TIDIO

Smart Bots, Happy Customers:

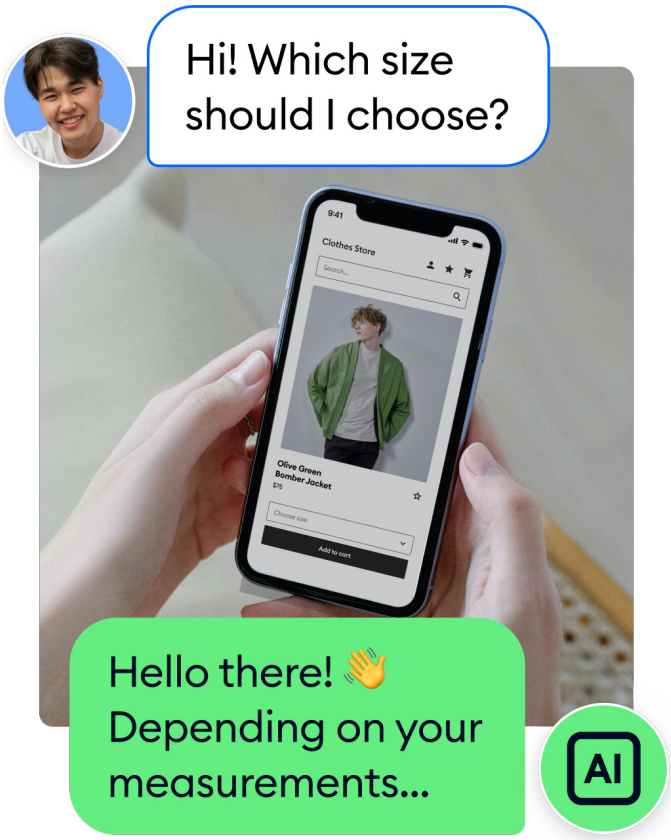
Revolutionizing Ecommerce with Hybrid Chatbot Solutions

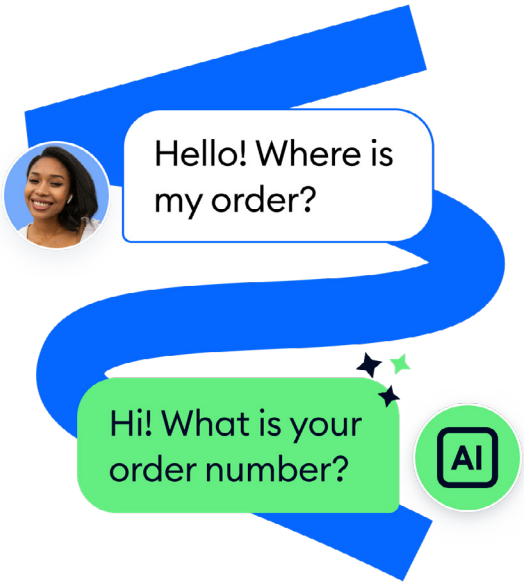
Introduction

Did you know that AI can automate up to 58% of customer service interactions? Our study on chatbot statistics also confirmed that almost 1.5 million people had at least one conversation with a chatbot within the past year.

Well–AI revolutionized how businesses help their clients. It enabled 24/7 support through chatbots and virtual assistants, increased efficiency, and allowed human agents to focus on more complex issues.

There is just one issue. Not every chatbot is AI. Simultaneously, not all AI-powered solutions will be perfect for all tasks related to customer service, especially in the ecommerce field.





Believe us–we would know.

At Tidio, we help 300k+ businesses worldwide automate customer service, collect leads on autopilot, and increase sales. Tidio is one of the most installed chatbot and live chat companies worldwide, specializing in providing tailored customer service solutions. We always strive to be on the cutting edge and respond to our customers' biggest challenges.

One of them is strategically combining rule-based and AI-powered chatbots so that businesses can elevate their customer service to new heights.

This comprehensive guide will take you through the key concepts, implementation strategies, use cases, and best practices to help you master your customer service chatbot strategy. And tailor it to your needs.

Table of contents

Understanding chatbot types

Type of Chatbot	Description	Advantages	Disadvantages	Use Cases
Rule-based	• Operates on predefined rules and scripts, providing responses based on set patterns	• Predictable and consistent responses • Easy to implement and manage	• Limited to predefined rules • Can't handle complex or unexpected queries • Harder to implement and manage when their complexity increases	• FAQs • Simple customer support queries • Proactive product discounts
AI-powered	• Uses machine learning and natural language processing to understand and respond to user input	• Can understand and process natural language • Learns and improves over time	• Requires more data training and testing	• Personalized customer support • Complex queries • Product knowledge
Hybrid	• Combines rule-based and AI-based approaches to leverage the strengths of both	• Flexible and versatile • Can handle a wide range of queries • Balances efficiency and complexity	• Can be more complex to set up • Requires careful integration and tuning not to let different types overlap	• Comprehensive customer service • Ecommerce support

Part I

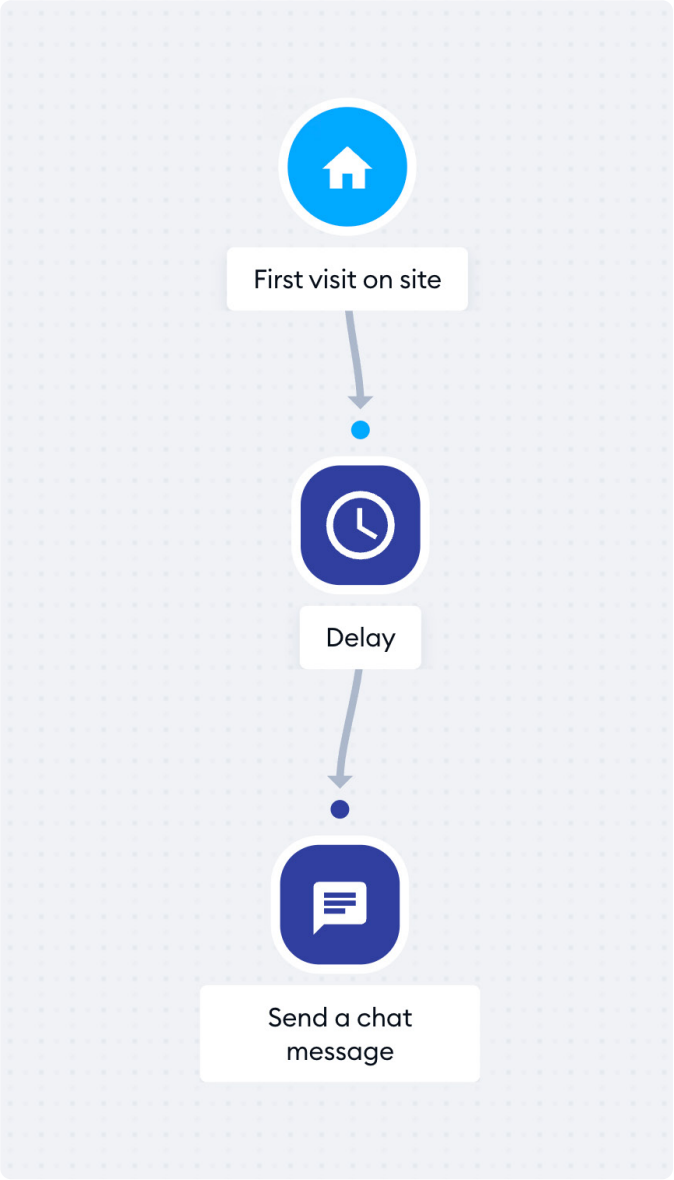
Rule-based chatbots

Chapter 1: Understanding rule-based chatbots (chat flows)

Functionality

Think of rule-based chatbots as a “choose your own adventure” diagram. These chatbots work exactly like that, using the decision tree type of logic, which works by adding specific words that will trigger appropriate answers. Certain conditions can be created to make it as precise as possible, like adding synonyms or specific order sequences of the words.

Important note: Chat flows don’t use AI, but automated actions. Some triggers are equipped with NLP technology, recognizing synonyms when responding to clients, but they don’t provide conversational answers.



Key components

Nodes are key components of rule-based chatbots, usually represented by building blocks in a visual editor. Nodes can be divided into three types: triggers, actions, and conditions. Each node tells the bot what to do, when to do it, and which condition has to be met in order to do it. **This creates a chat flow, a scenario that the bot follows when a user interacts with it.**

A rule-based chatbot (or a chat flow) will only respond to a client according to these set conditions.

Chapter 2: Implementing rule-based chatbots

Designing conversation flows: basic rules

The key element to start using chat flows is to determine their purpose. What do you want to achieve–engaging first-time visitors, generating leads, or answering repetitive queries? Answering this question will help you determine which trigger, action and condition to choose, so you can compose your own scenarios.

Creating a chat flow is relatively simple, and at Tidio, it consists of three steps.

Step #1
First, you have to choose the correct trigger that will tell your flow when to start. Triggers can be launched by visitors' actions like clicking or typing, or launched by operators (when you start it).

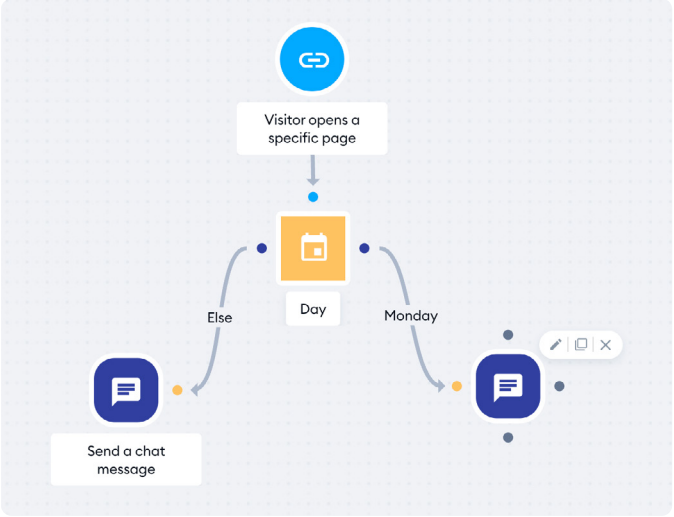
For example, a trigger can be: a visitor opening your specific product page, a visitor returning to your website, or a user performing a specific action like visiting a landing page of a product.

Step #2
Once you specified a starting point (trigger), you can add and connect the actions that should take place after the trigger. Actions can be: sending messages, offering quick replies, subscribing to email, tagging a customer in the database, or notifying customer service operators. The flow goes in chronological order, creating the logical chain of events.

Step #3
Basic scenarios usually consist of a trigger and the following actions, but you can also build more complex scenarios using conditions. Conditions prompt the chatbot to respond based on specific keywords, user intent, or other contextual factors, allowing the chatbot to provide relevant and timely information.

Combining these elements and customizing them to your needs gives you an opportunity to create scenarios for your customer service operations.

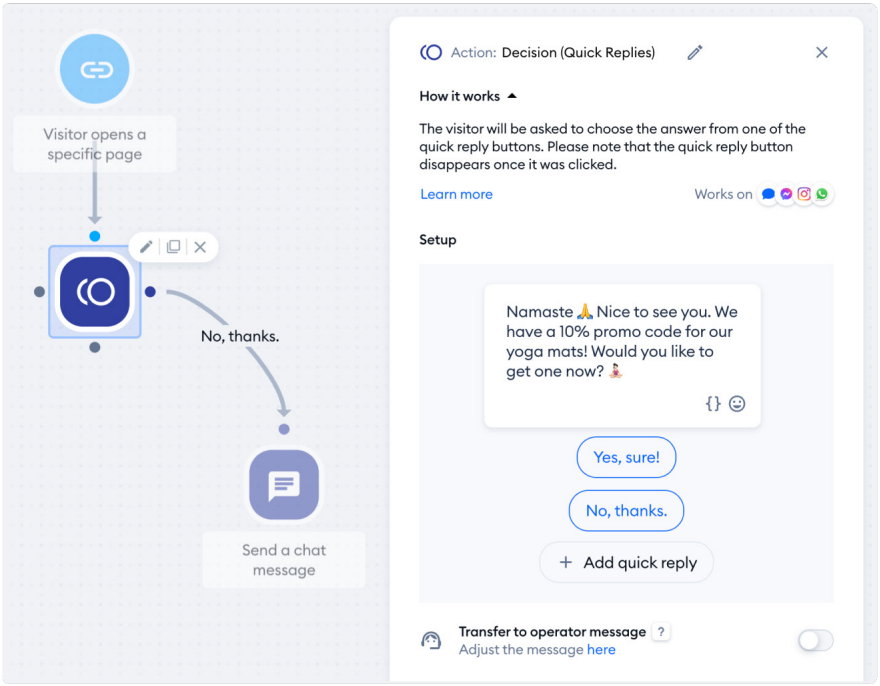
Example scenario: chat flow **sends a message (action)** once a **visitor opens a specific page (trigger)**, but **only on Mondays (condition)**.



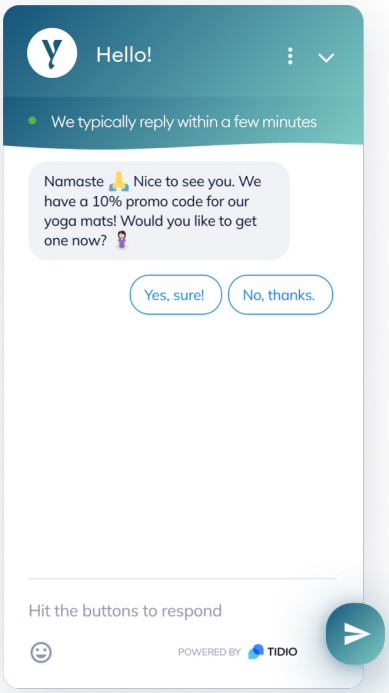
Testing and iteration: what it looks like for the end user and how it performs

Setting up a chatbot flow is never “set it and forget it” kind of job–quite the opposite! Thorough testing and continuous iteration are crucial for optimizing the performance of a rule-based chatbot. However, remember that chatbot training is mostly about predicting user intents and the utterances visitors could use when communicating with the bot.

What you see while creating a chatbot



The preview of **what your visitor will see**



And while you can preview and test the flow, the real iteration phase starts with understanding if the chatbot was helpful to the client. For example, you might want the chatbot to generate leads, but what your shoppers want is to check their order status.

Following the success rate of chat flows will lead you in the right direction and help you understand whether you are targeting the right group of clients with the right flows. It will also make it clear whether you need to build more flows with specific intents that will resolve more and more customer service scenarios.

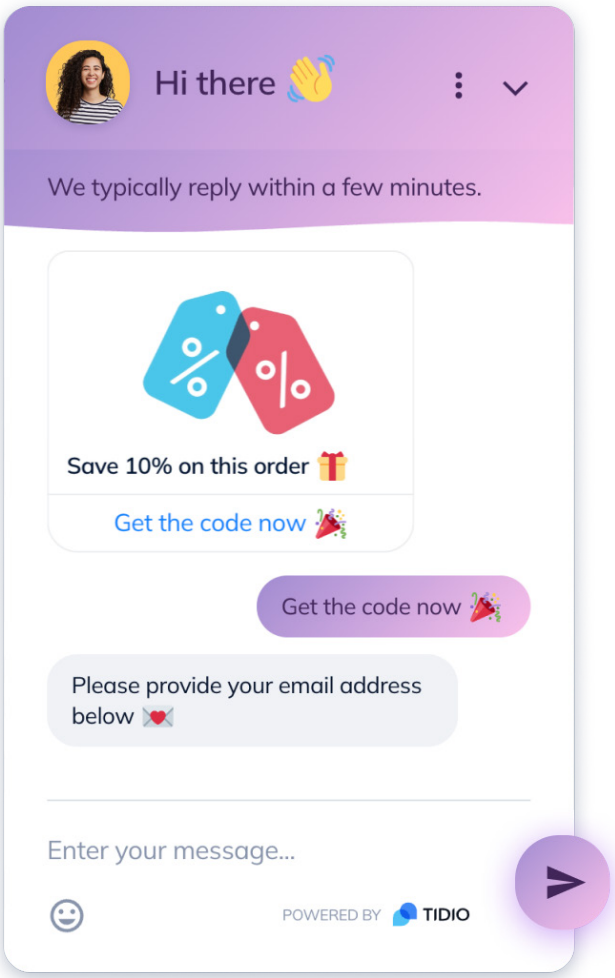
By gathering feedback from users and analyzing the chatbot’s responses, you can refine the conversation flows and trigger rules to deliver a seamless customer experience.

Important note: The more complex your scenarios, the more iteration and analytics they will need.

Chapter 3: Example use case for a rule-based chatbot

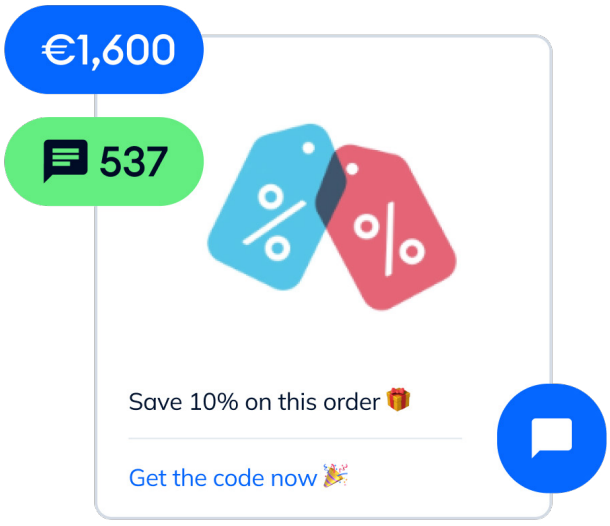
Cart booster automation

Rule-based chatbots are an excellent choice for managing tasks that would otherwise burden your customer support team or involve complex operations. A perfect example of this is the Cart Booster chatbot, which helps businesses increase conversions by offering a strategic discount at a critical moment in the buying process.



Imagine a customer is shopping online, fills their cart with items, but hesitates before completing the purchase. At this point, instead of waiting for the customer to leave or hoping they return later, the Cart Booster chatbot steps in.

As soon as the customer enters the cart page, the chatbot automatically offers a 10% discount code, creating an immediate incentive to complete the purchase. In the process, the bot collects their email address, subscribes them to the newsletter, and does so without the intrusive nature of a traditional popup.

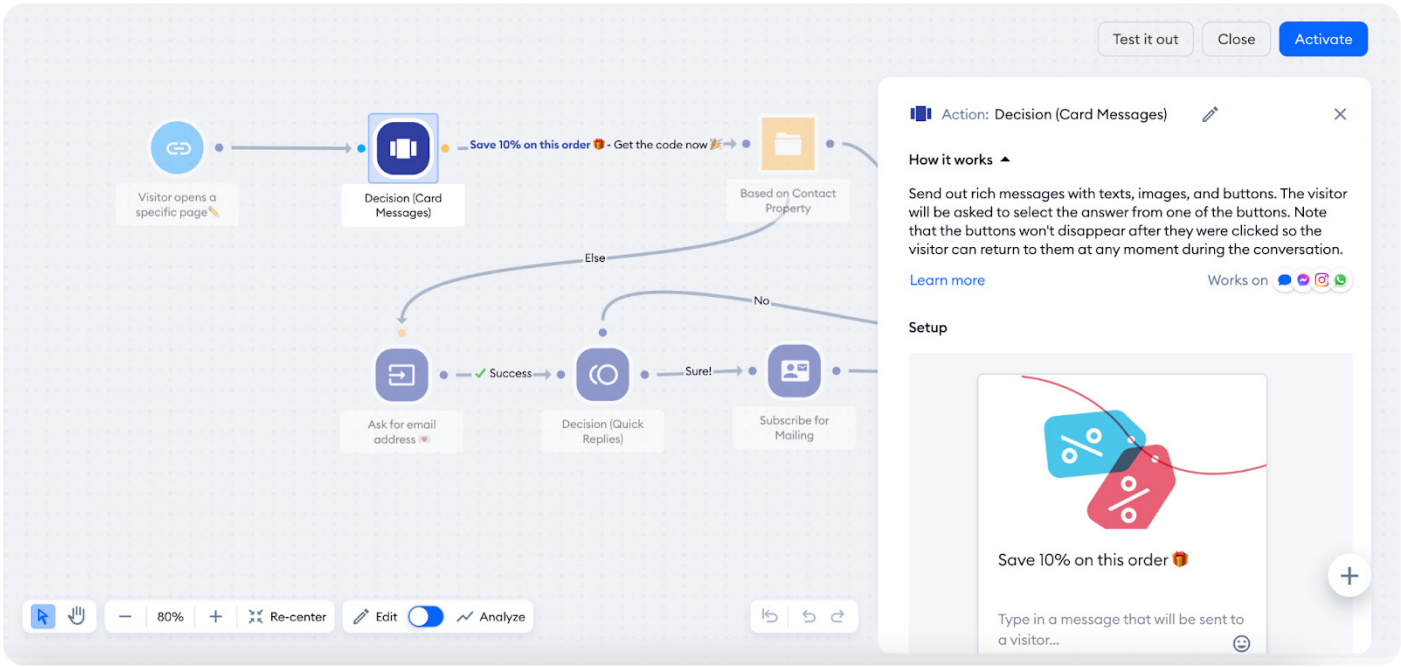


For example, after implementing this chatbot with Tidio, Eye-oo, a luxury eyewear store, saw remarkable results. In just one year, the Cart Booster chatbot engaged in 537 conversations, ultimately driving €1,600 in additional sales. By streamlining the customer journey and offering timely incentives, this tool not only reduced cart abandonment but also boosted overall sales—a clear win for any online store.

With Tidio, setting up a cart abandonment chatbot is easy. You can either use a ready-to-go template or customize it to better fit your needs. For example, if you want the chatbot to trigger only on the checkout page, you can adjust that setting with just a few clicks.

You can also personalize the messages the chatbot sends. Instead of offering a generic discount, you could change the text to say something like, “Hey! Don’t forget these great items. Here’s 10% off to sweeten the deal!”

Additionally, you have control over the discount amount and the conditions under which it appears. For instance, you could offer a discount only for carts over $50 or for first-time buyers. This flexibility allows you to create an automation that feels natural and tailored to your customers, making it more likely they’ll complete their purchase.



Summary

Advantages and limitations

Rule-based chatbots:

- Are relatively easy to deploy and test
- Provide consistent and predictable responses, just as you set them

BUT

- They are limited to predefined rules provided by the chatbot software of your choice
- They can't handle complex queries that are not in the designed flow
- They get more complicated to manage when the complexity of interactions increases

TL;DR: One major advantage of rule-based chatbots is that they can handle simple repetitive queries efficiently. For example, rule-based bots can automate responses for FAQs, order tracking, and product inquiries. However, their limited flexibility becomes apparent when dealing with more complex queries. Chatbots that use AI have a much higher customer engagement rate, and as of today, about 60% of B2B and 42% of B2C companies use chatbots in their operations. By 2025, this number is projected to increase by 34%, signaling that AI bots are becoming essential.

Part II

AI-powered chatbots

Chapter 4: Understanding AI chatbots

Functionality

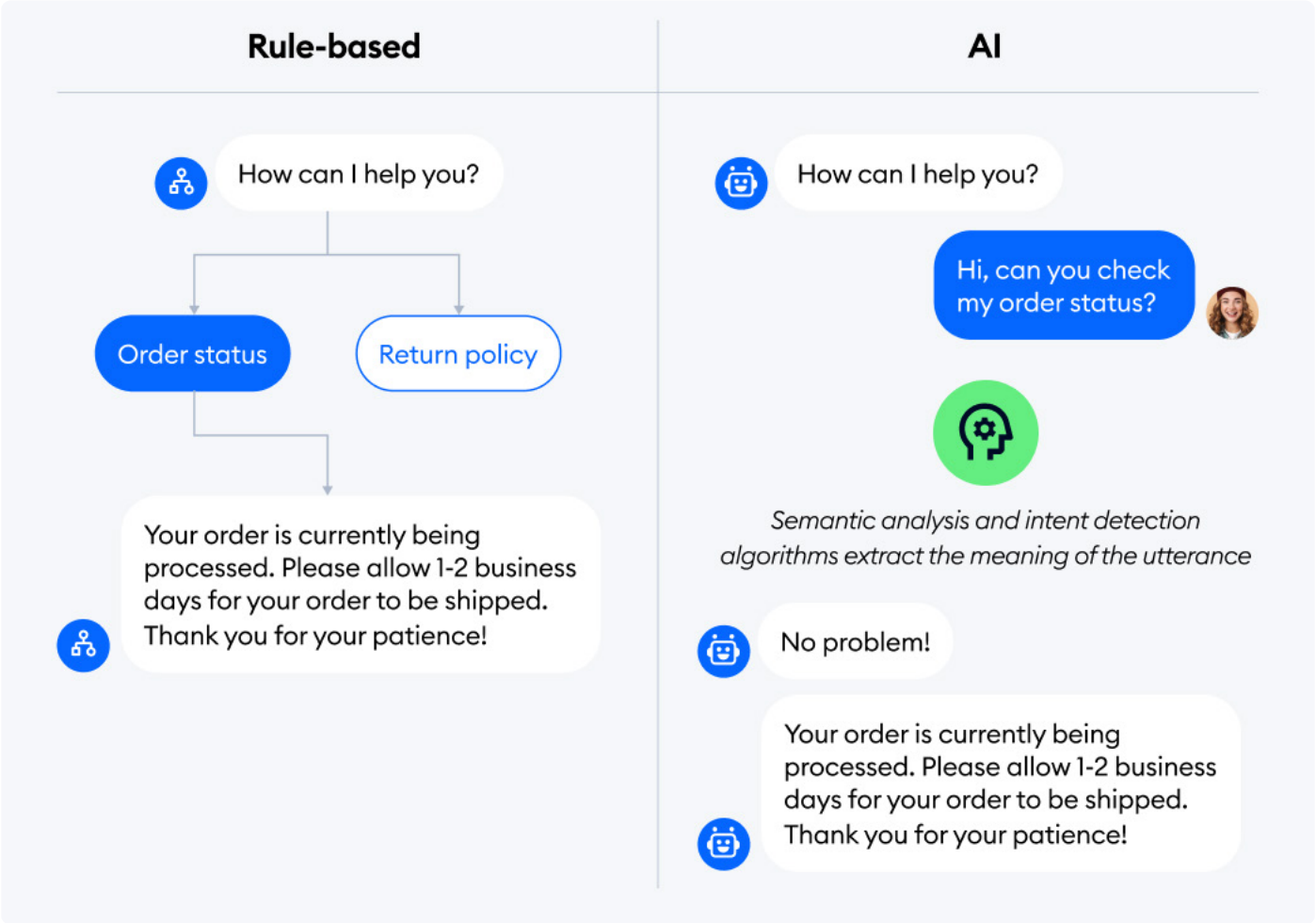
If rule-based chatbots work like a “choose your own adventure” book, then AI chatbots are like super smart toys that can understand what you say and answer your questions.

How?

AI chatbots work by leveraging Large Language Models (LLMs), machine learning, and deep learning to understand user inputs.

As a result, they excel at processing natural language and its context. This allows them to provide personalized responses, handle complex queries, and offer tailored product recommendations or support solutions.

In fact, the conversational part of an AI-powered bot is what differentiates them from rule-based chatbots.



Key components

Here's a simplified breakdown of how an AI chatbot uses its components to do its magic:

- **Input processing**: The chatbot receives the user's text input.
- **Natural Language Understanding (NLU)**: The chatbot parses the input to understand intent.
- **Dialogue Management**: The system decides the appropriate response based on the interpreted intent.
- **Natural Language Generation (NLG)**: The chatbot generates a human-like response.
- **Output delivery**: The chatbot sends the response back to the user.

Throughout this process, AI chatbots continuously learn and improve from interactions, enabling them to handle a wide range of queries more effectively over time.

The data models they are built on are also frequently updated, which means that the AI chatbot you will choose will get proportionally better to the update of the whole data model.

Most popular data models for AI chatbots as of July 2024 are OpenAI's GPT-4, Google's Gemini, Anthopic's Claude 3.0 and open-source LLaMa 2 launched by Meta.

Chapter 5: Implementing AI-powered chatbots

Essentially, to deploy your own AI chatbot, you have two options:

Option 1: Using frameworks and development:

You can build a custom AI customer service chatbot by selecting a chatbot framework and working on the system from scratch.

This requires:

- defining intents and entities to handle user queries
- implementing backend integrations for data retrieval
- training the chatbot using sample data and testing it extensively
- deploying it on your website and social media platforms.

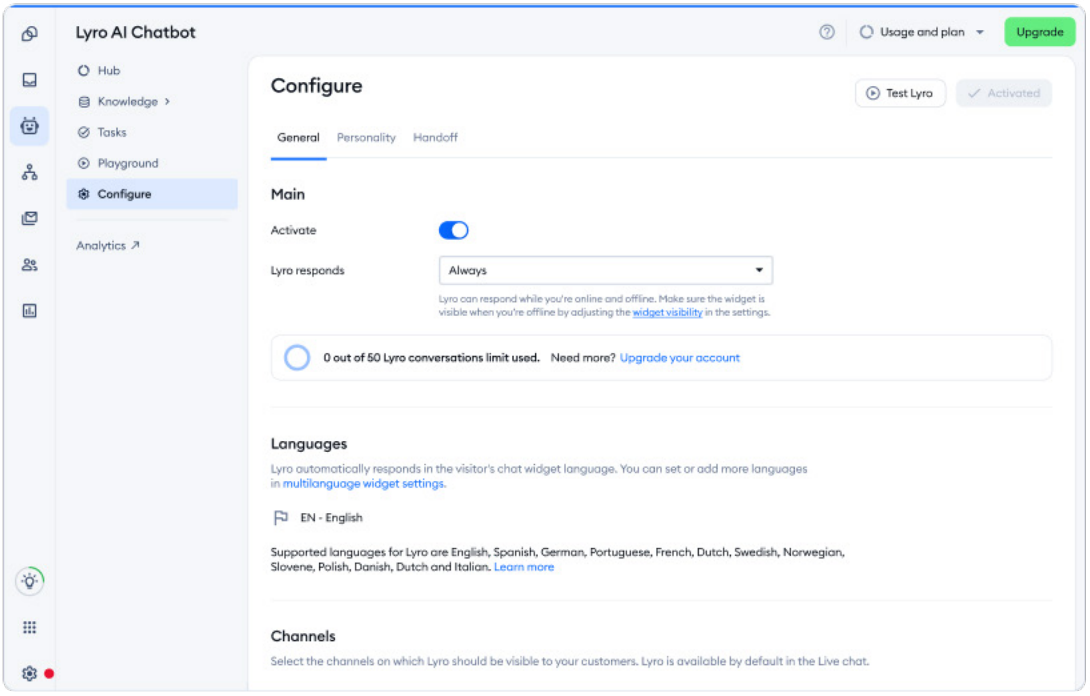
This approach offers high customization and control, but it also requires significant development effort, technical expertise and relatively extensive budget.

There's also a much easier solution.

AI frameworks

```
func DetectIntentStream(projectID, sessionID, audioFile, languageCode string) (string, error) {
	ctx := context.Background()

	sessionClient, err := dialogflow.NewSessionsClient(ctx)
	if err != nil {
		return "", err
	}
	defer sessionClient.Close()

	if projectID == "" || sessionID == "" {
		return "", errors.New(fmt.Sprintf("Received empty project (%s) or session (%s)", p
	}

	sessionPath := fmt.Sprintf("projects/%s/agent/sessions/%s", projectID, sessionID)

	// In this example, we hard code the encoding and sample rate for simplicity.
	audioConfig := dialogflowpb.InputAudioConfig{AudioEncoding: dialogflowpb.AudioEncoding_AUD
```

Chatbot platforms



Option 2: using a ready-to-use AI chatbot and training it with your data.

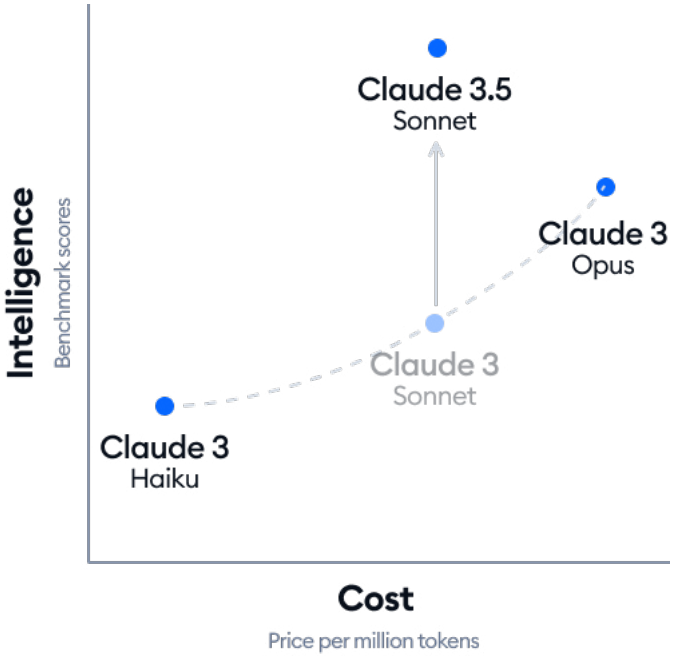
By choosing a chatbot provider that offers AI chatbot solutions, such as Tidio's Lyro, you can deploy your own AI chatbot for customer service in minutes, not hours.

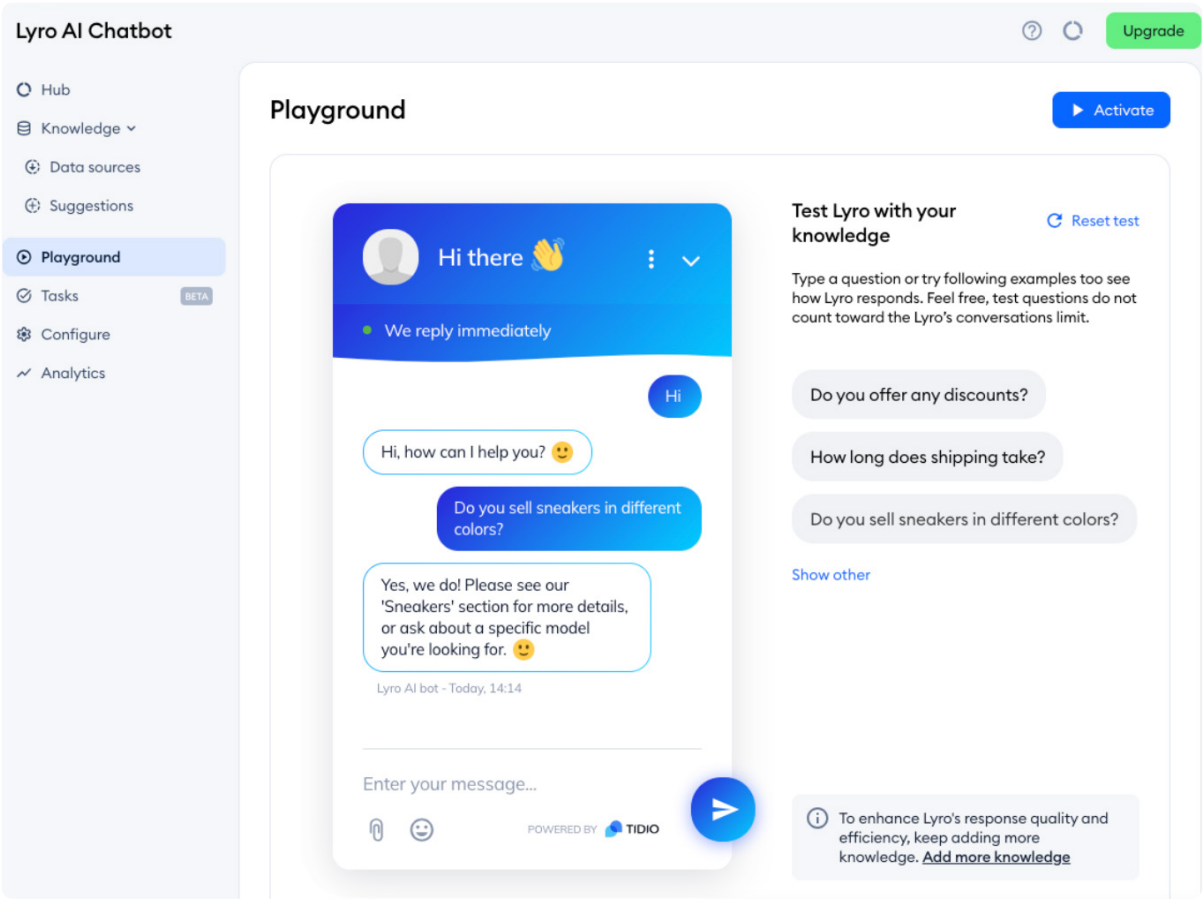
Lyro, Tidio's AI chatbot, is powered by Anthropic's Claude large language model (LLM) and Tidio's proprietary AI mechanism, which regulates the model's learning and responses. Claude was selected for its reduced hallucination propensity, ensuring more accurate and reliable interactions.

Launching Lyro requires:

- setting up free account with Tidio
- opening Lyro Tab and clicking on Configure
- adding website content URL with the data you want the chatbot to know
- launching the chatbot on your website and social media channels

Once the data sources are processed by the system, your AI chatbot is ready to use.





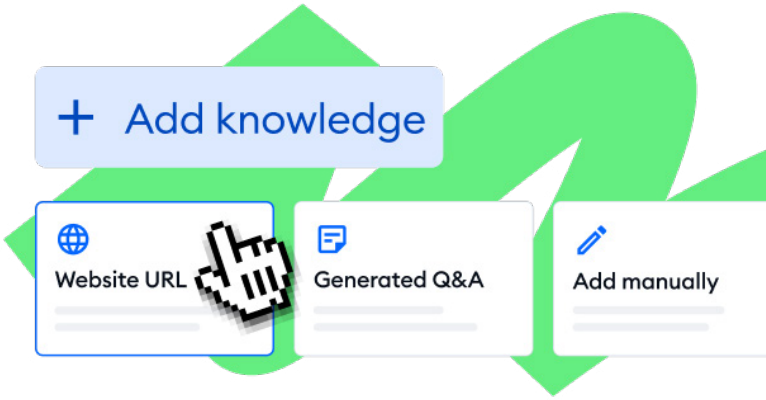
Important note: Lyro can scan the most relevant subpages after you provide it with the homepage link. However, it's useful to add as many URL paths to the data the chatbot is supposed to process. For example, add a specific page path like homepage.com/faq or homepage.com/special-offers for the AI to process the text and respond to queries about specific topics most accurately.

Testing and iteration

Once the added URLs are processed, you can access the Playground tab, where you can test Lyro by typing in your questions, or by selecting some of the example questions listed.

The Playground tab introduces a new training method for unanswered questions, simplifying the process of enhancing Lyro's knowledge.

When Lyro encounters questions it cannot answer due to insufficient information, it stores them in the Suggestions tab for manual review.



Documenting everything thoroughly is crucial–well-crafted documentation and FAQs significantly contribute to Lyro's effectiveness. Additionally, you can manually add questions and answers, without waiting for them to appear in the unanswered questions (Suggestions tab).

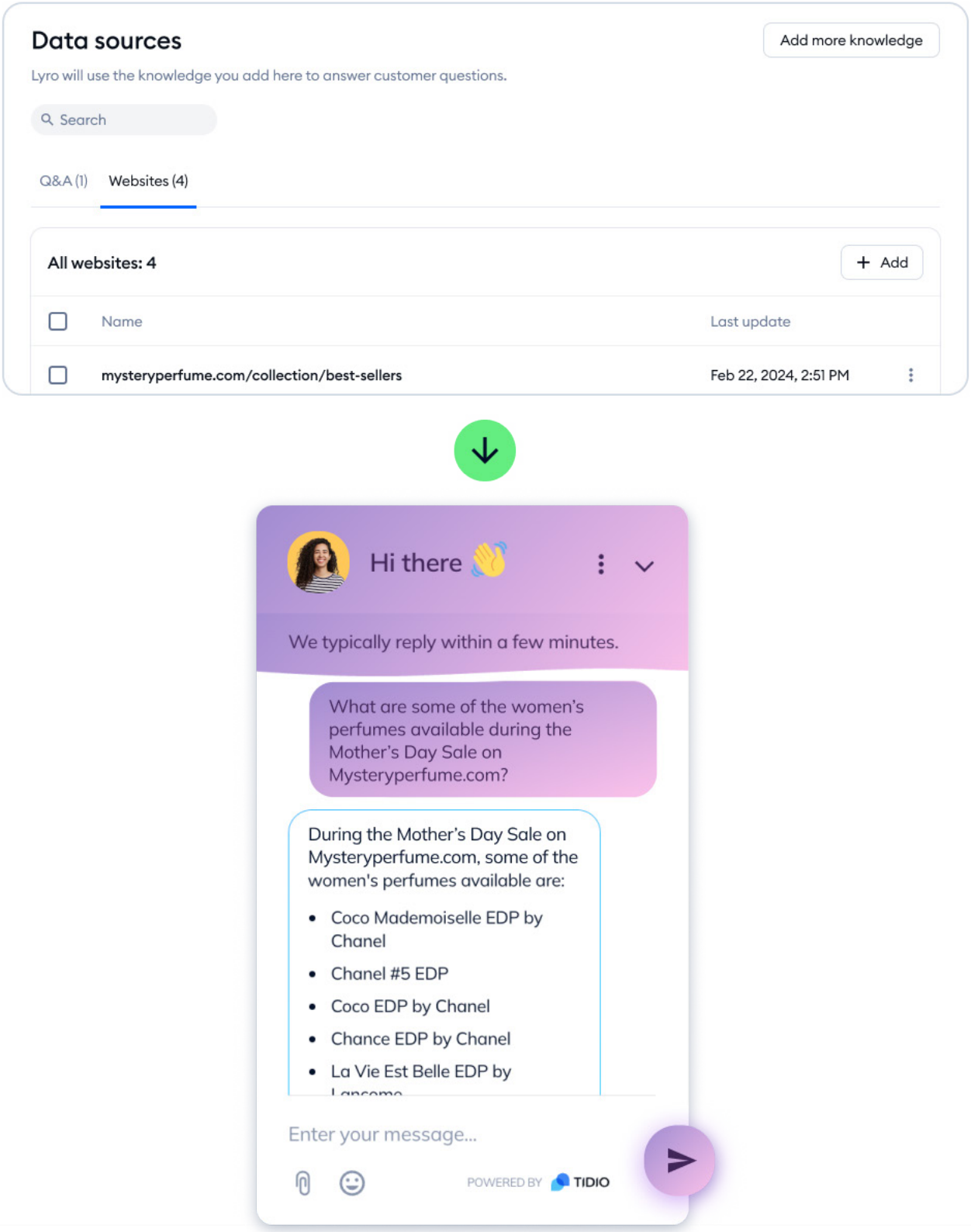
Chapter 6: Example use case for an AI-powered chatbot

Whenever a client asks a question in a natural language or has follow-up questions, you can enable Lyro to jump in and take care of them.

Providing detailed product information

For example, you can "feed" Lyro with specific category pages, which will enable the chatbot to provide your customers with more detailed information about special offers and products they ask about in natural language.

To do that, go to your Lyro tab and click on Manage under your Q&A section. Add specific pages that you know pique the interest of your clients. Once question-answer pairs are in the system, the AI chatbot will trigger by itself when the user asks a query that the system recognizes and answer the question in a conversational manner, just like a human would.

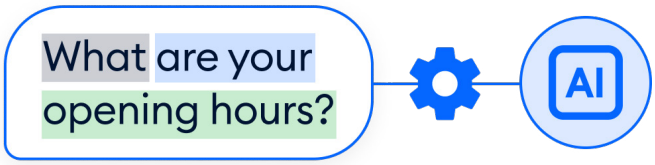


Summary

Advantages and limitations

AI-powered chatbots:

- Can understand and process natural language
- Learns and improves over time



BUT

- It's more complex and expensive to develop and maintain if you choose to set it up from scratch
- Requires preparing well-written and concise source material for your knowledge base if you choose an AI chatbot platform like Lyro

TL;DR: The flexibility of AI chatbots allows businesses to personalize their responses and continuously improve the customer experience. Our study confirmed that 82% of people would use a chatbot for customer service inquiries, and only 18% would prefer to wait for a human agent. This is a 20% increase in chatbot preference compared to 2022, further demonstrating the growing comfort and trust in AI-powered solutions.

Furthermore, businesses using AI chatbots have observed a median increase of 20% in order value after implementation. These kinds of statistics showcase how AI is driving customer engagement and revenue generation.

Part III

Combining rule-based and AI-powered chatbots

Chapter 7: How to combine rule-based and AI-powered chatbots for customer service

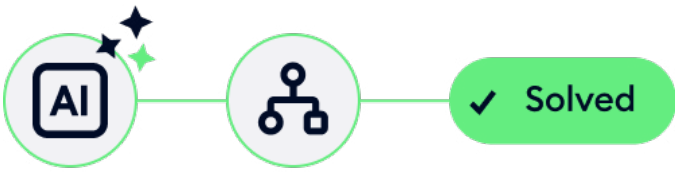
By combining both rule-based and AI-powered chatbots, businesses can address a wide range of customer service scenarios, from handling complaints to upselling and cross-selling products, all while maintaining a consistent and efficient customer experience.

Step 1: Design custom rule-based/AI architecture

- Define objectives. For example, you might want the chatbots to help customers with tracking orders, answering product questions, and giving discounts to upsell specific items.
- Determine tasks. For example, rule-based chatbots can greet first-time visitors, give discounts to returning customers and answer simple FAQs about shipping and order tracking. AI chatbots can answer complex questions about order returns and cancellations, and specific product questions.
- Gather and group data for specific tasks. Collect example questions from customers/customer support team for each type of task. Create a way to decide if the task is simple (for chat flows) or complex (for AI). For example, “Where is my order?” is simple, while “What’s the best laptop for gaming?” is complex.

Step 2: Integrate rule-based and AI components

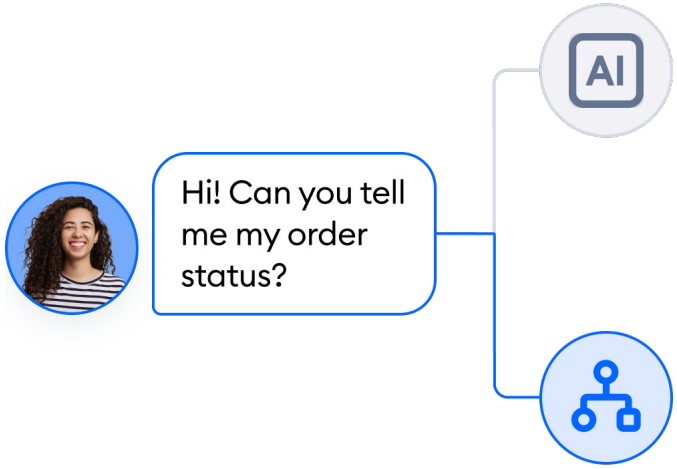
- Classify the intents for modular design. Create scenarios for chat flows and add specific info to your AI chatbot to ensure queries flow smoothly between rule-based and AI components.



- Test the context management. For example, if AI is helping find a product and the user asks about shipping, it can seamlessly hand off to a rule-based module with that information.

- Design fallback mechanisms. Create rules to redirect to AI when the rule-based system doesn't understand. For example, if a rule-based script fails to answer because the customer asked a question in a natural language, the answer is provided by AI.

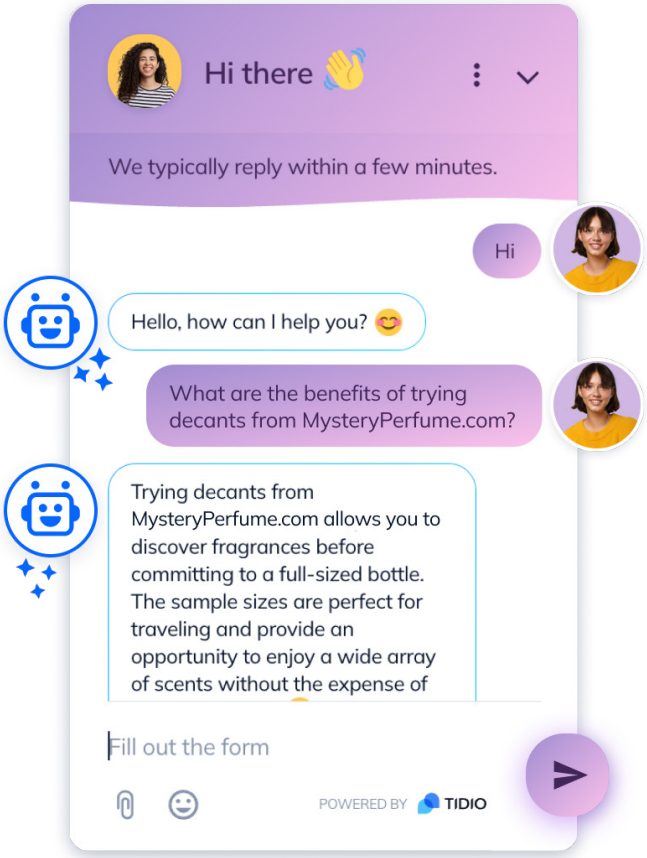
Step 3: Monitor and optimize seamless handoff between systems



- Keep logs of how queries are handled to see where handoffs happen and improve them. For instance, monitor to ensure order status inquiries "go" to ruled-based bots and product questions "go" to AI.

- Keep the user feedback loop. Ask users if the chatbot helped and use feedback to improve. If users are often unhappy with AI answers, improve AI data based on feedback.

- Provide a way out for both rule-based and AI chatbots. If you handle really high volumes of queries, chances are that there will be questions that neither a rule-based nor AI chatbot can answer 100% accurately. Always make sure that these questions can be automatically turned into tickets or emails for shared customer inboxes.

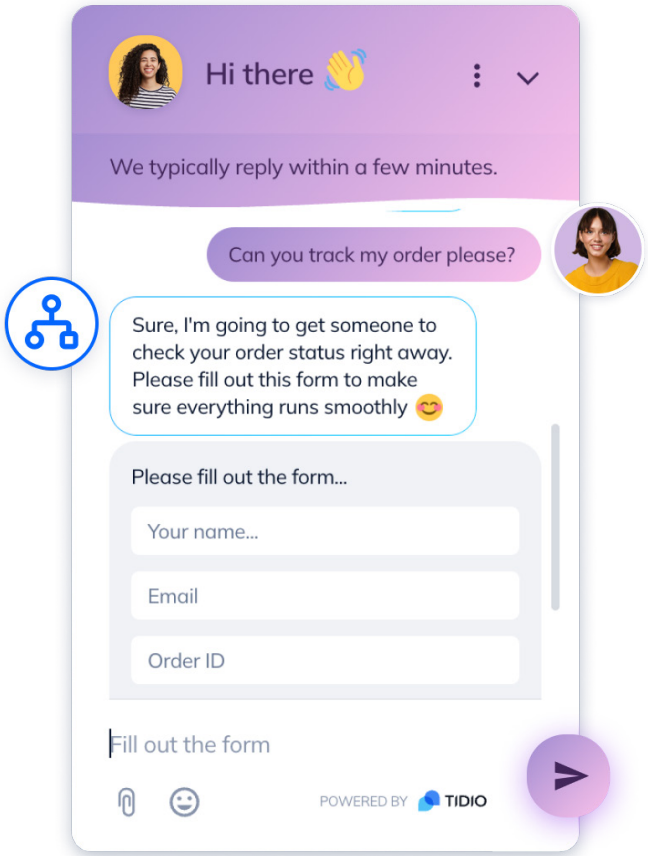


Chapter 8: Example use case for the hybrid approach

By using Tidio, you can easily mix and match rule-based and AI chatbots.

For instance, you can configure Lyro to:

- handle open questions in a conversational manner,
- provide information about current discounts
- prompt Lyro to respond in a pre-prepared manner to particular phrases or questions



But, you can set up additional rule-based flows, called tasks.

You can use them to:

- collect leads through a form after the visitor mentions specific topics
- check order status
- give a discount on a specific page

This functionality allows your chatbot to switch between conversational AI and scenarios that you create manually, triggered by specified words or phrases–and these flows do not interrupt Lyro's conversation with a visitor.

Chapter 9: Best chatbots for the job: a cheat sheet

		CHATBOT TYPE		
		Rule-based chatbot	AI chatbot	Hybrid approach
ACTION	Welcome message to a visitor	✓		
	Discount to a returning visitor	✓		
	Discount for a specific product—proactive	✓		
	Special offers	✓	✓	✓
	Product information—reactive	✓	✓	✓
	Simple FAQs	✓		
	Complex FAQs		✓	✓
	Lead generation	✓	✓	✓
	Sending a coupon code	✓		
	Filling up a form	✓	✓	✓
	Segmenting visitors	✓		
	Redirecting to live customer support		✓	✓

Part IV

Best practices and case studies

Chapter 10: Best practices for chatbot deployment

1 Clear goals and audience

Determine what your chatbot will help customers with. Tracking orders, finding products, and answering FAQs? Which users you want to target–first-time visitors or returning customers? Segment your customers before you target them, and design your flows according to the intent of each audience.

2 Pick the right platforms

Choose a chatbot platform that provides both AI capabilities to handle complex product questions and a simple visual editor for rule-based responses. Make sure the platform integrates with your website and the social media channels on which you are active. Mobile app is always a plus. Tidio offers all of the above and then some more.

3 Launch chatbot widget with accessibility in mind

Choose a chatbot platform that provides both AI capabilities to handle complex product questions and a simple visual editor for rule-based responses. Make sure the platform integrates with your website and the social media channels on which you are active. Mobile app is always a plus. Tidio offers all of the above and then some more.

4 Mix chatbots with live customer service

Implement a system where the chatbot handles common inquiries (e.g., “Where is my order?”) and seamlessly transfers complex issues (e.g., “I received the wrong item”) to live customer service agents. Make sure the chatbot can recognize when a live agent is needed and make the handoff smooth.

5 Test your chatbots

Before going live, test the chatbot extensively with different scenarios, including tracking orders, finding products, and handling returns. Use both automated tests and real user feedback to identify any issues and refine the bot’s responses.

6 Measure results against your goals

Track metrics like response time, resolution rate, and customer satisfaction. If the goal is to reduce response time for order inquiries by 50%, measure how well the chatbot is performing against this benchmark.

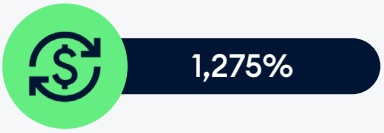
7 Never stop optimizing

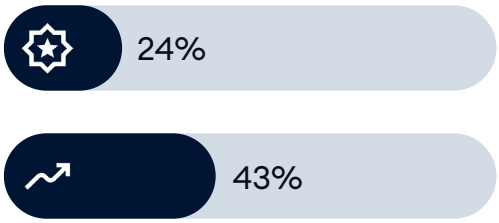
Regularly update the chatbot based on performance data and customer feedback. If many customers ask for product comparisons, add this as a new flow under a different intent.

Chapter 11: Case studies

Here are three examples of companies that successfully implemented rule-based & AI chatbots and combined them with live chat support, achieving impressive results in customer service automation as well as sales increase.

The impact of AI and chatbot implementation on business operations cannot be overstated. Businesses using chatbots report an average ROI of around





1,275%, mainly through support cost savings. Moreover, 24% of companies currently using chatbots rate their ROI as excellent, and 43% of those planning to implement chatbots are convinced it will benefit their operations. Such metrics illustrate why chatbots are a key tool for business growth.

eye-oo™

Company: eye-oo

Type: ecommerce with luxury glasses

Tools used: rule-based chatbots, live chat, chatbot analytics

Results: 25% increase in sales, 86% decrease in waiting times, E177k uplift in revenue

Summary: Eye-oo used chat flows to take care of the recurring issues and frequently asked questions while the operators handle the more complicated ones.

From 2,233 total conversations, they were able to handle 1,825 successfully while acquiring 1,305 leads at the same time.

Once the business implemented Tidio and started using shopping cart chatbots, eye-oo saw a 25% increase in sales and a fivefold boost in conversions.

> Since changing to Tidio and implementing the cart abandonment chatbot, we were able to increase the number of conversions. From the 537 conversations the bot managed, it assisted in 1.6k EUR total sales in 2023 alone.
>
> **Evelin Lopez**
> Marketing Manager at eye-oo
>
> Read the full story here ›

Company: Bella Sante

Type: Luxury SPAs

Tools used: AI chatbot, Lyro, live chat

Results: $66k in Lyro-assisted sales, 75% of automated conversations, 450 collected leads

Summary: Thanks to artificial intelligence technology, Lyro helped Bella Sante automate their customer service. Once the support agents uploaded question-answer pairs to the system and pulled hundreds of questions from the FAQ page, Lyro created respective chatbots to respond to each common query in a natural language. As a result, around 75% of FAQs are answered by Lyro, whereas the remaining 25% are transferred to human operators. And in just six months, the company has gathered 450+ new leads using Tidio's pre-chat surveys that attributed to $66,000 in chatbot-assisted sales.

> I love the data and I love the self-learning kind of aspect of Lyro. We've been able to pull hundreds of questions from our FAQ and continue to have Lyro learn from that information
>
> 
> **Jackelyn Dacanay**
> Marketing Director at Bella Santé
>
> Read the full story here >

Company: Procosmet

Type: ecommerce with luxury beauty products

Tools used: chat flows, live chat

Results: 500% increase in lead generation, 27% increase in conversion rates, 68% of automated conversations

Summary: Procosmet saw a whopping 23% increase in sales by setting up FAQ and customer service chatbots that cover almost all areas visitors might ask about. This also translated to leads. The company used to gather about 10-30 leads per month with the previous customer service software provider. This number increased to over 100 prospects monthly, with an 18-22% email open rate. Moreover, thanks to the newsletter chatbot Procosmet achieved a ROI of over 1000EUR just out of a one-off campaign.

> Right now, more than a third of our ecommerce revenue is made thanks to Tidio.
>
> **Gabriele Scarcella**
> Ecommerce manager at Procosmet
>
> Read the full story here >

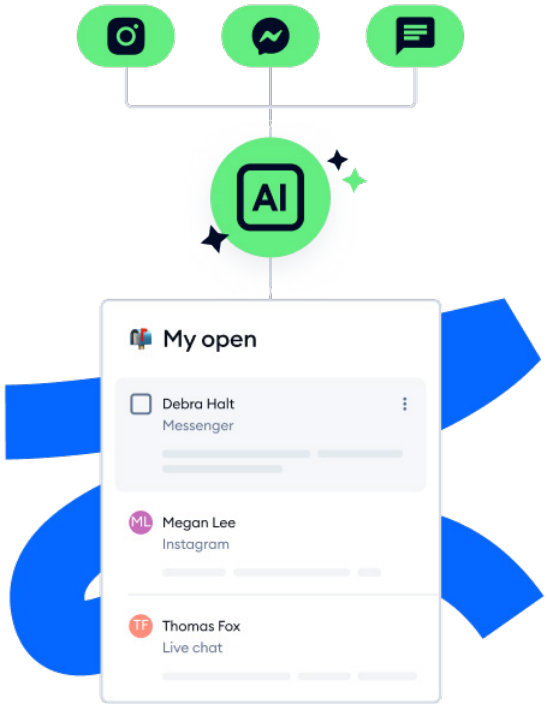
Part V

Future trends and conclusion

Chapter 7: How to combine rule-based and AI-powered chatbots for customer service

As the data models get smarter, AI chatbots also get more advanced over time, learning from each interaction. Combined with simpler, rule-based bots, smart help desk systems and live customer support, chatbots are turning into intelligent tools that deliver personalized and efficient help.

It's more than certain that with time, chatbots will understand and respond to inquiries with even more accuracy and context. There is also a high chance that we'll see chatbots using predictive analytics to anticipate what customers need and providing proactive support that boosts satisfaction and loyalty.



Another growing trend is omnichannel customer service, with chatbots handling queries across websites, social media, email and ticketing. This means your customers will get the same quality of customer experience no matter how and when they reach out.

The AI of the future will remember conversations across different channels, giving your customers a smooth, personalized experience. This will make things easier for you and keep business operations organized, with both bots and human agents accessing all interactions.

We're excited to be on the frontline of these revolutionary changes, paving the way for the highest standard of customer experience in the era of AI.

Part VI

Additional resources

Best chatbot providers on the market

Platform	Integrations	Best For	Pricing	Free Account
Tidio	Instagram, Facebook, WhatsApp, Zapier, Shopify, WordPress, HubSpot, and more	Small to medium businesses, ecommerce	$29/month	Yes
Gorgias	Shopify, Magento, BigCommerce, WooCommerce	Large ecommerce businesses	$10/month	No
Intercom	Slack, Stripe, Salesforce, Zendesk	Large sales and marketing teams	$39/month	No
Zendesk	Salesforce, Mailchimp, Google Analytics	Enterprises	$55/month	No
Zowie	Shopify, Zapier, Klaviyo	SMBs ecommerce companies	Custom pricing	No
Ada	Salesforce, Zendesk, Shopify, HubSpot	Enterprises across various industries including SaaS, FinTech, ecommerce, gaming	Custom pricing	No
Siena	Shopify, Magento, BigCommerce	Companies with complex AI requirements	Custom pricing	No

How to install Tidio in 5 simple steps

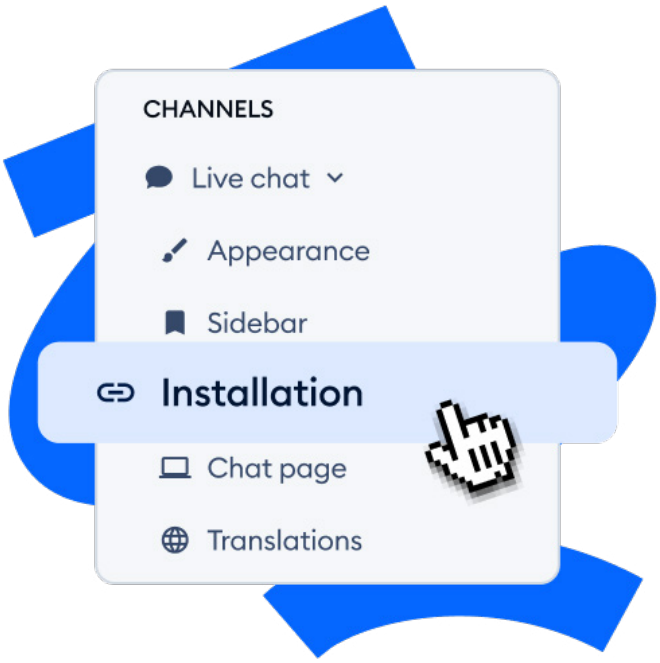
Installing Tidio is a quick and easy process that you can finish in under 10 minutes. All you need to provide is a login email, website address and basic business information.

To install Tidio, follow this simple guide.

Once Tidio is active, you have access to all features for 7 days:

- Chat flows
- Lyro
- Helpdesk ticketing system
- Live chat

After you finish the 7-day trial or exceed the free trial quota, you can continue using Tidio on a freemium plan or customize a paid plan based on the features your business needs most.



Glossary of terms

- Rule-based chatbot–a chatbot that follows predefined rules and scripts to respond to specific queries
- Chat flow–the designed sequence of interactions and responses within a chatbot conversation
- AI chatbot–a chatbot that uses artificial intelligence to understand and respond to user inputs dynamically
- AI–Artificial Intelligence; the simulation of human intelligence processes carried out by software
- Natural Language Processing(NLP)–the technology that enables computers to understand, interpret, and respond to human language
- Natural Language Understanding (NLU)–the component of NLP that involves breaking down and interpreting the meaning of text
- Natural Language Generation (NLG)–the process of converting computer-generated data into human-readable text
- Dialogue management–the system within a chatbot that decides the next action or response based on user input and context
- Input processing–the initial stage where the chatbot receives and processes the user's message
- Output delivery–the stage where the chatbot sends the generated response back to the user
- Node–a point in the chatbot's conversation flow where a specific action or response is triggered
- Trigger–an event that initiates a specific response or action in a chatbot
- Action–the response or task that the chatbot performs when a trigger condition is met
- Condition–a specific criterion that must be met for a trigger to activate an action in the chatbot
- User segmentation–the process of dividing users into groups based on certain criteria to personalize chatbot interactions
- User intent–the purpose or goal behind a user's message or query in a chatbot interaction

Resources for further reading

Guide to NLP chatbots

Guide to FAQ chatbots

How to create a chatbot for a website

Guide to chatbot flowcharts

How to create chatbot scripts for rule-based chatbots

Guide to conversational AI

What is the difference between conversational AI and chatbots

Guide to virtual intelligent assistants

How to use chatbots for sales

How to use chatbots for retail