

MINING BUSINESS DATA

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June 12, 2017

Is it simply too early to get into chatbots?

If you have been reading my blog for a while, you know that I think chatbots are still somewhat hyped.

Does that automatically mean it is too early to get into chatbots?

Reader Mano Chen, who has studied many different bot platforms, [says](#): (you need to wait a few seconds as the comments load - I use Disqus Conditional Load)

“ ...the lesson I have learned is that we should wait for more one or two years to see the Bots platform becoming more effective to solve practical problems in marketing .

There is a lot of truth to that conclusion, but there is an important issue here which you need to consider (and only you can make the decision).

Being an early adopter

If you start building a chatbot today, you are an early adopter.

Of the last 5 articles I have published, 4 are effectively examples of how building chatbots requires more resources (time, money and also research) than what you notice at the first glance.

But this is also an opportunity, in my opinion.

The opportunity

In my article on building apps for the Google Assistant, I tell you about reasons to start now (things like domain squatting might exist in the Google Assistant ecosystem, for example).

There is also an additional opportunity - the time to learn the technology before it becomes pervasive.

Why is this an opportunity?

Usually, it gives you some kind of advantage in your business.

But it also prevents you from falling behind.

As someone who spends quite some time looking at the technical/research side of things, I can see that the technology powering chatbots is rapidly improving. I think this is an excellent time to start exploring chatbots (but without jumping head first, all-in). Maybe you can try out a pilot/prototype project to see how it goes.

Or, you can also...

Keep visiting my blog. Even better, subscribe to my mailing list 😊

If you do one of these, in about a year, you will probably be well aware of all the issues surrounding the chatbot ecosystem. I will be doing all the leg work so you wouldn't have to.

Article by aravindmc / API.AI / [Leave a Comment](#)



About Aravind Mohanoor

I am a DialogFlow consultant/trainer with a background in Natural Language Processing and Machine Learning.

I help businesses prototype/design/build DialogFlow chatbots. [Click here](#) if you are interested in working with me.

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