

# The Humans behind the Chatbots

The value chatbots provide to customers and companies is directly related to the people who build and program them. But who are those people, and what are their skill sets?



## **SOFTWARE PROGRAMMERS**

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These code-writing experts are needed to build, test, and deploy the algorithms that power chatbots.



## **SOFTWARE ENGINEERS**

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These technical experts have a broader purview than programmers. They're charged with designing and mapping the customer journey with a chatbot.



## **SUBJECT-MATTER EXPERTS**

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As chatbots move to more conversational, knowledge-based interactions, experts who can program them with specialized information are needed.



## **DATA SCIENTISTS**

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Chatbots generate enormous amounts of data that must be analyzed to model conversation patterns, monitor customer interactions, analyze response-success rates, and more.



## **CONTENT WRITERS**

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Companies are increasingly employing content writers and editors to turn raw information into conversation that mimics human talk.