

# Live Chat vs. Chatbots vs. Intelligent, Automated Chat and Messaging for Automotive Repair and Service Businesses

Live Chat	ChatBot	Intelligent, Automated Chat and Messaging Platform <u>(Openbay Otis)</u>
Requires a human to communicate. Visitors type questions, staff members respond.	Pre-defined flow with canned responses	Understands natural language and responds in same using a combination of artificial intelligence (AI) and natural language processing (NLP)
Availability – based on human coverage times	Static information – requires human to intervene	Deeply integrated with dynamic data sources - all things automotive
Potential delays & mis-information due to operator intervention and error	Programing may be required	Real-time learning & delivery of personalized information
Costly to implement	Internal resource required for management	Access to millions of automotive services (mechanical, tires, etc.)
Response times may vary when number of simultaneous conversations increase	Isolated operation – no integration with external data sources	Delivers relevant information to visitors (all things automotive)
	One dimensional – unable to adjust to different conversations	Understands user – history of previous conversations
	Also known as a “Digital Answering Machine” – leave a message and someone will get back to you	Proven results, alignment with modern day consumer
		Automotive specific modules – service pricing, tire catalog, service appointments, 2-way texting, analytics dashboard
		Managed service for custom service price estimates
		Live Chat (Optional): supports conversation handoff to a member of your staff