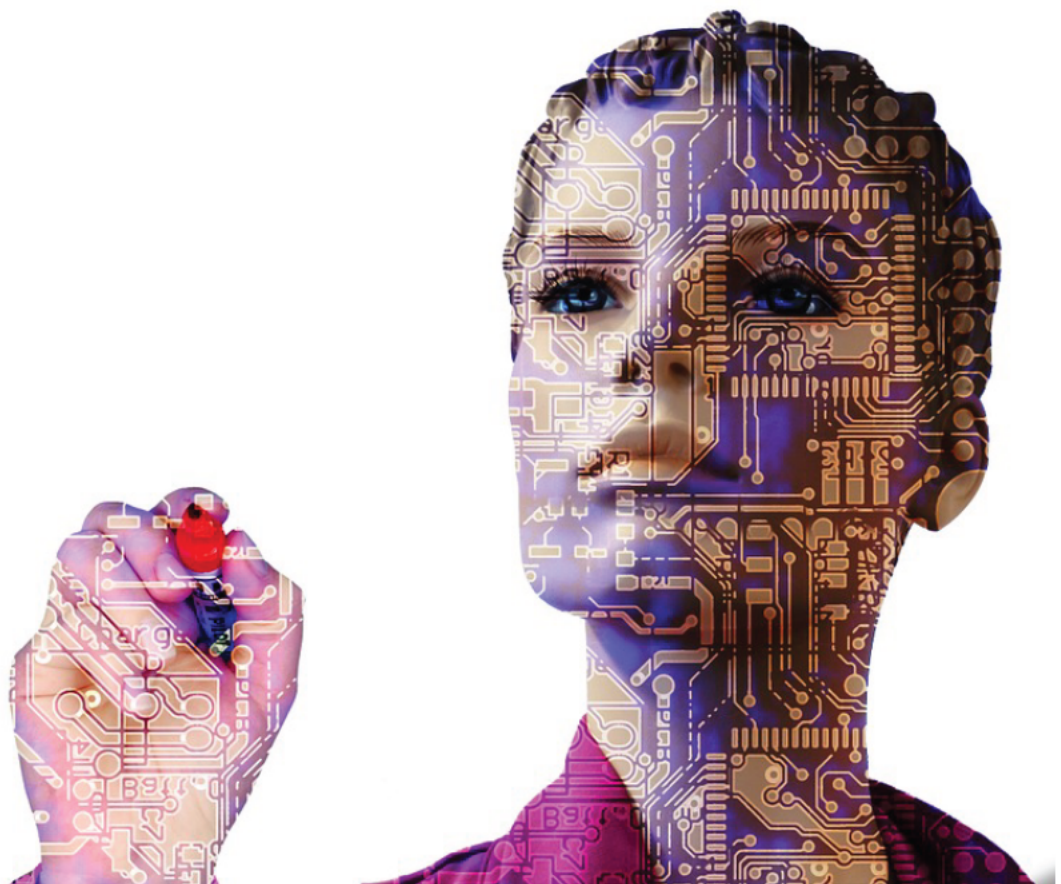




ARTIFICIAL INTELLIGENCE INSIGHTS

Chatbots and RPA: Digital Heaven

BY **CARLOS MELÉNDEZ** OCTOBER 14, 2016 [SHARE POST](#) [4 MIN](#)



Summary:

In the realm of digital transformation, the convergence of chatbots and robotic process automation (RPA) has created a powerful synergy. In this blog post, we explore how this harmonious alliance is revolutionizing business operations, enhancing customer experience and driving efficiency gains. Join us as we uncover the endless possibilities that arise when chatbots and RPA work together.



efficient and interactive future.

Chatbots are springing up everywhere. Whether it's Apple's Siri, Microsoft's Cortana or Amazon's Echo chatbot Alexa, they have become ubiquitous assistants for our everyday lives. And, Xiaoice, the popular chatbot in China that was designed to be a friend, takes it even one step further, reminiscent of the 2013 movie *Her*, when Joaquin Phoenix's character falls in love with his virtual personal assistant, played by Scarlett Johansson.

Businesses have jumped on the chatbot bandwagon, using them as agents in the first line of customer-service response when we call for information, or to provide information and answer questions when we visit their websites. These assistants not only help companies gain efficiencies by automating some of the routine communication tasks—but even more importantly—as this technology continues to mature, they can elevate the customer experience by helping customers quickly and accurately find what they need.

At the same time, companies are turning to other types of automation, such as Robotic Process Automation (RPA), or software robots, to automate high-volume, repeatable tasks that were previously handled manually. This technology has taken hold in a variety of industries and has proven most useful for back-office functions. The insurance industry, for example, uses RPA to efficiently and accurately process claims; while security professionals are looking to apply it to the complex processes associated with ID and access management when people leave or change positions. Mortgage and banking professionals use these software robots to conduct credit checks, employment verifications and other tasks so they can process mortgages more quickly.

Chatbots and RPA have proven very useful in automating key functions in the front office and back office, respectively. But think about what companies could do if they use them in combination and integrated their functionality. For example, they could not only potentially replace many of the people staffing call centers, but also those handling the accounting and inventory, and even help desk functions generated by those calls.

Additionally, the data collected by the chatbots can provide insights into particular consumer's needs and used to offer improved personalized customer experiences.

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provided by these various types of robots would help elevate the customer experience to a whole new level. It's a winning formula on all fronts—for employee empowerment, increased customer satisfaction and competitive advantage.

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As COO and co-founder of artificial intelligence and software engineering services firm, Wovenware, Carlos Meléndez helps companies achieve customized digital transformation to propel their businesses to the next level. With expertise in business strategy and software engineering, Carlos has a strong track record bringing game-changing AI, machine learning and deep learning solutions to organizations across a variety of industries.

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