

# Reflection: Why Use Chatbots?

## User And Service Provider

The first step before diving in is to define and identify the parties involved.

The **user** is any person that interacts with a chatbot. In the case of our exploration with Kuki, we were the users asking questions to this particular chatbot. The **service provider** is a person, business, institution, or entity that creates and maintains the chatbot for **users** to interact with.



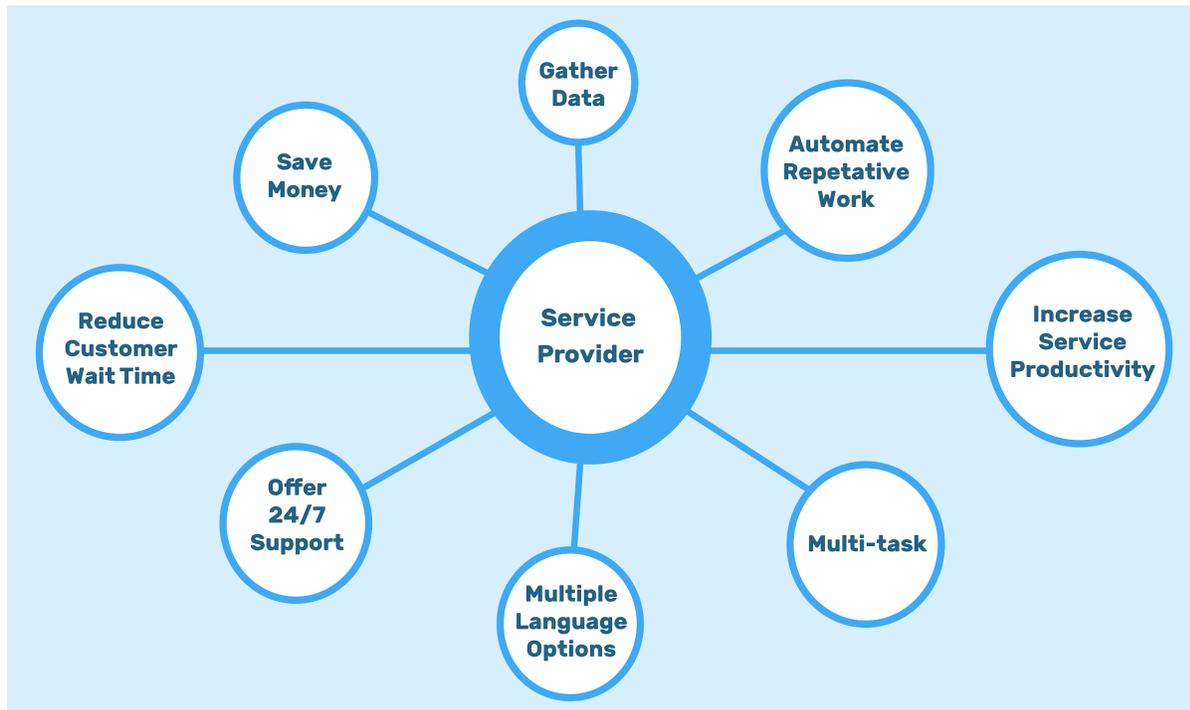
*Two groups that have different goals and uses in mind when using chatbots.*

*Photo by Digital Moment.*

Before continuing, consider this question: *How does a chatbot benefit me as a user/service provider?*

## Service Provider Benefits

This is by no means an exclusive list of the benefits that a chatbot brings to a service provider, but these are some of the key elements that drive their implementation.



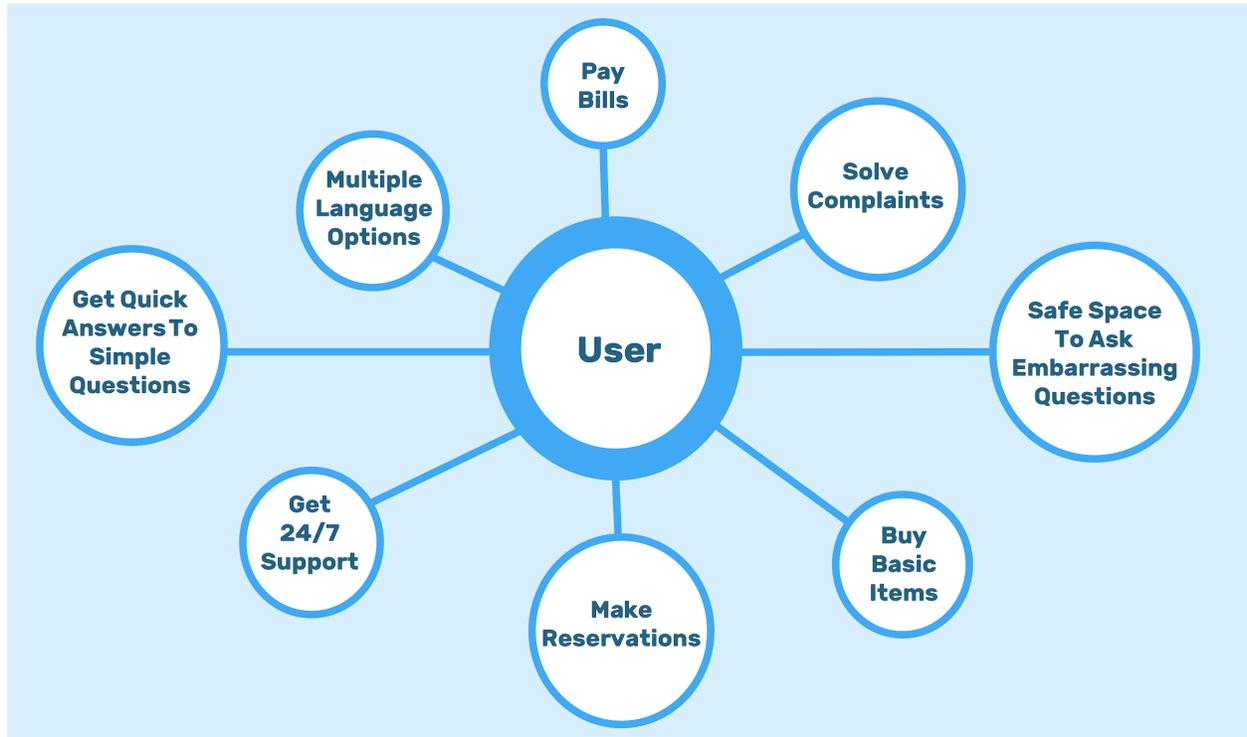
*A list of services that chatbots can provide a company looking to incorporate them.*

*Photo by Steamlabs*

Did you answer something similar? Are you puzzled by any of the answers above?

## User Benefits

As with the service provider, this is not an exclusive list of the benefits that a chatbot brings to a user, but these are some of the key elements that drive their use.



*A list of uses people have for chatbots. Photo by Steamlabs*

After going over your answers and comparing them with the diagram, did you notice that there are several points that overlap? That means that some of the benefits are shared by the **user** and the **service provider**, such as providing and getting 24/7 support.