

## Chatbots

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Chatterbots for Dummies

### Handpicked agencies approach:

- Research
- Experiment
- Develop
- Test

Conversational commerce

<https://www.marketingfacts.nl/berichten/conversational-commerce>

History examples

- 1961 IBM Shoebox: machine recognize voices
- 19.. Eliza chatbot (rules based matching)
- 1976 DARPA Harpy (simple machine learning)
- 19.. Machine learning
- 20.. Deep learning
  - o Google Duplex
- 20.. Adaptive learning

### Tips and tricks

- Tools
  - o Landbot.io (generate a chatbot for you)
  - o Not useful with Facebook and other social media
- Manychat
  - o Useful with Facebook
  - o Follow options
  - o Metrics
- Flow.ai
  - o Dataflow is better
  - o Export to Google Home
  - o Useful for voice assistant applications
  - o API is limited

### Tools to check the metrics

- Chatbase

Random access navigation