



e-LinX

NEWSLETTER

Issue No: 33
August 2016

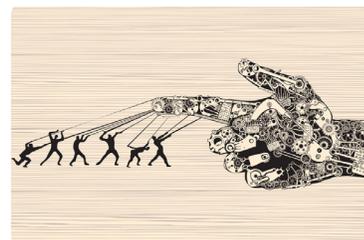
E-linx is the e-newsletter for The CardLinX Association. For more information or to subscribe go to www.cardlinx.org or email info@cardlinx.org.

In This Issue

- [1. Commerce Chatbots: Promise and Peril](#)
- [2. Facebook Messenger now lets chatbots send promotions and subscription-based messages](#)
- [3. Microsoft Announces Five New Travel And Entertainment Bots For Skype](#)

Commerce Chatbots: Promise and Peril

This “summer’s report of a deadly car crash involving Tesla’s artificial intelligence auto-pilot feature highlight the risks of automated driving. Yet the promise of the artificial intelligence in commerce is very real. For example, look at the new wave of commerce chatbots from Facebook, Microsoft and others. As the digital commerce eco-system plunges headfirst into a new era of automated shopping and chatbots, we must ask ourselves a critical question “Who is responsible when machines act badly?” [<Read more>](#)



CardLinX Insight: Chatbots could be the engine of the next wave of commerce growth. Yet key questions and cross-industry standards need to be developed in order for these new technologies to scale.



Facebook Messenger now lets chatbots send promotions and subscription-based messages

Facebook instituted policy changes so that chatbots on its Messenger platform can now send promotional or subscription-based messages. Retailers and merchants can now use Messenger chatbots for product placement, native advertising and other solicitation messages, although all conversations must be initiated by the person and not the chatbot. A 24 hour response time from chatbots is also required. Since allowing chatbots on Messenger

in April, Facebook has quickly added additional e-commerce features to allow retailers to take advantage of its one billion monthly active user base. [<Read more>](#)

CardLinX Insight: CardLinX member Facebook is at the forefront of enabling chatbots to transform e-commerce from a task-based process to an automated one. Retailers can strengthen their loyalty programs with chatbots and expanding the card-linking ecosystem.

Microsoft Announces Five New Travel And Entertainment Bots For Skype

A few months ago Microsoft CEO Satya Nadella announced a new bot development framework called Conversations as a Platform. Microsoft’s shift in focus from apps to chatbots indicates their willingness to be leaders in the development of this new technology. The new chatbots released this month include collaborations with StubHub and Hipmunk among others. [<Read more>](#)



CardLinX Insight: CardLinX member Microsoft is at the forefront of chatbot development. Chatbots have the ability to execute simple tasks as well as multistep projects using only voice controls.

**CardLinX
Now**

Join Samsung, MasterCard, Rakuten, and others at the Internet of Commerce Things Forum (IoCT)
San Francisco, CA -- October 13, 2016
[Register Now](#)