WHAT IS CLAIMED IS:

1. A computer implemented method for implementing a customer support interface, comprising the steps of:

generating the customer support interface for a customer to engage in a chat session with a chatbot, wherein an option to engage in a chat session with a human agent is made unavailable on the customer support interface;

receiving, by the chatbot, a first query from the customer;

determining, by the chatbot, a first reply to address the first query and generating the first reply for display on the customer support interface;

after the first reply is generated, determining, using a prediction engine, an overall probability value that providing the customer with the option to engage in a chat session with a human agent would improve the likelihood of a positive outcome for the customer;

determining whether the overall probability value satisfies a predetermined condition; and

in response to determining that the overall probability value satisfies a predetermined condition, making available on the customer support interface a selectable interface element representing the option to engage in a chat session with a human agent, wherein selecting the selectable interface element transfers the customer from the chat session with the chatbot to the chat session with the human agent; and

wherein the first reply is displayed and the selectable interface element is made available on the customer support interface at the same time, or

the selectable interface element is made available on the customer support interface after or soon after the first reply is displayed.

2. The computer implemented method of claim 1, wherein determining the overall probability value that providing the customer with the option to engage in a chat session with the human agent would improve the likelihood of a positive outcome for the customer comprises:

using the prediction engine to analyse one or more customer-associated feature data and calculating a first and a second conditional probability value, wherein

the first conditional probability value is indicative of the likelihood of the positive outcome for the customer with human intervention, and

the second conditional probability value is indicative of the likelihood of the positive outcome for the customer without human intervention; and

calculating the overall probability value by subtracting the second conditional probability value from the first conditional probability value.

3. The computer implemented method of claim 2, wherein analysing the one or more customer-associated feature data comprises analysing the first reply to determine a degree of validity of the first reply based on the first query.

4. The computer implemented method of any one of claims 1-3, wherein the prediction engine implements an uplift model to determine the overall probability value.

5. The computer implemented method of any one of claims 1-4, wherein determining whether the overall probability value satisfies a predetermined condition comprises determining whether the overall probability value is greater than a threshold value.

6. The computer implemented method of claim 5, wherein the option to engage in a chat session with a human agent remains unavailable to the customer if the overall probability value is not greater than the threshold value.

7. The computer implemented method of any one of claims 1-6, wherein the option to engage in a chat session with a human agent is made unavailable on the customer support interface by visually hiding the selectable interface element from the customer.

8. The computer implemented method of any one of claims 1-6, wherein the option to engage in a chat session with a human agent is made unavailable on the customer support interface by disabling the selectable interface element.

9. The computer implemented method of any one of claims 1-8, wherein the selectable interface element is made available as part of the first reply.

10. The computer implemented method of any one of claims 1-9, further comprising:

executing a rule-based system prior to a start of the chat session; and

determining, using the rule-based system, that the option to engage in a chat session with a human agent is to be made unavailable on the customer support interface at the start of the chat session.

11. The computer implemented method of any one of claims 1-9, further comprising:

executing a rule-based system after the first reply is generated, wherein the rule-based system comprises a condition that depends on a number of interactions between the customer and the chatbot in the chat session.

12. The computer implemented method of claim 10 or 11, wherein the rule-based system acquires data from a customer account database and/or a historical chat database.

13. The computer implemented method of any one of claims 1-12, wherein the step of making available on the customer support interface a selectable interface element representing the option to engage in a chat session with a human agent includes enabling the selectable interface element which had been disabled.

14. A system comprising one or more computers and one or more storage devices storing computer-readable instructions that, when executed by the one or more computers, cause the one or more computers to perform one or more operations according to the computer implemented method of any one of claims 1 to 13.

15. One or more non-transitory computer storage media storing instructions that, when executed by one or more computers, cause the one or more computers to perform one or more operations according to the computer implemented method of any one of claims 1 to 13.