

Survey chatbots: where are we at, and where are we going?

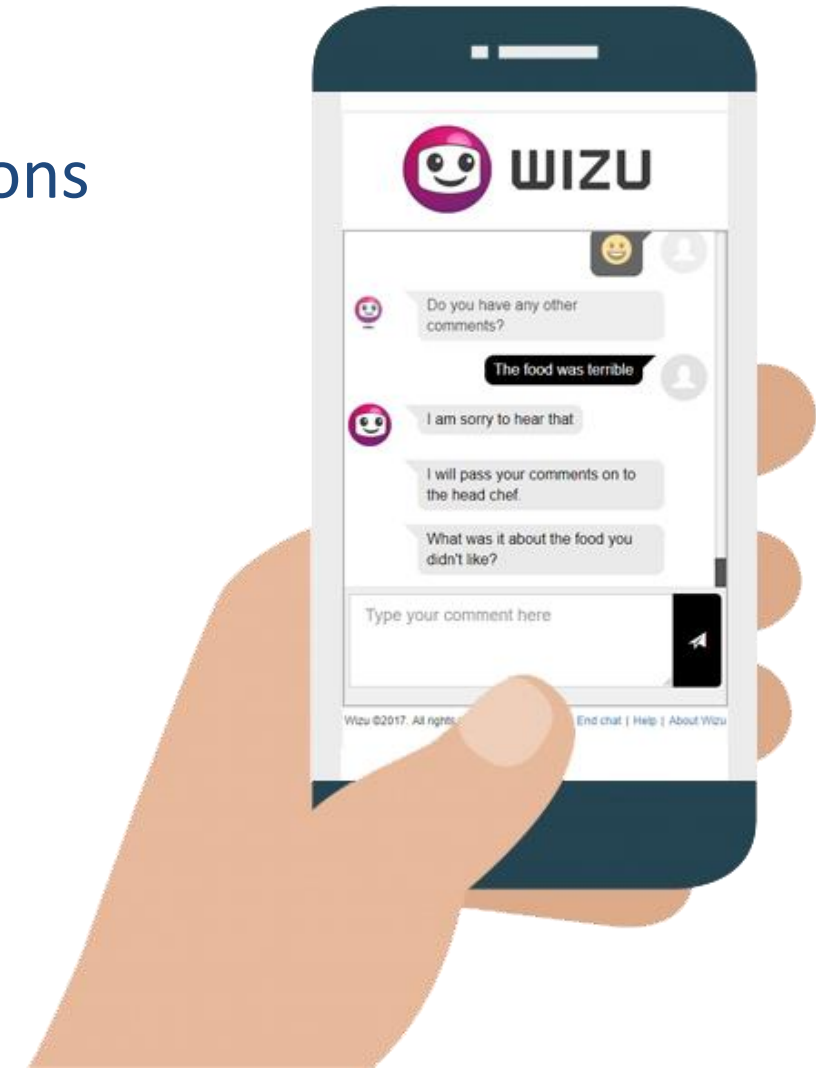
16TH May 2019

Simon Neve, CEO

wizu.com



- Simon Neve from Fusion Software
- 18 years creating customer experience solutions
- Creators of Wizu - the first survey chatbot



What We'll Cover

- Maturity of wider chatbot industry
- Why use *survey* chatbots?
- Where do chatbots work best / struggle?
- The future of *Survey* Chatbots?

WIDER CHATBOT MATURITY

Survey chatbot providers in

- 2017: 1
- 2019: 12*

* <https://insightplatforms.com/platforms/category/chatbots-solutions>

WIDER MARKET BOT TYPES

Forms	Commerce	Info Gathering	Info Delivery	Dialogue	Virtual Assistant	Human Mimicry
	eCommerce Transactional	Forms, Surveys Lead capture	Menu FAQ's How-to's Scheduling Agent	Order Tracking Support Request Workflow Approval Concierge	Message Processing	
	North Face XPS, H & M	DoNotPay	HealthTap	Starbucks, RSPCA	Alexa, Siri, Cortana	
	Wizard	Wizard / NLP	Wizard / NLP	NLP / AI	NLP / AI	

SURVEY BOT TYPES

Forms

Forms

Quant

Menu based

Validation: **simple**

Data: Inbound

Maintenance: low

Open text reporting: Word cloud

Bot Skills: none

Designer skills: DIY

Cost: \$

Wizard

Validation

Quant + **Probing**

Menu based with some text

Validation: **Linguistic**

Data: Inbound

Maintenance: Some

Open text reporting: TA

Bot Skills: 20+

Designer skills: DIY +

Cost: \$\$

Wizard / NLP

Model Based

Quant + **Probing** + **Prompting**

→ Qual

Text/ voice

Validation: **Linguistic / Model**

Data: Inbound/ Outbound

Maintenance: High / Supervised

Open text reporting: TA/ Maps

Bot Skills: 100+

Designer skills: Tech / business

Cost: \$\$\$

NLP / AI / ML

Human Mimicry

SURVE

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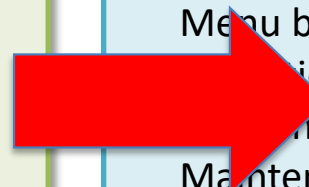
Mainten

Open tex

Bot Skills

Designer

Cost: \$\$



How did you hear about the event?

Email from ASC



OK, thanks

How satisfied were you with the **Venue**? Rate the following below:



Please rate the **Venue** in terms of: *Food*



Comment: Great food!



Human Mimicry



asc

Simple

Complex

TYPES

Forms



Sorry to hear that 😞

What did you like about the hotel?

It was clean and central location



What did you not like about the hotel?

Hard to access and poor parking



I'll send your comments about the Hotel to Rocky, Hotel Manager

Do you have any comments relating to the Restaurant or Service?

Restaurant was poor in the evenings but excellent for breakfast. Reception staff at checkout weren't very friendly



Model Based

Quant + **Probing** + **Prompting**
→ Qual

Text/ voice

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SURVEY BOT TYPES

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Open text report

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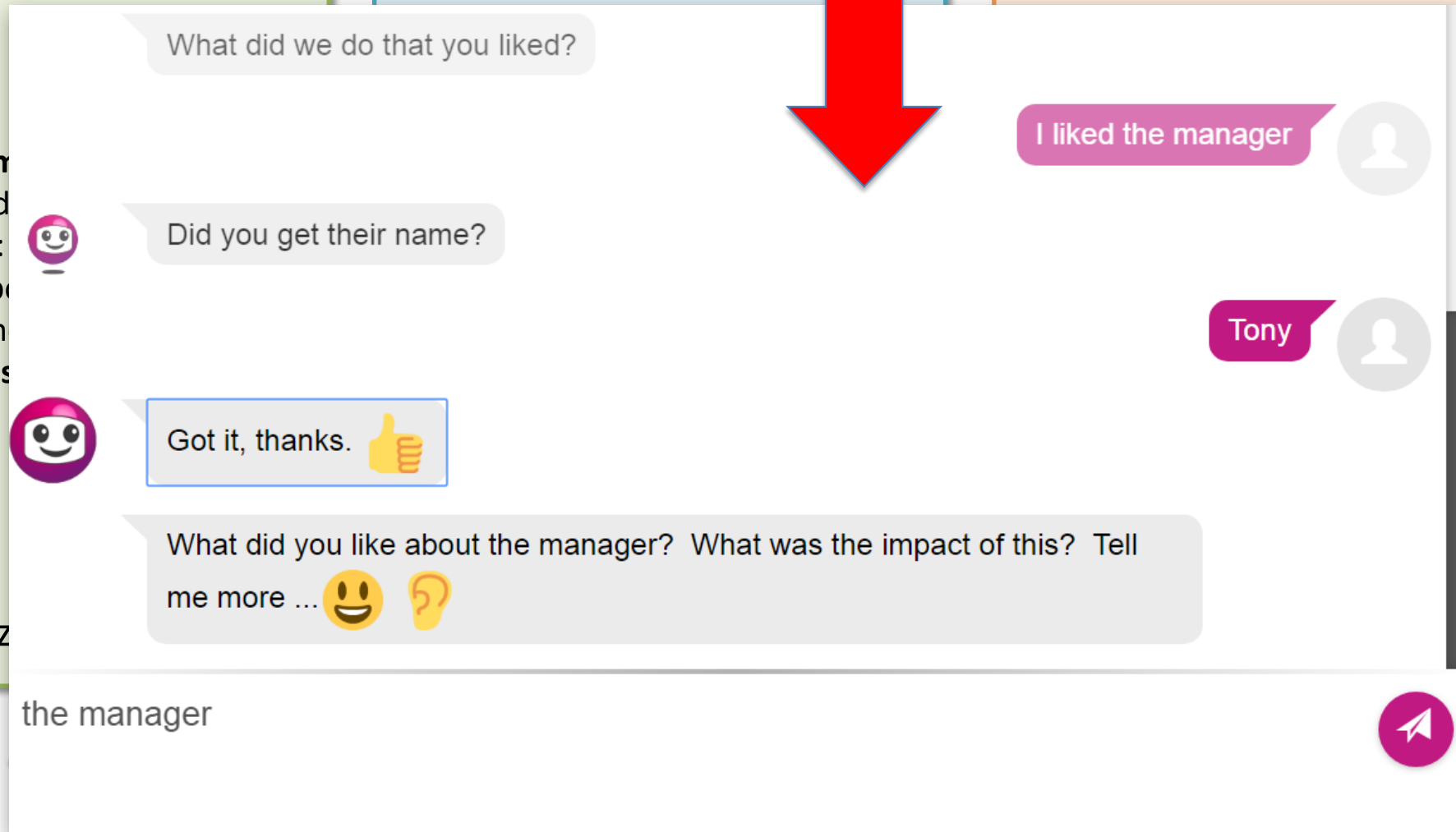
Wiz

Validation

Model Based

Forms

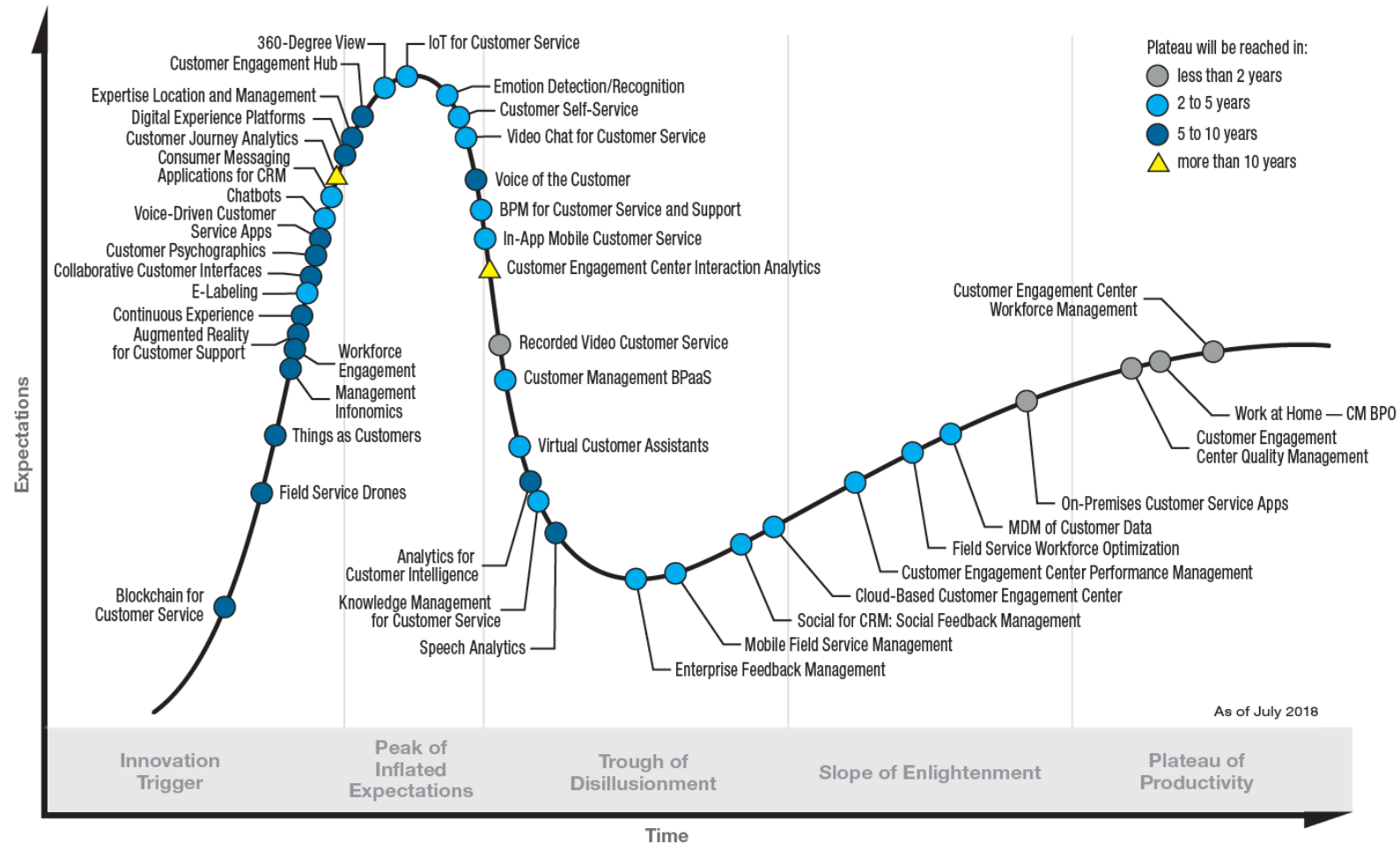
Human Mimicry



Complex

WIDER CHATBOT MATURITY

Hype Cycle for CRM Customer Service and Customer Engagement, 2018



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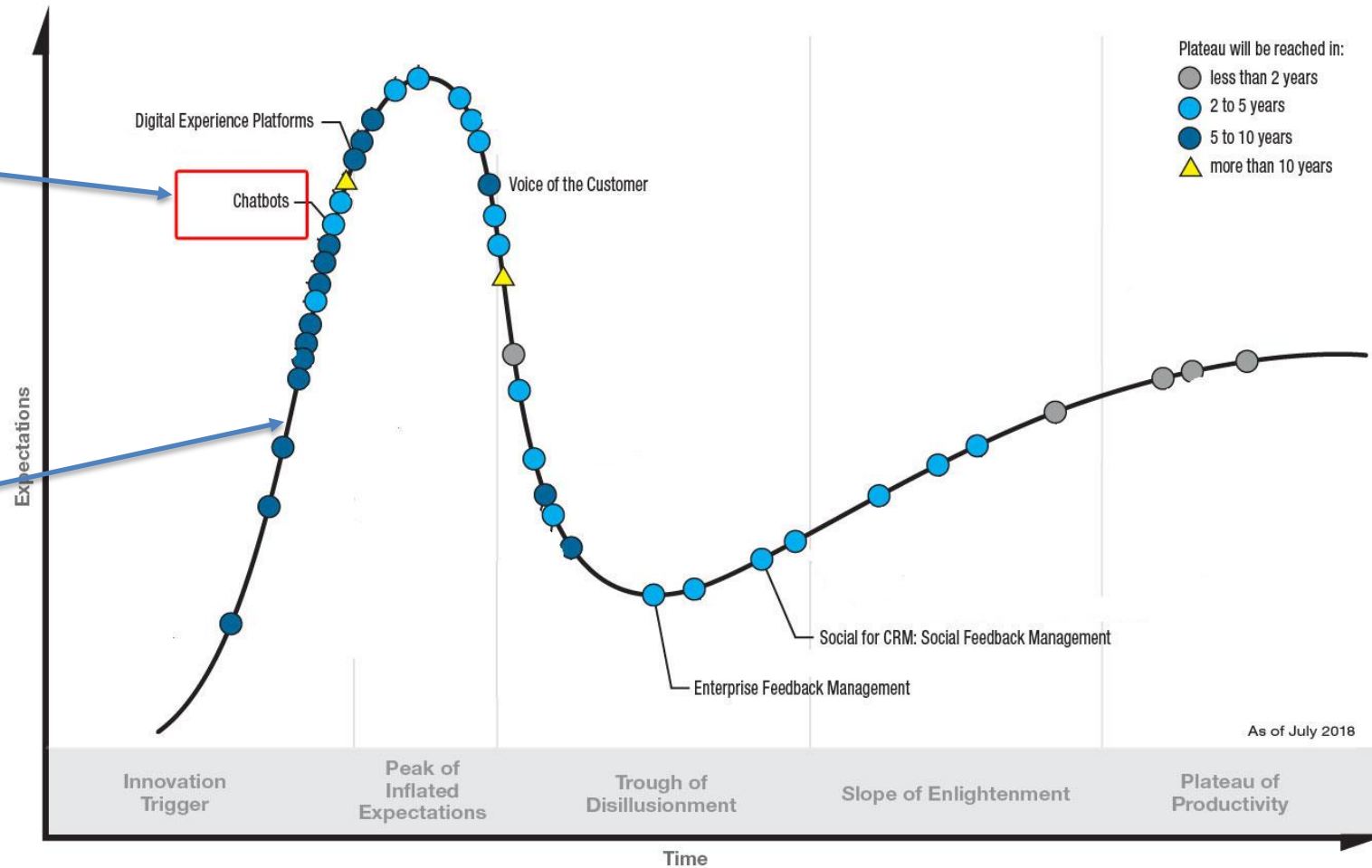
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Hype Cycle for CRM Customer Service and Customer Engagement, 2018

Chatbots

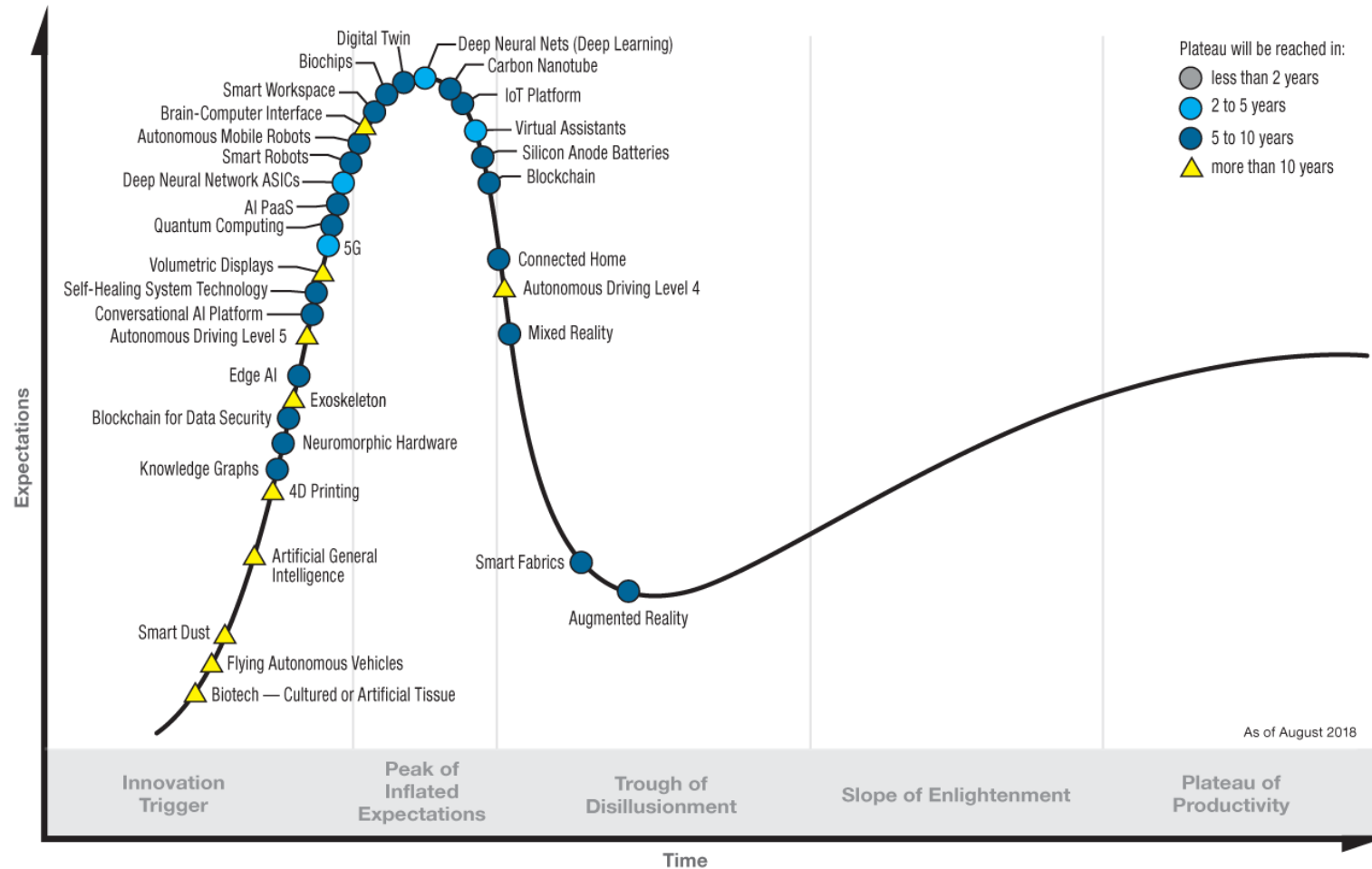
Survey
Chatbots
???



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Hype Cycle for Emerging Technologies, 2018



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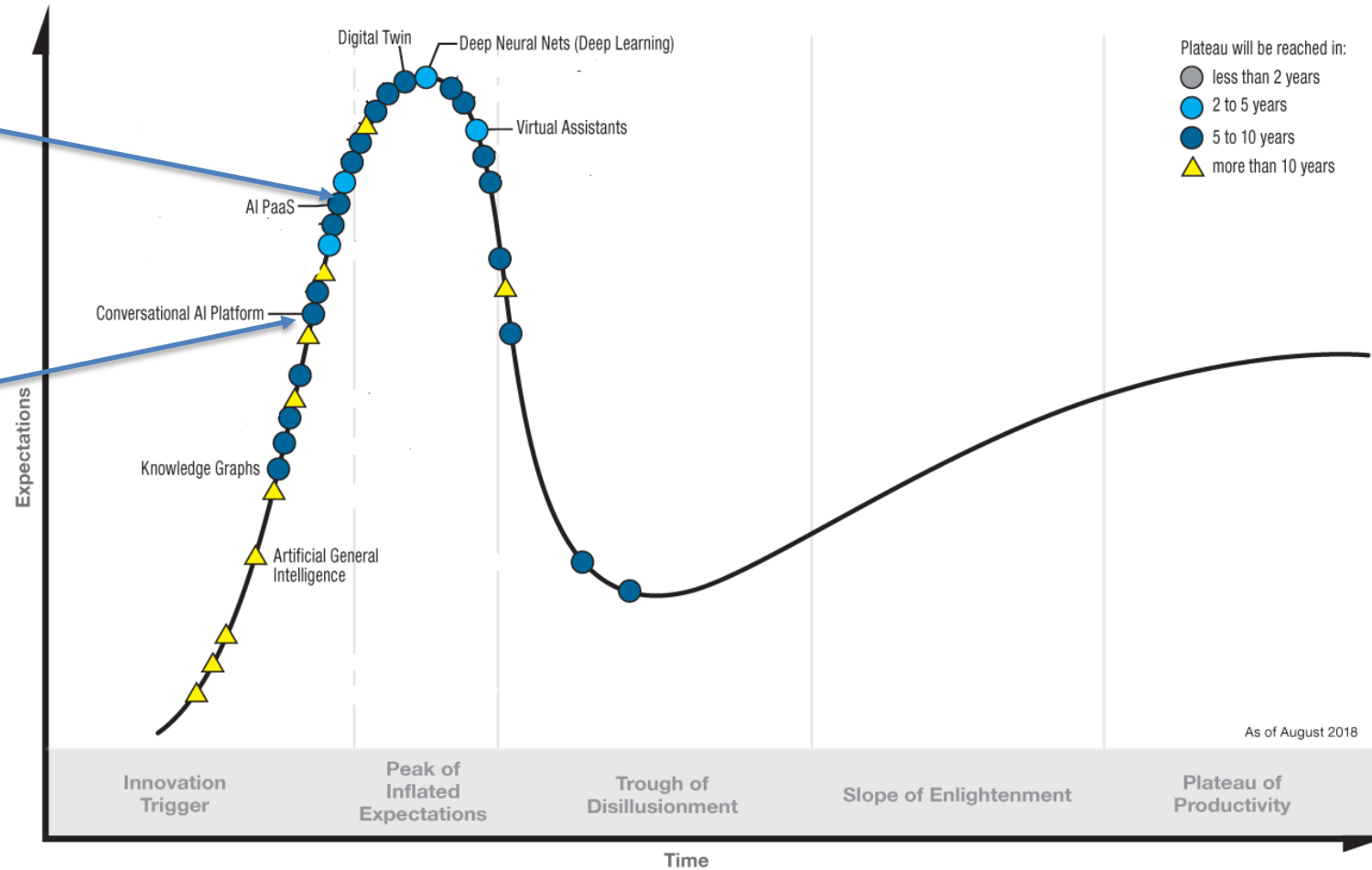
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Hype Cycle for Emerging Technologies, 2018

AI PaaS

Conversational
AI Platform



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WIDER CHATBOT MATURITY

1. Early in days of Chatbot hype
2. Earlier days of **Survey** Chatbot hype
3. Both based on *maturing* technology

WHY *SURVEY* CHATBOTS?

Big problem in the industry:

Survey Fatigue

- Affects completion rates
- Affects quality and quantity of verbatims
- Creates speeding



Thinking about your last journey, how satisfied were you with each of the following aspects?

The overall experience

☐ Very satisfied

☐ Somewhat satisfied

☐ Neither satisfied or dissatisfied

☒ Somewhat dissatisfied

☐ Very dissatisfied

☐ N/A

The location of the station / stop

☐ Very satisfied

☐ Somewhat satisfied

☐ Neither satisfied or dissatisfied

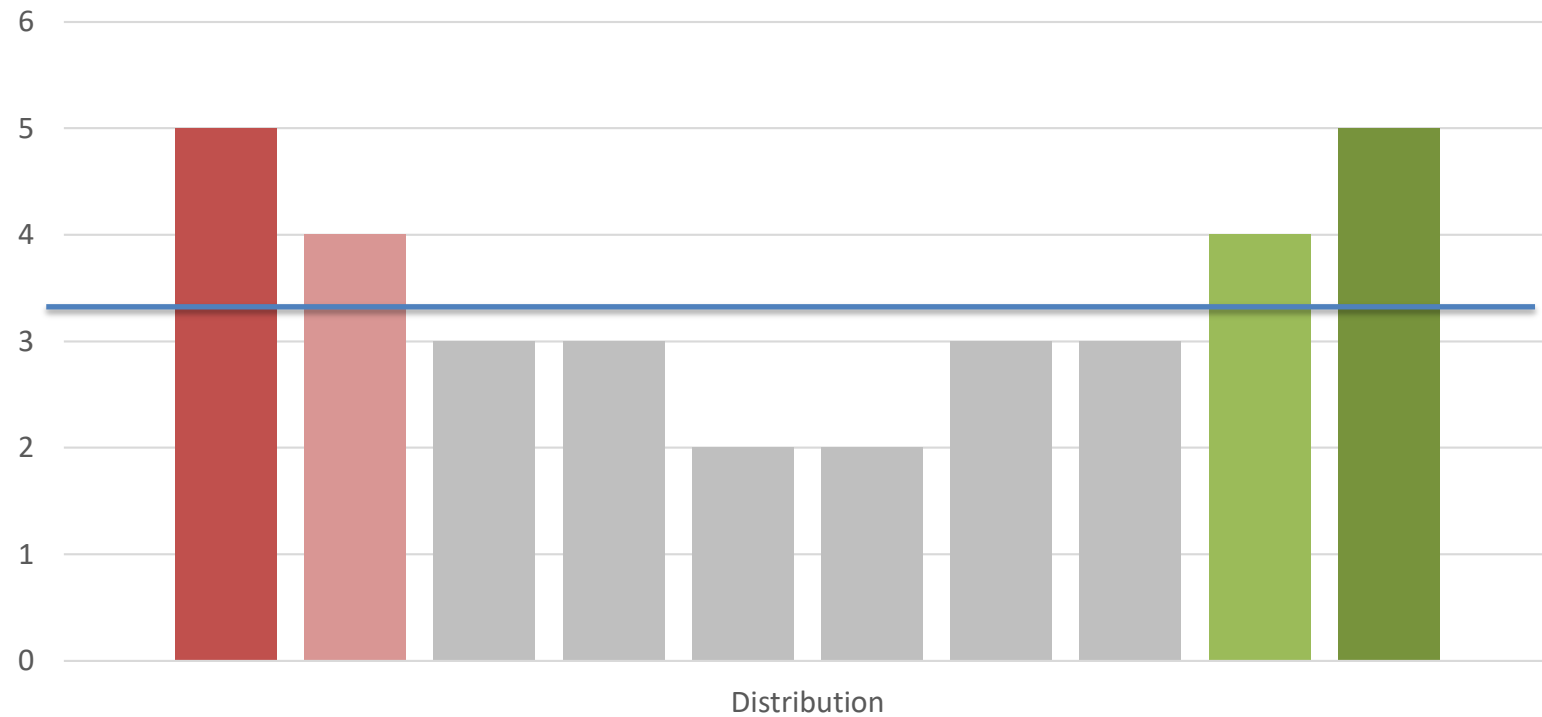
☐ Somewhat dissatisfied

☐ Very dissatisfied

☐ N/A

WHY CHATBOTS? QUALITY

Non-response bias



WHY CHATBOTS? DEEPER INSIGHT

Case study – Forms vs Chatbot:

- **33%** more verbatim text, **118%** including AI prompts and probes
- **91%** more actionable feedback

WHY CHATBOTS? ENGAGEMENT

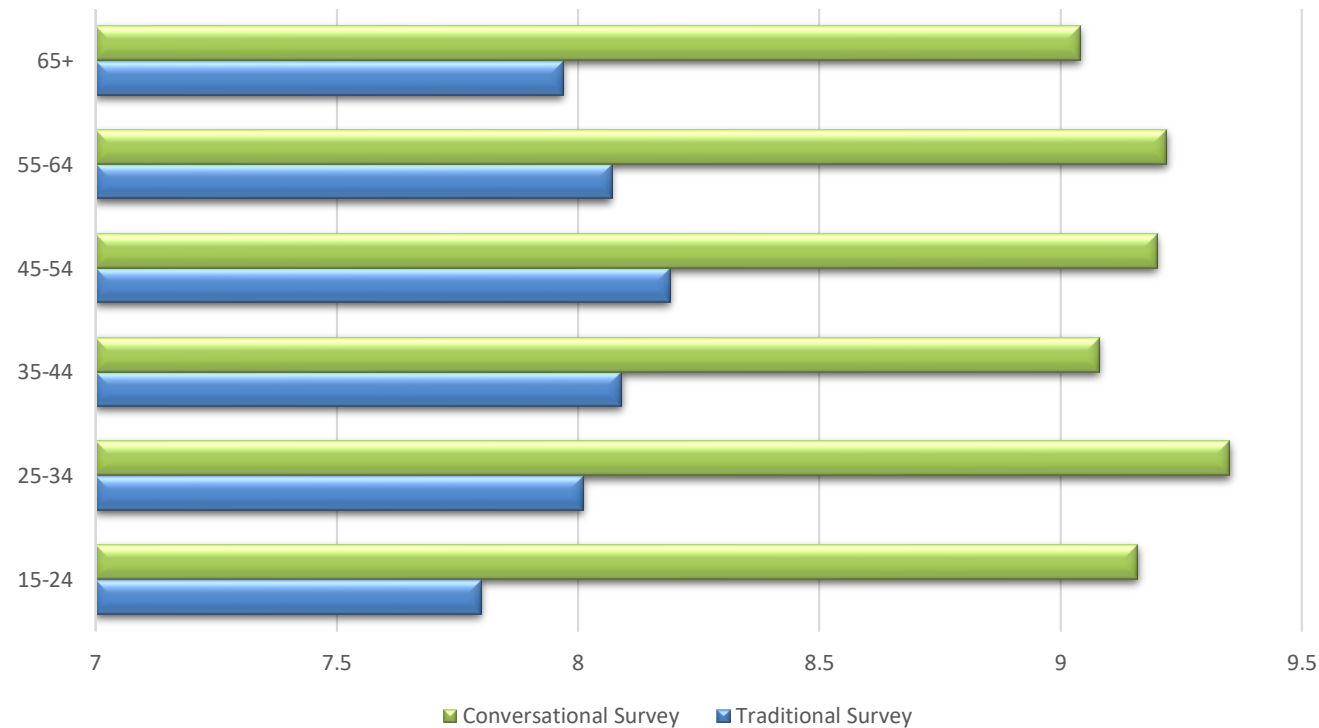
Case study – Forms vs Chatbot:

- **57%** rated respondent experience 10/10 compared to **11%** for forms
- Despite being 1min 35s longer?!

It's different and super fun.
I want to do more of that survey
I wish it was longer!!
I love it a lot!

WHY CHATBOTS? ENGAGEMENT

How would you rate the experience of taking this survey?
(1-10)



SURVEY CHATBOTS – WHERE BEST

- **Experience**
 - Customer / Employee / Patient / Visitor
 - Respondent experience is valued
 - Known domains
 - Reactions based on quality / sentiment
 - Millennials / Gen Z

SURVEY CHATBOTS – WHERE NOT

- Opinion polls
- Very long surveys

SURVEY CHATBOTS - CHALLENGES

- Reporting
 - Text analytics
- Scripting / Humanization 🤖
- Survey fatigue open rates

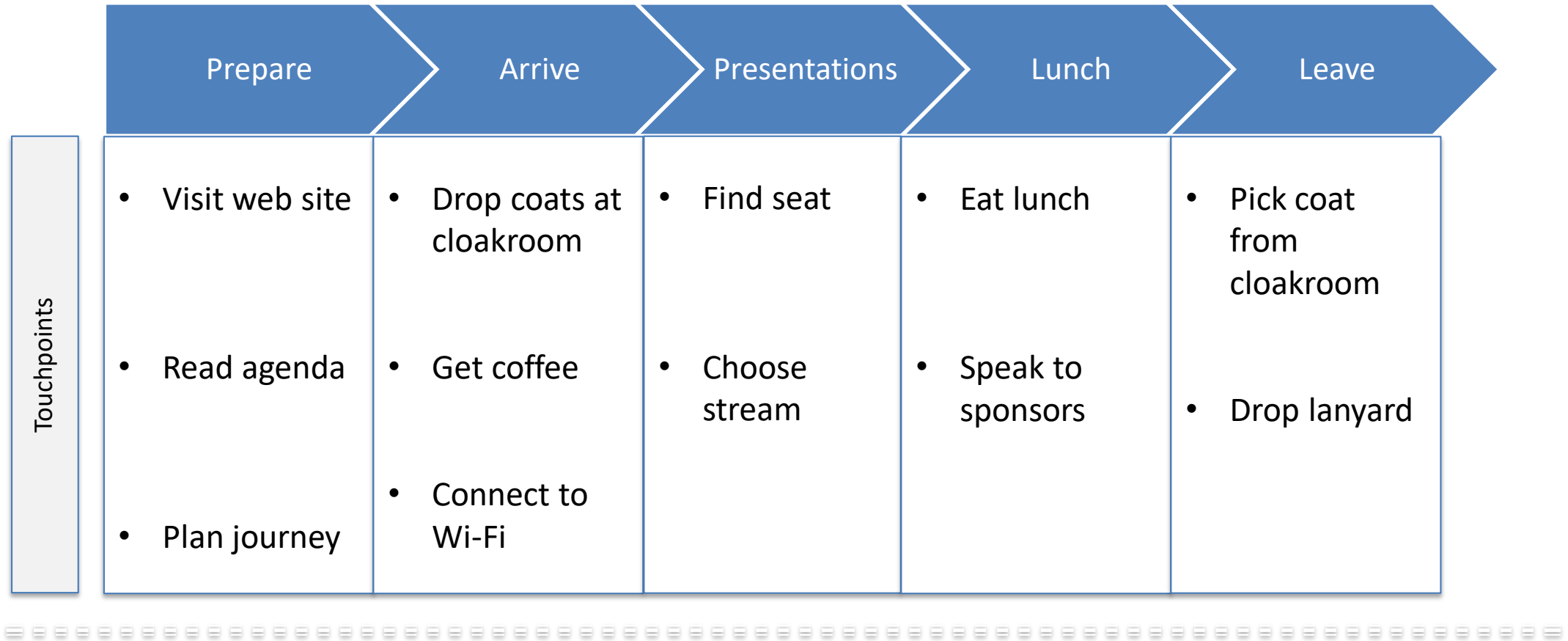
SURVEY CHATBOTS - FUTURE

- More bot surveys
- More *skilful* bots
- Blurring lines between surveys and customer service

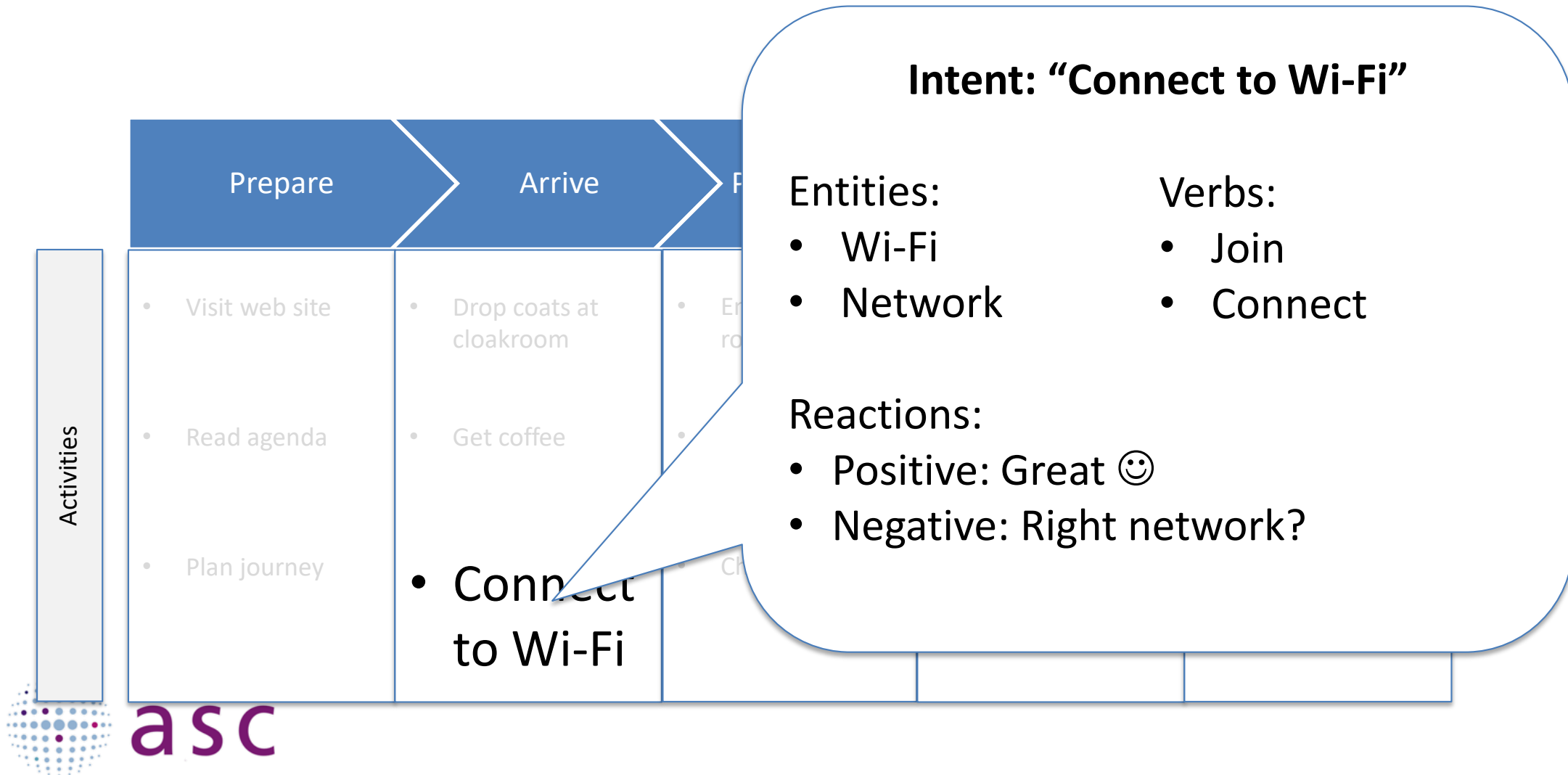
SURVEY CHATBOTS - FUTURE

- Model driven feedback
 - Service Design / Digital Twin
 - Model first, then questions
 - Provides understanding / context
 - Customer Journey Maps perfect for model

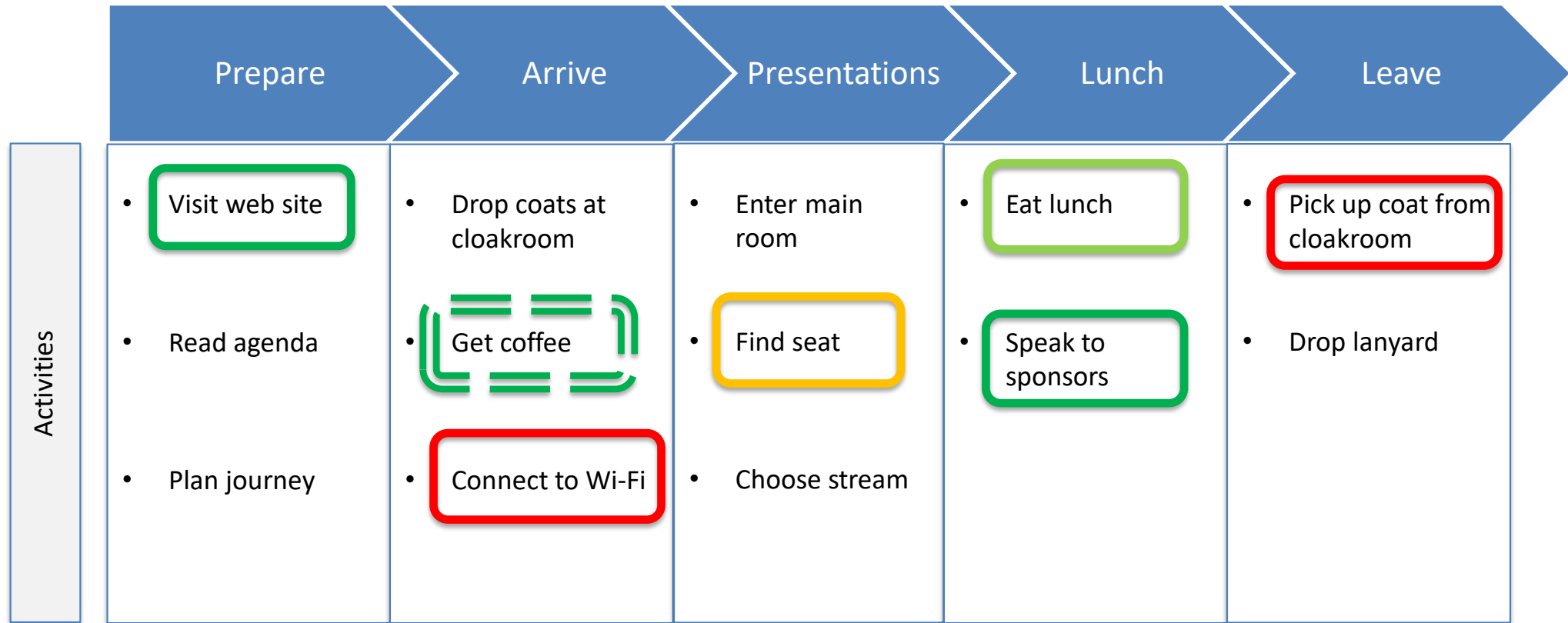
CHATBOT EXPERIENCE MODELS



CHATBOT / MODELS



MODEL ANALYTICS



SURVEY CHATBOTS - FUTURE

Mirror *human* feedback experience

- Close the loop – real-time
- Two way communication
- Express via Voice / Video

SURVEY CHATBOTS - CONCLUSION

- Survey chatbots are ~~coming~~ here
- Offer a solution to the problem of survey fatigue
- Novelty? Or will respondents be even more discriminatory in future?
- Opportunity for survey industry

ANY QUESTIONS?

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Event example: chat.wizu.com/asc/event

