# Apps are Apps – So What is the Future of Chatbots?

In this world of exponentially advancing technology, businesses that still prefer handling customers via one-on-one chat or telephone calls are considered to be obsolete. The demands of customers have been clear over the years. They want efficient and quality customer service, *quickly*. And working on customer service and experience is still the best way to improve the conversion rate.

The evolution of customers wanting services quickly is also a reason why emails and other messaging tools are starting to lose their appeal. This is where chatbots come into the picture. They have been around for a while now and have also proved their mettle by [providing a great customer experience](https://botcore.ai/blog/10-powerful-benefits-of-chatbots-in-customer-service/) across platforms.

More and more companies are opting for chatbots to keep up with this rapidly growing technological world. In the past few years, the technology sector has seen a spike in the development of AI-based chatbots. It’s because AI-powered conversational chatbots have the potential to help customers navigate through all the digital content available on the internet.

Chatbots, when merged with powerful AI algorithms, have proven to be very helpful for businesses. It is evolving with each passing day and will continue to play a vital role in every domain of a business. With that said, let’s shed some light on the future of chatbots.



[Source](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.fingent.com%2Fblog%2Fcapitalizing-on-ai-chatbots-will-redefine-your-business-heres-how%2F&psig=AOvVaw3kiwQIJgx0f6WkbIKUv2et&ust=1645405024714000&source=images&cd=vfe&ved=0CA0Q3YkBahcKEwj40tPAiY32AhUAAAAAHQAAAAAQCA)

## Chatbots - Future of Marketing

Every business wishes to have instant engagement and happy clients, and chatbots help achieve these easily. The marketing team should definitely implement a hands-on approach. It is, however, essential to [understand that chatbots automation](https://capacity.com/chatbots/faqs/what-is-chatbot-automation/) can assist employees in managing processes and generating high-quality leads.

Chatbot marketing is an integral part of eCommerce trends as it helps automate your marketing plans. Chatbot marketing can be considered as a branch of digital marketing that allows you to automate consumer conversation and their engagement with social media. Even your landing page visitors can go through these chatbots to clear basic queries before getting routed to a real person for critical doubts.

### Some Benefits of Chatbot Marketing –

**Optimizing Your Resources:** In marketing, how early you capture the attention of your audience and convert them into leads matters a lot. [Chatbot marketing helps you save time and money](https://medium.datadriveninvestor.com/chatbots-how-they-save-a-business-time-and-money-bb4427697efb) in reaching these goals. It is something that can be used to engage with the customers throughout their lifecycle. They eliminate the need to hire additional employees when your customer base is increasing as they work 24\*7 and can handle any number of customers. It is basically a one-time investment that plays a crucial role in your long term business plans.

**Customer Get Quick Responses:** For businesses to generate more revenue, they should focus on being more responsive. Responsive businesses provide a better user experience, which eventually boosts the conversion rate. With the help of chatbots, you can provide immediate responses to all your visitors and customers. When used correctly, chatbots have the potential to improve brand image, engagement, and trust.

**Speeding Up Payment Processing:** You can even [set up a payment portal in chatbots](https://razorpay.com/learn/payments-via-chatbot/) so that your customers don’t have to leave the window for it. This is more convenient for customers as they can make the purchase from the chatbot and pay their bill at the same place. Moreover, it is beneficial for you as you will be notified in real-time.

There are many more benefits of chatbots in marketing. These were just a few examples of how the future of chatbots shapes the marketing domain.

## Will Chatbot Replace Apps in the Future?

Moving on from marketing, let’s see the future of chatbots in the context of apps. When it comes to apps, a [report by Android Authority](https://www.androidauthority.com/end-era-app-downloads-decline-usa-698555/) shows that there has been a dangerous decline in app downloads from the past few years. Apps that used to be the trends are now taken down by the storm of conversational interactions. A [report by Gartner](https://medium.com/%40electrobabe/gartner-stated-by-2020-customers-will-manage-85-of-their-relationship-with-the-enterprise-f34736d4bf19), a research and advisory firm, issued a bold statement– *“In years to come, customers will manage 85% of their relationship with the enterprise without interacting with a human”.* If we are really heading towards this, it’s worth knowing why chatbots can replace apps. Here are some of the reasons why:



[Source](https://www.google.com/url?sa=i&url=https%3A%2F%2Fchatbotslife.com%2Fdoes-chatbot-replace-mobile-apps-chatbots-vs-mobile-apps-fe2f2684f512&psig=AOvVaw3wUB5-v0x4JD-VTf-wvFWO&ust=1645405089166000&source=images&cd=vfe&ved=0CA0Q3YkBahcKEwjI1LzliY32AhUAAAAAHQAAAAAQAw)

### Memory Issues

There are tons of apps on the internet that are useful for people, but storing all of them on one mobile device seems impossible. It is because mobile phones don’t have enough storage to accumulate that many apps, or even a fraction of that number.

The other problem with apps is that one app serves only one particular objective or purpose. Meaning, storage or not, you’ll have to install a certain number of apps for all your needs. This is where chatbots come into the picture. They unify all your needs in one place, which makes them memory efficient. This way, you can access all your requirements in one place in a conversational way, without having to install so many applications.

But is this reason enough to justify that chatbots might replace apps one day? Well, this alone might not be, but it is only one of the many factors.

### Ease of Use

All of us have used a significant number of apps, and it should be pretty clear that all of them come with a different user interface. The UI might be one of the simplest out there in the market, but apps still have a learning curve. You experiment with it and go to some pages you don’t intend to go– the point is, you take time to get the hang of it. But it’s different with chatbots. They have a standard unified and centralized interface. There is no learning curve. All you have to do is chat, and get what you want. And there’s no one on this planet who uses mobile apps but is unaware of the chat interface.

### Cost and Time

If you are a business owner who wants to have an app for convenience, you should be prepared for this expensive technological paradigm. It not only costs money but time too. An app, before launch, has to go through multiple phases of testing. On the other hand, chatbots are easy to develop and cost-effective too.

Moreover, most chatbots are built around a fixed framework. So you’ll only have to assimilate the framework to meet your business goals. You can’t launch an app unless it’s completely built. However, chatbots can be released in their initial phase, and with time they’ll learn and become more efficient.

## Chatbots Are the Future!

From where we are standing, the future of chatbots is shining. It can be used in most industries for automating various conversations. Marketing and replacing the apps are only two aspects of the vast list. The evolution of chatbots will bring a massive change in the conventional marketing setup. And as for the apps, many companies have already started switching to chatbots. The chatbot revolution is on its way.

**Reference Links**

1. <https://razorpay.com/learn/payments-via-chatbot/>

2. <https://botup.com/why-chatbots-are-the-future-of-marketing>

3. <https://botup.com/what-is-the-future-of-chatbots>

4. <https://www.ebo.ai/will-chatbots-replace-apps/>

5. <https://www.engati.com/blog/chatbot-industry-trends>