

# Choosing the Right AI Automation for Your Team

## A Comprehensive Guide to Scripted, Basic AI, and Advanced AI Solutions

### Introduction

Chatbots offer an attractive solution by automating a wide range of tasks, from customer support to booking appointments. They have become ideal for businesses seeking to streamline interactions and improve efficiency. However, not all chatbots are created equal. They range from basic rule-based or scripted chatbots to more advanced AI-powered bots capable of learning and adapting to user inputs.

Understanding the differences between scripted bots, generic bots, and AI-powered bots is crucial for businesses trying to choose the right solution for their needs. Each type of chatbot has its strengths and limitations.

### Types of bots

#### Scripted (Rule-Based) Chatbots

Rule-based systems that follow pre-written scripts to handle specific tasks with limited flexibility.



tawk.to



LiveChat



ChatBot

#### Generic (Basic AI) Chatbots

Conversational models designed to generate human-like responses across a wide range of topics.

zendesk



ChatGPT



INTERCOM

#### Advanced AI Chatbots

Specialized AI agents designed for customer support, combining automation with contextual understanding and tailored responses.

AURALIS



ada



QUALIFIED

Comparison Table of Chatbot Types

Feature/ Characteristic	Scripted Bots	Generic AI Bots	Intelligent AI Agents
Response Generation	<ul style="list-style-type: none"><li>• Responds only within predefined flows.</li><li>• Limited to the script provided.</li></ul>	<ul style="list-style-type: none"><li>• Generates responses from the knowledge base.</li><li>• Limited to FAQs.</li><li>• Lacks domain-specific tuning.</li></ul>	<ul style="list-style-type: none"><li>• Generates context-aware responses.</li><li>• Tailored to industry and business needs.</li><li>• Retrieves information from multiple sources via API and Crafts accurate responses.</li></ul>
Learning Capability	<ul style="list-style-type: none"><li>• Static</li><li>• Changes need manual re-scripting.</li></ul>	<ul style="list-style-type: none"><li>• Limited self-improvement.</li><li>• Fine-tuning possible but no self-learning without extra programming.</li></ul>	<ul style="list-style-type: none"><li>• Limited self-improvement.</li><li>• Supports fine-tuning</li><li>• Self-learns without extra programming.</li></ul>
Complexity of Queries	<ul style="list-style-type: none"><li>• Handles only scripted responses</li></ul>	<ul style="list-style-type: none"><li>• Handles basic and straightforward questions only.</li></ul>	<ul style="list-style-type: none"><li>• Handles nuanced and complex queries.</li><li>• Understands context for precise, industry-specific responses.</li></ul>
User Experience	<ul style="list-style-type: none"><li>• Limited and repetitive responses.</li><li>• Lacks flexibility.</li></ul>	<ul style="list-style-type: none"><li>• Offers dynamic responses.</li><li>• May feel generic or impersonal.</li></ul>	<ul style="list-style-type: none"><li>• Engaging and personalized.</li><li>• Contextually relevant answers.</li><li>• Provides human-like interaction to enhance user experience.</li></ul>
Development Complexity	<ul style="list-style-type: none"><li>• Low complexity.</li><li>• Requires time-intensive scripting for each use case.</li></ul>	<ul style="list-style-type: none"><li>• Moderate complexity.</li><li>• Requires initial setup and ongoing fine-tuning.</li><li>• Generally plug-and-play.</li></ul>	<ul style="list-style-type: none"><li>• High complexity.</li><li>• Turnkey setup minimizes effort for users.</li><li>• Offers tailored deployment with advanced AI tuning.</li></ul>
Use Cases	<ul style="list-style-type: none"><li>• Ideal for straightforward, low-complexity interactions.</li></ul>	<ul style="list-style-type: none"><li>• Suitable for FAQ-based questions.</li><li>• Handles general inquiries effectively.</li></ul>	<ul style="list-style-type: none"><li>• Best for customer support.</li><li>• Ideal for technical troubleshooting.</li><li>• Supports personalized interactions.</li><li>• Handles high-value customer service functions.</li></ul>

# THE AURALIS ADVANTAGE

## Definition

- ✓ Auralis is an Intelligent AI Agent designed specifically for customer support, combining the adaptability of AI with deep contextual understanding and task-specific optimization. Unlike generic bots, Auralis acts as a fully equipped virtual support agent tailored to industry-specific needs.

## Response Generation

- ✓ Auralis delivers context-aware, accurate responses that are tailored to customer support queries, reducing misinterpretations common in generic AI responses. Each interaction is crafted with a customer-centric approach to ensure relevant, helpful, and on-brand replies.

## Learning Capability

- ✓ Auralis incorporates continuous learning through customer interactions and feedback loops, allowing it to adapt and improve without manual reprogramming. This adaptability ensures that it stays up-to-date with customer needs and evolving support requirements.

## Complexity of Queries

- ✓ Designed to handle nuanced, industry-specific inquiries, Auralis excels in understanding complex queries and responding with precision. This makes it ideal for addressing technical issues, troubleshooting, and detailed support inquiries that scripted or generic bots may struggle with.

## User Experience

- ✓ Auralis prioritizes a seamless, human-like user experience, with personalized responses that resonate with customers. By minimizing repetitive and robotic interactions, Auralis fosters meaningful connections with users, enhancing overall customer satisfaction.

## Development Complexity

- ✓ Auralis offers a turnkey setup that streamlines deployment for businesses. Unlike the extensive scripting required for basic bots or the fine-tuning needed for generic AI models, Auralis comes pre-trained with industry-specific knowledge, significantly reducing the burden of development.

We completely take care of setup, training and configuration of your AI powered support engine. Speak to one of our experts to get started

[Schedule a Consult](#) →