

## Key Figures

85%

Chatbots will power 85% of all customer service interactions by the year 2020

(Forbes, AI By The Numbers, May 2017)

75%

Intelligent automation can lead to cost reductions of up to 75%

(KPMG, Bots in the back office, 2016)

100m

100 million knowledge workers are expected to be replaced by robots by 2026

(KPMG, Rise of the robots, 2016)

80%

By 2020, over 80% of businesses are expected to have some sort of chatbot automation implemented

(Business Insider, 2016)

## Accelerated throughput time

Thanks to our chatbot experience and technology investments from our side, you can benefit from a reduced development time due to the following customizable accelerators:

- Generic bot **conversation flow**
- **Content management** dashboard and **visual conversation** modeller
- KPI and **insights dashboard**
- Out-of-the-box **application connectors**
- **Chit-chat databases** available in EN, NL and FR
- **Modular stylesheets** for personalised look 'n feel
- Automated **deployment templates**



People are now spending more time in messaging apps than in social media and that is a huge turning point. Messaging apps are the platforms of the future and bots will be how their users access all sorts of services.

— Peter Rojas, Entrepreneur  
in Residence at Betaworks



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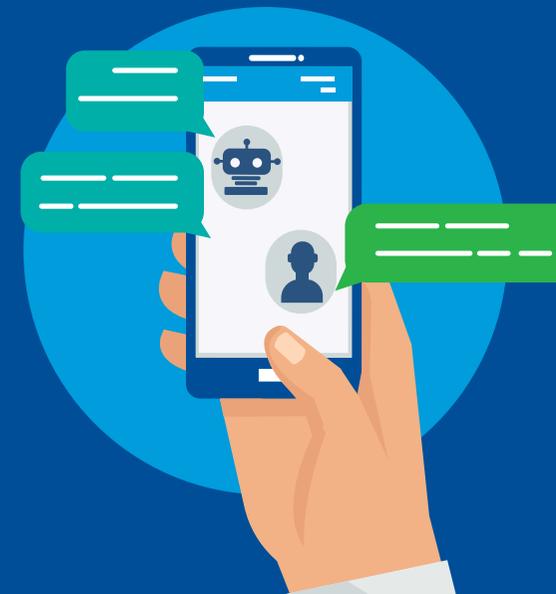
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# Chatbot in a week

From concept to reality  
in under 5 days



# What is a chatbot?

Chatbots or digital assistants are a form of **digital labour** focusing on handling customer and employee requests in a **conversational manner**. Through the use of **Natural Language Processing** and **Artificial Intelligence** the bot can interpret user intent and undertake the necessary actions to respond accordingly.

Common use cases include helpdesk automation, employee and customer onboarding, complaint handling and assisted information search.

## Personalized to specific needs

A chatbot can be used in a variety of scenarios. They can be created to assist internal employees or be client-facing, can live on an intranet page or be publically available on Facebook Messenger, assist in simple FAQ questions or guide a user end-to-end through a process.

A **modular design** allows features to be easily added or modified in order to match the specified use case.



**Personalized Styling**



**Natural-Language Processing (NLP)**



**System Interaction**



**Speech Integration**

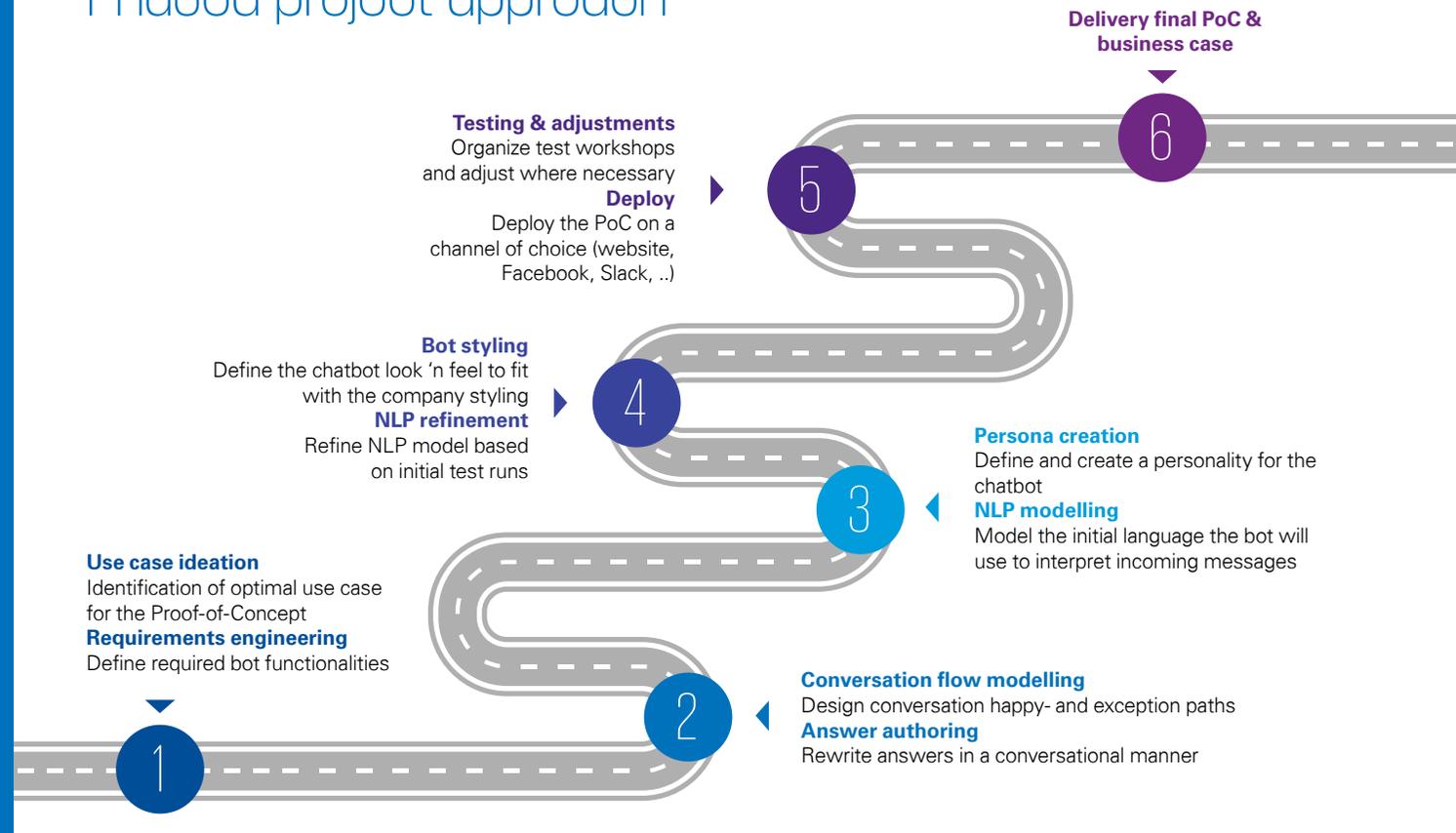


**Warm Handover**



**KPI and Insights Dashboard**

# Phased project approach



**Deliverables**



Business case



Possible use case list



Working PoC

## Why chatbot in a week

- You can benefit from a **multidisciplinary team** ranging from analysts, and software developers to visual designers and copywriters
- An efficient implementation as our teams have **project experience** in a wide variety of sectors including financial services, retail and public sector
- A consistent user experience and customer satisfaction as you can rely on a team of UX specialists
- You can rely on KPMG's **global partnerships** to keep up with the latest technological advancements

## How can KPMG help

Chatbots are applicable in a variety of industries and scenarios, but it is not always clear what the **chatbot focal point** should be.

In close collaboration with the client we can realize an **end-to-end Proof-of-Concept (PoC) within 5 working days**. This PoC can be used to demonstrate the viability of bots within your organization and be the basis for a more extended business case.