

## **THE RISE IN CHATBOTS TRENDS**

According to 'Forrester' Research Company, an artificial intelligence (AI) is expected to obtain three times bigger investment in 2017 than it was earlier. First of all it could be explained with the fact, that big tech enterprises have realized the potential of machine learning, as well as the potential of the 'Internet of Things'. Meanwhile, we can see that many tech giants tap into the potential of another important benefit that AI could suggest – the chatbots, the services that use artificial intelligence or rule bases to interact with users via a chat interface.

While not being very popular now, the chatbots are gaining the major attraction in the coming years, getting support from across the entire tech industry. A lot of IT companies are all entering the chatbot space, as well as countless amounts of startups. Some big tech companies, such as Facebook and Skype, even decided to claim the chatbots as a potential business tool. But why are the chatbots considered so important and why the popularity of such computer programs is increasingly growing?

To understand the reasons of rising in trends of the chatbots, it is necessary to understand what are the purposes and objectives served by this service. The chatbots are originated on the core and crucial technologies of machine learning and AI. More and more businesses that want to achieve the extra level of flexibility think about the chatbots. And the reason is clear – the chatbots are very efficient in achieving such level. So, the chatbots will give you the opportunity to chat with your friends as in social networks, but what is more important, at the same time they will be able to provide other services, like booking a cinema ticket, performing reservation of some room in the hotel and even providing a 24/7 support. It not a secret, that there are applications, for PC or your smart phone, that are available to perform any one of the above functions. But in most cases it wastes valuable customer's time as requires a lot of clicks and other actions. And with the help of the chatbots it is possible to perform such operations only with the use of a single human readable message.

Speaking about businesses, it will shift the way in which companies deal with their customers. Enterprises have been increasingly discovering the potential of the chatbots, the software that can analyze, understand, and reply to typed questions from the clients. It is obvious, that if company regularly has deal with customers, it will also regularly receive some question or issues from their clients. In this case, creating a chatbot will be a great idea to simplify that interaction by providing support or required information to a customer more efficiently and faster than a customer service representative – a human. As a result it becomes obvious that chatbots will take Customer Relationship Management to a new

level, as communication with a client will become both automated and improved by way of push and pull of the right information at the right time.

So, to summarise the main points of this topic, I would like to suppose, that the chatbots will have a huge influence on and it will change dramatically the way in which businesses will interact with their customers. In its analytical reports, Gartner, American research and advisory firm, claims that by 2017 human interaction will be required only in one-third of customer service interactions. In other words, most of interactions with client will be handled by automated software – the chatbots. Customers will have the opportunity to ask a chatbot and have an answer almost immediately, rather than contacting a customer service representative. For a business world, where customer service is the most important factor to success, the chatbots could make a great difference in beating out the competition.

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## **HUMAN CAPITAL FORMATION IN THE INNOVATIVE DEVELOPMENT OF UKRAINE**

Transition to innovation model of economic development, integration into European economic space and the development of the welfare state are strategic priorities of Ukraine. Accumulation and efficient use of human capital is the most important condition for the implementation of these strategies. The qualitative traits of employees which shape the modern productive abilities and turn them into the main productive force of post-industrial economy based on knowledge.

According to the published data and materials of scientific expertise human capital of countries is concentrated mainly in developed countries: in the countries of the "sevens" and the EU – 59%, in OPEC countries – 12%, in the CIS countries – 11%, other countries – 18%.

In economic terms, the development of human potential and intellectual capital requires a long-term investment and requires significant material costs. In modern conditions in Ukraine and its regions there are no such opportunities, therefore there is a need to prioritize and find funding sources. Important phased implementation of the concept of human development that highlights the most important resource of development is person – active, creative, social.

The production created favorable conditions for the efficient use and development of the productive forces of the workers. This indicates that the