Whatever you do, don’t overlook UX
The biggest contributor to the abandonment of hyperautomation efforts will be poor user experience—both in the customer-facing solutions and internally.

Usability is the number one factor affecting the adoption of your strategy, process, and tools. There are a handful of platforms in this space that openly boast about hiring leading UX consultancies and senior UX staff in order to improve the usability of their platforms. While this has a veneer of respectability, the truth is that if a vendor has built a platform that they need help making usable, they didn’t put usability at the core of the efforts to begin with. What they’ve built will probably suffer from struggling adoption rates, no matter how much talent and money gets thrown at it.

It’s almost universally true that the companies with the best user experience (Apple, Tesla, Lemonade, etc.) forged their operations around experience-design thinking and strategy. Plenty of other companies have passably limped along by slapping together an outer shell of usability that hides a siloed, dysfunctional interior. With hyperautomation, that approach won’t even get you off the starting blocks. Successful hyperautomation requires an attention to design that drives to the center of an organization, and conversational AI platforms need to have usability built in at a foundational level.

Our leadership team is made up of experience design pioneers who helped propel and define the discipline back in the early ‘00s—creating innovative technologies for companies like Adobe, Boeing, and FedEx. We love a good challenge and, many years ago, ran headlong toward one of the worst experiences people routinely have with technology: interactions with IVRs.

Gartner predicts that 90% organizations will abandon their early attempts at chatbots
Nobody likes dealing with them and this has long been an underserved area (with no significant innovations since the 1970s)—perhaps because no one had a vision of how to take it on. What began as a research project to determine what was broken and how it could all be fixed and refactored evolved into our own platform for hyperautomation (CS 2.0).

We agree with IBM’s proposed fundamental design factors for AI, which states, “Our solutions must primarily address user needs instead of being force-fit to accommodate technical capabilities or requirements.” [1] However, their application is problematic, because, currently, IBM’s solutions are closed systems where user needs can only be addressed by the technological capabilities or requirements imposed by their own line of solutions. There are very real scenarios where a closed system like IBM’s might meet some of your needs but solutions to other core problems exist outside of that system. At the very least your roadmap will be defined by theirs. These are the kinds of restrictions that guarantee failure.

Gartner predicts that 90% organizations will abandon their early attempts at chatbots, and we believe this will be due largely to the fact that the speed of artificial intelligence computation doubles every three months, according to Stanford University’s 2019 AI Index report. This outpaces Moore’s Law, which dictates that processor speeds double every 18-24 months. [3] This is the nature of the types of disruptive technologies that contribute to successful hyperautomation: they are growing in strength and potential at a highly accelerated rate.

90% organizations will abandon their early attempts at chatbots

3 months the speed at which artificial intelligence computation ability doubles

18-24 months Moore’s Law - the amount it takes for processing speed to double
A system with the user’s needs as a primary concern needs to be open to outside technology because the best solutions for optimizing experiences could come from anywhere. Right now there's probably a company you’ve never heard of somewhere in the world designing a tool that you will need to give your users the best automated experience. With an open system, you can incorporate that tool the moment the need arises and begin iterating on how to use it most efficiently. With a closed system, as problems emerge that can’t be solved with the internal tool set, you’re forced to wait for your vendor to build a solution—a purgatory that can quickly derail key business initiatives. In this sense a closed system has a very low standard for usability.

In the broken chatbot landscape, sales and marketing use their budget to start conversations with customers and call centers are hurling money at bad automated solutions in an effort to avoid conversations with customers. We designed an open platform driven by experience design thinking so that it would be easy to create scenarios where every conversation becomes an opportunity rather than a pain point.

Look for conversational AI platforms that are open and that were reated with usability in mind. Be wary of vendors that claim to be UX centric, when all they’ve really done is addressed usability as an afterthought.

90% of Chatbots Will be Abandoned

They’re not being used because they’re not useful.
Here’s why?

**PROBLEM #1:** POOR UX

No one’s using the applications because they have poor UX.

The measurement of success for any application is user adoption.

**SOLUTION:** LEAD WITH UX

To succeed you’ll need the ability to:
1. Build and make changes fast (no-code helps)
2. Enable different disciplines to work together
3. Prototype, test, view traffic, manage channels/APIs and reporting all in one place (end-to-end platform, everything for development life cycle in one place)
4. Learn conversational design, with guidance and training
5. See real-time analytics specific to our solution.

**PROBLEM #2:** DON’T DO ENOUGH

- Adoption requires going beyond the status quo
- Companies handcuff themselves to solutions that don’t scale beyond the chatbot/IVR stage
- Conversational AI technology is evolving rapidly
- Technological limits mean companies can’t keep up
- 90% of the basic solutions that are being built will be abandoned

**SOLUTION:** BE FUTURE PROOF

Get a platform that allows you to build beyond basic IVR and Chatbot solutions.

**PROBLEM #3:** CAN’T EVOLVE

Most solutions are built with closed systems that can’t incorporate the latest technology. Big names in conversational AI technology limit you to only using technologies within their portfolio.

**SOLUTION:** BE OPEN

Reduce vendor lock-in risk with open architecture that always allows you use the best AI technologies.

**HOW?**

**TOOLS DESIGNED FOR UX FIRST**

- Born out of a research project led by pioneers of UX who defined the discipline in the early ‘00s
- 15 years testing and building conversational experiences (longer than most in the market)
- Our platform has everything you need to build a great conversation - Natively support 1-5 listed in the previous section

**INNOVATE**

- Customer expectations and use cases will inevitably evolve, make sure you aren’t limited by technology
- Feasibly build complex solutions (without spending years and millions of dollars)

**OPEN ARCHITECTURE**

OneReach.ai has won awards for our open architecture, specifically designed for:

- Connecting with any existing/legacy systems that enterprises currently have
- Connecting with any technology (as long as they also have open APIs)
- Building your own roadmap - rather than wait on us to build steps you request, you can custom build JavaScript steps or crack open existing components to customize as needed