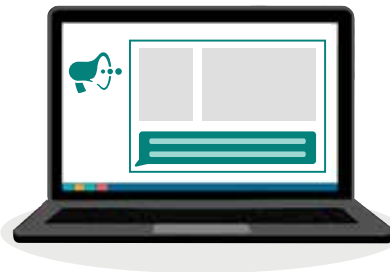
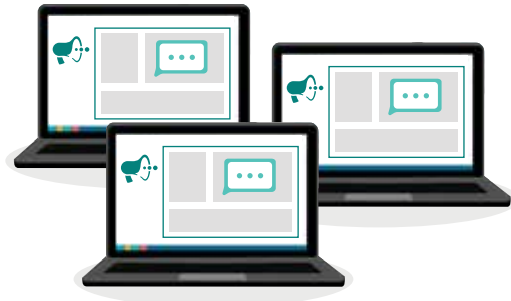




WHITEPAPER

INTEGRATING CHATBOTS IN YOUR DIGITAL WORKPLACE

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INTEGRATING CHATBOTS IN YOUR DIGITAL WORKPLACE

Chatbots have become a major topic of discussion over the past couple of years. As a matter of fact, the presence of these automated conversational agents is already growing in numbers, especially on the customer-facing websites.

Whether you are shopping online, booking cheapest flight tickets or seeking customer support, chances are that you've already been a part of the man-to-machine interaction, and you would have not even recognized the absence of human at the other end of your conversation.

Thanks to the extensive growth in the area of Artificial Intelligence (AI) and Machine Learning, these textbased dialogue systems are increasingly blurring the line between human and bot style of interaction.

With 80% of businesses [willing to use chatbots](#) for customer care by 2020, the technology is more than just hype. Gartner [predicts](#) that by 2021, more than 50% of enterprises will increase their spending per annum on bots and chatbot development over traditional mobile development.

Facebook's Messenger platform already allowed integration of over 100,000 bots within just one year of announcement. Companies like Google, Apple, Amazon, and Microsoft are already seeing a bright future in the usage of bots.

Given the statistics and the trends that are shaping up, chatbots will play a predominant role in determining the success of enterprises in the near future.

However, even today, chatbots are mostly focused on customer-facing services. But the real potential of these virtual assistants can be realized if they are utilized to communicate with people within the organization.

Chatbots that answer questions and problems of your employees and automate tasks without requiring them to slog through emails and calls, open up an entirely new form of digital communication channel for your organization. A channel that not only improves employee experience but also delivers savings at the same time.

BUT FIRST, WHAT ARE CHATBOTS AND HOW DO THEY WORK?

Chatbots are computer programs that respond to a user's query, either through text or voice messages. Basically, it is a service that allows humans to interact with machines through conversations. These conversations mostly happen through messaging apps, mobile apps, websites or smart speakers.

Chatbots are powered by logic rules, natural language processing capabilities and artificial intelligence to manage interaction. Their architecture essentially involves a layer that translates the user's text or voice interaction into queries that are understood by the machine. These logical queries are then transferred to the backend systems to provide relevant information to the user.

One of the attractive aspects of chatbots is that they can be easily embedded into the devices and messaging apps that your audience is already using. These automated virtual assistants thus provide a gateway to quick and valuable conversations with your customers and employees, giving your business an opportunity to improve user experiences and boost productivity.

CHATBOTS FOR INTERNAL COMMUNICATIONS

As a business, staying on top of all your employees is one of the most complex challenges. Whether it is about providing HR support, facilitating employee onboarding, or helping them in their day-to-day tasks, emails are rarely effective.

Intranets, on the contrary, do offer a platform for your employees to access important information. But let's admit that no one actually prefers to use them. They're slow and complicated, and there's no guarantee that everyone in your organization would go ahead and read the important announcements or policy changes. Even if they want to, your employees will often have a hard time unearthing important announcements from the deluge of information. Either way, intranets offer very little support to keep internal communications effective.

Besides, imagine how would you reach your employees who don't spend time in front of computers? The deskless workers who are on the front line building or selling products/services for your organization.

These challenges make a perfect entry point for chatbots. They're fast, intuitive, and available to answer 24/7, making them a perfect candidate to be utilized as a business communication channel. A chatbot is capable of managing multiple tasks across multiple systems.

Whether it is about staff training, company policy distributions, reporting, or IT management, chatbots offer your employees an unobtrusive way to interact.

THE BENEFITS OF EMBEDDING CHATBOTS IN A DIGITAL WORKPLACE

A chatbot essentially helps in delivering relevant content to the users in the most familiar chat interface, making it easy for your employees to navigate through the content and read. Possibilities are endless when you linking them up with your internal business systems.

But what makes chatbots so special over traditional lines of internal communication? And, what actual benefits would it bring to the table?

CHATBOTS NEVER SLEEP

As computer programs, chatbots work around the clock. This is essentially helpful when your employees work from different geographies. Imagine how unproductive it would be to call someone from the HR department or wait for a reply of an email in the middle of the night, just to get an update on the new leave policy.

A chatbot, on the contrary, would quickly resolve the issue by allowing the remote employee to access the new policy, and maybe even ask for his/her feedback about the new changes.

CHATBOTS INTEGRATES WITH NEARLY EVERY MESSAGING APP

Messaging apps are everywhere. People use it more often than any other app on their smartphones. Estimates show that top 4 messaging apps have over 3 billion active users. That's more than Facebook, Twitter, LinkedIn, and YouTube combined. Think about your own life. You're using messaging apps more than any other social networking app – so are your employees.

Chatbots integrate with these familiar messaging apps, offering an easy way for your employees to connect with the organization rather than forcing them to use an entirely new system.

THE BENEFITS OF EMBEDDING CHATBOTS IN A DIGITAL WORKPLACE

CHATBOTS ARE PUSH AND PULL

There's a clear distinction between email and intranets. Email is a 'push' medium, which means you push messages to your employees. Intranets, on the contrary, are a 'pull' medium, meaning that your employees will pull messages from the web browser.

Chatbots are both 'push' and 'pull'. You can either broadcast messages to employees on a defined schedule, or your employees can request messages using simple commands, such as "list of holidays", or, "today's schedule".

This provides flexibility for your employees to access information and also ensures that your message reaches to everyone on their schedule.

CHATBOTS REACH YOUR FRONT LINE WORKERS

The intranets and emails are ineffective for your deskless workers. But they already have a smartphone with them and chances are that they will have at least one of the many messenger apps installed on their phones.

Chatbots thus make it easy to connect with your digitally disconnected worker. Just because they have no access to computers, your front line workers are not required to wait in order to access information.

Scheduling meetings, reporting issues or delivering company FAQs, chatbots can be the best friend of your deskless workers.

CHATBOTS ARE PUSH AND PULL

How often do you miss checking your phone when a message arrives? Just like you, most people don't. Studies have shown that 90% of the text messages are read within 3 minutes of their delivery, while email open rates are around 20% with about 5-10% click through.

These statistics clearly explain the effectiveness of using a messaging platform. Chatbots leverage the power and popularity of messaging apps, ensuring effective communication with your employees.





IT'S TIME TO TAKE CHATBOTS SERIOUSLY

As a growing number of enterprises show their affinity towards these intelligent, automated conversational agents, there's a clear indication that chatbots are here to stay; and stay for a longer period of time. While a major focus of businesses all over is to use them for customer-facing services, chatbots are inherently capable of making a measurable impact on internal communications as well.

As the digital workforce continue to prefer messaging over other means of communication, chatbots come out as an ideal candidate to meet their requirements. They turn interactions to conversations and bring relevant information right onto your employees' smartphones. In essence, chatbots improve employee experience and drive better efficiency through clear, effective communication.

Whether it is about onboarding new staff, answering questions or reporting issues, chatbots can communicate with your employees at lightning speed and in a most innovative way. And, with endless customization possibilities, the use cases are many.

Want to know more about how to get started with chatbots for your digital workplace? [Register for a free demo](#) of CHEQ, our easy-to-use, customizable chatbot, that offers an effective way to communicate with your blue collar workers.