

Chatbots as a Digital Marketing Communication Tool

Case Company: Wiredelta

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ABSTRACT

Customer communication is essential for businesses to grow and develop profitably and efficiently if organized in a proper way. Marketing communication helps a company engage with a target audience in order to pursue their business objectives. Last few years digital marketing communication was all about social media. Marketers were looking for new ways to use different social networks. However, this trend does not play a starring role anymore, because there is a new exciting communication channel – chatbots.

The main objective of the research was to find out how businesses should develop chatbots so they can be used for communication with customers. The study was conducted under inductive research approach and qualitative methodologies were used. The secondary data was retrieved from latest academic and semi-academic published and electronic resources, while the primary data was acquired via structured interviews and focus group discussion. The conclusion about the use of chatbots as digital marketing communication tools was based on both types of data that was precisely analyzed.

The results of the study showed that chatbots can be a great tool for customer communication, but there are some limitations due to the technology not being advanced yet as well as due to the lack of people's awareness on how to communicate with chatterbots. In order to succeed businesses should be paying a lot of attention to users' behavior and constantly developing chatbots, making them more efficient and easy-to-understand.

Key Words: Chatbots, communication channels, bots, conversational interfaces, digital marketing, social media, chatter bots, customer communication

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1 INTRODUCTION

This chapter aims to help the reader become familiar with the research topic of the thesis. The first part of the chapter explains the research background, followed by the thesis objectives, research questions, and possible limitations. The main theories used in the thesis are described in the theoretical framework, after which the research and data collection methods are presented. At the end of the chapter, the structure of the thesis is explained.

1.1 Research Background

Communicating with customers is essential for businesses to grow and develop profitably and efficiently, if organized in a proper way. A dialogue with a customer can help a company have a clear idea regarding the current situation on the market and the future as well as the competition. This is because clients tend to have a different point of view of a company, on the market and products presented. It also might be so that customers have a broader knowledge on other brands operating in different areas of business. Although being very important to the development of the company in general, customer communication can increase brand loyalty and make the business more attractive to clients. (Oleksak 2005, 302.)

Marketing communication is a part of a management process that helps a company engage with a target audience in order to pursue their business objectives. It is an audience-centred activity. There are many promotional tools that are used for this purpose, e.g., advertising, sales promotions, public relations, personal selling, and direct marketing. Added-value approaches are the most common ones. When messages are created with the help of these tools, there is a need to deliver them to different audiences via different channels, also known as media. There are two main types of marketing communication channels – traditional media (print adverts, radio, etc.) and digital media (in particular, the Internet). (Fill & Jamieson 2011.)

There are no doubts that digital marketing is developing quickly, with different channels reaching the audience such as corporate website, social network, e-mail, instant messaging. With the new ways of communication, the whole process becomes a lot more interactive than it used to be in the past – now, users have a better opportunity to respond to and give feedback to companies. Another effect digital marketing tools have on the communication is the fact that with the Internet customers can easily find information about the product, so any superficial claims from the companies are no longer valid. Finally, when acting digitally, businesses have more opportunities to customize their offers and messages and increase brand loyalty, because nowadays it is very easy and fast to connect with clients. (Fill & Jamieson 2011.)

In the last few years digital marketing was all about social media. Marketers were looking for new ways to use Facebook, Instagram, Snapchat and other social networks. However, this trend does not play a starring role anymore, because there is a new exciting communication channel – chatbots. People already use these daily – Siri and Cortana are intelligent personal assistants in the form of chatbots used in Apple and Windows devices. (Shawar & Atwell 2007, 29.) With chatbots, you can easily deliver any information (promotional as well) to the possible customer by creating some pre-defined conversations. Therefore, this channel can be successfully used in marketing, if the customer journey and emotions are considered.

The case company described in this thesis is Wiredelta, a web development agency that was founded almost five years ago and has several offices all around the world. The author was working at Wiredelta as a Marketing Manager during the spring semester 2017. During this period, the company was in a pre-launch phase of their new product, with plans of promoting it with the help of chatbot. Thus, there was a real need for this research. The research is also influenced by an increase in the worldwide case of chatterbots. The main challenge, in this case, was the

need to create a properly structured communication tool that would be informative, simple and promotional at the same time.

The study conducted for Wiredelta is aimed to discover the extent to which chatbots can be used as a promotional channel and what are the ways to attract, interact and keep the customer engaged. The research was conducted before the launch of the main product, the Wiredelta platform and after two months of testing the Wiredelta chatbot. The focus of the thesis is the chatbot itself, being accessible via Facebook Messenger and on the corporate website, as well as on the platform. The empirical part of the research consists of qualitative interviews held with the CEO of Wiredelta, Dencker, with co-founder of Sure, Pal, and with the active user of Wiredelta chatbot, Jens. The result of the thesis is the communication flow for the chatbot that is to be presented on the corporate website and the platform of the case company. Companies that are following the current trend of chatbots used as a communication tool will find the outcomes of the thesis insightful.

1.2 Thesis Objectives, Research Questions and Limitations

The main aim of the thesis is to help the case company gain a deep insight into the use of chatbot as a promotional communication tool. The second objective is to create a plan for the discussion flow of the chatbot that the case company will implement and use on the corporate website.

Additionally, the research is dedicated to:

- Understand the attitude and awareness people have towards chatbots,
- Investigate how people would like to see the communication between the customer and the brand,
- Find out what content people would like chatbots to provide.

To make the process of the study more efficient the research question was carefully selected. The research question is used to clarify the topic and the research that is being observed to the reader. In addition to the main

research questions, sub-questions are normally set up as well in order to identify the most important points of the research problem. (Saunders, Lewis & Thornhill 2009.)

The main research question is:

How should businesses properly set up a chatbot to use it as a communication channel?

To make a research more structured, sub-questions are needed. They can be very useful for the researcher when starting the process.

The sub-questions for the thesis are the following:

1. How to organize a discussion flow of the chatbot in the right way?
2. What kind of content do users want to see in the chatbot when communicating?
3. For what purposes can companies use chatbots?

There are different limitations applicable to every research. As the topic is quite wide, the research is focused on chatbots used by companies as one of the communication channels. In this thesis, limitations are also linked to the case company, as it was organized for Wiredelta's new product. Moreover, technology is developing rocket-fast, so the results might appear outdated in a short period of time. To sum up, the thesis is conducted for a specific company, specific product of the company and will be used for future development and research.

1.3 Theoretical Framework

The theoretical framework is one of the most important parts of the research. It conceptualizes all key factors and forms a manner in which the data will be analyzed. (Saunders, et al. 2009.) This sub-chapter gives a short introduction to the topics used for the research process.

Chapter 2 describes the concept and different types of communication tools; it also contains information on setting up a proper communication

channel. The chapter is finalized with the explanation of the latest trends in customer communication, including chatbots, which logically links it to Chapter 3.

Chapter 3 presents all the necessary information which is needed for understanding the concept of chatbots. Types and methods of training virtual assistants are explained in details as well as the use of these communication tools in business, customer demands towards it and overall awareness. Together, Chapters 2 and 3, cover the background for the empirical research and make the thesis topic clearer to the reader.

1.4 Research Methodology and Data Collection

In this sub-chapter, the research methodology and data collection used in the empirical part of the thesis is explained. It starts with the description of the research approach, then data collection method is being explained, followed by the sources used for the research.

To start with, there are two research approaches: inductive and deductive. The inductive approach includes gathering all sorts of specific data, analyzing it and generalizing, which leads to forming a hypotheses or theory. The deductive approach, in its turn, starts with the hypothesis upon which the possibilities of reaching the desired result are being examined. A deduction is usually used to test theories and hypotheses. (Saunders, et al. 2009.) Due to the topic and objectives, research approach of the thesis is inductive.

When it comes to data, there are two types of it – quantitative and qualitative. Quantitative data consists of numbers that are being analyzed and summarized statistically. Qualitative data is being processed with the use of conceptualization, it highly depends on the context and is expressed in the form of words. (Saunders, et al. 2009.) In this research, qualitative data gathered from qualitative interviews is being collected and analyzed.

Data can also be primary and secondary. Both types are used in the thesis. Primary data is the one that the author created for the current research, while secondary data is the one retrieved from electronic and written sources on the specific topic. (Saunders, et al. 2009.)

1.5 Thesis Structure

The figure below shows the structure of the thesis.

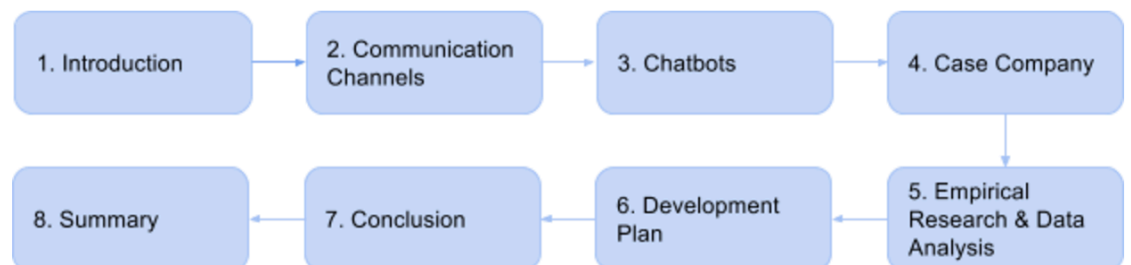


FIGURE 1. Thesis structure

The thesis starts with the introduction chapter, which aims to give the reader a clear idea about the topic of the research, its importance, and theories and research methods used. After the introduction, the chapter is divided into two sections: theoretical and empirical. The theoretical part of the thesis is presented in chapters two and three. Chapter 2 explains communication channels, while in Chapter 3 chatbots are described.

Chapter 4 introduces the case company, Wiredelta, its platform and chatbot, business model and target groups. The empirical part of the research is presented in Chapter 5, where the process of the research and data collection is explained. In Chapter 6, the data is analyzed and summarized into the development plan in a form of discussion flow of the chatbot. Chapter 7 is the conclusion of the thesis, providing answers to the

research questions as well as reporting the validity and reliability and suggestions for further research. The last chapter of the thesis is the summary.

2 COMMUNICATION CHANNELS

This chapter aims to introduce the concept of communication channels used by businesses in order to reach the target audience with a promotional message. Firstly, different types of communication channels are described in detail followed by the rules of setting up a successful promotional and conversational tool with the focus on digital marketing. The chapter ends with a listing of the latest trends in customer communication.

2.1 Types of Communication Channels

There are plenty of communication channels that are used in marketing, and the number is constantly growing. Overall, two main types of them exist – traditional media (printed advertisements, radio, etc.) and digital media (in particular, the Internet). (Fill & Jamieson 2011.) The latter gained their worldwide popularity in the last decade with the rapid development of technology and the Internet.

Traditional marketing channels represent a wide category of promotional and advertising tools, most of which can be divided into four categories: printed advertisements, broadcasting, direct mailing, and telephone. Print marketing is considered to be one of the oldest marketing forms. It includes advertisements in newsletters, magazines, newspapers and brochures. Broadcasting was a massive revolution that happened in the beginning of the 20th century and it gained a wide popularity since then. When speaking about this channel, one should think of radio and TV commercials; advertisements on screens in movie theaters are part of it too. Direct mail marketing began its history in the end of 19th century with catalogs that were sent to customers. Since then the concept of direct mail marketing evolved and now it includes the use of postcards, letters, flyers and other printed materials sent through postal mail. Telephone marketing, also known as telemarketing, is a method of delivering advertising messages and convincing possible clients to make a purchase through the

phone. This way gained a lot of negative feedback due to aggressive methods used by salesmen. Requested calling and cold calling are the tactics used in telemarketing. (Pride, Ferrel, Lukas, Schembri & Ninninen 2015.)

Even though traditional marketing channels already gained a lot of awareness among customers, it becomes more outdated as the time goes. The main disadvantage of these tools is delivering advertising and promotional materials used only to catch the attention, while there is no possibility of direct feedback and proper communication between customers and businesses. (Pride, et al. 2015.)

As it was mentioned above, digital marketing communication gained its popularity with the rise of the Internet. It includes various digital tools, such as social media, e-mail, and mobile, etc. Currently, social media plays a starring role, it also has several types to consider: social community media, social publishing media, social commerce media and social entertainment media. Social community media covers such platforms as Facebook, LinkedIn, enabling users to share their hobbies, create personal profiles and chat with other people. Social publishing media allows users to create and distribute interactive content (videos, photos, audio). Among this type of channel, the most popular ones are YouTube, Instagram, and SoundCloud. Also, there are social commerce media channels (TripAdvisor, Groupon), providing platforms for trading. There is also social media that is aimed to entertain people – come2play, Zynga 12, etc. (Jobber & Ellis-Chadwick 2013.) E-mail and mobile marketing are used to reach the target audience of the brand by sending advertising e-mails or newsletters and via mobile devices. (Durmaz & Efendioglu 2016, 36.)

Unlike traditional ways, digital marketing affects the shift from “push” strategies to “pull” strategies, providing customers with an opportunity to reach and contact the brand in any channel they want to get the information from. It is very different from what traditional marketing offered

– clear advertising with little or no education and conversation involved. (Pelton, Strutton & Lumpkin 2002.) It leads us to the conclusion that digital marketing fits the expectations of today's consumers better.

2.2 Setting Up a Successful Marketing Communication Tool

After the previous sub-chapter, it becomes clear that digital marketing is a more favorable way of communication between brands and their customers. Therefore, this sub-chapter will be mostly applicable for digital means of marketing. In the 21st century it is the experience that makes the image of the brand. Consumers tend to be self-interested, caring very little of the internal structure of the company or struggles it meets on the way to deliver a conversational experience. Everything that counts is the level of how good businesses meet the expectations and demands of customers. (Oracle 2016.) Thus, it is quite obvious that companies should regularly track wishes of their clients in order to build a successful marketing communication strategy. As customers' needs change rapidly, marketing channels are being changed fast too. Even though this environment is continuously transiting, there are still some general rules that are to be followed to succeed. (Pelton, et al. 2002.)

The priority in setting up a successful communication tool is creating a unique content to distribute to the target audience. It should not only be informative and entertaining, but also educational and engaging. With the technology available, it is possible to deliver media content, such as videos, GIFs or audio recordings, as well. Therefore, companies should aim to deliver creative messages, that will not only be catching users' attention but also telling a story and increasing brand loyalty. (Murphy 2008.)

The next step is to decide which channels to use to deliver a message. There are plenty of them available, and the company might be tempted to use a lot of them to create a multi-channel approach. However, being present in all, for example, social media can become very complicated in

terms of content providing and the quality of the content. It is a wise choice to pick channels that are mostly used by the target audience and focus on improving the conversational experience there. (Murphy 2008.)

Each channel chosen by a company should represent its strategic objectives and help to gain more clients (Capgemini Consulting 2011).

After deciding on the content and channels to distribute this content, the problems of developing and keeping it consistent occur. Businesses need to investigate the ways to make the communication outstanding. Which means making sure that the simplest conversational issues run smoothly and efficiently. Also, there is a need to make the experience consistent and provide the same experience across all channels. Otherwise, customers will give up using the communication tools picked. Another important factor is assuring that the conversational process is safe and there are no leaks of sensitive data, which might lead to a decrease in trust towards the brand. (Accenture 2017.)

Overall, companies should listen to their customers in order to serve them better. Customers expect comfortable and trustworthy communication, built on their expectations. (Oracle 2016.) Following those rules will result in many customer touchpoints that will enable various possibilities for businesses to interact with their clients. (Capgemini Consulting 2011.)

2.3 Latest Trends

In this sub-chapter, the latest trends in the communication between the brand and its customers are discussed. Due to rapid changes that occur it is important to state that these tendencies correspond to the end of 2016 and the beginning of 2017.

The fact is that consumers no longer want to communicate with brands via phone or email. People are using social media and messaging

applications in their private lives and they want companies to adapt to it and use these channels as well. The use of social media and messenger apps especially affects the attitude towards the communication, people got accustomed to receiving replies immediately. Such tendency is forcing businesses to come up with conversational solutions that can provide information very fast. (Ubisend 2017.)

However, having a stable social media presence is not enough. In some cases, the way of brand-customer communication through social media can lack a personal touch. (Oracle 2016.) Apart from having profiles in relevant social networks, companies might consider using messaging applications, which are even more popular now. Nowadays consumers would rather use a messaging platform than Facebook. Texting is the major communication trend in the beginning of 2017. (Accenture 2017.)

The tendency of switching to more personal messaging platforms brings a lot of efficient functionalities and exciting opportunities for companies. Businesses need to adapt to this change and come up with communication tools, possibly powered by machines (artificial intelligence, for example), that will be able to keep up with expectations of customers. (Ubisend 2017.)

3 CHATBOTS

The chapter introduces the idea of chatbots to the reader. It starts with the definition of the term, followed by the information about the use of chatbots in business. Next, customer demands and awareness are explained.

3.1 Definition

Speech or text interaction between the human and the computer is gaining more and more popularity nowadays. People want to communicate with computers in the same manner as they communicate with other human beings. One of the main tools used for analyzing speech and providing human-like answers is Natural Language Processing (NLP). In order to provide suitable responses based on phrases or keywords taken from questions as well as to keep the communication continuous, there is a need to create a dialogue system or program, which is often called a chatbot or a chatterbot. The chatbot is a computer program that has an ability to communicate with people by providing answers to questions and holding the conversation using Natural Language Processing. People input the natural language speech or text, while the program should provide the most suitable intelligent response in the form of text or speech. As long as the communication continues, this process is being repeated. (Abdul-Kader & Woods 2015, 72)

FIGURE 2, below, presents the conversational process between humans and chatbots.

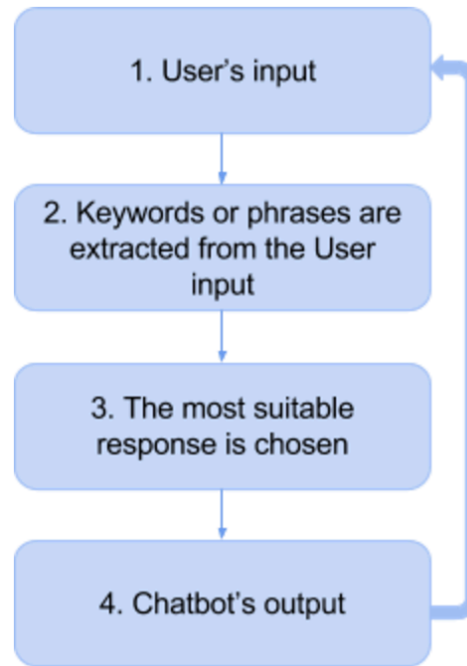


FIGURE 2. Conversational process between the chatbot and the human

The conversation can be initiated by the user or by the chatbot. The communication process begins when the user inputs the question or the sentence in the form of either speech or text to the program. After that, the user input is analyzed for keywords or phrases it contains and the most suitable programmed answer from the chatbot's database is chosen. The process is finished after the output is presented to the User graphically or by speech. (Abdul-Kader & Woods 2015, 72.)

The history of chatbots started in the 1960's, aiming to examine whether these systems can imitate the human speech so much that users would think that they interact with other people, not computers. However, nowadays chatbots are used in education, business and as well as in information retrieval process. Therefore, the use of chatterbots is no longer limited to entertaining users, mimicking the human interaction. (Shawar & Atwell 2007, 29.)

3.2 The Use of Chatbots in Business

The communication between brands and their clients has never been so intense as nowadays. With the rapid development of technology, the customer experience is changing dramatically. Customers want more autonomy and self-service options, preferring to make a purchase or get information without interacting with the human representative of the brand. In order to fit the expectations of their customers, companies are reshaping the experience from human-to-human interactions into the advanced self-service experience. Therefore, the use of chatbots in business can be a crucial issue of improving customer communication. (Oracle 2016.) Companies are using this technology to create a better engagement with their clients with the help of messaging platforms that offer a regular chat function, in-message purchases, and many other advanced functions. (Accenture 2017.)

What are the benefits that chatbots bring to businesses and their customer communication? Three main positive aspects that chatterbots have are reducing stress, allowing instant response and extending the service. Previously, it took quite a lot of effort to contact the company. One way was to call the company via the hotline, which could have been not free and could have been working on special hours only, which is not suitable for emergency situations at all. Another way was to write an email to the company and wait for their response, which sometimes could happen in weeks or even months. Chatbots can solve this pain by being easily accessible – most people always have their smartphones at hand with messaging applications installed. Also, chatbots are available 24/7 and reply immediately, so customers do not get frustrated and get the response they want as soon as possible. Moreover, there is a possibility to integrate the chatbot with other services to offer a set of products or services at one place. For example, a chatbot of the airlines company can be connected to Uber, Booking or Airbnb. (Accenture 2017.)

As can be seen, chatbots can be a solution for improving the conversation between brands and customers. Although the development of chatbots is still in early stage, many businesses became interested in this technology and some companies already implemented it.

3.3 Customer Demands

Even though this type of communication channels is new and innovative, there are already quite many customer demands to be followed in order to succeed. (Ubisend 2017.)

Most customers think that chatbots are the easiest and the fastest tool to contact the company because it provides the immediate response to their inquiries. Users want the chatterbot to be present in many messenger platforms, so they can choose which one is the most preferable for them to use. Therefore, to meet customers' expectations brands should consider creating a tool on many platforms, that is able to communicate with any person anytime and, if possible, in many languages. (Accenture 2017.)

Regarding the content of the chatbots – users want them to be very functional and practical, offering some easy and quick solutions. No long and in-depth discussion about the company is appreciated. Many users would like to get some information about services and the company, for example, opening hours, addresses, special offers, etc. To sum up, customers of today want to use chatbots because they are easy and quick, but people are not too keen on having deep human-like conversations with chatterbots and AI assistants. (Ubisend 2017.) As practice shows, customers would rarely ask more than five questions per one session with the chatbot (Chatfuel 2017).

Most customers want to get the information quickly and easily; they do not want to think how complicated is the chat flow of the chatterbot. Users do not care whether it is a very complicated AI-driven assistant connected to many services or just a general bot with pre-defined answers on the

limited amount of questions. All that is needed – is the correct and immediate response to their inquiry. (Ubisend 2017.)

Because more clients are getting accustomed to using chatbots in their daily lives, receiving immediate responses anytime, they will be expecting a higher level of service from companies. Even though it seems to be an easy task to set up a chatterbot, brands should still pay a lot of attention to creating a proper conversational experience for their clients. The main issue that customers pay attention to is the use of the right vocabulary that the target audience can understand easily. If the choice of linguistics is correct, the chatbot can improve customer service and communication notably being a fun and efficient tool. Overall, if all customer wishes are met, chatterbots can deliver a way better service than any other ordinary digital channels can (Ubisend 2017).

3.4 Awareness

Even though the chatbots are becoming more popular these days, there is still the problem of awareness. In comparison to general social media channels, users know less about chatterbots. In a survey conducted by Ubisend (2017), almost 60% of respondents know how to use the chatbot, while 40% would like to get more education on the topic as they do not know how to use one. However, 75% of survey participants responded that they have never tried the chatbot before. (Ubisend 2017.)

Customers want to see more companies implementing the chatbot as a communication tool aimed to answer specific and generic questions. Also, many users are considering doing some purchases via the chatterbot. Overall, clients have a positive attitude towards chatbots used in business, underlining that this tool is innovative and helpful. Therefore, it is a good time for companies to set up chatterbots in order to meet customers' expectations. The only thing is that there is a need to provide more education about this channel and more promotion to be done. (Ubisend 2017.)

4 CASE COMPANY

In this chapter, the description of the case company, Wiredelta, is presented. Due to the complexity of the information, it was divided into five sub-chapters. Firstly, the introduction to the company is given, followed by the description of the main product – the platform and Wiredelta's AI chatbot. The chapter is finalized with the business plan of the case company and target groups it is aiming to reach.

4.1 Introduction

Wiredelta is a Copenhagen-based web development agency, founded in 2012 by Dencker and Delarbre. The mission of Wiredelta is to support internet entrepreneurs with affordable websites, mobile applications and other development services of high quality. (Wiredelta 2016.)

While being active for almost five years, Wiredelta has five offices all around the world – the headquarters office is in Copenhagen, Denmark, while other offices are located in Paris, France, Coimbatore and Mysore, India and in Medellin, Colombia (Wiredelta 2016).

Wiredelta has several departments:

- Wiredelta Institute – the in-house educational organization aiming to provide an efficient training in modern web technologies, programming, and development. Most of hires in Wiredelta are coming from the institute, which enables developers all around the world to work faster and less costly, because of the same tools and processed applied.
- Wiredelta Agency – a department dealing with client projects and customer communication. There Project Managers, Financial Assistants, Marketing Assistants and Developers are working together closely to ensure that results of client projects are solid. (Wiredelta 2016.)

- Wiredelta Platform – the new project launched in Spring 2017. To be explained in more detail in Chapter 4.2.

Wiredelta achieves its' success with all these departments working together and through vast communication with clients using modern management system (Wiredelta 2016).

4.2 Wiredelta Platform

As was mentioned above, Wiredelta platform is the main product of the company, which was launched in Spring 2017. This platform enables people to create mobile-responsive websites and mobile applications easily.

The platform is based on open-source content management system (CMS) WordPress, which powers 26% of all websites created globally (Smith 2017). The platform provides users with the infinite amount of design templates and plugins, which allows a high level of customization and efficiency. The process of creating a website or a mobile application on Wiredelta's platform is as follows:

1. Users are linked to the themes directory, where they can choose a design template they like based on the purpose (business, blog, portfolio, shop, media, event). They can also see how each theme will look like on different devices.

The figure below presents the themes directory on the Wiredelta platform.

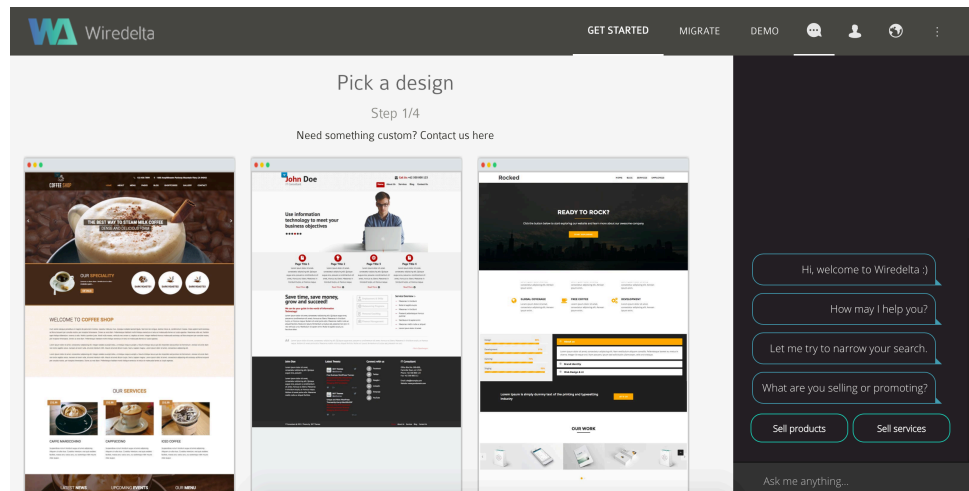


FIGURE 3. Themes directory on the Wiredelta platform (Wiredelta 2017)

2. After choosing the design, users are redirected to addons directory, where they can set the name of the project and choose any extra services from Wiredelta, based on categories (visuals, configuration, forms, search, product, and account). These services are paid because they will require custom help from the development team. However, users are allowed to proceed without purchasing any addon. Clients can also get back to the addons directory later after their website or mobile application is set up.

The figure below presents the addons page on the Wiredelta platform.

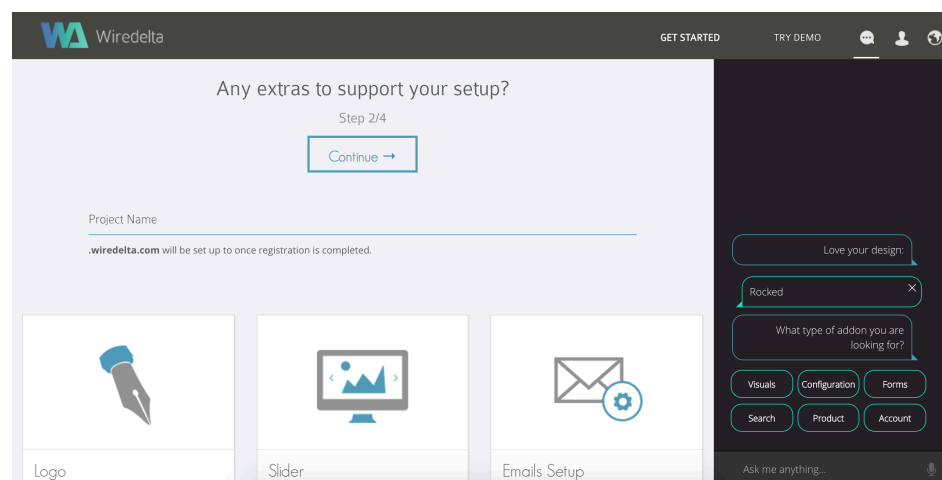


FIGURE 4. Addons page on the Wiredelta platform (Wiredelta 2017)

3. Next step is the checkout page, where users can see their purchases from the Wiredelta platform. In case there were no additional services requested, the sum would account to zero (0) EUR.

FIGURE 5, below, presents the order summary page on the Wiredelta platform.

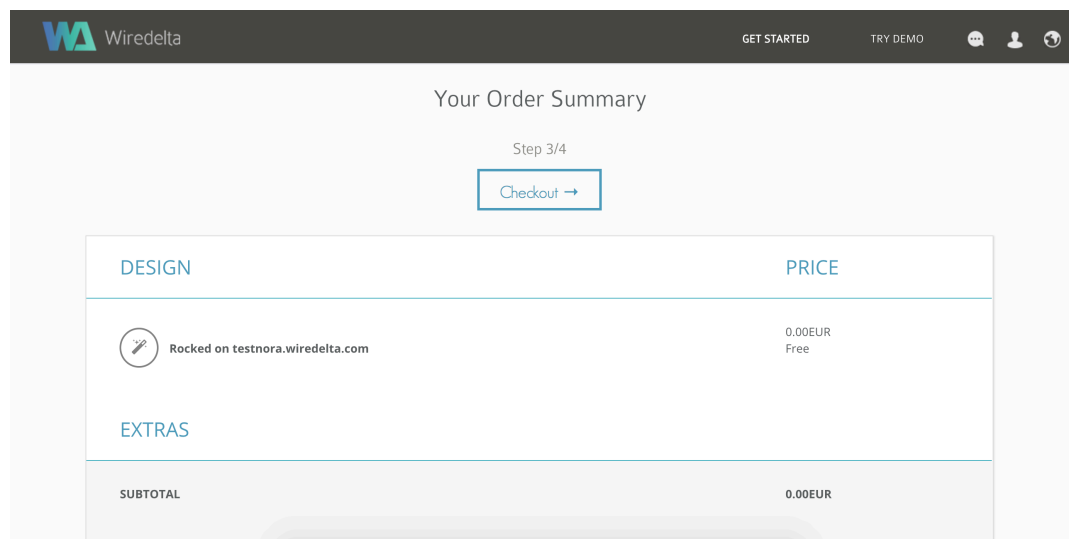


FIGURE 5. Order summary on the Wiredelta platform (Wiredelta 2017)

4. After the order summary, user's contact details are requested.

FIGURE 6, below, shows the account details page on the Wiredelta platform.

Wiredelta GET STARTED TRY DEMO

Almost there! Please fill your **Account Details**

Step 4/4

Complete →

PERSONAL DETAILS ALREADY REGISTERED?

First Name _____ Address _____

Last Name _____ City _____

Email Address _____ Zip Code _____

FIGURE 6. Account details page on Wiredelta platform (Wiredelta 2017)

- When users are finished with providing all necessary contact information, they are redirected to the administration area of the platform, where they can add and manage content, as well as work on their projects' performance and design. Also, in the administration panel of the platform clients can use Wiredelta's AI chatbot, which will be described in details in the next sub-chapter.

The figure below presents the dashboard on the Wiredelta platform.

Wiredelta GET STARTED TRY DEMO

ADMIN WEB APP CREATE FREE ACCOUNT

Wiredelta Promo + New Howdy, demoAdmin

Dashboard

This theme recommends the following plugins: [Business Extensions](#) and [Jetpack by WordPress.com](#). [Begin installing plugins](#) | [Dismiss this notice](#)

Activity

Recently Published

Jan 27th, 8:28 am [My first blog post](#)

Nov 29th 2015, 3:34 pm [News Heading](#)

Nov 29th 2015, 3:33 pm [News Heading](#)

Nov 24th 2015, 3:09 pm [News Heading](#)

Nov 24th 2015, 1:43 am [News Heading](#)

Recent Comments

From admin on [News Heading](#)
Hi, this is other comment.

WordPress News

Quick Draft

Title _____

What's on your mind?

Save Draft

Drafts

Hi there buddy!

Welcome to your dashboard, here you can build your own websites and apps.

I have been trained to answer any tech question, like how to create a page, edit content, add images, change menus, add functionality, configure settings. Anything really?

What would you like to do first?

Create a page Upload a logo Change menu

Add a new user Edit social media Modify header

Ask me anything...

FIGURE 7. Dashboard on the Wiredelta platform (Wiredelta 2017)

4.3 Wiredelta's AI Chatbot

To make the process of website creation even easier Wiredelta decided to launch its own chatbot. This chatbot is supposed to guide users, providing them step-by-step guidance, navigation tips, link them to relevant Wiredelta's wiki pages or paid services. In case the virtual assistant does not know the answer, it suggests users contact the development team by creating a support ticket for free. (Wiredelta 2017.)

Apart from the platform, the chatbot can be reached on Wiredelta's corporate website, where it helps users in discovering the company and its products, as well as suggesting to try to build a website or a mobile application. The discussion flow is to be organized properly so that it fits the demands of all target groups. In order to reach a wider audience and to raise the awareness of the platform and the company itself, Wiredelta connected the chatbot to the Facebook Messenger. Not only can this chatbot execute functions mentioned above, but also support people using other CMS than WordPress – currently it can also help users of Magento and Drupal.

FIGURE 8, below, presents the Wiredelta's chatbot on Facebook Messenger.

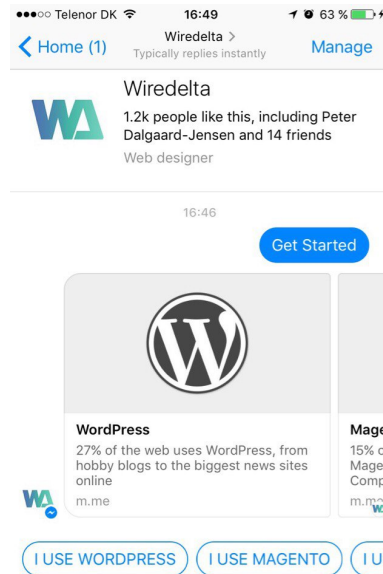


FIGURE 8. Wiredelta's chatbot on Facebook Messenger (Wiredelta 2017)

Wiredelta's chatbot is built on api.ai, a natural language understanding platform run by Google, that helps people with and without technical background to create intelligent conversational user interfaces and integrate them into web and mobile applications, devices and bots (API.AI 2017). This service helped the case company in gathering all the data needed for proper communication with users and training the chatbot. In order to set up a Wiredelta's Facebook Messenger assistant another platform, called Chatfuel, was used. This service is useful in creating easy-to-understand and highly-customizable interfaces. Chatfuel also provides broadcasting function, which means that administrators of the chatbot can send messages to all subscribers immediately as well as on a specific date and time. (Chatfuel 2017.)

4.4 Business Model

The business model of Wiredelta significantly differs from the one usually applied in web agencies. Together with creating custom web and mobile application client projects, the platform itself will be considered to be a key revenue stream. There are several paid services available on the platform:

- Subscription fees that cover an access to the platform as well as maintenance and hosting;
- Paid addons, mentioned above, are also a source of revenue;
- Service fees on development works done on the platform by Wiredelta's technical partners are another revenue stream.

Overall, the platform is considered to become an important lead generator apart from the customization services done by Wiredelta's development team.

To make the development process easier, the CEO of Wiredelta, Dencker, came up with the master plan, which consists of three simple steps. The first step is Wiredelta manually creating less than 100 custom web and mobile applications, low volume at a high price per year. The second step is Wiredelta using the money gained from the projects of the first step in order to create medium price and medium volume (less than 1,000 per year) of web and mobile applications with the platform that automates the setup process. The final step consists of creating a high volume of custom applications (more than 1,000 per year) at a low price with the AI assistant that automates the development and maintenance processes. At the time when the research is conducted, Wiredelta is in between the first and the second step.

4.5 Target Groups

Target groups are demographics of people who would be interested in the product or services that the company is presenting. These are important when creating an advertisement message so that it reaches the particular audience and creates the awareness of the offer available in a proper way. (Lake 2016.) To make the understanding of the business plan of Wiredelta easier and process of acting according to it smoother two main target groups were stated.

The first target group consists of startups and entrepreneurs who would like to create a modern, mobile-responsive and user-friendly website. These people and companies are usually on a tight budget, so they cannot afford to hire an in-house developer or to ask the web agency to code the website or a mobile application from scratch. These clients are to be directed to the Wiredelta platform, so they can build a website or a mobile application themselves, ask for paid addons, if necessary, and set up a subscription for maintenance and hosting. The platform allows people with no technical background to create a stable online presence. (Wiredelta 2016.)

Next target group represents startups and entrepreneurs who are not satisfied with their current website. These clients want more customization options, better design, and maintenance for a lower price. It is possible for them to migrate their websites to the platform for free. After the migration process, members of this target groups can proceed web development on their own or with Wiredelta's development team. Clients from this target group are of technical and non-technical background both.

These two target groups of the case company shall be considered when creating a proper communication channel in a form of chatbot.

5 EMPIRICAL RESEARCH AND DATA ANALYSIS

This chapter presents the empirical research that was organized for the thesis to the reader. The research aims to answer the research question set for the thesis by gathering and examining the primary data. The chapter starts with the precise explanation of the data collection process and is finalized with the data analysis and the outcome.

5.1 Data Collection

This subchapter introduces the data collection for the empirical research of the thesis. The figure below demonstrates the complete schedule of secondary and primary data acquisition process.



FIGURE 9. Data acquisition process

It was decided to divide the collection of the primary qualitative data into two parts. The first part consists of three interviews with experts in the field of conversational interfaces. These interviews were held to gain an insight into the use of chatterbots from the developer's point of view. The second part includes the focus group discussion that was organized between the author and the interns of Wiredelta, who are accustomed to the concept of chatbots, use them on a regular basis and have a clear vision of the proper organization of this type of communication channels. The purpose of the group discussion is to collect feedback on the opinions of specialists interviewed previously. The focus group discussion was focused on the user experience, customer communication through chatterbots and the customer's point of view.

5.1.1 Interviews

As it was mentioned above, the empirical part of the thesis starts with three interviews held with three experts in chatbots. The interview is the conversational process between people that has a defined purpose and is helpful for gathering reliable data that can be used in the further research. Most interviews can be classified into unstructured, semi-structured and structured. Unstructured interviews come in a form of informal discussion with no pre-made list of questions, so interviewer is the one forming the flow of the conversation in the most suitable way. Semi-structured interviews are based on the list of topics and main questions defined in advance that interviewer can change throughout the conversation. Structured interviews are based on a standardised list of questions that should be followed by the participants. (Saunders, et al. 2009.)

For the empirical research, it was decided to conduct structured interviews with experts due to several reasons. Firstly, it was merely impossible to organize the unstructured or semi-structured conversations as interviewees are in different countries and have a tight schedule. Secondly, having a list of pre-defined questions is the most suitable way to collect opinions of all three respondents and compare them. Therefore, the

use of structured interviews was considered to be the best option.

Interviews for this research were held with people who have vast experience in the development and the utilization of chatbots. The first interviewee is Dencker, the CEO of Wiredelta and one of the developers of the Wiredelta's AI assistant. The second person interviewed is Pal, the CEO of Sure, who created a chatbot for Facebook Messenger that suggests best restaurants, bars, and cafes based on the geolocation via conversational search. The third interviewee is Jens, the active user of Wiredelta's chatbot and a researcher in the field of AI and machine learning. Although respondents belong to the same age group (23-29 years old), their experience in chatbot development and customer communication differs noticeably.

The interviews were conducted via different channels, such as Facebook Messenger and Asana. The list of questions is presented in Appendix 1, while the answers are to be discussed in the next chapter. FIGURE 10, below, demonstrates the schedule of the interviews.



FIGURE 10. The schedule of interviews

5.1.2 Focus Group Discussion

After three interviews were held, there was a need to gather feedback on the information collected from the experts. As it was mentioned above, the interviewees were expressing their opinions from the chatbot developers' point of view. To make the outcomes of the empirical research more reliable and valid, it was decided to organize the focus group discussion based on the results of the interviews.

Focus group is a form of the interview conducted with a group of people that attribute to the defined size and discussion process. The object that is being analyzed is the interaction of people in the group. Members of the group are being influenced by answers of fellow interviewees during the session. The moderator of the discussion stimulates the participants by adding comments on the topic. This method of research is most suitable for generating, evaluating and verifying various ideas and theories.

(Freitas, Oliviera, Jenkins & Popjoy 1998.)

Members of the focus group interviewed for this research were interns at Wiredelta, performing tasks in web development, sales, marketing and project management. There were five people in the focus group involved in the discussion: Krishnan, Roth, Dalgaard-Jensen, Faivre and Malinet. The author participated as a moderator and taking notes to collect the data. The group discussion was held on the 4th of May 2017.

All members were actively involved in the conversation, as on each question they were asked individually and then their opinions were reviewed by the whole group. The focus group consisted of people of various ages (from 21 to 23, from 24 to 28) and a different background, as there were students from Business, Science, and Technical faculties. The results of the group discussion are to be presented in the next chapter.

5.2 Data Analysis

In this sub-chapter the primary information gathered from three interviews with specialists in the field of chatbots and focus group discussion is to be analyzed. The outcomes of the analysis are aimed to provide the clear idea on how chatterbots should be organized in the proper way to be used as a communication tool by different businesses.

Topics covered in the interview were the content of a human-to-chatbot communication, the most beneficial purposes of using bots for businesses, the data that users are ready to provide to chatterbots. The pros and cons of different conversational flows and advantages of chatbots in comparison with the general social media were discussed as well. The answers of interviewees and the focus group on the topics mentioned above were the basis of the analysis.

One of the main topics discussed in the interview and group discussion was the information that the chatbots provide when communicating. All interviewees shared one common idea – the communication should be contextual and personalized to the user. As chatbots are more of a one-to-one communication tool, it is a lost opportunity if the developer does not take the context of the conversation into account. Also, it was mentioned that chatterbots should have a certain level of general intelligence (“small talk”) as well as specific intelligence (the information that the chatbot is aimed to provide) so that users almost feel that there is a human behind the conversation. Of course, the relevance is important as well. There was one nice idea suggested – the use of visual content (screenshots, photos, GIFs, etc.) in the chatbot, as it is always easy for people to understand and it adds some feeling of interaction. The focus group agreed on the ideas that interviewees shared. They also suggested that the way the chatbot communicates should correspond to the image and personality of the company and how it wants to be perceived. Overall, the content provided by the chatterbot should be relevant, casual, entertaining, providing immediate responses and personal experience to every user.

Next point that was discussed with interviewees and members of the focus group was regarding the most beneficial purposes that businesses can use chatbots for. Pal (2017) responded that he sees chatbots as just another channel for businesses. Same way as it makes sense for them to have an online presence, the current trends are suggesting that more businesses and brands should establish the presence in messaging apps where consumers are spending more and more time. He also added that he sees a unique opportunity for businesses to connect with their customers on a more individual basis through a chatbot, and once this is established it depends on the brand whether it's educational, entertaining or promotional content. Or even simply just more personalized customer service. Other interviewees agreed with this position, adding that the use of chatbots increases overall efficiency and is time-saving because instead of bothering another human, users can get answers from the bot. Chatbots should be viewed as another tool for humans to do more with less, for example, letting the chatbot answer part of the question when users are waiting to come in contact with a human supporter. Jens (2017) shared his experience of working in customer support. He said that many people do not bother to plow through the support section on companies' websites where most of their questions can already be answered. Therefore, the chatbot can reduce the load of work that employees deal with. Members of the focus group agreed with the opinions shared above, adding that apart from just customer support chatbots can be used for other tasks, such as collecting and sorting documents, guiding to relevant internal wikis in companies.

Data that users are willing to provide to the chatbot was another topic mentioned in the interview and the group discussion. All respondents agreed that most users are willing to share most of their data, as long as it is not financial data nor passwords. Pal (2017) mentioned that by developing the chatbot on the Messenger Platform you, as a developer, by default get access to the name of the user, his/her geolocation, time zone, profile picture and some other basic data points. Dencker (2017) said that the internet has made humans very prone to provide a lot of

information online, it all depends on how it is done. People are very different, and it depends heavily on the platform where the chatbot is presented as well as how the questions are asked. Dencker (2017) also provided an example of a Facebook Messenger integration that can be made pulling the users' email that is presented very differently. The bad way is to inform the chatbot user like this: "Ok, I just retrieved your email from your Facebook account without you knowing, signed you up for the company's newsletter and sent the past 10 months' worth of product catalog just to make sure you did not miss anything". The good way is to start the conversation like this: "You seem to have a keen interest in us, would you be interested in signing up for our newsletter?", if the user responds with "Yes", the follow-up message from the chatbot can look like this: "Cool, can you write your email you want to sign up with? Alternatively, just write 'retrieve' and I will pull your email address from Facebook". Members of the focus group also added that they are more likely to provide the sensitive data to chatbots of well-known brands as they fear that there is a person who can easily reach the information behind. Overall, all participants of the empirical research agreed that there is no problem for users to share different kinds of data (including the sensitive one) to the chatterbots if there is a legitimate reason for it.

One more topic discussed was the discussion flow of chatbots and whether it should be structured or broader in terms of choice. Most interviewees agreed that it should be as broad as possible, however, there are two problems that might occur in this case. Firstly, technologies used for developing chatbots are not perfect yet, so it is very complicated to make the chatterbot with the broad discussion flow working properly. Secondly, it is usually very confusing for users to have a conversation with the chatbot if the topic is not stated clearly and if there is no guidance in the form of quick reply buttons or follow up questions. The conversation being too broad can be too difficult to keep up with. Therefore, with the existing technologies and the level of education users have towards chatbots, it is better to have a well-structured conversational flow with

some choices available to people. Pal (2017) said that he is a firm believer in chatbots that are focused on solving a very simple problem or focused on one use case. With NLP (natural language processing), it is hard to master everything so just as with any other product. He suggests starting with a problem and only build a bot if it can solve that problem better than any other platform or channel. Developers can also add more structure to the experience by relying on pre-defined text input, like with Quick Replies on Facebook Messenger platform. This provides ease to the users too. Participants of the focus group discussion also added that the chatbot should always initiate the conversation with the user, sending the first message.

The comparison of chatbots and ordinary social media channels was the last topic that was discussed with interviewees and members of the focus group. Participants shared the opinion that well-developed chatbots are better because they provide an immediate response and are better at imitating one-to-one communication pattern. It is impossible to provide such experience through social media channels. However, some users would prefer to speak to a human rather than a bot and they get annoyed when they receive fallback answers (responses where the chatbot says that it does not know the answer or did not understand the question). Therefore, to create a chatterbot that can be more efficient than profiles on social media, developers should make sure that the conversational flow is operating correctly and all the necessary data is added.

When analyzing the data gathered from replies of interviewees and members of the focus group, it was clear that people have a positive attitude towards chatbots, they see the advantages of this tool and are ready to use them in their daily lives. However, they also understand that the technology behind chatterbots is not perfect yet and there is always room for improvement. Based on the secondary data and analysis of the primary data the discussion flow of the Wiredelta's chatbot was created. It is presented and described in the next chapter.

6 DEVELOPMENT PLAN

After the secondary and primary data was analyzed, it was decided to create a conversational flow for the Wiredelta’s chatbot, considering the knowledge gained. In this chapter, the flow in the form of a scheme is to be presented, followed by the strengths and weaknesses of it. The conversational plan is to be implemented on the corporate website of Wiredelta and on Facebook Messenger for the Wiredelta’s chatbot.

6.1 Conversational Flow for Wiredelta’s Chatbot

FIGURE 11, below, presents the conversational flow created for the Wiredelta’s chatbot.

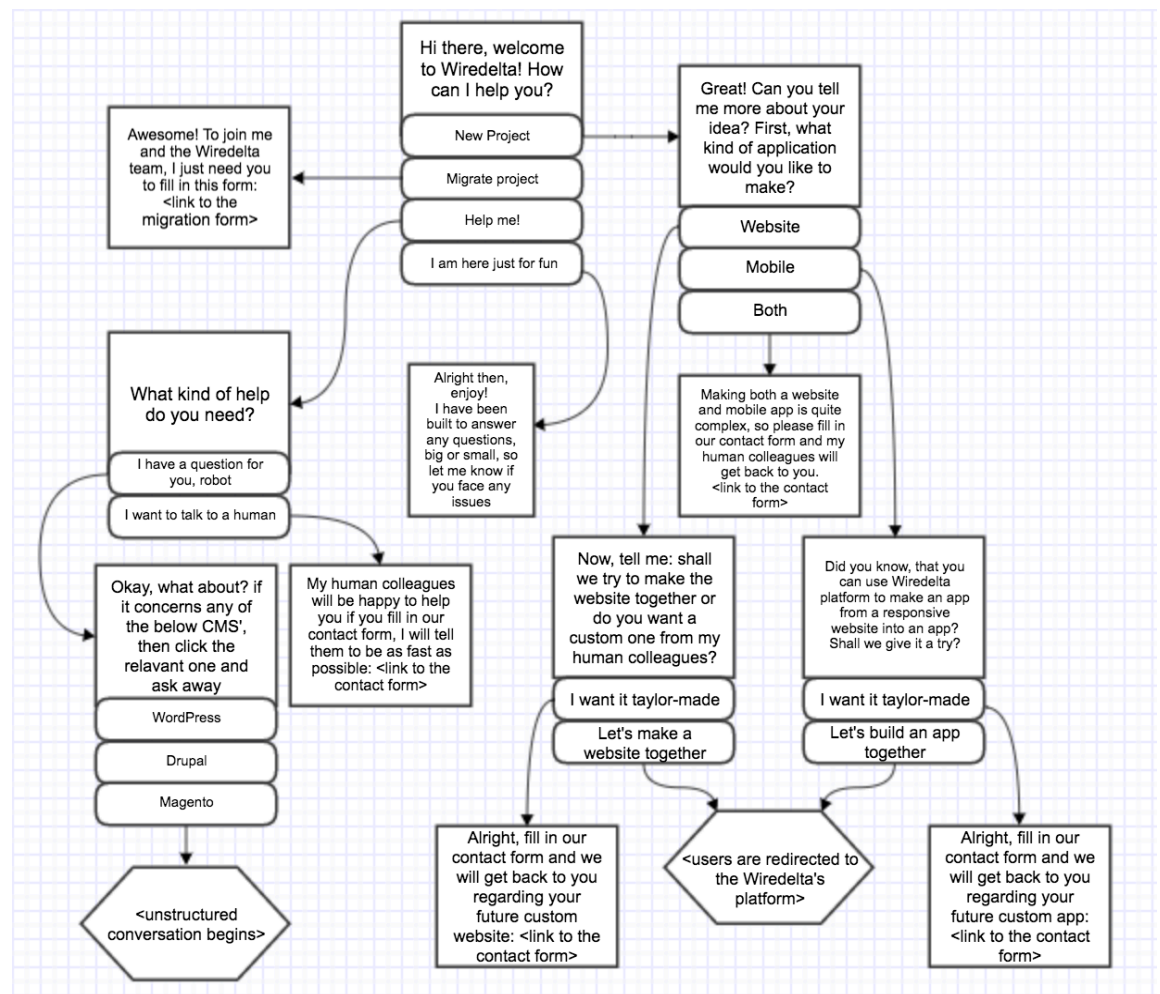


FIGURE 11. The conversational flow for the Wiredelta's chatbot

There were two purposes taken into account when creating this conversational flow: to make the chatbot helpful in terms of providing the basic information and guidance for users and to increase the awareness of the Wiredelta's platform, asking users to try it out. Therefore, in some responses that the chatbot is providing there is a link to the migration form, contact form or to the themes directory of the platform.

The conversation is initiated by the chatbot that asks the user about the purpose of the conversation. There the user can choose whether s/he needs a new project (website or mobile application), wants to migrate the previous website to the Wiredelta's platform, needs help or just browsing by clicking on Quick Reply buttons under the chatbot's main message. Chatterbot guides users through the conversation by offering other buttons that are quicker and more convenient than the need to write a word or a sentence on a keyboard. The flow becomes unstructured only when the user is asking for the help of the chatbot and chooses the topic of his question (WordPress, Drupal or Magento). In this case, the user can type sentences himself. Whenever the user wants to change his Quick Reply button response, s/he can do so by scrolling the conversation up and choosing the right option. The chatbot is also able to support the small talk, if the user asks the question which is not related to the main topic (website development). Also, it is possible to start the conversation from the very beginning by typing "Restart".

The strong and weak parts of the conversational flow are to be presented in next two sub-chapters.

6.2 Strengths of the Suggested Conversational Flow

Due to the fact that the conversational flow is designed considering the secondary and primary data, it has many strong features that make the Wiredelta's chatbot user-friendly and convenient.

The main advantage of the chatter bot is that it is structured, so the user is guided through the discussion easily. The user should not have any confusion regarding the need for coming up with the follow-up sentences because all questions and replies were defined already. With such a structure, it is possible to keep the conversation long. Next advantage is the use of Quick Reply buttons that are following some of the chatter bot's messages. They are quick and easy-to-understand for users. There is no need for them to come up with the answer themselves, they just need to press the button with the suitable option.

In order to add some human touch, the phrases chosen for the discussion of the chatbot are very informal, which is also considered as a positive feature by users. Another strong point of the chatbot is the ability to change the choice in the conversation or restart it completely. This is especially important for people who are trying the chatterbot for the first time and are not sure for which option to go for.

The last and one of the most important components of the suggested conversational flow is the vocabulary chosen. The language used corresponds to polite and non-specific informal style, which is suitable for target groups mentioned in Chapter 4.5 that Wiredelta is aiming to target.

Overall, the conversational flow described above is designed to be convenient, easy-to-understand and informative for the target audience, despite their technical background and knowledge. Users have major choice options in the main part and the ability to type their own questions in the help section.

6.3 Weaknesses of the Suggested Conversational Flow

Even though the flow was designed based on common demands of users, there are still two major weak parts in it. The first issue is that the structure might be confusing for some people who did not have the experience of using chatbots before. Secondly, it is very important to choose the right option in the help section (buttons “WordPress”, “Magento”, “Drupal”), as they set the right context to the conversation and only then the chatbot is able to provide the correct reply. However, these two problems are easy to solve if users are informed and educated by Wiredelta good enough. For example, there might be some articles or videos on how to use the chatterbot properly.

7 CONCLUSION

This chapter summarizes the information collected throughout the theoretical and empirical research. It presents the answers to the main question and sub-questions stated for this research. Reliability and validity and suggestions for further research are included as well.

7.1 Answers for Research Questions

The research was organized in order to help the case company find out how to develop and use the chatbot as a tool for communicating with customers. Due to the complexity of the topic, there were three sub-questions apart from the main question. The author finds it more efficient and reasonable to provide answers to sub-questions first concluding the sub-chapter by the answer to the main research question.

The first sub-question stated for this research is:

How to organize a discussion flow of the chatbot in the right way?

Due to the fact that the technology used for creating chatbots is not perfect yet as well as users getting frustrated without any clear guidance throughout the conversation, it is better to have a well-structured discussion flow. The structure can be set up with the use of Quick Reply buttons or follow up questions from the chatbot. Also, it creates the feeling of human-to-human interaction, which is highly appreciated by users. There can be some part of non-structured communication, for example, in the support section, where users can ask specific questions. But then developers need to be sure that users' input is being understood and answered correctly. The most advanced discussion flow available nowadays in terms of user-friendliness and convenience starts with the chatbot initiating the conversation, guiding the user with pre-defined text input, understanding the users and providing the correct answer without any fallbacks.

The next sub-question for the research was the following:

What kind of content users want to see in the chatbot when communicating?

There are many aspects that users want to see in the information that chatterbots are providing. Firstly, responses of chatbots should be functional. Users prefer chatbots for the immediate and practical replies. Therefore, there is no need to involve people in long human-like conversations before they can get the response they need. Next issue is the use of the right vocabulary in replies that the chatterbot will be providing. The use of slang or specific terms is allowed only when the company is sure that users will understand and appreciate it. Also, the information that the chatbot responds with should be in the right context and as personalized as possible. Finally, the ability to have a small talk with the chatterbot is also appreciated by users as it adds some human touch to the conversation.

The last sub-question set for this research is:

For what kind of purposes can companies use chatbots?

With the technology and trends of today, the most beneficial purpose that businesses can use chatbots for is customer communication. These tools are available for users 24/7 in their favorite messaging platforms, providing them with immediate response and, therefore, reducing the level of stress and creating a better, more personal, engagement with the customers. Companies benefit from chatbots too – employees spend less time on answering clients' inquiries. Even though in the nearest future chatterbots are most likely be used for other tasks that do not require a human, now the most popular and manageable is the customer communication.

The main question of the research is the following:

How should businesses properly set up a chatbot to use it as a communication channel?

In order to set up a successful communication channel, the company should follow several rules. Firstly, as Pal (2017) mentioned during the interview, the chatbot needs to be created as a solution to the defined problem, meaning that there should be the clear purpose of this tool. It is impossible to create a chatterbot for everything, so the company should decide whether they are going to use it for collecting feedback, customer support or as an educational resource and focus on it. Secondly, a lot of attention should be dedicated to collecting the correct data that the chatbot will be providing users with. Generally, the content that people see in replies of chatterbots should be practical, informative, understandable, relevant and personal. Also, businesses should be careful with the data they collect, retrieving it only when the user gives the permission to do so. The next issue is that companies should take into account wishes and demands of their users. As discussed in Chapter 2 and Chapter 3, users' preferences are changing rapidly fast, so in case they company does not pay enough attention to it the chatterbot can easily become not useful and not efficient. Finally, the development of chatbots should be continuous, so that the information and technology behind are up-to-date. By following all these recommendations, the company will be enjoying all benefits of using chatterbots as a communication channel.

7.2 Reliability and Validity

In this sub-chapter, the definition of validity and reliability are being explained as well as the level to which this research meets the requirements of these concepts.

Validity is the concept used to measure the level of research outcomes answering the research question (Saunders, et al. 2009). In the thesis, both secondary and primary data were used. Academic and semi-

academic books, companies' reports and official documentation of services and platforms related to the topic of the research were the main sources of secondary data. Primary data was collected via structured interviews and focus group discussion. Interviews and group discussions are considered to be proper ways of gaining a deep understanding regarding the opinion and experience of the participants. Due to this fact, the research can be considered valid.

Reliability is the concept used for measuring the probability of gaining the same outcome if the research was conducted by another researcher in a different environment (Saunders, et al. 2009). The outcomes of this research can be considered highly reliable in this period of time in Europe and North America. Due to the rapid changes of users' preferences and technology, the results may vary if the study would be reorganized later and in another geographical location. Also, participants of interviews and focus group discussion might have been biased to some extent. However, the author reduced the risk by asking for honest opinions on questions that were not related to people's backgrounds and companies they work for. Finally, as the research was conducted for Wiredelta, a company operating in web development, the results may vary if another business area is observed.

The goal of the research was to come up with common rules that would help the case company and other businesses create a chatbot that could be used as a successful communication channel. The outcomes of the empirical research, as well as the desk research, were used to gain a deep insight into the modern customer communication and the use of chatterbots. Overall, the outcomes of secondary and primary data analysis helped to reach the main goal of the research and to assure the validity of the thesis.

7.3 Suggestion for Further Research

As was mentioned above, the research presented the good practices of using chatbots as a digital marketing communication tool in business. Therefore, further research can be organized to find out other ways that companies can benefit from this technology. Also, there might be a study conducted for companies that are using chatbots as their main product, not just as another communication channel. Overall, with the technology progressing and interest rising, chatbots can be a great topic of further research, changing the traditional communicational and purchasing patterns.

8 SUMMARY

The aim of the research was to find out how businesses should use chatbots as a communication tool and the final goal was to come up with the discussion flow for the chatbot of the case company, Wiredelta.

The research began with the introduction to the concept of communication channels, explaining their types, ways of creating a successful marketing communication tool and latest trends in this field. Chapter 3 was dedicated to chatbots. There the definition of chatbots was presented as well the use of this tool in business, demands that customers have towards it and the issue of people's awareness about chatterbots. The last chapter of the theoretical research was dedicated to the case company, Wiredelta, its platform, chatbot, business model and target groups.

The empirical part of the thesis was concentrated on how businesses should use chatbots, what are the possible purposes, what kind of content should be included and how structured should the discussion be. Based on the analysis of the data gathered in previous chapters, the development plan for the Wiredelta's chatbot was discussed in Chapter 6, explaining its' strong and weak points. The results of this study and answers to the research questions are presented in the conclusion.

The research illustrates the analysis of chatbots that can be used by businesses for customer communication as an alternative to general social media. The topics for further research are suggested and are related to the other ways how business can benefit from using chatbots and to companies that develop chatterbots as their main product.

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APPENDICES

APPENDIX 1. Interview

- In your opinion, what kind of content users want to see in the chatbot when communicating?
- In your opinion, what are the most beneficial purposes that businesses can use chatbots for (educational, entertaining, promotional)?
- What kind of data users are willing to provide to chatbots (their names, location, preferences, etc.)? Do you think users are ready to provide sensitive data (emails, addresses, etc.) to chatbots?
- In your opinion, how to organise a discussion flow of the chatbot in a right way? Should it be more structured or should it be more broad in terms of choice?
- Do you think that chatbots are better in comparison to general social media in terms of communication with companies? If yes, then why? Would you rather speak to a chatbot than to the human representative of the company?