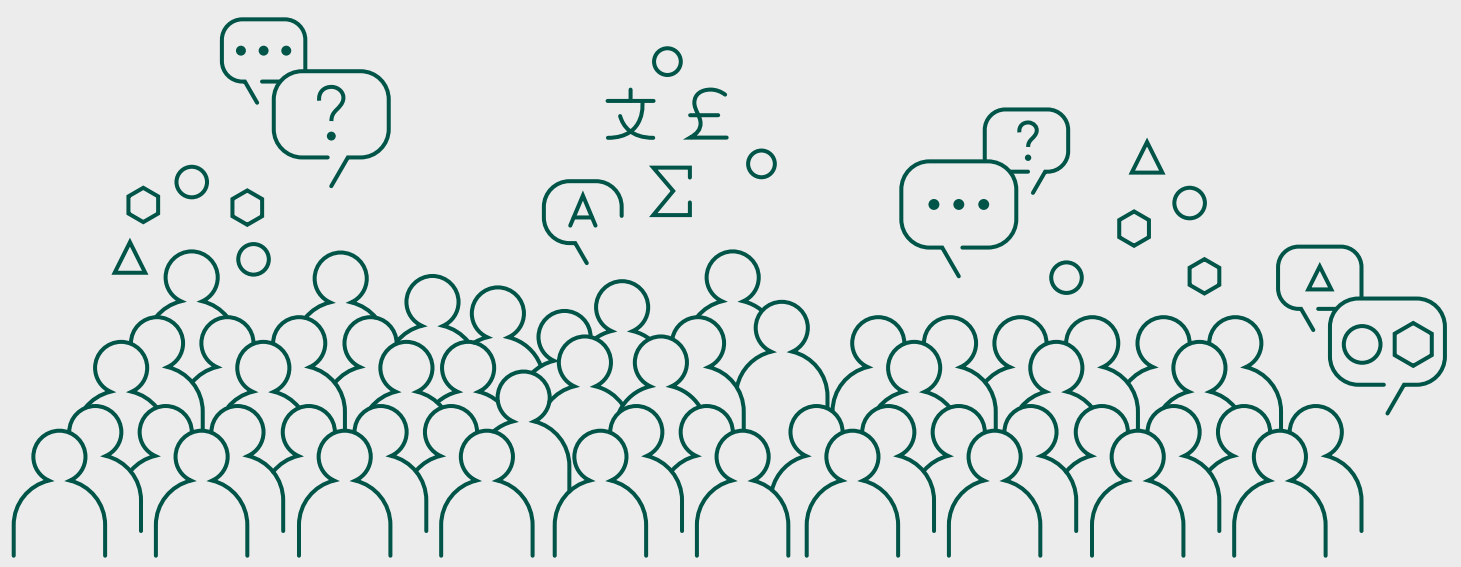


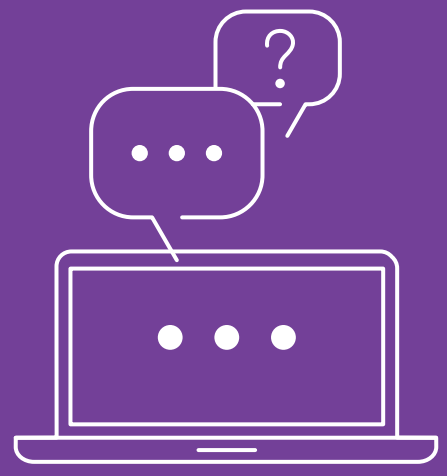
Watson Conversation makes bot building better

Your customers want to communicate with your business the same way they speak and write every day.



Could you communicate with hundreds, or even hundreds of thousands of them, when they want, how they want?

Create a customized **chat bot** quickly and easily with **IBM® Watson™ Conversation**. Watson Conversation combines the latest advancements in machine learning with a clean, user-friendly interface to make bot building as painless as possible.



What makes Watson Conversation better than conventional methods?

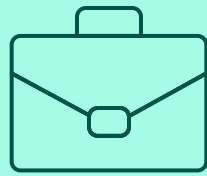
Conventional methods

Watson Conversation

Required expertise



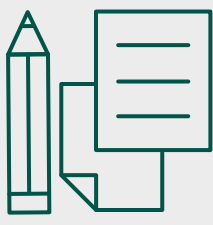
Machine learning and/or advanced programming



General application development or business-level knowledge

Allows almost anyone to build a bot from scratch

Quality of responses



Variable—dependent on underlying hand-crafted rules



High—cognitive approach based on intents, entities, dialog

Encompasses the myriad ways users can phrase requests

Time to market



Can be lengthy, depending on number of individual integrations that must be made



Minutes—building a basic chat bot takes about 10 minutes

Can be built quickly then deployed anywhere an API can be exposed

See for yourself how much better bot building can be

Visit ibm.biz/watsonconversation

to view a demo or build your own basic bot for free