

# Getting To “KNOW” CHATBOTS

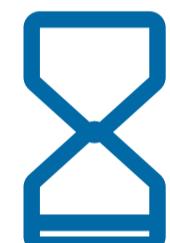
With a staggering  
**1.5 billion**  
people using chatbots

Easy to implement and nearly no user adoption, these widgets have proven their effectiveness and value time and time again through impressive data. **87%** of companies decided to incorporate chatbots to engage their customers in real-time.

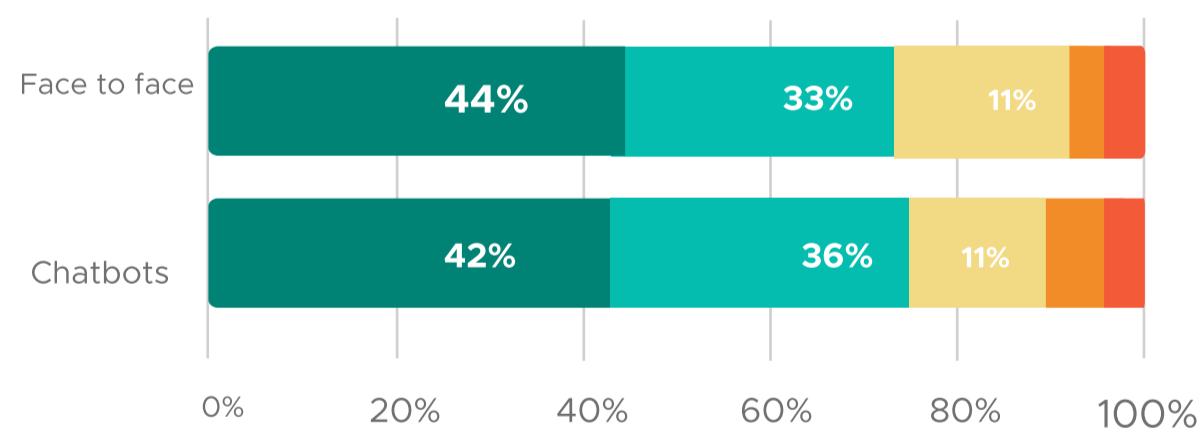
Chatbots don't just answer questions that patients have, they can, when integrated with patient data, customize each patient's experience.

Data reports show that people expect a response from businesses within

**10 minutes or less**



## Here's the breakdown



- Immediately, within 5 sec
- Within 5 minutes or less
- Within 1 hour
- Within 4 hours
- Within 24 hours

AI-Driven chatbots allow you to be there when you can't be by providing **instant responses 24/7**. Custom forms allow you to control the structure and flow of the conversations for any use case.

## Instant and Reliable Customer Service

**83%** of consumers prefer chatbots over humans for customer support issues.

Long hold times can completely ruin a patient's overall experience. Retire the call-queue and leverage the efficiency of chatbots. Starting a conversation with chatbots leads to **69%** of total chats being resolved, leading to more informed patients and faster responses.

Of total website visitors, **76%** never complete a form. By using Natural language processing (NLP), chatbots are able to engage in an actual conversation. Patient engagement platforms can have a dramatic effect on patient outreach, one facility saw a **60%** reduction in missed appointments.

## Time is Money

Why are companies so eager to invest in chatbots?

Probably because they'll save **2.5 billion**

customer service hours by utilizing chatbots instead of human resources.

Not only are chatbots solving more cases in a shorter amount of time, they have saved companies, like Progressive, upwards of **\$5 million** in just one year. On average, physicians lose \$210 per missed appointment, implementing chatbots turns this around by **60%**.

Customizing chatbots to perform triaging tasks such as "symptom checks" allows your team to prioritize higher risk patients while still providing low risk patients with the answers they need.

### Percentage of No-show Rates

without patient engagement

**34%**

**-60%**

with patient engagement

**32%** of patients report the urgency of their condition being reduced after being triaged by a live-chatbot.

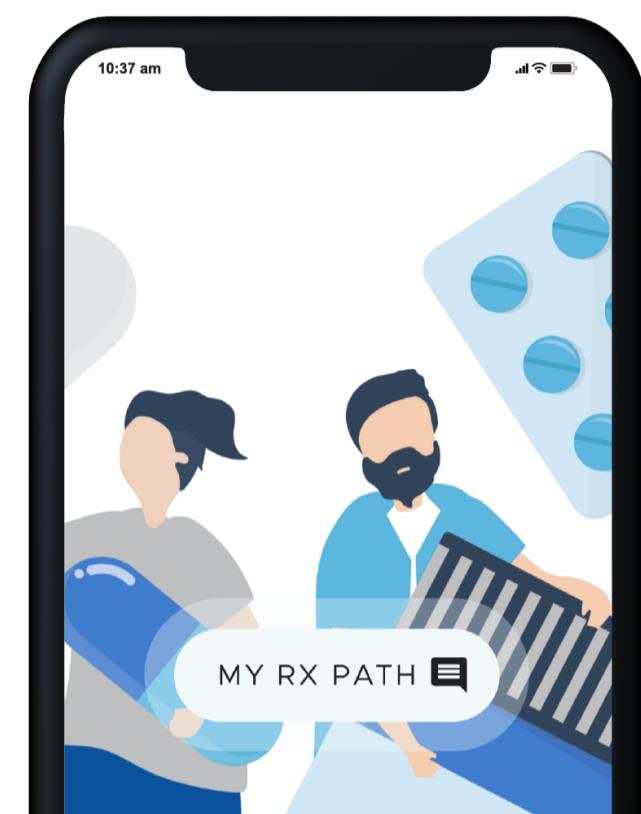
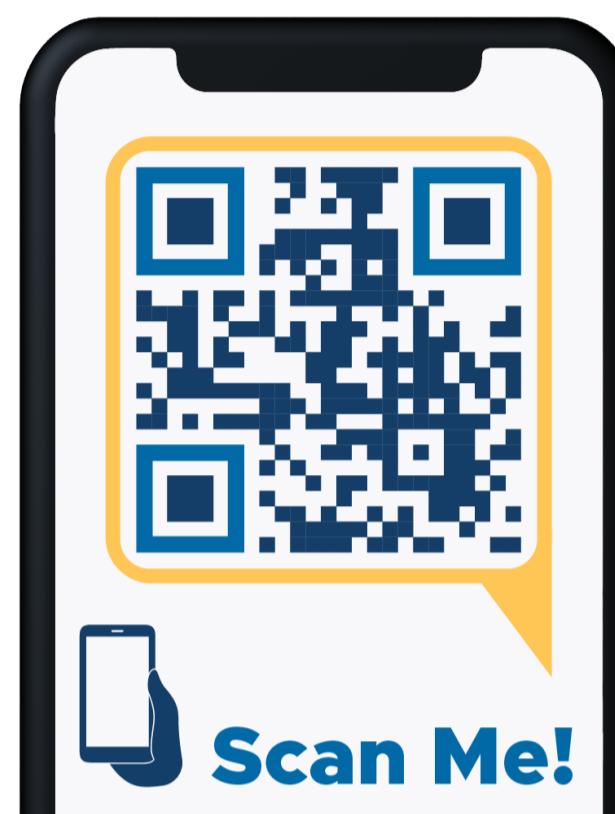
When connected directly to an agent **64%** of those agents were able to utilize the call to solve complex problems and issues compared to **50%** of customer service agents without triaging by an AI chatbot.

## Adoption Made Easy.

**81%**

of the U.S. population own and use a smartphone.

Scanning a QR code is as simple as opening up the device camera and taking a photo. **91%** of iPhone users have access to scanning QR codes through their device's native camera. By 2022, the number of QR codes scanned by mobile devices is expected to jump to **5.3 billion**.



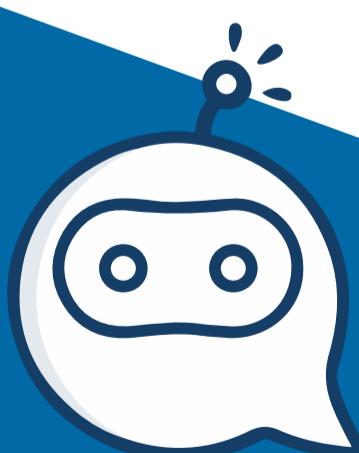
### QR Code   NFC Tag

- 3rd Party App Needed
- Least Expensive
- Easy to Redirect
- Multiple Use Cases
- Range of Scanning
- Familiarity

	QR Code	NFC Tag
3rd Party App Needed	✓	✓
Least Expensive	✓	✓
Easy to Redirect	✓	✓
Multiple Use Cases	✓	✓
Range of Scanning	✓	✓
Familiarity	✓	✓

### QR Codes vs. NFC Tags

The main difference between a QR code and NFC tag is how the desired action is completed. QR codes are scanned and NFC tags require a “tap” from the device to complete the action. This is where NFC tags fall short of QR codes by requiring the physical tap as where QR codes can be scanned from a further range of distance.



Fewer than **20%** of patients utilize a provider portal or download an app, which is drastically lower than the **97%** that text.

## Everyone Uses Chatbots.

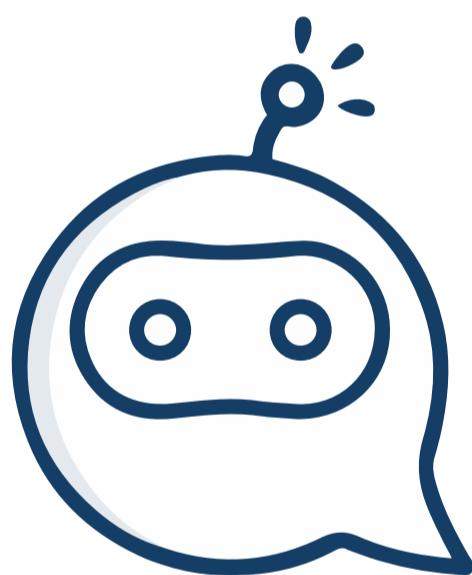
In an age where instant gratification is at the forefront of almost everything we do, chatbots are helping companies respond to the growing demand.



**3 out of 5**  
millennials use chatbots

**70%** of them report positive experiences. This isn't the only age group reaping the rewards, **61%** of those who benefit the most from the quick response interactions are baby boomers.

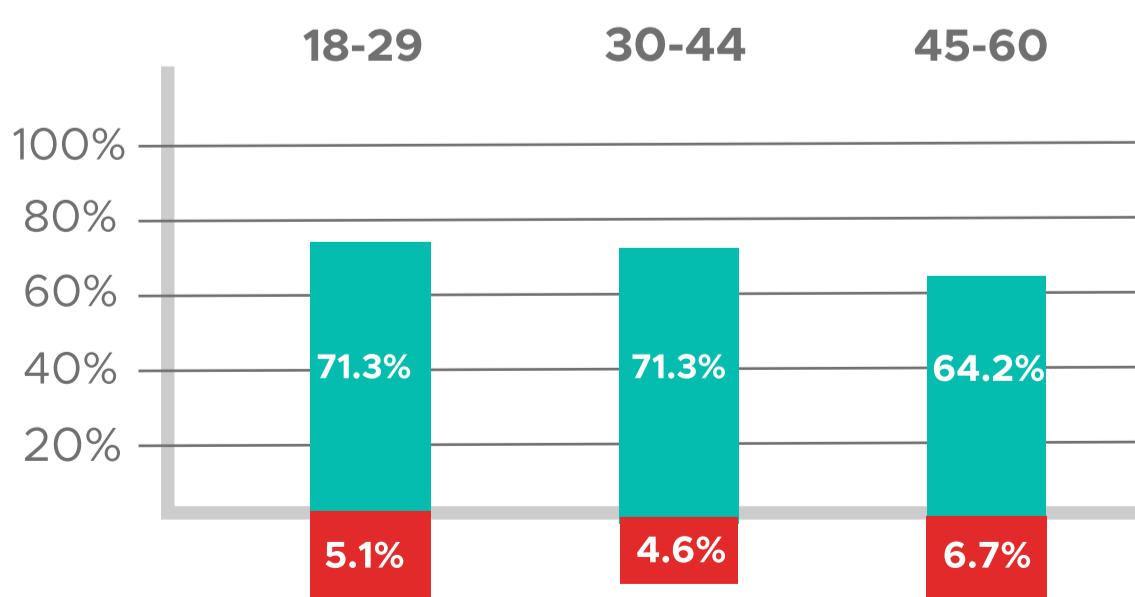
## Why Do Patients Love Bots?



- 24/7 access
- Real-time conversation
- Personalized experience
- No app or portal required for access
- Simple questions answered quickly
- Issues addressed instantly

**Try it out for yourself!**

### Numbers Don't Lie.



● Will use chatbots

● Don't use chatbots



## Citations

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