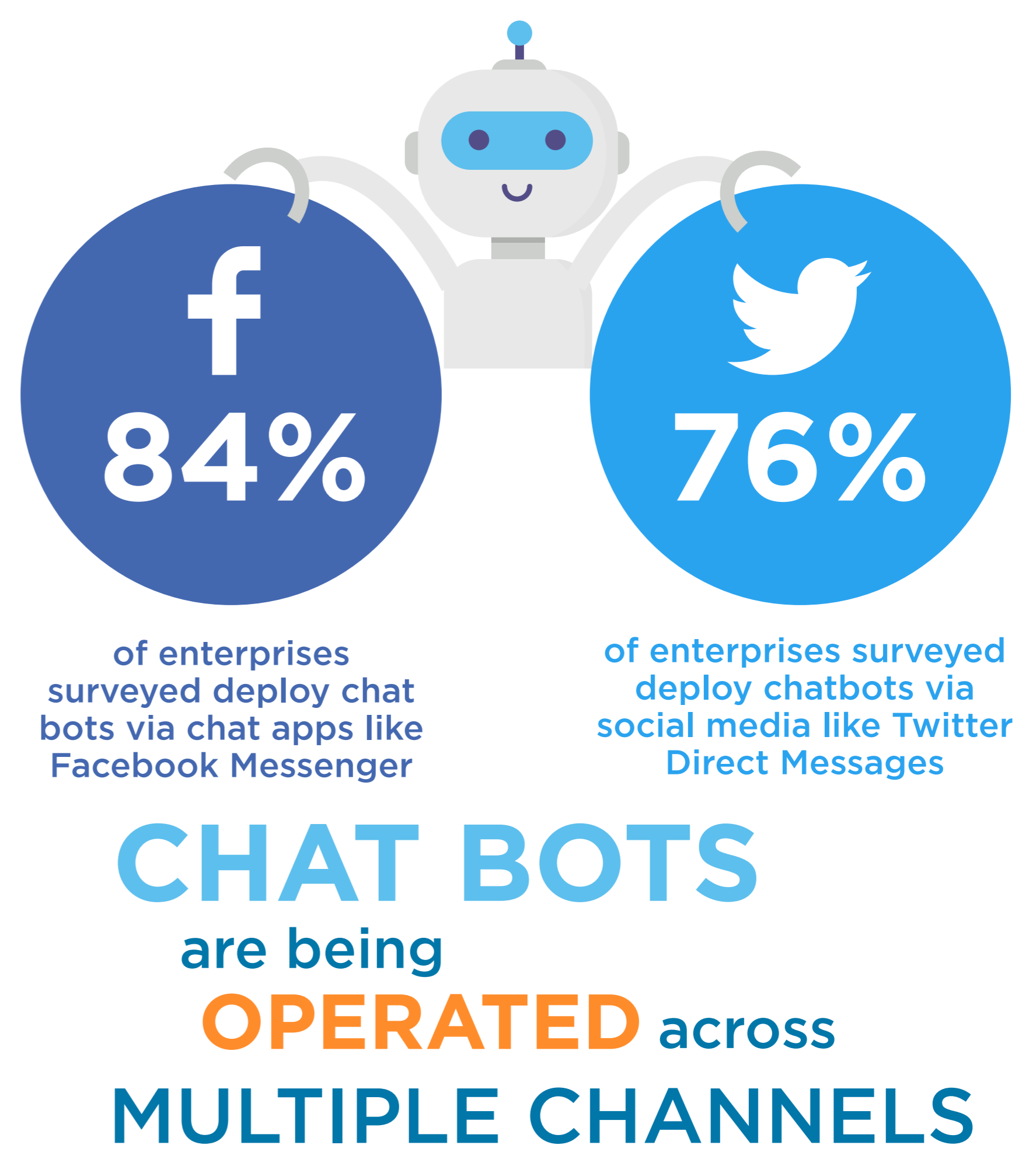
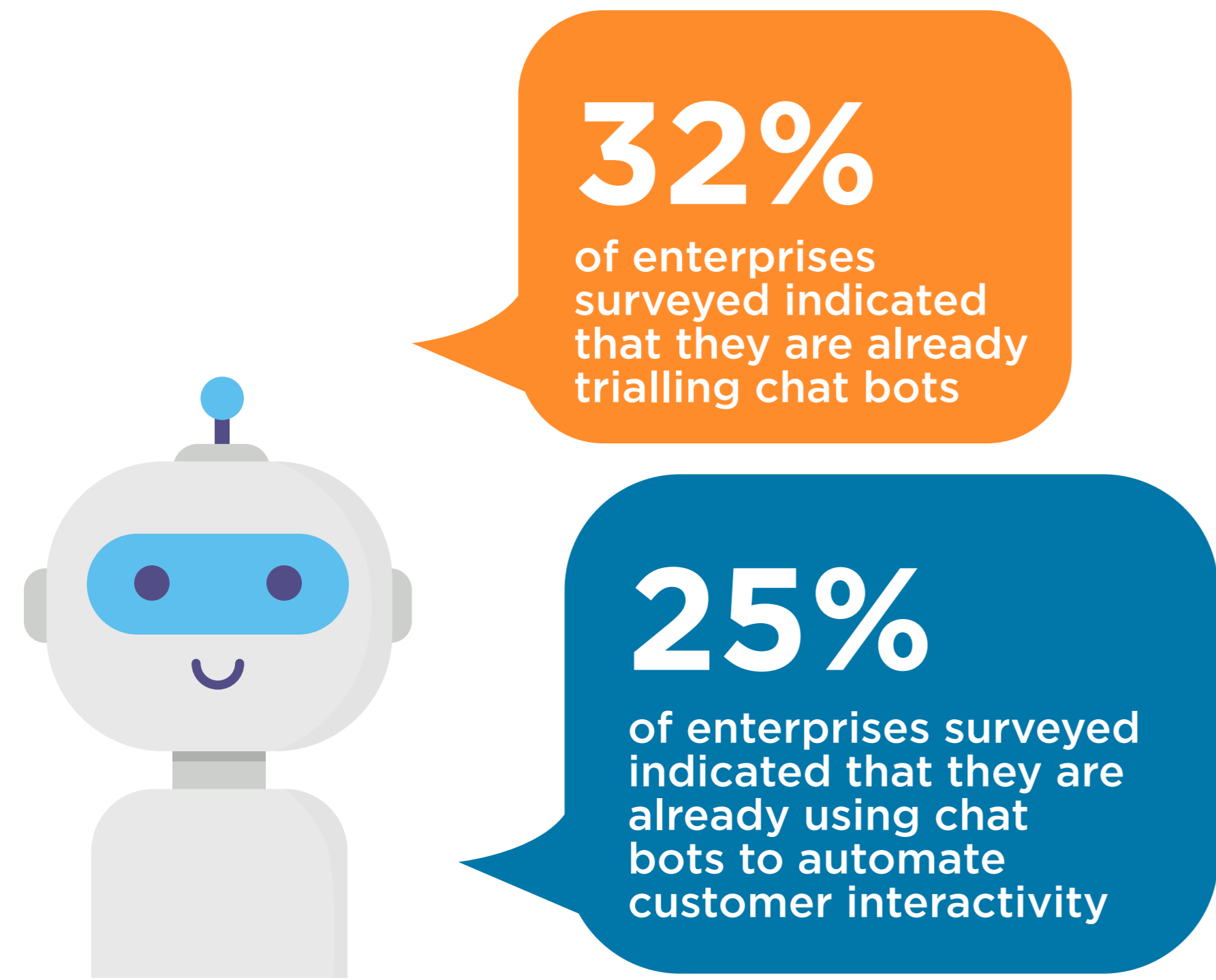


Mapping the Future of Enterprise Messaging: Chatbots

Our report on Mapping the Future of Enterprise Messaging highlighted that enterprise messaging is moving beyond an experimental phase to include new interactive and richer messaging formats as part of a mix of ways to reach customers. Perhaps the strongest indication of this shift is the growth in the deployment of chat bots.

Our report showed that **CHAT BOTS** have become relevant in a **SHORT SPACE** of time

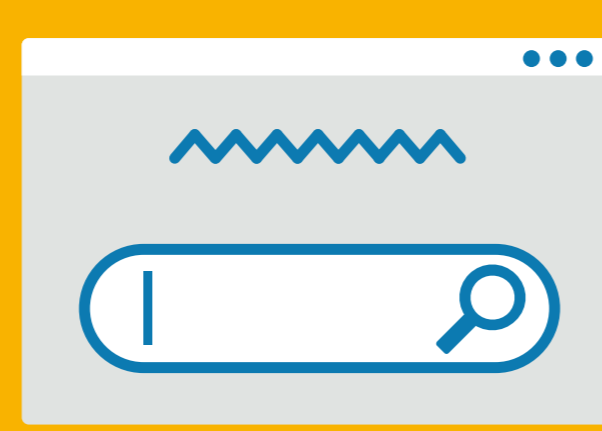


CHAT BOTS aren't limited to CHAT APPS & SOCIAL MEDIA



Improving **CUSTOMER EXPERIENCE** and customer **SELF-SERVICE** is the primary driver for deploying a **CHAT BOT**

96% of enterprises surveyed use chat bots to provide easy access to content and services



92% of enterprises surveyed use chat bots to automate customer facing functions

88% of enterprises surveyed use chat bots to help improve customer service and reduce churn



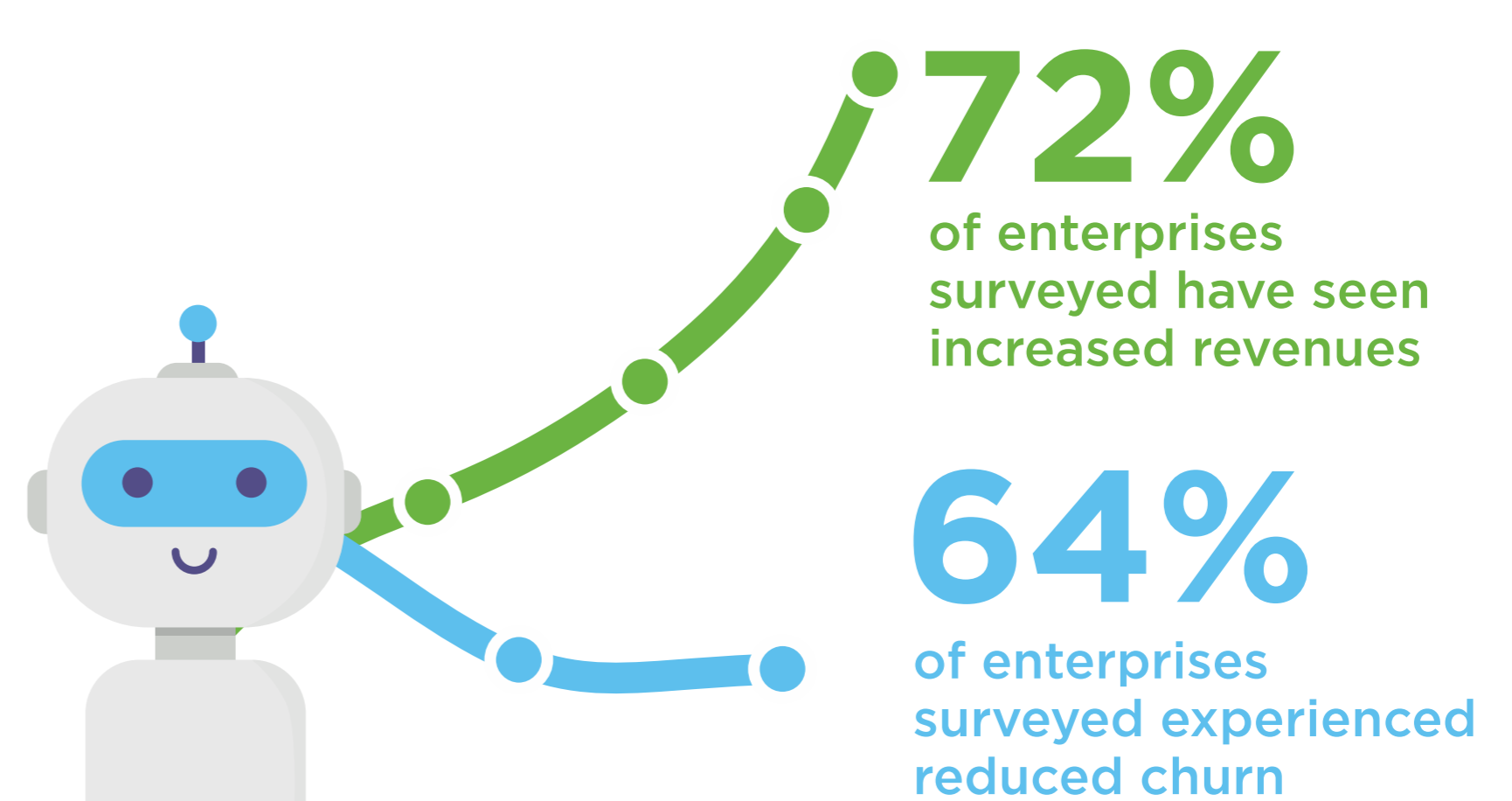
76% of enterprises surveyed use chat bots to include in-message payment options

CHAT BOTS are helping enterprises **CONTROL** the cost of customer **INTERACTIVITY**

MEASURING the **BENEFITS** of chat bots to their bottom line

72% of enterprises surveyed indicated that they felt chat bots were cheaper and more effective than developing and distributing an app

84% of enterprises surveyed use chatbots to reduce back-end costs



Packed with further insights and statistics on the enterprise messaging market, the **Enterprise Messaging Survey 2017** can be downloaded here for free.

visit www.clxcommunications.com for the full report today!



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