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Crossing The Mobile Chasm: The Void Between Apps and Bots

PHIL GORDON

President, Chief Product Officer, Founder

Chatbox.com

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Interactive Messaging

Converging Technology and Trends

Messaging



Chatbots / AI





Instant/Micro Apps



Real-time Mobile

Converging Technology and Trends



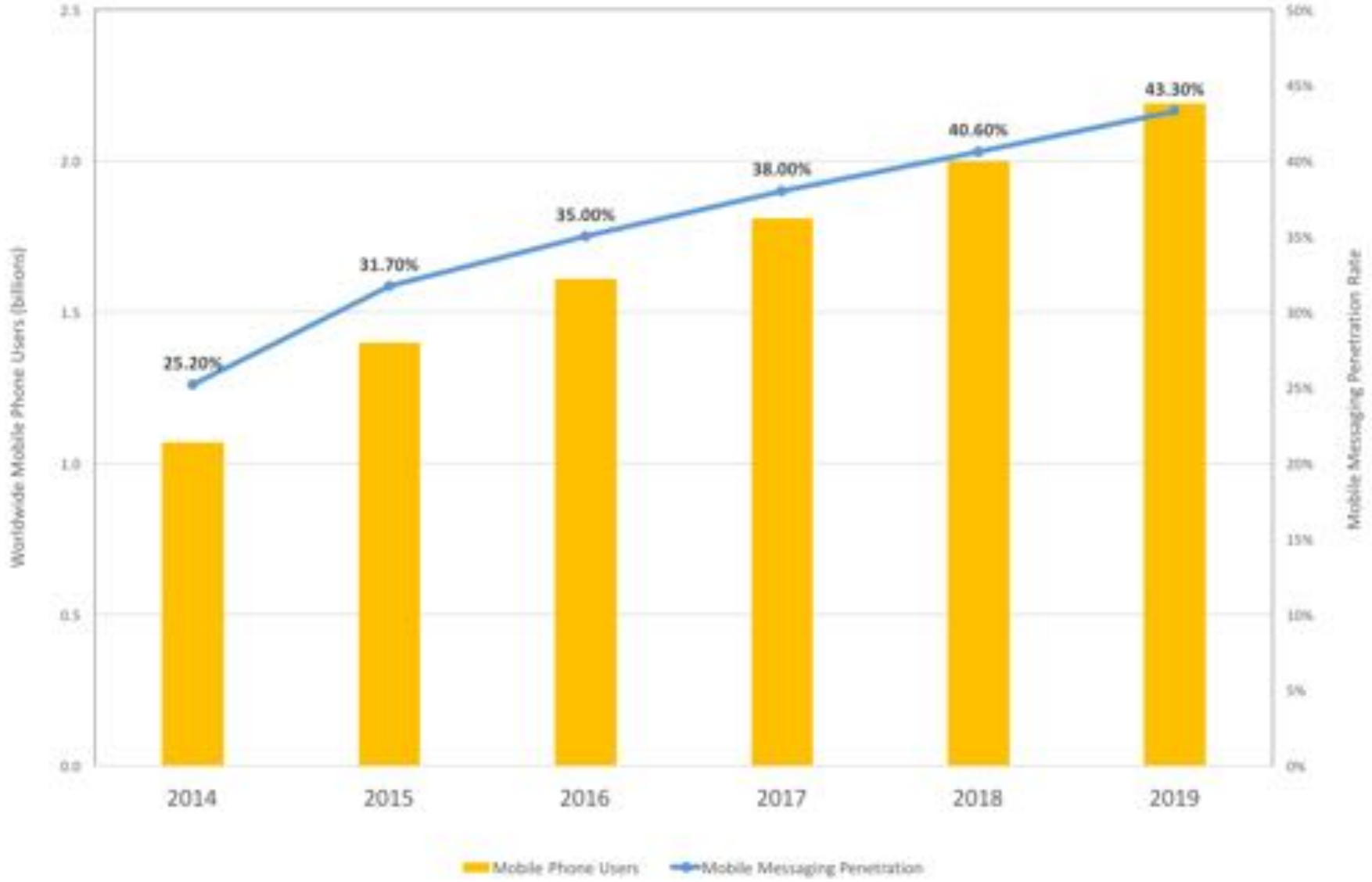
THE WALL STREET JOURNAL.

Why Software Is Eating The World

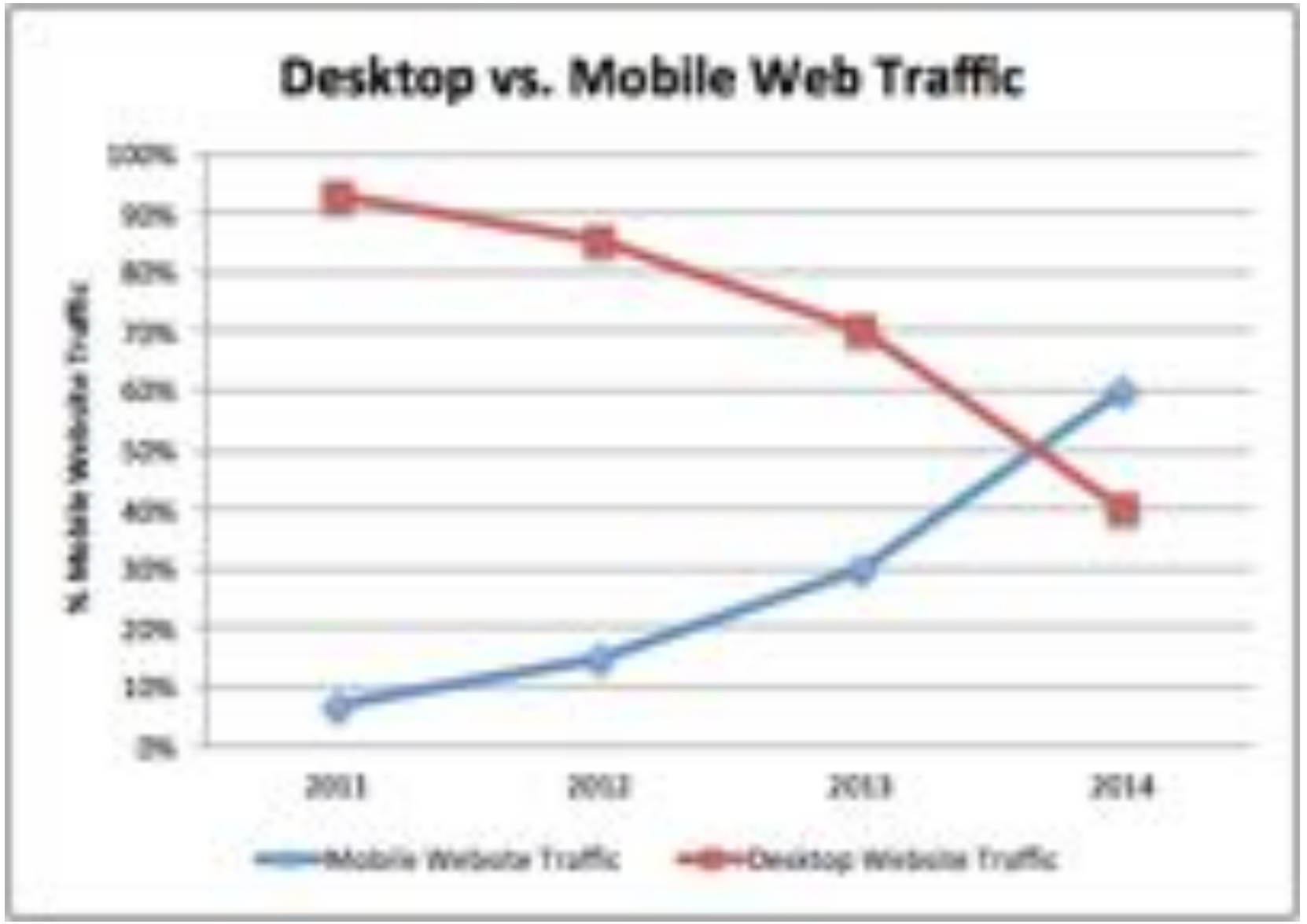
By MARC ANDREESSEN

August 20, 2011

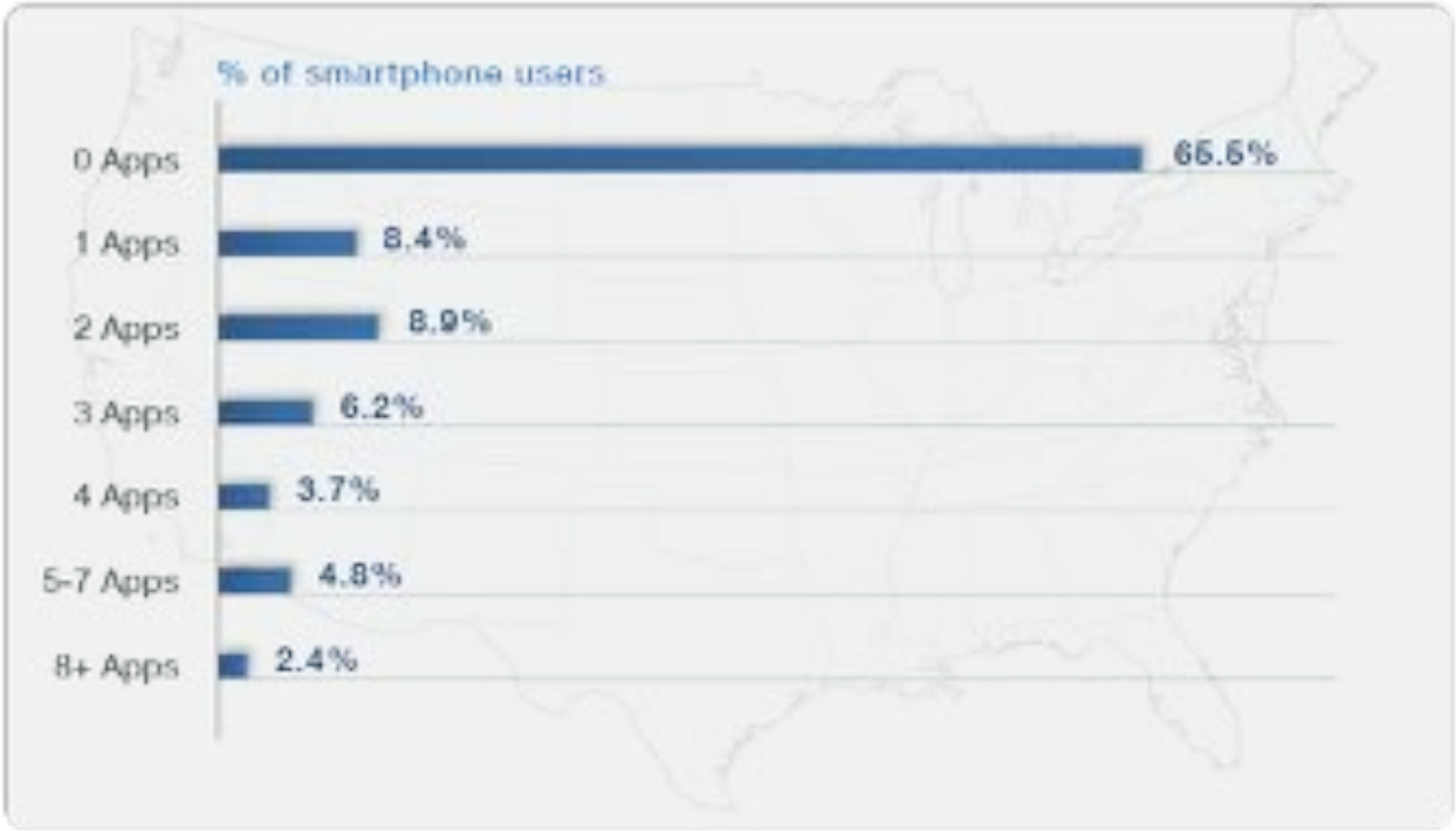
Messaging is Growing



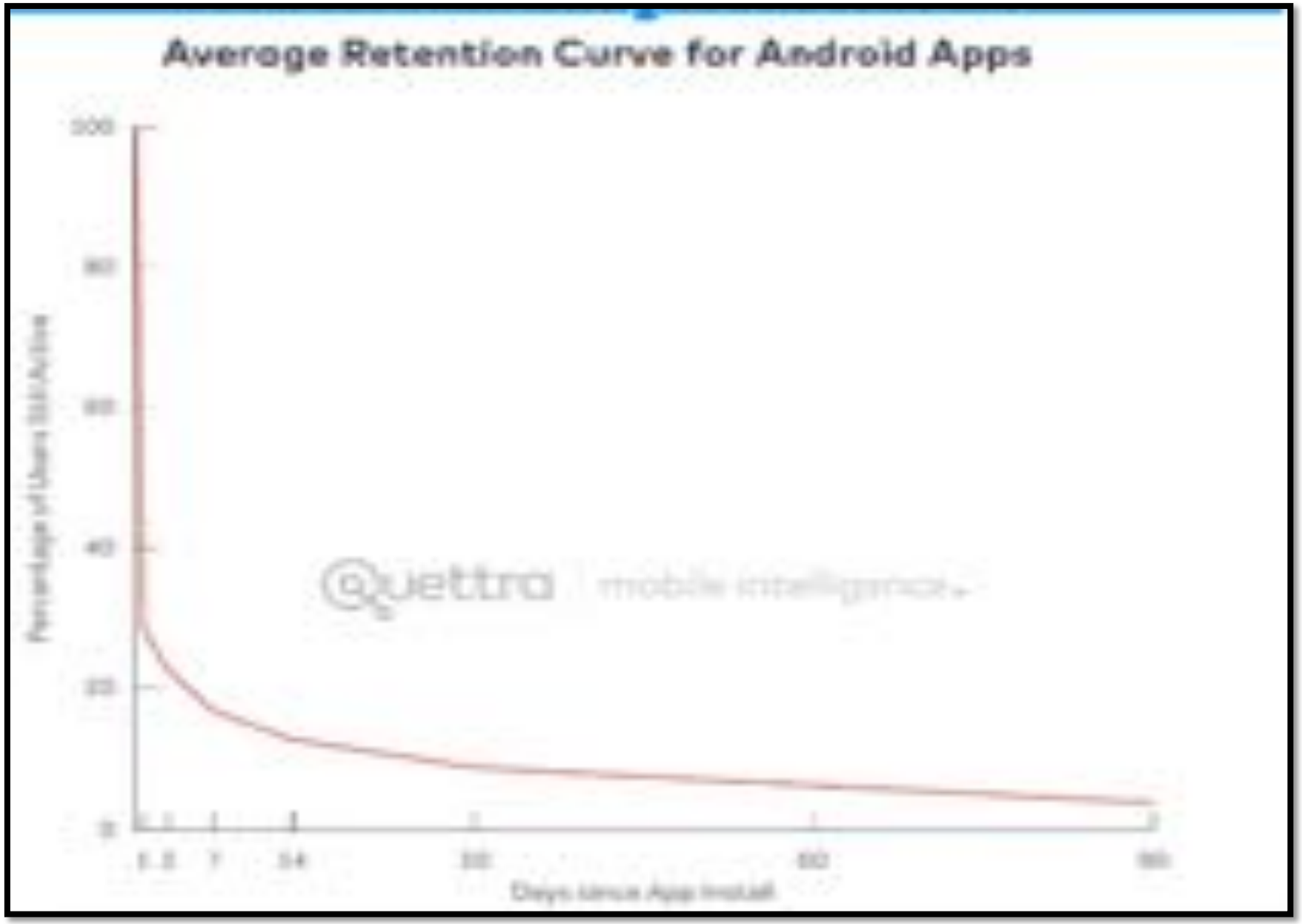
Messaging


Desktop vs. Mobile Web Traffic
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
2011
2012
2013
2014
Mobile Website Traffic
Desktop Website Traffic

Messaging


% of smartphone users
0 Apps
66.6%
1 Apps
8.4%
2 Apps
8.9%
3 Apps
6.2%
4 Apps
3.7%
5-7 Apps
4.8%
8+ Apps
2.4%

Messaging


Average Retention Curve for Android Apps
100
80
60
40
20
0
1 2
7
14
30
60
90
Days since App Install
Quettra
mobile intelligence

Apps are Dead 💀



Download Friction | Bloated Feature Set | Low Value

Messaging



97% of US customers use this app everyday. 15 times a day.

SMS

6,000,000,000

Messages a Day

- Timeliness
- Specificity
- Asynchronicity
- Universality (no platform war)



THE WALL STREET JOURNAL.

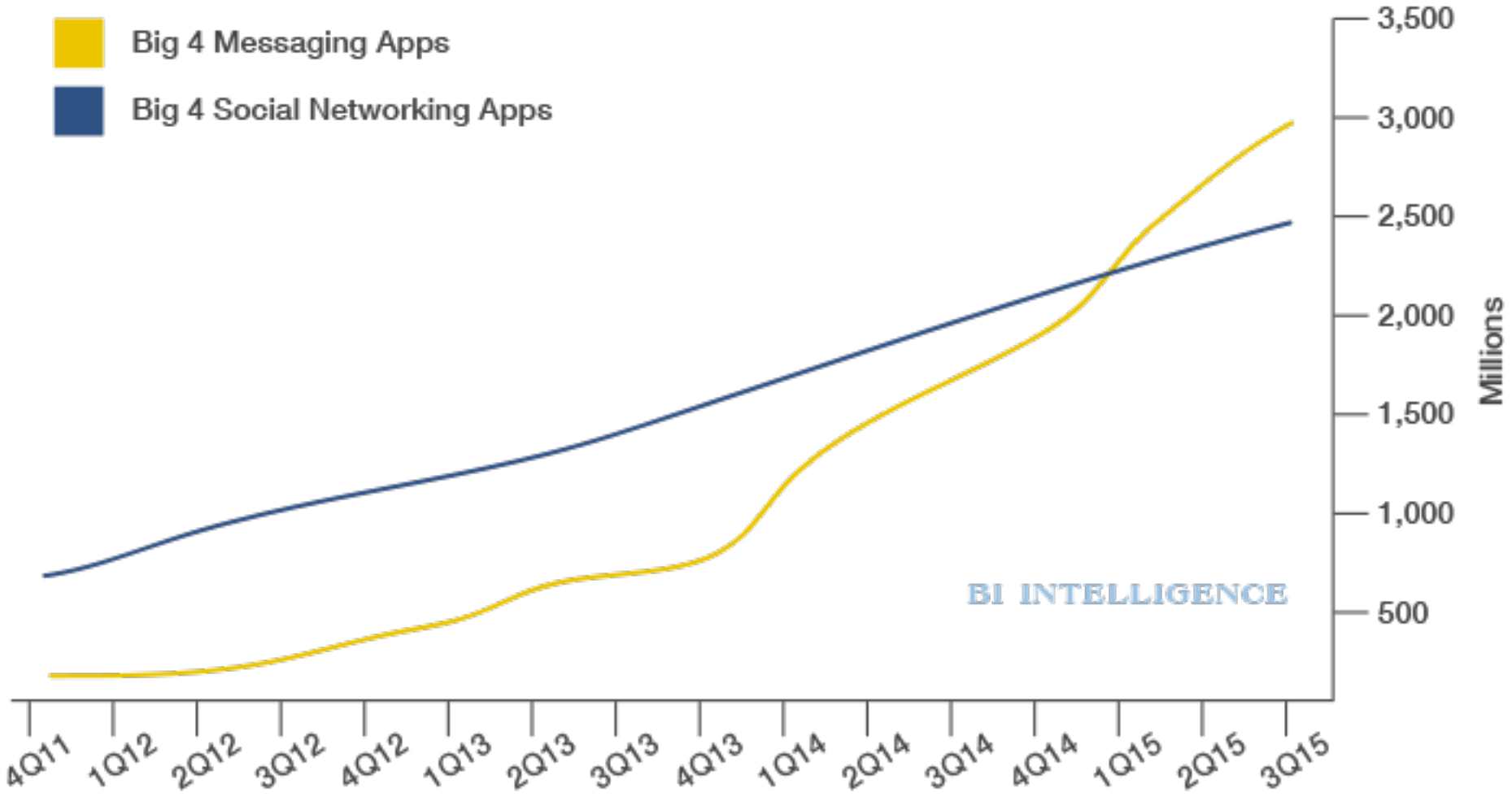
Why Messaging Is Eating The World

By PHIL GORDON

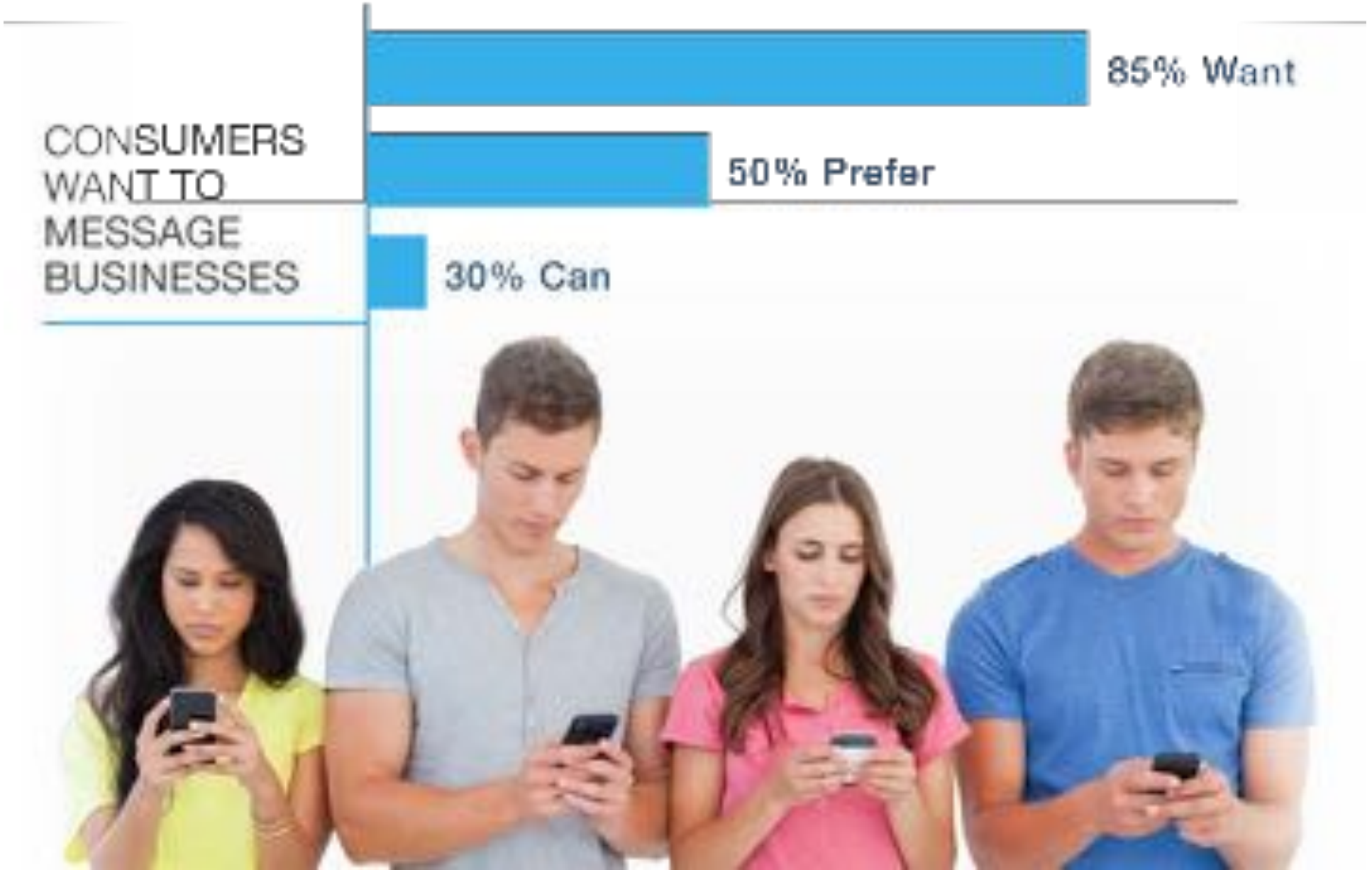
September 27, 2016

Messaging Apps have surpassed social networks

Monthly Active Users for top 4 messaging apps and social networks



Messaging


CONSUMERS WANT TO MESSAGE BUSINESSES
85% Want
50% Prefer
30% Can

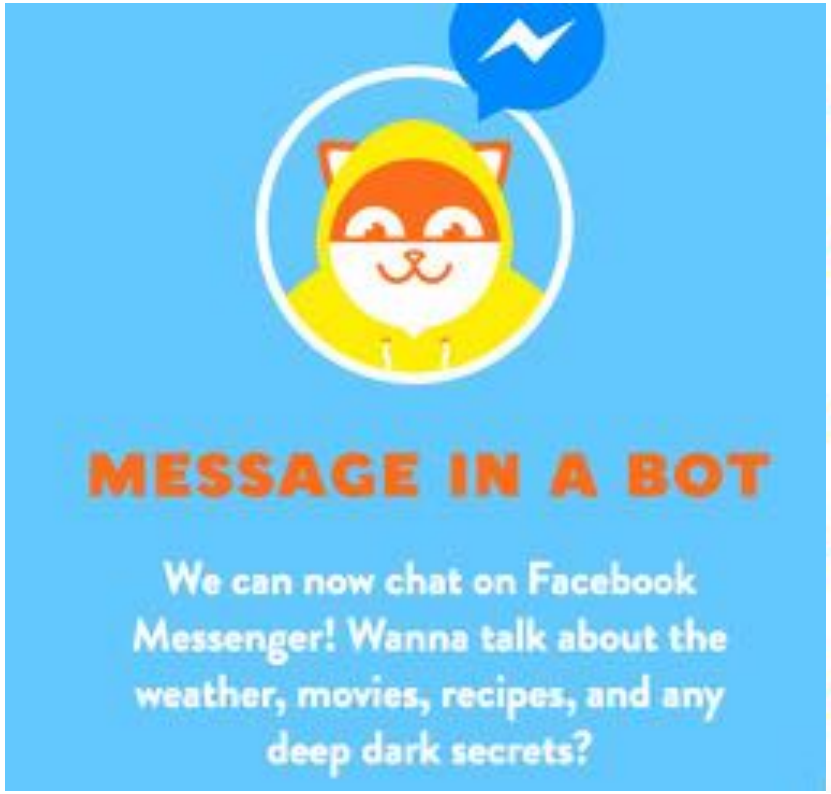
Converging Technology and Trends

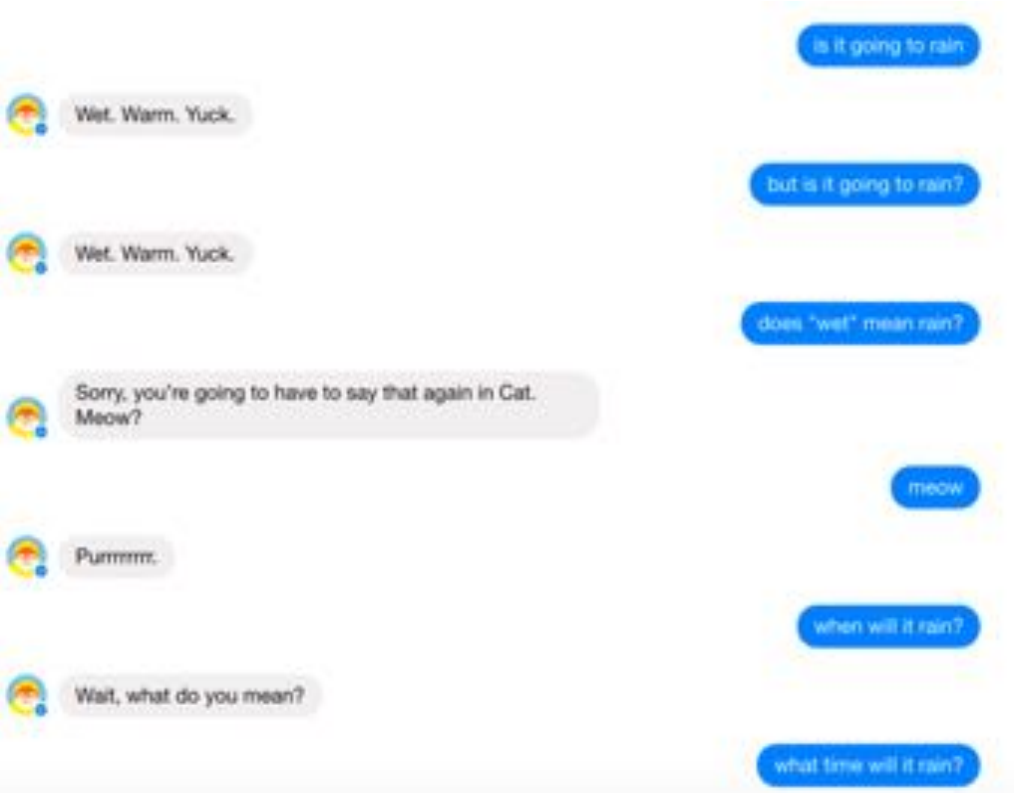


Microsoft's TAY bot

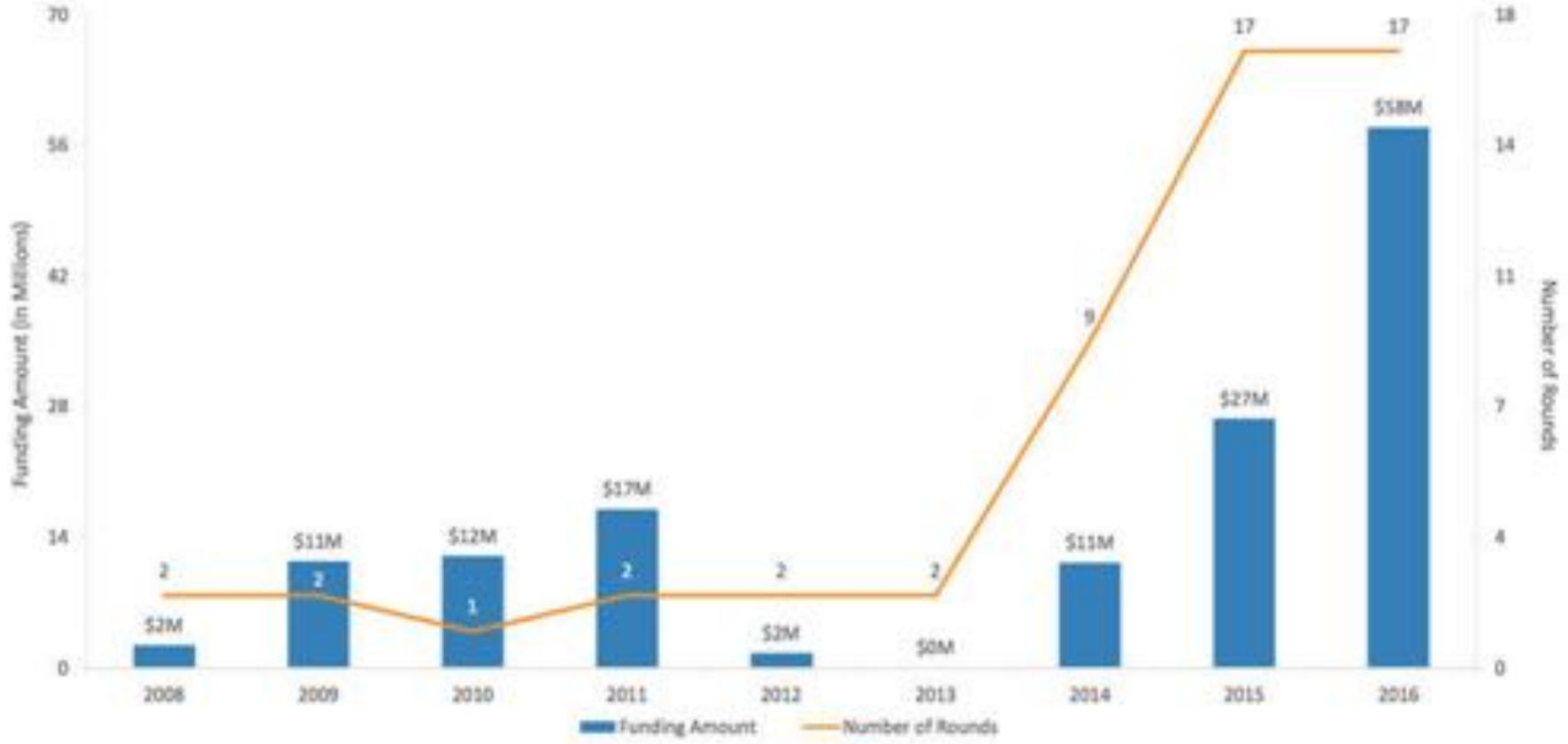


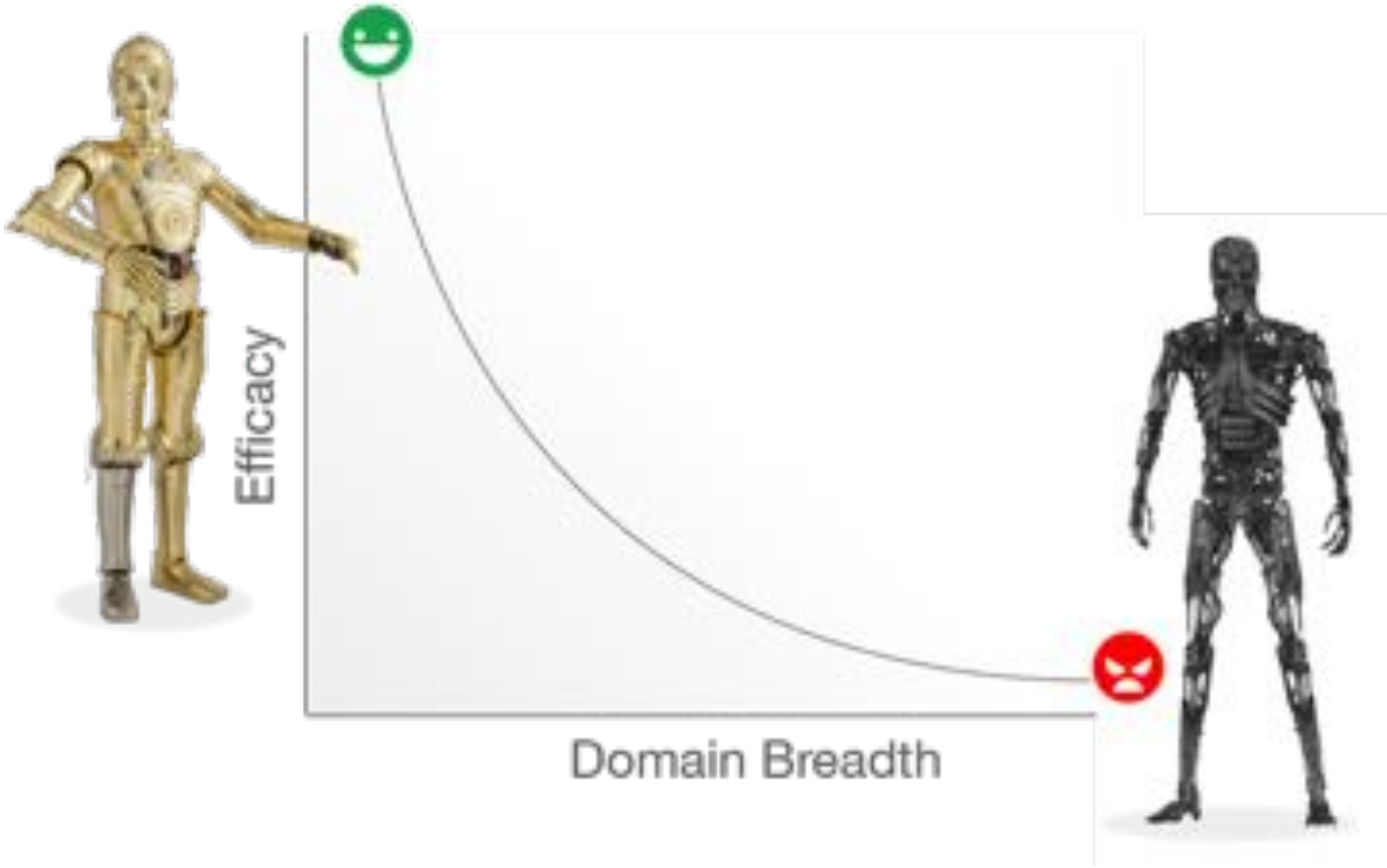
A “Weather Bot” on Facebook





$58 Million invested this year alone




Efficacy
Domain Breadth

Natural Language Processing

Hi, I need help changing my policy

Hi, if you need to process a claim reply CLAIM, if you need to make changes to a policy reply POLICY

POLICY

If you need to add a vehicle reply VEHICLE, if you need to add a driver reply DRIVER

VEHICLE but I also need to purchase renters insurance

Great, what's the make, model, and year or your vehicle?

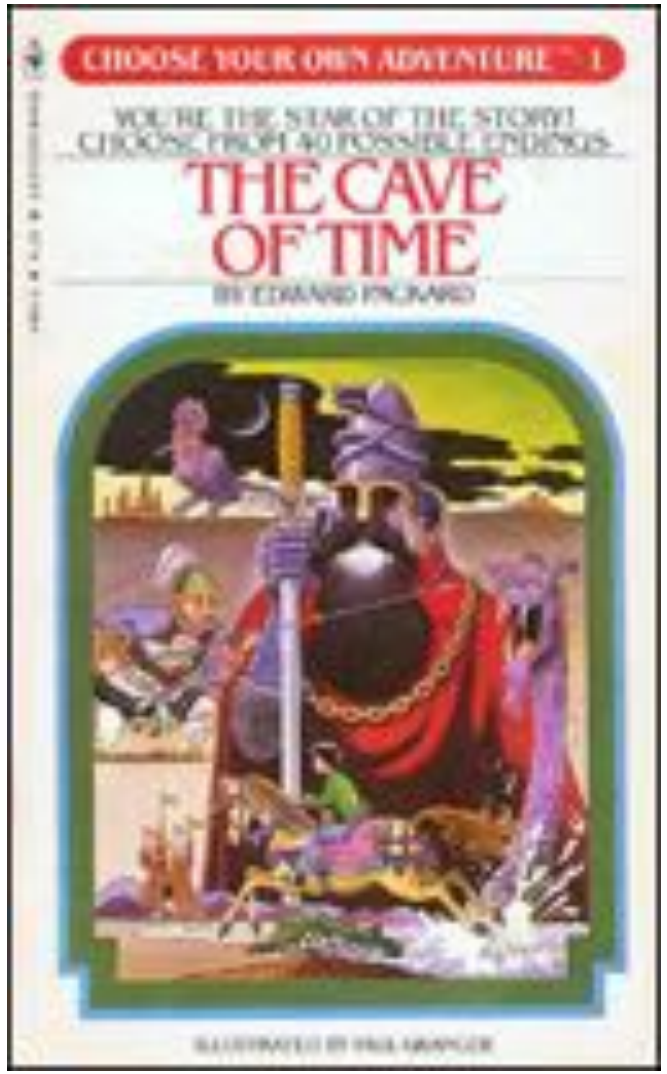
SMH... '09 Honda Civic. What about renters insurance?

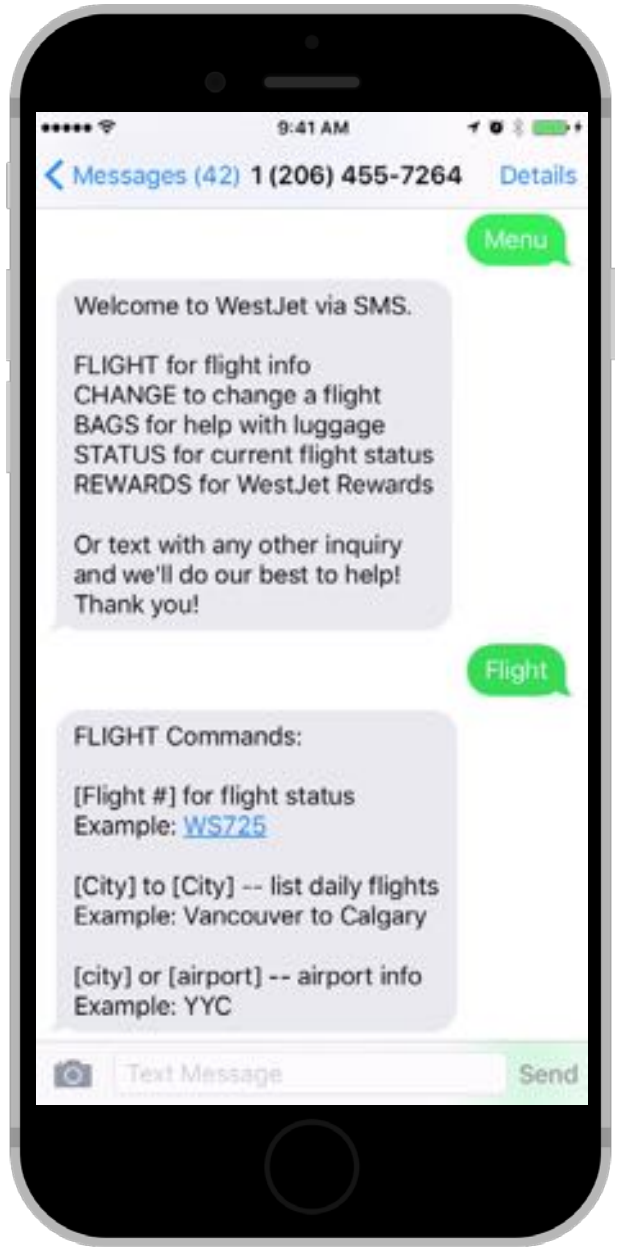
I'm sorry, I don't understand. Can you please reply with your make, model and year of your vehicle?

This is so annoying, can I just talk with someone?

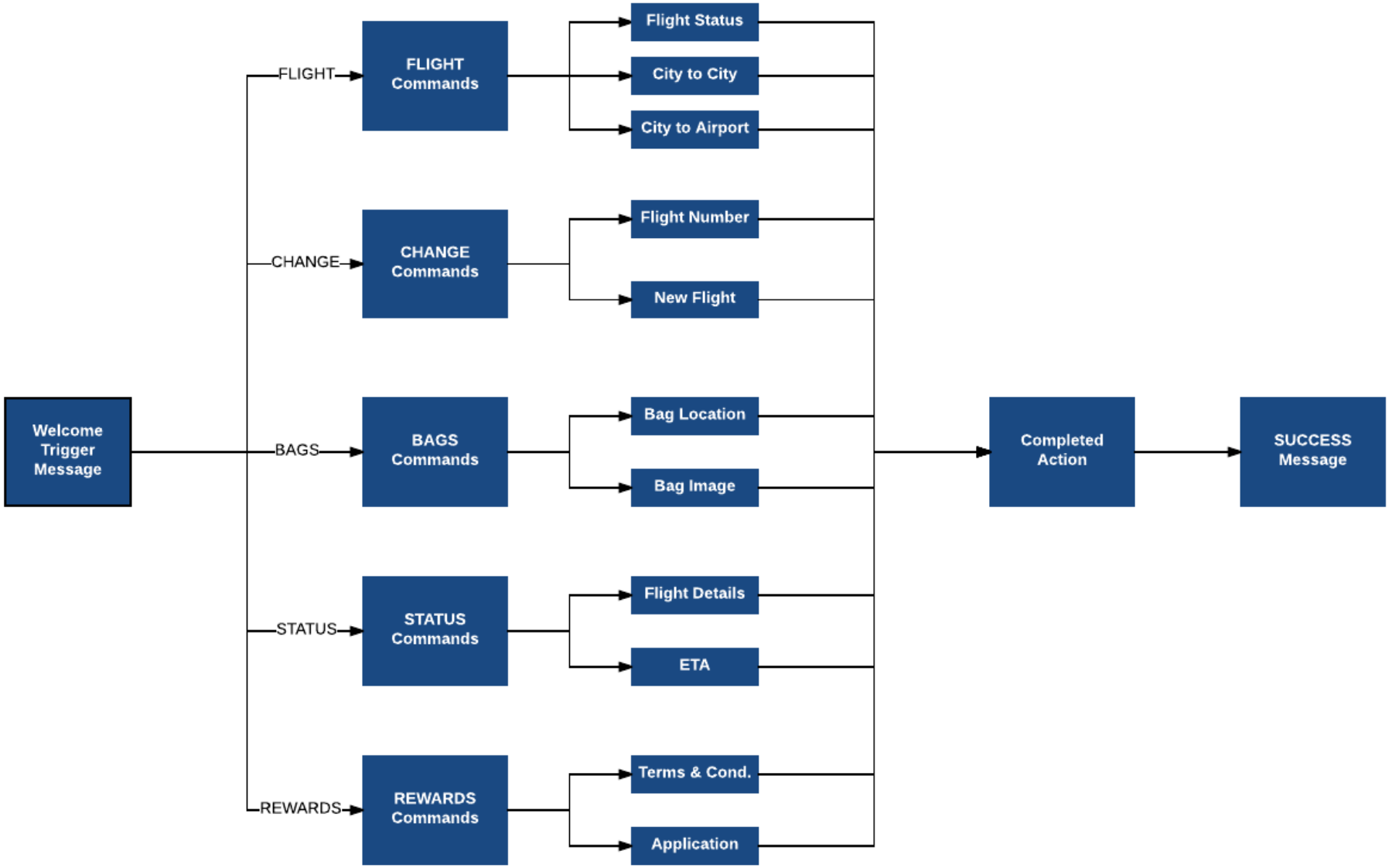


Natural Language Processing





Natural Language Processing



Natural Language Processing



Converging Technology and Trends



Google Instant Apps for Android

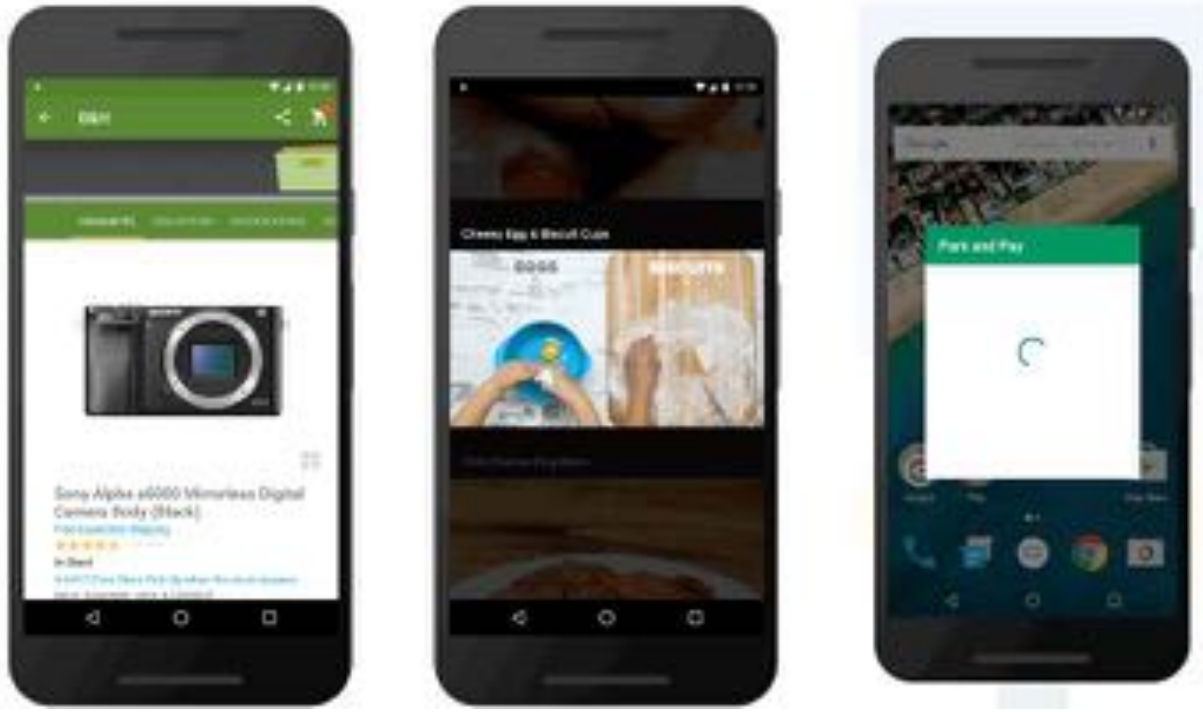
THE VERGE

LONGFORM REVIEWS VIDEO TECH CIRCUIT BREAKER SCIENCE ENTERTAINMENT CARS TL;DR FORUMS

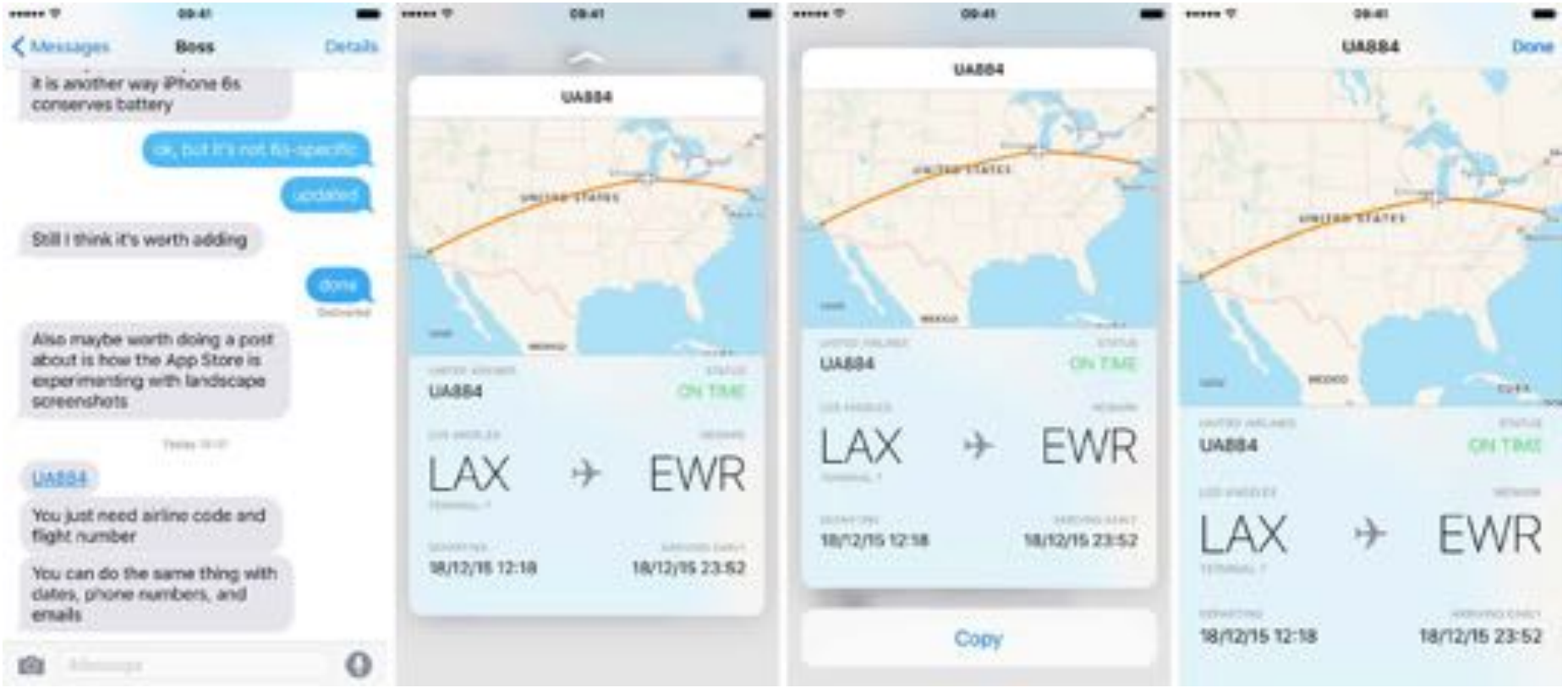
GOOGLE I/O TECH GOOGLE

Android Instant Apps lets you use apps without downloading them

A taste of apps without the commitment



iMessage + Apps



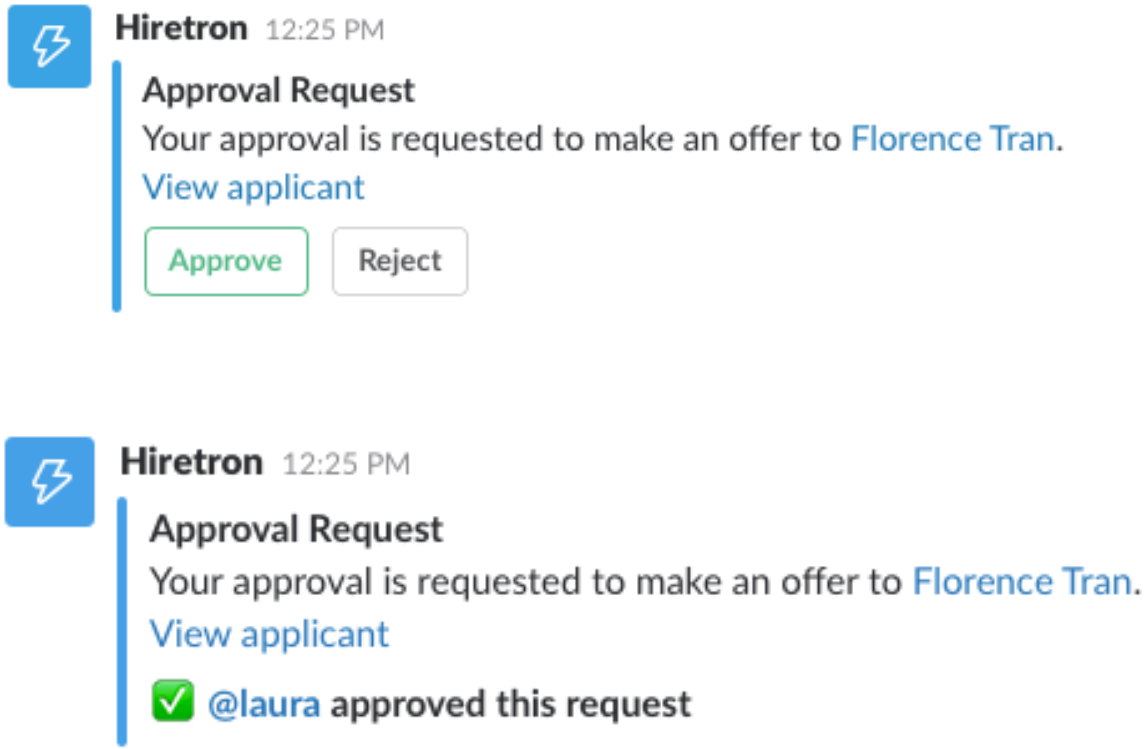
Facebook Messenger Bots

Facebook Messenger



Slack Smart Buttons





Keyboard Extensions

Giphy Keys



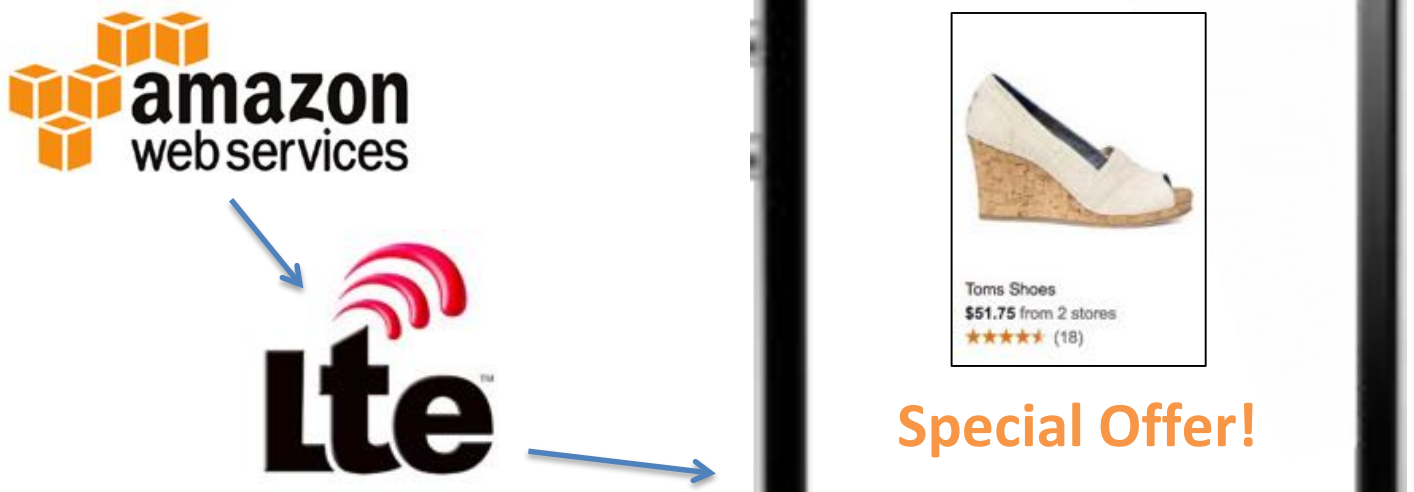
Gboard

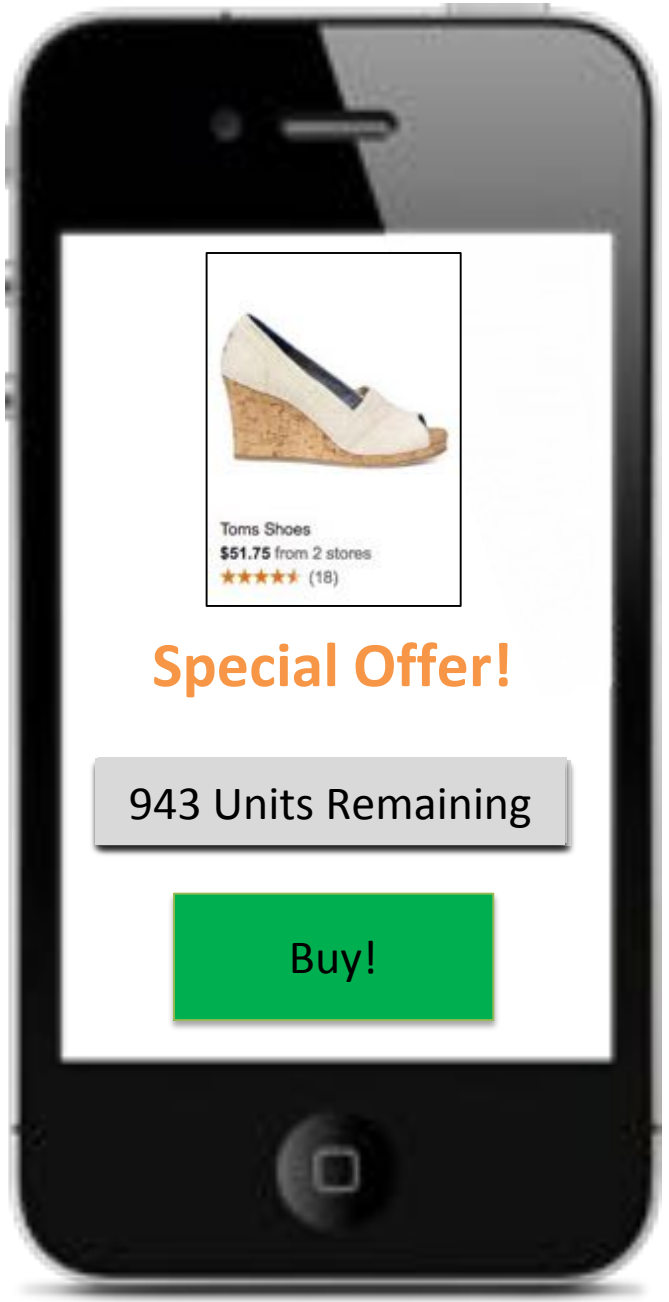


Converging Technology and Trends



Real-Time Mobile





Converging Technology and Trends



Chatbox Demo Video



Try
Interactive
Messaging

Text **MMA** to

646-846-2428

Thanks!