



**CCSQ WORLD USABILITY DAY**



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**How Humans Make AI Work**

CCSQ WORLD USABILITY DAY 1

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World Usability Day 2020

**How Humans Make AI Work**



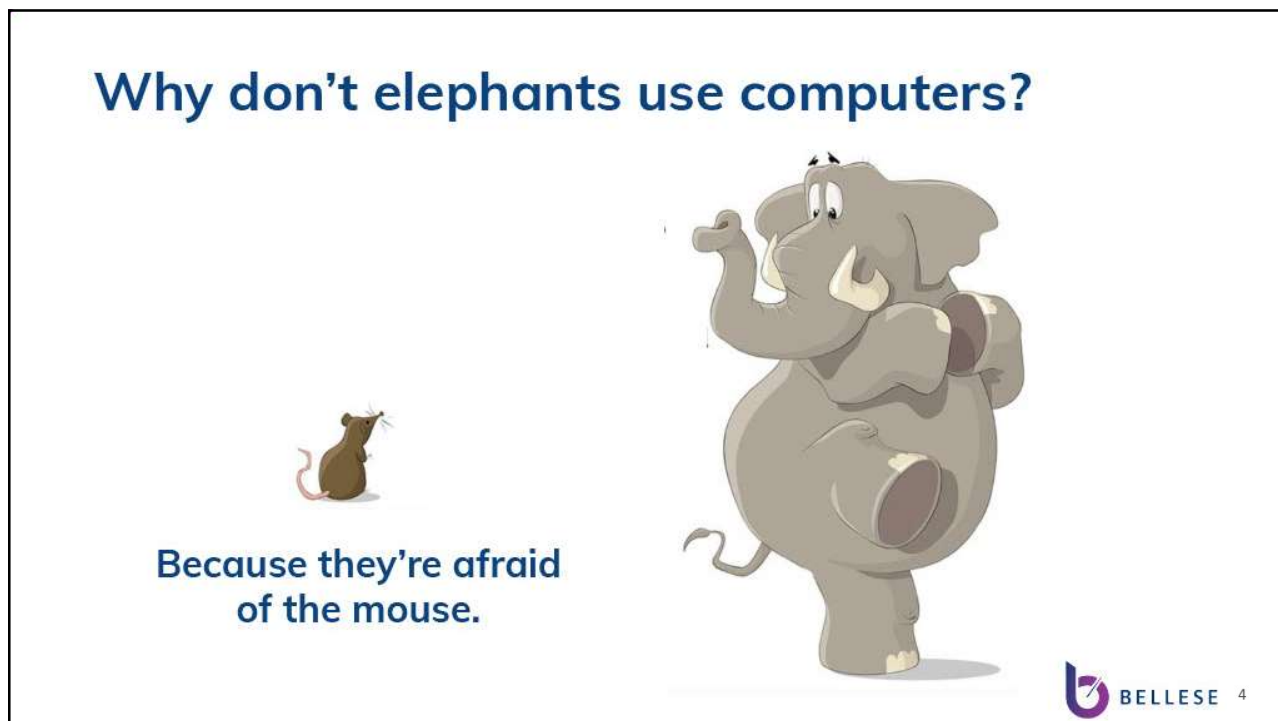
**b BELLESE**

CCSQ WORLD USABILITY DAY 2

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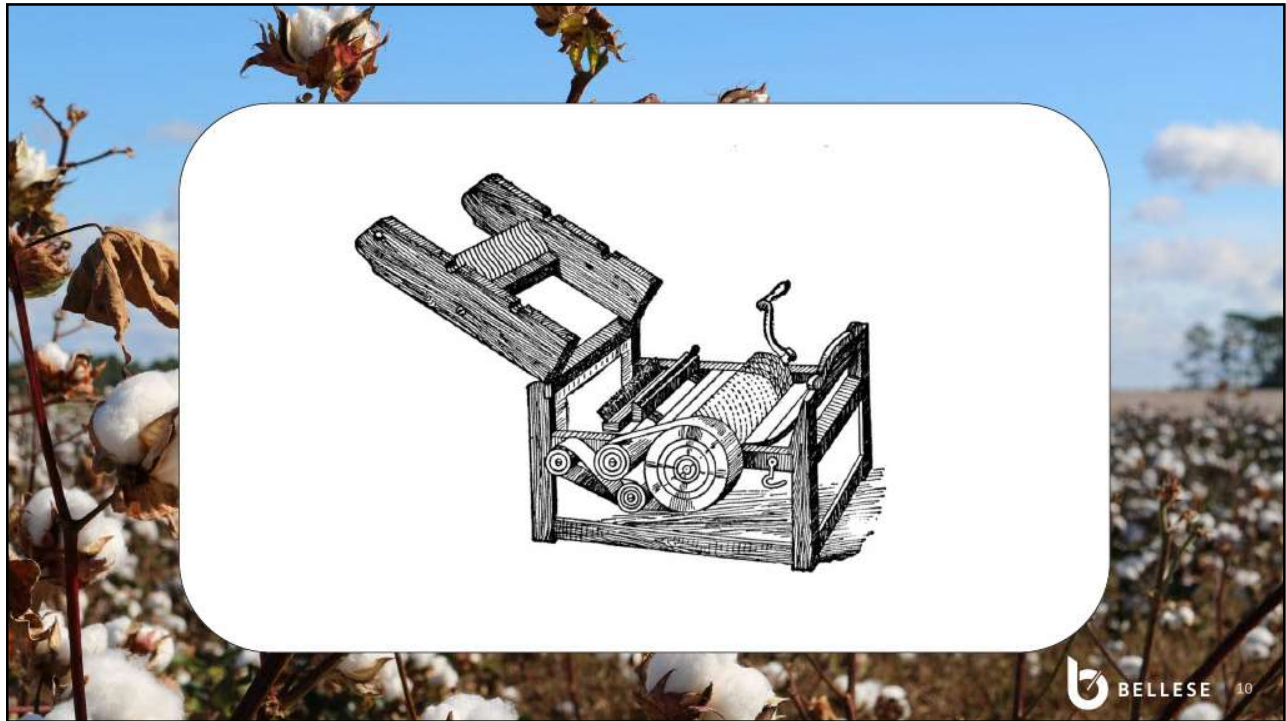


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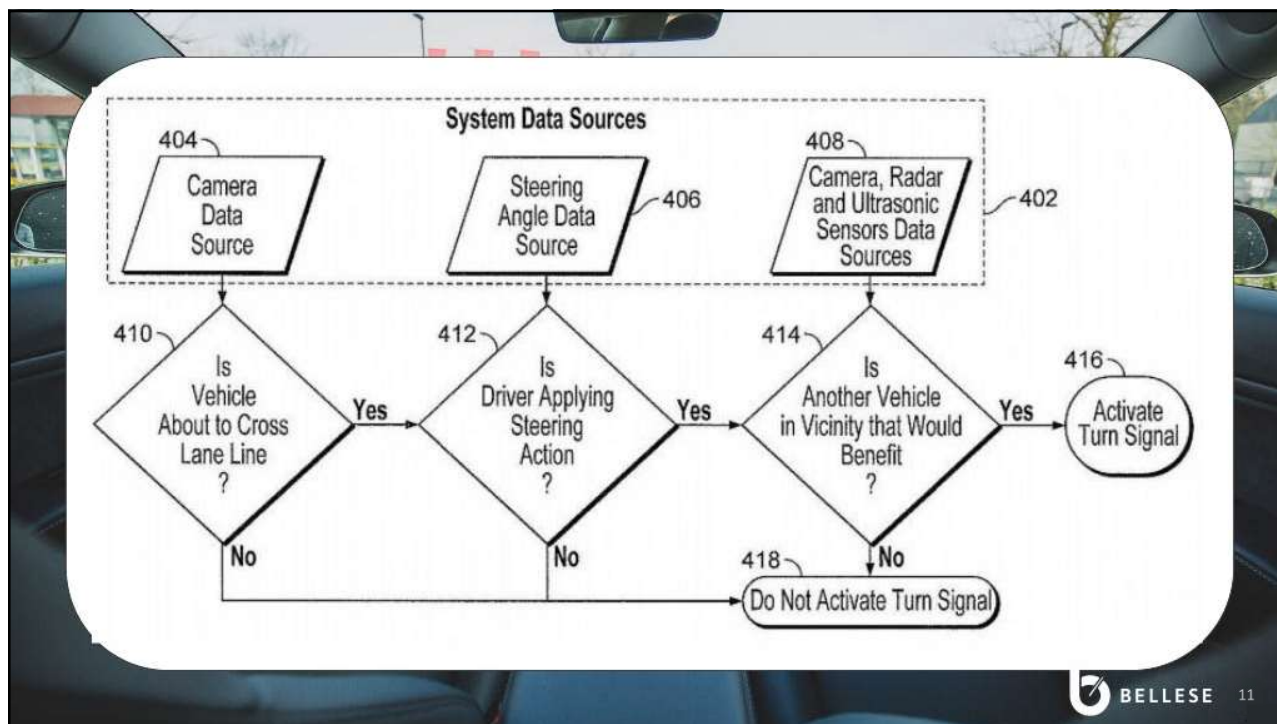


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The screenshot shows a GoDaddy website with a chatbot overlay. The main heading is "We're here to help 24/7". Below it, text reads: "Every guide is trained and excited to work with you, whether you need help with a password reset or you're looking for a team to build your complete web presence." A purple notification box states: "On Tuesday Nov 3, we are proud to support our employees exercising their right to vote. Please understand that hold times might be a bit longer on this day. Thank you for your patience and understanding!". There are two call-to-action boxes: "Call Us" (480-463-8390, 24/7) and "Chat now" (Chat Now button, 24/7). The chatbot overlay is titled "GoDaddy Guide" and says "Message us". It displays "GoDaddy guides" and a message: "Hello! This chatbot will get you connected to the right person. Please tell us your first name to get started:". The BELLESE logo is visible in the bottom right corner.

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**69% of consumers prefer to use chatbots because they deliver quick answers to simple questions.**

- Salesforce



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Customer Service Costs

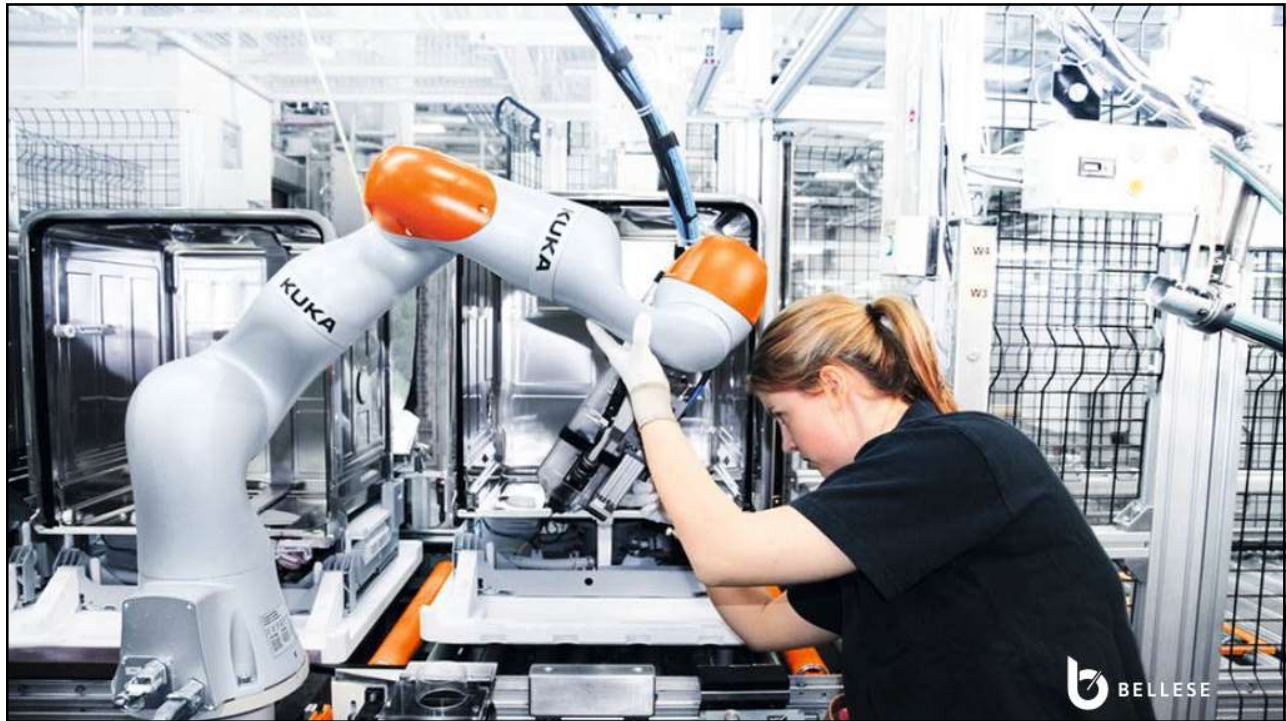
**30%**



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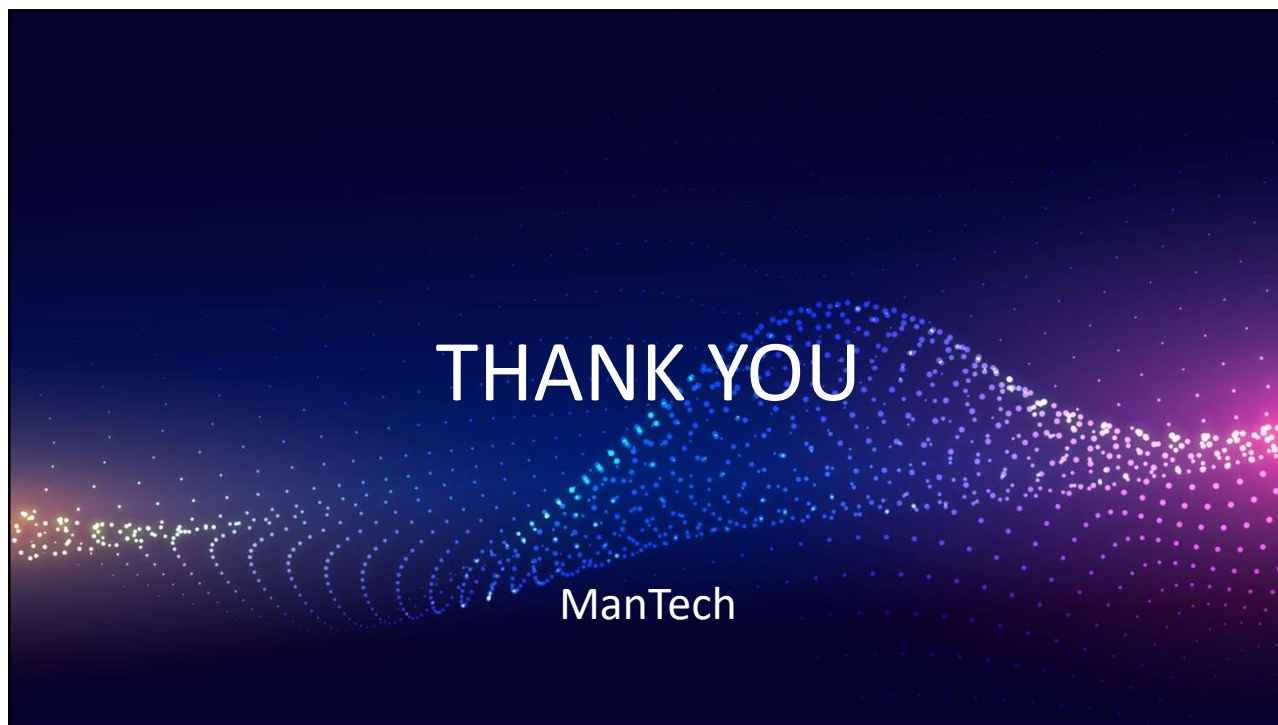
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