



Rule-based Chatbots

AI Powered Chatbots

Discover how AI Powered Chatbots can engage in a human-like way using Natural Language Processing (NLP) and address the limitations of rule-based Chatbots that are based on simple defined conversations and flows.

Rule-based

AI Powered

Technology

- A Simple Chatbot that responds using a pre-determined set of rules
- Responds only to questions/queries they are programmed for and the types of problems they are familiar with
- Can only solve simple preprogrammed tasks

- Uses artificial intelligence to enable consumers to interact with computer applications using natural language
- More sophisticated and flexible than rule-based Chatbots

Channels

- Website pop-ups
- Live chat
- Support portals
- Messaging applications such as WhatsApp, SMS and Facebook
- Integrates into other systems, such as Databases, CRM, ERP and LOB systems

- Multi Modal –Web, Mobile Apps, Messaging Apps such as Whatsapp, SMS and Facebook messenger, Telephony and Voice Assistants
- Integrates into other systems, such as Databases, CRM, ERP and LOB systems

Functionality

- Simulate back and forth conversation by following “if this...then do that” approach
- Closed questions
- Gives people automated ways of communication with organizations
- Poor at resolving complex queries
- Suited to simple FAQ type applications

- Makes it possible to automate, scale and manage complex business processes without losing a human-like touch
- Personalized and engaging interactions that improve service speed and quality
- Significantly increases efficiency
- Reduces Operational Costs
- Increases loyalty and trust with customers

Responses

- Cannot interpret conversations
- Very limited in ability to have natural, human-like conversations
- Can provide fast access/responses to specific information and perform basic tasks
- Often ends up sending user to a human agent as it is unable to solve problem
- Process large volumes of data quickly and accurately

- More natural user experience—understands words, phrases, and feelings
- Able to contextualize and personalize conversations based on information about the user
- Manages the flow of the conversation and dynamically determines responses to each user input
- Can use sentiment analysis to understand how a user may be feeling

Adaptability

- Challenging for users due to formatted responses
- No capacity for user-based learning
- Any changes or improvements require new rule-based programming

- Uses personalization to maintain relevance and create better experiences
- Able to scale with changes in demand with accuracy and speed

Interface

- Basic user interface
- Rule-based responses

- Complex interface options
- Voice commands
- Interprets human speech
- Human-like responses
- Chat-like interface

Conversational AI with OpenDialog

Get in touch with one of our experts to find out how Conversational AI can support your business in 2023.

Let's Talk →

