Score's PARTNERS IN SUCCESS Newsletter
Dedicated to helping businesses thrive and prosper

Free Business Counseling	Confidential	Long Term Mentoring

Welcome to *SCORE's* monthly *Partners In Success* Newsletter

Dear Reader:

SCORE's *Partners In Success* is a monthly newsletter dedicated to business owners in any industry and market sector. Its purpose is to provide insight to business owners/managers looking for a practical, innovative and a bottom line approach on how to better manage their finances, access SBA loans, leverage social media marketing, better manage human resources and access a variety of digital resources. Each issue of the newsletter will address a different topic. In this issue we'll discuss the **2023 best chatbots. more and more brands are leveraging chatbots to service their customers, market their brands, and even sell their products. But, the if/then logic that powers many chatbots' conversational abilities limits them from answering unique and new questions, which can hang your customer out to dry and leave them dissatisfied with your customer service. Enter AI-based chatbots**. As always, your feedback and input are welcome and encouraged.

Best AI-based Chatbots of 2023

Whether on Facebook Messenger, their website, or even text messaging, more and more brands are leveraging chatbots to service their customers, market their brands, and even sell their products.

But, the if/then logic that powers many chatbots' conversational abilities limits them from answering unique and new questions, which can hang your customer out to dry and leave them dissatisfied with your customer service.

Fortunately, the next advancement in chatbot technology that can solve this problem is gaining steam —**AI-powered chatbots**. In this newsletter, we'll discuss what AI chatbots are and how they work and provide you information on several AI-based chatbots for consideration.

What is an AI Chatbot?

An AI chatbot is a program within a website or app that uses machine learning (ML) and natural language processing (NLP) to interpret inputs and understand the intent behind a request.

It is trained on large data sets to recognize patterns and understand natural language, allowing it to handle complex queries and generate more accurate results. Additionally, an AI chatbot can learn from previous conversations and gradually improve its responses.

The rise of generative AI and language models like GPT and LaMDA has made way for conversational AI chatbots with advanced capabilities that can mimic a human conversation style, find information online, and produce unique content.

> *LaMDA is short for Language Model for Dialog Application. It's a machine learning language model specifically designed to generate natural dialogue. Machine learning methods allow computers to discover patterns and relationships in data.*

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Conversional/Generative AI Chatbots

ChatSpot

Price: Free

ChatSpot is HubSpot's new conversational CRM bot. It combines the capabilities of ChatGPT with unique data sources to help your business grow. You can input your own queries or use one of *ChatSpot's* many prompt templates, which can help you find solutions for content writing, research, SEO, prospecting, and more.

ChatSpot can help you automate tasks such as saving contacts, notes, and tasks. Plus, if you are using the HubSpot app, it can guide you through the app and give you tips on how to best use its tools.

Key Features

- **Chat-based commands helps sales/marketing/service people maximize productivity.**
- **Draft follow-up emails, compile analytics reports, or even prospect.**
- **Connects to HubSpot software and leverages your existing data**.

ChatGPT

Price: Free; ChatGPT Plus: $20/month

ChatGPT is OpenAI's conversational chatbot powered by GPT-3.5 and GPT-4. It uses a standard chat interface to communicate with users, and its responses are generated in real-time through deep learning algorithms, which analyze and learn from previous conversations.

Because ChatGPT was pre-trained on a massive data collection, it can generate coherent and relevant responses from prompts in various domains such as finance, healthcare, customer service, and more. In addition to chatting with you, it can also solve math problems, as well as write and debug code.

Key Features

- **Uses natural language processing to understand the context of conversations to provide related and original responses in a human-like conversation**
- **Multiple use cases for things like answering simple questions, ideating and getting inspiration, or generating new content (like a marketing email)**
- **Improves over time as it has more conversations**

Bing Chat

Price: Free (requires Microsoft Edge)

Bing Chat is an AI-powered app for when you conduct web searches. It expands the capabilities of search by combining the top results of your search query to give you a single, detailed response. Plus, it cites the sources from where it gets its information.

Bing also has an image creator tool where you can prompt it to create an image of anything you want, providing it with details such as: adjectives, locations, or artistic styles. To get the most out of Bing, be specific.

Key Features

- **Uses NLP and machine learning to understand conversation prompts**
- **The "compose" feature can generate original written content and images, and its powerful search engine capabilities can retrieve answers from the web**
- **It's a conversational tool, so you can send messages until you're satisfied**

Conversational AI vs Chatbots

Conversational AI and chatbots are related, but they are not exactly the same.

Conversational AI is a broader term that encompasses chatbots, virtual assistants, and other AI-generated applications. It refers to an advanced technology that allows computer programs to understand, interpret, and respond to natural language inputs.

Although AI chatbots are an application of conversational AI, not all chatbots are programmed with conversational AI. For instance, rule-based chatbots use simple rules and decision trees to understand and respond to user inputs.

Unlike AI chatbots, rule-based chatbots are more limited in their capabilities because they rely on keywords and specific phrases to trigger canned responses.

Use Cases for AI Chatbots

AI chatbots are used in a wide range of applications across many industries, helping businesses streamline operations and increase productivity, provide better user experiences, and improve customer service. Here are some ways you can use AI chatbots to enhance processes within your organization:

Customer Support

- Provide 24/7 support to your customers
- Address FAQs
- Solve simple issues through a chat interface

Sales and Marketing

- Answer initial inquiries about products and services
- Provide recommendations
- Help customers with purchase decisions

Writing and Editing

- Generate content ideas
- Create article outlines
- Draft emails, social copy, and paragraphs

Bard

Price: Free

Google's Bard is a multi-use AI chatbot — it can generate text and spoken responses in over 40 languages, create images, code, answer math problems, and more.

Bard's excels with text. It can use it to write and edit emails, resumes, and cover letters and the like. Because it's created by Google, it also features a "Google it" button to help you learn more about a given topic as well as exports to other Google products, like Google Docs and Gmail.

Despite its impressive capabilities, Bard has faced criticisms for providing false and misleading information, especially compared to ChatGPT.

Key Features

♦ **Powered by Google's PaLM-2 (PaLM-2 stand for Pathway to Language Model)**
♦ **Use it for things like brainstorming and ideation, drafting unique and original content, or getting answers to your questions**
♦ **Connected to Google's website index so it can access information from the internet**

Jasper Chat

Price: Starts at $39/month

Jasper Chat is built with businesses in mind and allows users to apply AI to their content creation processes. It can help you brainstorm content ideas, write photo captions, generate ad copy, create blog titles, edit text, and more.

Unlike ChatGPT, Jasper pulls knowledge straight from Google to ensure that it provides you the most accurate information. It also learns your brand's voice and style, so the content it generates for you sounds less robotic and more like you.

Key Features

♦ **Proprietary AI engine sourced from OpenAI and other models.**
♦ **Wide breadth of knowledge on niche and elaborate topics.**
♦ **Remembers and learns from previous conversations.**

Perplexity

Price: Free; Pro: $20/month

Powered by GPT-3.5, Perplexity is an AI chatbot that acts as a conversational search engine. It's designed to provide users simple answers to their questions by compiling information it finds on the internet and providing links to its source material.

With no set-up required, Perplexity is pretty easy to access and use. Just simply go to the website or mobile app and type your query into the search bar, then click the blue button. From there, Perplexity will generate an answer, as well as a short list of related topics to read about.

Key Features

♦ **Provides links to sources and generates related queries for further reading.**
♦ **Focus setting allows you to narrow your results from specific sources for different purposes, such as WolframAlpha for computational queries or Reddit for discussions and opinions.**
♦ **Allows you to save search threads and share them with others.**
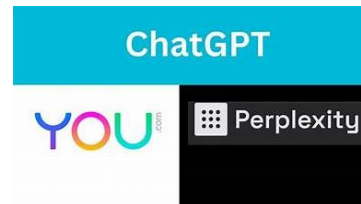
Benefits of AI Chatbots

Having an AI chatbot on your company website can bring numerous benefits, no matter what industry you're in. Here are a few key advantages:

Improved Customer Experience

AI Chatbots provide instant responses, personalized recommendations, and quick access to information. Additionally, they are available round the clock, enabling your website to provide support and engage with customers at any time, regardless of staff availability.

Efficiency

As your business grows, handling customer queries and requests can become more challenging. AI chatbots can handle multiple conversations simultaneously, reducing the need for manual intervention. This ensures faster response times and improves overall efficiency. Plus, they can handle a large volume of requests and scale effortlessly, accommodating your company's growth without compromising on customer support quality.

Data Gathering and Analysis

AI Chatbots can collect valuable customer data, such as preferences, pain points, and frequently asked questions. This data can be used to improve marketing strategies, enhance products or services, and make informed business decisions.

Lead Generation and Support

AI Chatbots can qualify leads, provide personalized experiences, and assist customers through every stage of their buyer journey. This helps drive more meaningful interactions and boosts conversion rates.

Customer Facing AI Chatbots

Tidio Lyro

Price: Starts at $29/month

Lyro is a conversational AI chatbot created with **small and medium businesses in mind**. It helps free up the time of customer service reps by engaging in personalized conversations with customers for them.

Lyro instantly learns your company's knowledge base so it can start resolving customer issues immediately. It also stays within the limits of the data set that you provide in order to prevent hallucinations. And if it can't answer a query, it will direct the conversation to a human rep.

Key Features

♦ **Provides human-like answers to frequently asked questions.**
♦ **Keeps a record of redirected questions so that you can add them to your knowledge base later on.**
♦ **Asks customers follow up questions to ensure satisfaction.**

Kommunicate

Price: Start: $40/mo., Grow: $100/mo., Business: Custom Pricing

Kommunicate is a human + Chatbot hybrid platform designed to help businesses improve customer engagement and support. The platform helps businesses build chatbots and manage customer interactions across multiple channels, including website chat, messenger apps, and email.

Although you can train your Kommunicate chatbot on various intents, it is designed to automatically route the conversation to a customer service rep whenever it can't answer a query.

Key Features

♦ **Conversational AI and NLP capabilities, allowing businesses to automate aspects of customer support, such as answering FAQs or routing customers to the right support agent.**
♦ **Offers a range of integration options, allowing businesses to seamlessly incorporate it into their existing workflows.**
♦ **Provides advanced analytics and reporting capabilities, allowing businesses to track and analyze customer interactions and support metrics.**

Intercom Fin

Price: $0.99/resolution (requires Intercom subscription, which starts at $74/month)

Fin is Intercom's conversational AI platform, designed to help businesses automate conversations and provide personalized experiences to customers at scale.

Built on ChatGPT, Fin allows companies to build their own custom AI chatbots using Intercom's tools and APIs. It uses your company's knowledge base to answer customer queries and provides links to the articles in references.

In addition to having conversations with your customers, Fin can ask you questions when it doesn't understand something. When it isn't able to provide an answer to a complex question, it flags a customer service rep to help resolve the issue.

Key Features

♦ **Built-in safeguards to ensure it only provides accurate responses to customer questions.**
♦ **Fin Conversations allows you to easily view Fin's interactions with customers from your inbox.**
♦ **Create custom answers to FAQs that get prioritized over AI generated answers.**

Watson Assistant

Price: Free - $140/month

IBM Watson Assistant is an AI-powered conversational bot that gives you impressive recommendations for further training so it gets better at its job. Its intent recommendations flag topic clusters that should be added to the database, while its entity recommendations identify existing topics that need more depth.

Watson Assistant is trained with data that industry and business-specific, providing users with relevant information. It can run on your website, messaging channels, customer service tools, and mobile app.

Key Features

- ♦ **NLP (natural language processing) and machine learning to gather context.**
- ♦ **Integrates with multiple systems and databases to access information.**
- ♦ **Analytics and insights to monitor user interactions, understand user behavior, and improve overall performance**.

LivePerson

Price: Contact for pricing

LivePerson's AI chatbot is built on 20+ years of messaging transcripts. It can answer customer inquiries, schedule appointments, provide product recommendations, suggest upgrades, provide employee support, and manage incidents.

This AI chatbot can support extended messaging sessions, allowing customers to continue conversations over time without losing context. When needed, it can also transfer conversations to live customer service reps, ensuring a smooth handoff while providing information the bot gathered during the interaction.

Key Features

- ♦ **The intent manager leverages data to understand the context of conversations.**
- ♦ **Create automated conversation flows across different messaging channels (website, mobile app, Business Chat, etc.)**
- ♦ **Point and click builder to quickly and seamlessly create your bot.**

Ada *(Built on the OpenAI platform)*

Price: Contact for pricing

Ada is an automated AI chatbot with support for 50+ languages on key channels like Facebook, WhatsApp, and WeChat. It's built on large language models (LLMs) that allow it to recognize and generate text in a human-like manner.

The drag-and-drop chat builder requires zero coding and offers smart suggestions to help quickly train your chatbot. That way, you can spend less time on fine-tuning your chatbot, and more time on deep work.

Key Features

- ♦ **Uses pre-trained machine learning models that you can refine to meet your business needs.**
- ♦ **Intent detection understands context and uses profiles and metadata to personalize conversations.**
- ♦ **Connected to your business' crucial data to bring appropriate solutions.**

Drift

Price: Contact for pricing

Drift is an automation-powered conversational bot that communicates with site visitors based on their behavior. With its "intent detection capabilities", Drift can interpret open-ended questions, determine what information users are looking for, and provide relevant answer or route the conversation to the appropriate team.

Drift enables personalization of website experiences for visitors based on their browsing behavior and past interactions. It can also seamlessly book meetings and qualify leads.

In addition to its chatbot, Drift's live chat features use GPT to provide suggested replies to customers queries based on their website, marketing materials, and conversational context.

Key Features

- ♦ **Rule-based and AI chatbot with a classifier that categorizes conversations by context.**
- ♦ **Can handle context switching if the conversation flow or subject changes.**
- ♦ **Customizable chat widget for mobile and desktop with helpful out-of-the-box integrations.**