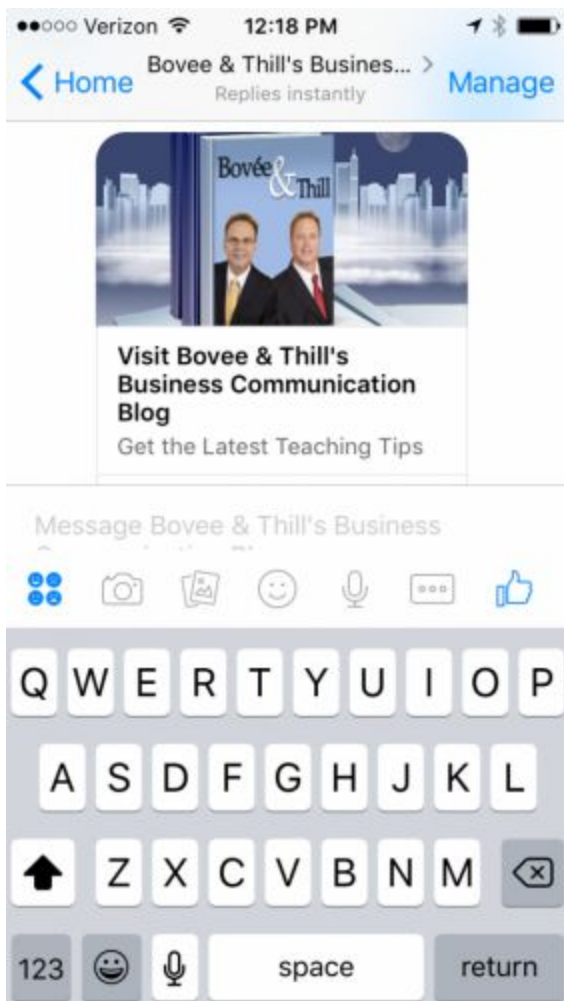


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Teaching Business Communication: Use Bovee & Thill Chatbot on Facebook for Help

Bovee and Thill are now featuring a chatbot on Facebook for customer service. Instructors looking for examination copies, classroom resources, help with text or website issues, or the opportunity to provide feedback can interact with the Bovee & Thill chatbot for immediate responses.



Cheyenne, United States - September 23, 2016 /PressCable/ —

Bovee and Thill, [the recognized leaders in technology coverage](#) in business communication textbooks, are now featuring a chatbot on Facebook for customer service. Instructors looking for examination copies, classroom resources, help with text or website issues, or the opportunity to provide feedback can interact with the Bovee & Thill chatbot for immediate responses.

A chatbot is software designed to automate communication. Bovee and Thill's chatbot lives inside Facebook's Messenger app. Using a desktop computer or phone, a Facebook member would go to the page they are trying to reach, such as Bovee and Thill's [Teaching Business Communication](#), and click "Message." Alternatively, they would go to the Messenger interface on the homepage by clicking inside the lower-right-hand panel that lists "Contacts."

Once on Messenger, it's perfectly fine to say "Hi," or "Hello," although there is no requirement to use a salutation. The writer can get right to the point, such as asking whether the authors have a blog or where they can find good articles on business communication or instructive videos for classroom use. The chatbot will respond by imitating a real conversation or by providing descriptions and links to the information requested.

Chatbots have become a top tech trend of 2016, and for good reason. Because businesses now face a major challenge in handling large volumes of customer conversations, chatbots enable companies to automate low-complexity communication tasks. Also, the artificial intelligence software that powers chatbots has improved dramatically in recent years. And because of the increased use of technology, people have become very impatient, especially when on the receiving end of customer service. Chatbots can streamline conversations and enhance the customer service experience.

Chatbots are nowhere near perfect—yet. Don't expect a polished conversation with all of the nuances that might occur during a conversation with a real person. Nevertheless, with improvements expected in the years to come, chatbots are expected to significantly alter the way people interact with the digital world. In addition, with this new chatbot, Bovee and Thill again demonstrate how the advice they offer in their textbooks is based on real-life, hand-on experience with digital media.

Bovee and Thill's chatbot is a way to provide instant answers to routine questions, 24/7, in a convenient way. If an instructor has a more complex question or request, the chatbox explains how to get a response directly from the authors.

Discover Bovee and Thill's ten [Online Business Communication Magazines](#) and [Business Communication Pictorial Gallery on Pinterest](#). Also, [Bovee and Thill's Business Communication Blog](#), the first of its kind, focuses exclusively on original content, with teaching tips and techniques for instructors of business communication.

Learn [Why It's Critical for a Business Communication Textbook to Reflect the Biggest Technological Shift Since the Internet](#). [Request examination copies](#) (instructors only) of Bovee and Thill textbooks today. Visit a favorite online bookseller to order single copies.

For more information, please visit <http://blog.businesscommunicationnetwork.com>

Contact Info:

Name: Tina Richmore

Email: tina.richmore@journalist.com

Organization: St. Evangelista, Inc.

Address: 2710 Thomes Avenue, Suite 180