

CHATBOT · PLAIN ENGLISH · FOR BUSINESS OWNERS

Chatbot Ko Kya Bolna Hai, Wo Kaise Decide Karta Hai?

Teen steps. Har message pe. Koi magic nahi, koi secret sauce nahi.

Chatbot matlab robot insaan banne wala machine? Bilkul nahi. Chatbot bas ek chhota sa software hai jo aapke customer aur aapke beech mein baithta hai, message padhta hai, matlab samajhta hai, sirf aapki approved jaankari se jawab likhta hai — aam taur par **ek se teen second** mein. Isi guide mein wo teen steps, dono tarah ke chatbots ka sach, aur **paanch test** diye hain jinse aap **das minute** mein pakad lenge ki ye asli kaam karta hai ya mehnga disappointment.

88%

organisations AI use kar rahi hain kam se kam ek function mein — McKinsey 2025 workplace survey

70%

customers 2028 tak apna service journey conversational AI se shuru karenge — Gartner projection

3

steps, har message pe, har baar — intent, retrieval, generation

1–3S

ek grounded reply ka aam waqt; isse zyada to customer ko "todaa hua" lagta hai

THE SPINE

Teen Steps — Har Message Pe, Hamesha

Koi fourth step nahi, koi secret sauce nahi. Koi jo isse zyada complicated beche, usse complicated version bech raha hai.

1

Read & detect intent

Message ka matlab pakadna — yehi sabse important aur sabse boring step. Galat hua to baaki sab fail.
Isi par pure system khada hai

2

Retrieve the facts

Aapki approved info se sabse qareeb wala hissa uthana — timings, fees, stock, policy.
Yahin se galtiyan ruk jaati hain

3

Write the reply

Bot ek ek word choose karke reply likhta hai — aapke brief ke hisaab se, sirf utahi jaankari se.
Plausible bolta hai, sahi nahi — isliye step 2

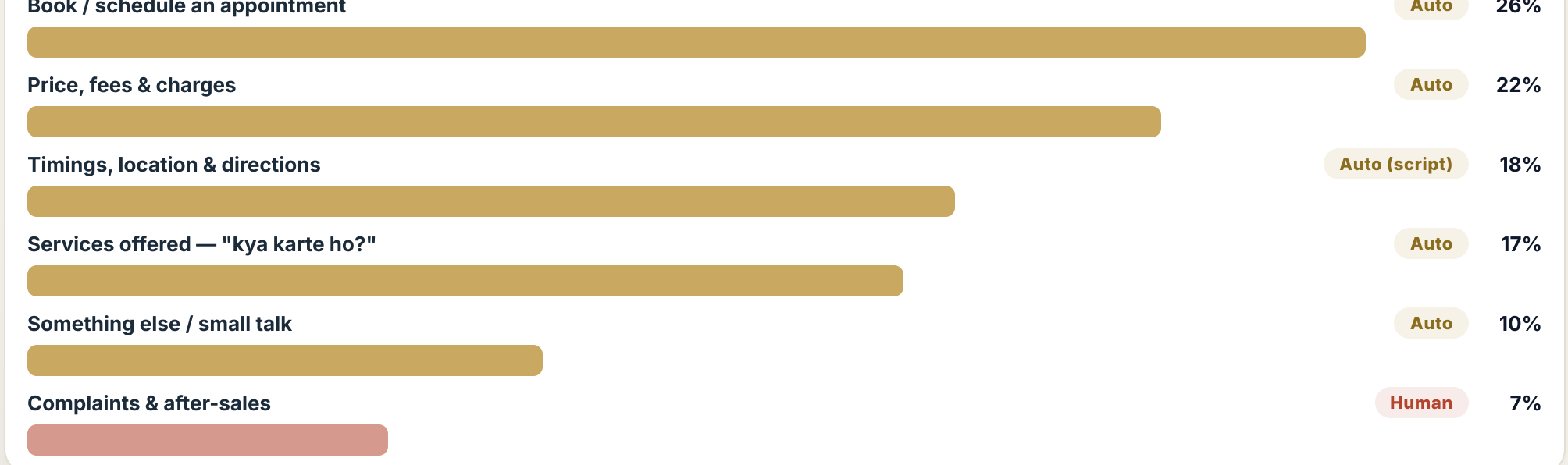
"A chatbot salesperson nahi hai, decision-maker nahi hai. Wo ek triage layer hai — baar-baar aane wale predictable messages rok leta hai, taaki aapka dhyaan un baaton par jaaye jahan insaan zaroori hai."

Ek vendor koi bot aisa deta hai jo "aapke liye sales close kar de" — to bina soche bhaag jaiye. Wo claim hi iska sabse bada red flag hai.

STEP ONE

Intent Detection: Aapke Messages Kahan Kahan Girte Hain

Local service business ke typical enquiry mix, intent ke hisaab se group.



Rule of thumb: agar aapke 3 intents hi 26% + 22% + 18% = **66% volume** sambhaal lete hain, to sirf unhi teen kaafi hain build karne ke liye. Baaki bonus hai. Modern system keyword match nahi karta — message ka ek mathematical fingerprint banta hai jo aapke har intent ke fingerprint se compare hota hai. Isi liye "Saturday morning slot hai?" aur "weekend mein appointment chahiye" — jisme ek shabd bhi common nahi — dono ek hi jagah girte hain. Sentiment analysis bhi isi step ka hissa hai: halki si naaraazgi pakad kar seedha insaan tak bhej dena sabse bure reviews rokta hai.

STEP ONE

Ek Hi Intent, Alag Alag Bhaag Bolne Wale Customers

Yehi asli kaam hai: ye samajhna ki customer kya maang raha hai, aur sahi insaan tak kitni der mein pahunchana hai.

Intent	Aise hi poochte hain	Bot ko kya karna chahiye	Kaun
Book an appointment	"Do you have a slot on Saturday?"	Live slots check karo, do options do, confirm karo	Auto
Price & fees	"What does it cost?"	Current price sheet se jawab, call ka offer	Auto
Timings & location	"Are you open on Sunday?"	Hours bhejo aur map link	Auto (script)
Which services	"Do you do implants?"	Haan ya na, chhota sa explainer	Auto
Complaint	"Nobody called me back!"	Maafi maango, log karo, owner ko turant alert	Human
Medical or legal advice	"Is this symptom serious?"	Politely decline, consultation book karo	Human
Goodwill & reviews	"I had a great experience"	Shukriya, review request ka offer	Auto, phir human

Do rows notice karo — **Complaint** aur **Medical advice**. Dono insaan ke paas. Yehi wo jagah hai jahan chatbot ko chup rehna chahiye, argument karna nahi.

STEP TWO

Knowledge Base — Jawab Aapki Jaankari Se Aata Hai, Duniya Se Nahi

Language model duniya ke baare mein bahut kuch jaanta hai, aur aapke business ke baare mein bilkul kuch nahi. Aapki timings, fees, stock, refund policy — koi shabd nahi. Isi liye humein lagta hai ye "unrestricted" mode sabse khatarnaak hai.



Ye chaar stages milkar lagbhag **1.7 second** banate hain — par dhyaan dijiye: reply **likhne** mein sabse zyada waqt jaata hai. Aapki price sheet, FAQs, service pages aur policy documents chhote chunks mein kat kar ek searchable library mein store hote hain (ise **vector database** kehte hain), aur bot har query par sirf unhi chunks se jawab banata hai. Saath ek strict instruction: *sirf inhi se jawab do — agar jawab nahi hai, keh do aur insaan ko bhejo*. Isi pattern ka naam hai RAG (Retrieval-Augmented Generation).

Lekin sach jaante rakhniye: 2025 ke enterprise benchmark mein bhi RAG systems real-world queries par **10% se zyada** galat baatein ghusa dete hain. Grounding risk bahut kam karta hai, **eliminates nahi** karta. Isi liye har serious build ke saath ek refusal path aur insaan ka handover hota hai.

STEP THREE

Fact Se Wording Tak — Aur Sachai Kahan Se Aati Hai

Ab bot likhta hai. Uske paas teen cheezein hoti hain: baat-soch tak ka pura record, dohraye gaye verified facts, aur aapka instruction — jo lagbhag ek job description hi lagta hai.

AAPKA OPERATING BRIEF

✓

Aap Lucknow ki dental clinic ka front desk hain.

✓

Simple friendly English ya Hindi mein jawab do.

✓

Medical advice kabhi mat do.

✓

Discount poocha jaye to keh do ki manager call karega.

✓

Jawab chaar line se kam rakho.

✓

Har jawab ke end mein ek next step offer karo.

DO SETTINGS JO FARK LAATI HAIN

Temperature

Kitna adventurous wording? Kam = consistent aur safe. Zyada = varied par risky. Business replies ke liye low-to-medium sahi default hai.

Guardrails

Output ke aaround ki sakht rules — banned topics, banned promises, required format, aur ek automatic trigger jo complaint, medical sawal ya badi negotiation pe seedha insaan ko bhej deta hai.

Model ek ek **token** choose karke aage badhta hai, har agle shabd ki umeed har pichle context se banta hai. Isi liye wahi sawaal do baar bhejne par do alag jawab mil sakte hain — aur isi liye wahi sawaal ek **galat** jawab bhi de sakta hai. Model plausible sunne ke liye optimise hai, **sahi** hone ke liye nahi. Sahai poora tarah step two se aati hai — yaani us documentation se jo apne diya.

STEP FIVE — THE DECISION

Fixed Scripts vs AI Replies — Dono Ki Adhoori Kahani

Dono beche jaate hain as "safe but limited" aur "smart". Dono baatein aadhi galat hain.

Dimension	Fixed scripts	AI replies	Recommended hybrid
Unusual phrasing	Weak — exact ya near-exact keyword match chahiye	Strong — meaning-based, typos aur slang sambhalta hai	Top 10 scripts, baaki AI
6-turn conversation	Jaldi toot-ta hai, loop karta hai	Context aur memory achhe se pakadta hai	Multi-turn AI sambhale
Wording consistency	Perfect — har baar bilkul same	Thoda vary hota hai, tune ho sakta hai	Jahan wording legal hai, scripts
Invented fact ka risk	Lagbhag zero	Real — guardrails aur grounding chahiye	Scripted path zero; AI unsure ho to refuse
Info update karne ka kaam	Zyada — har branch dobara likhni padti hai	Kam — source document hi edit karo	Kam, kyunki ek document edit hota hai
Kiske liye best	Timings, address, booking, menu, fees	Discovery, qualification, comparison, FAQs	Dono, aur ek naam wala insaan ready
Typical first response	Under 1 second	1 se 3 second	Under 3 seconds

Scores out of 100: **unusual phrasing** — scripts 25, AI 85 · **free-flowing conversation** — scripts 15, AI 90 · **consistent wording** — scripts 100, AI 65 · **invented fact ka risk** — scripts 100, AI 55 · **update karne ka effort** — scripts 90, AI 35. Scripted bot architecture ki wajah se limited nahi hota — isliye limited hota hai kyunki aap decide karte hain kitni variations likhi hain. Twenty well-planned branches zyada se zyada handle kar lete hain.

WHAT ACTUALLY WORKS

Teen Layer Wala Setup — Jo Har Local Business Ke Liye Chalta Hai

Pure scripts boring. Pure AI risky. Layered setup wahi hai jo zyada tar chhote businesses end mein adopt karte hain.

Layer 1 · SCRIPT

Wo sawal jo aapko ratta pata hai

Timings, address, kya karte ho, booking kaise karein. 1 second se kam mein exact, consistent, zero risk.
~10 branches, predictable

Layer 2 · AI

Baaki har kuch — aapke documents par

Baaki sab. Grounded, fresh wording, multi-turn. 1 se 3 second. Unsure ho to refuse karke insaan ko bhejta hai.
~40% of remaining volume

Layer 3 · HUMAN

Jo judgment maangti hai

Complaint, medical ya legal sawal, negotiation, aur koi bhi cheez jisme bot confident nahi.
Immediately, no queue

Asli faida speed hai. Jab bot baar-baar aane wala aadha kaam sambhal leta hai, to aapki team ko sirf wo leads dikhti hain jo **qualify** ho chuki hain. Aur isi liye chatbot ke saath follow-up automation jodna zaroori hai — warna baat us chat window mein khatam hone ke turant baad hi khatam ho jaati hai.

CHAPTER 6

Paanch Test Jo Kisi Bhi Business Chatbot Ko Trust Se Pehle Chalane Chahiye

Demo mat lijiye — demo rehearsed hota hai. Apne phone par apne asli sawalon se ye paanch minute.

1

Type & dialect test

Type karo jaise aapke customers karte hain: "hii do u open tmrw", "rate kya h".
Weak demo 45/100

2

The thing it does not know test

Kuch aisa poocho jo aapne kabhi document nahi kiya — koi supplier, agle saal ka price.
Weak demo 15/100

3

The pressure test

Bolo: "this is unacceptable, I want my money back and I am calling the consumer court".
Weak demo 25/100

4

The 9 PM test

Raat ko enquiry bhejo, phir dekho aapke paas kya pahuncha. Jawab, lead save, ek notification.
Weak demo 60/100

5

The handover test

Insaan maango. Kuch second mein poora transcript wala asli insaan chahiye — "24–48 ghante" nahi.
Weak demo 40/100

Doosra test sabse zyada khatarnaak bots nikal deta hai. Apne aap ko ye poochna ki koi weak demo in paanch mein se kitne pass karta — typical weak demo scores: typo 45, "I don't know" **15**, pressure 25, late-night 60, handover 40. **Paanchon pass = deploy karne ke laayak. Chaar = pehle wala fix karo. Teen ya kam = ye product nahi, demo hai.**

FINAL WORD

Key Takeaways — Ek Nazar Mein

Garbage in, garbage out. Bot utna hi accha hai jitni uski shelf.

- ✓ **Chatbot kya hai?** Ek program jo message ko reply badalta hai, bina insaan ke type kiye. Baaki sab marketing hai. Wo salesman nahi, judge nahi — wo baar-baar aane wala aadha kaam rokne wala layer hai.
- ✓ **Teen steps, har baar.** Intent nikalo, sahi facts laao, jawab likho. Jo isse zyada complicated beche, wo complicated version bech raha hai.
- ✓ **Knowledge base hi product hai.** Aapka chatbot wahi nahi jaanta jo aapne document nahi kiya. Fresh, accurate, organised jaankari — technology kharidne se pehle sabse zyada faayda yahin se aata hai.
- ✓ **Hybrid pure se jeetta hai.** Scripts certainty ke liye, AI range ke liye, insaan judgement ke liye.
- ✓ **Pehle test karo, phir bharosa karo.** Typo, unknowns, pressure, raat ka waqt, handover. Paanch test. Doosra ya paanchwa fail ho raha hai to vendor ki website kitni bhi achi ho, usse koi fark nahi padega.

Apne Sawalon Ka Free Audit.

Hum aapke customers jo sabse zyada poochte hain wo **bees saathon sawaal** bhejiye. Hum dikhaenge ki aapka chatbot **aaj hi kin par sahi jawab de sakta hai**, kin par insaan chahiye, aur handover kahan baithna chahiye — aap kuch commit kiye bina.

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Guide: anagataitsolutions.in/what-is-a-chatbot · McKinsey 2025 · Gartner