**How Bots are Evolving and When You Should Use Them**

DigitalGenius' Mikhail Naumov and Autodesk's Rachael Rekart discuss how their companies are progressing with artificial intelligence to create more sophisticated chatbots that can solve customer requests or understand a customer's emotional state through facial recognition technology. Both concur that bots should be restricted to specific tasks, with Naumov advising that marketers "should use a bot for interactions that are simple, that are repetitive, and that are time-sensitive."

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[***https://venturebeat.com/2018/08/21/how-autodesk-and-digitalgenius-are-evolving-ai-customer-service-beyond-chatbots/***](https://venturebeat.com/2018/08/21/how-autodesk-and-digitalgenius-are-evolving-ai-customer-service-beyond-chatbots/)

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