



Convy Webinar

How to build an efficient Chatbot with
Convy AI

WELCOME

We'll start shortly...

Take a look at the

AGENDA

- Why to implement a chatBOT in your company
- Chatbot Project Physiology
- Analysis phase
- Implementation phase
- Maintenance phase
- Post Release phase
- How to work with your marketing team
- Q&A





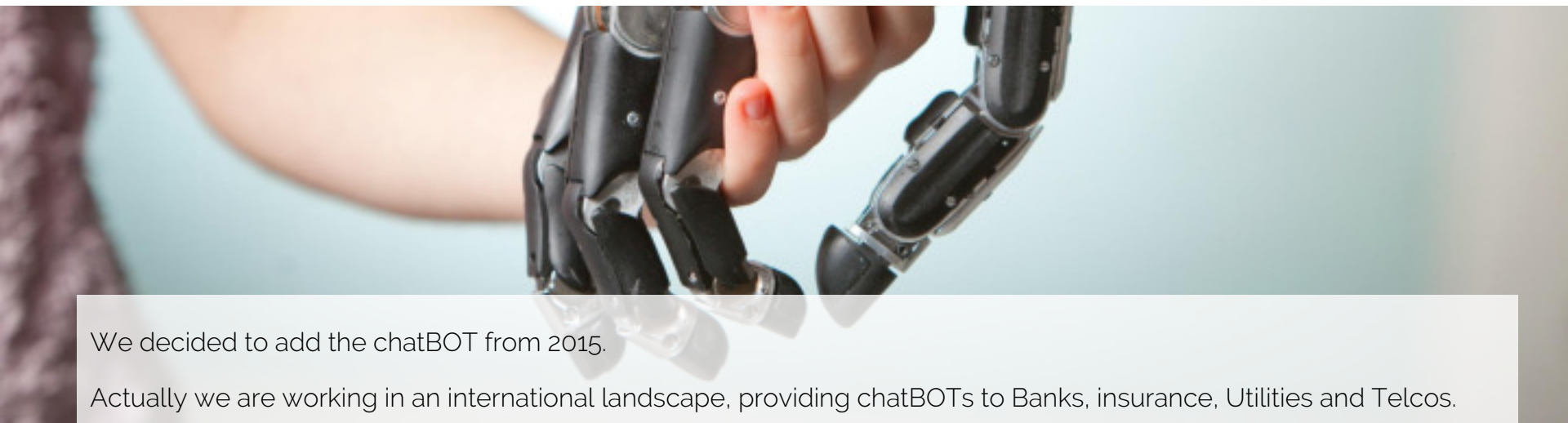
What is a ChatBOT

A chatBOT is a human like interface, available on different front end (textual or voice) that thanks to deep decisional capabilities enable users to find a solution without human support.

Gartner: By 2020, over 50% of medium to large enterprises will have production chatbots deployed



Eudata ChatBOT experience



We decided to add the chatBOT from 2015.

Actually we are working in an international landscape, providing chatBOTs to Banks, insurance, Utilities and Telcos.

We are not only a technology layer, but also we support in the design process using an AGILE approach that guarantees a fast and effective solution



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AGILE approach to fast set up and update

Who is involved in an AGILE process to deliver an Omnichannel chatBOT?

- Users that today does the job you want to automatize
- Business teams that want to improve the service
- IT staff that has the technical leadership into the project
- Marketing team, that needs to define the way your chatBOT will interact with customers

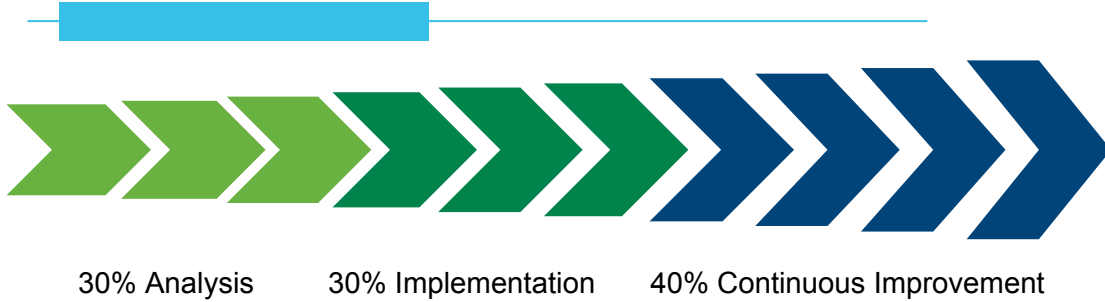
AGILE approach to fast set up and update

A person's hands are shown typing on a laptop keyboard. The person is wearing a silver metal watch on their left wrist. In the background, there is a white pot containing a green succulent plant. The overall scene is set against a light green background.

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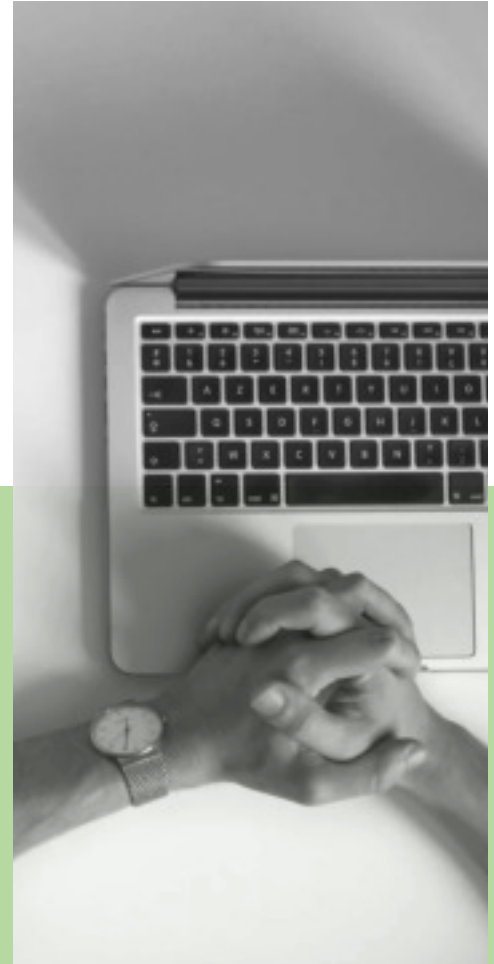
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Chatbot Project Physiology

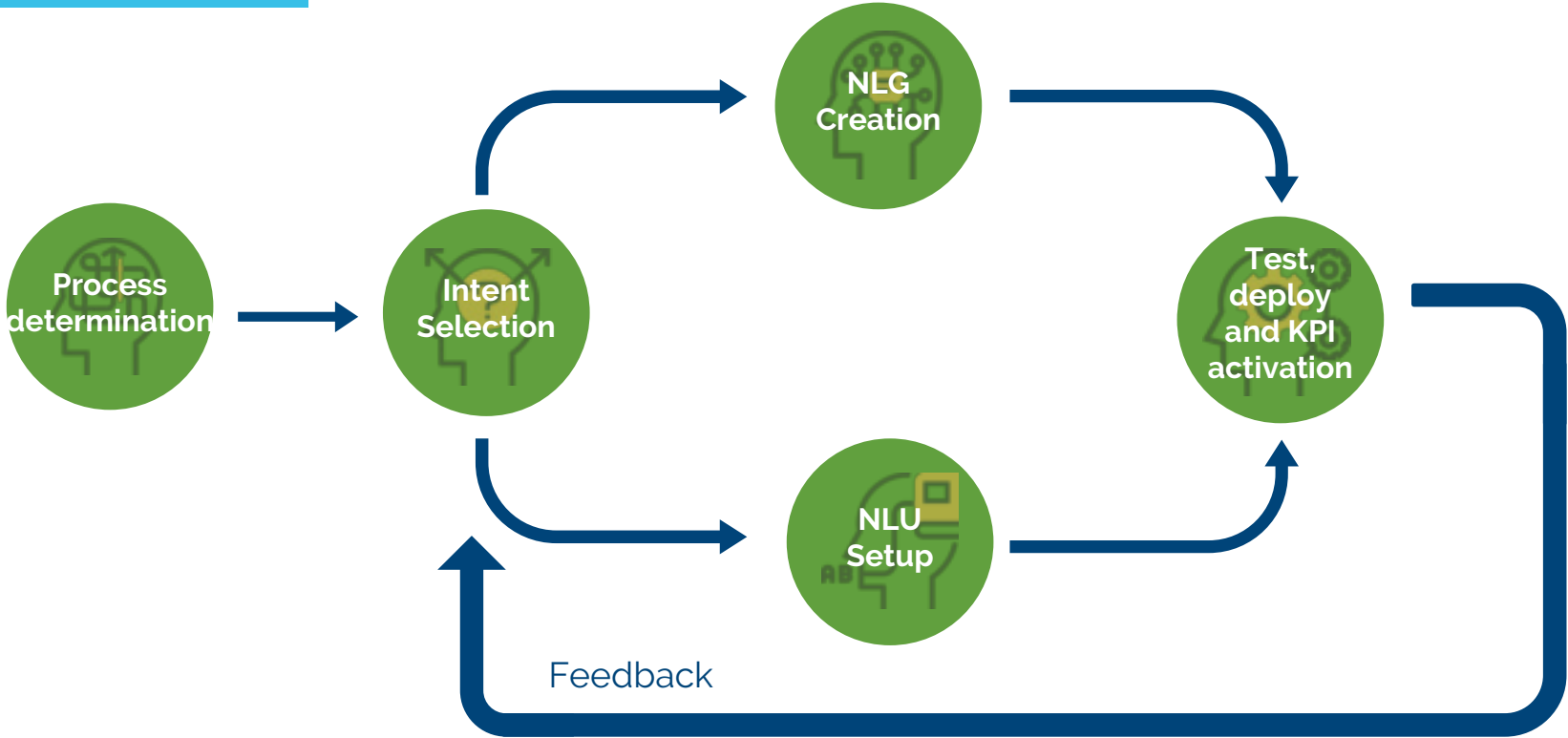


What's important then?

- Project Best Practices
- How to guides
- Machine Learning based conversations historical analysis
- A tool with the following features:
 - Easy implementation
 - 0-code chatbot maintenance
 - Qualitative and Quantitive Reporting for continuous improvement



Eudata Chatbot LifeCycle



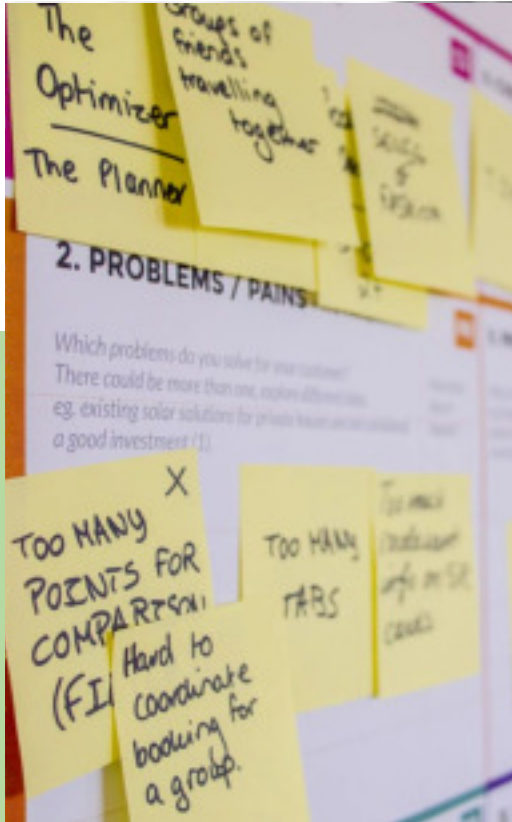
Process determination



- Historical Analysis (if any) and operation team overview
- Pareto Analysis
- Process determination
- Horizontal vs Vertical Chatbot
- Front-end definition
- Look&feel definition
- Bot name & personality
- Handover mode definition (in or extra bot)
- Customer review and ROI



Intent Selection



- Arguments (intents) selection through historical analysis and automatic clustering tool
- Taxonomy creation
- Customer review and taxonomy optimization



NLG creation



- Conversational Flow draw with requests/response map
- Definition of flow sub-modules (like authentication or backend integration modules)
- Disambiguation flows creation
- Backend integration definition
- Frontend publishing



NLU Setup




- Taxonomy creation and training with example sets
- Rules creation
- Knowledge domain adaptation
- Taxonomy confidence analysis, test and tune



Test, deploy and KPI activation



- Test & optimization
- UAT
- Deploy in a limited environment (published to a set of predefined users)
- First feedbacks gathering and analysis through:
- Convy Reporting tools
- Semantic confidence feedback
- Statistical full bot conversation analysis
- New cycle with a focus on:  Continuous Improvement
- Taxonomy update and conversation enhancement
- New intent and conversations



Post release phase

After a successful delivery of the project, what you might expect from your chatBOT?

1. The chatBOT will be intensively used, creating large interest in the community and a huge drop in the human work. In this phase it's important to:
 - a. Monitor the topics managed by the BOT
 - b. Check the % of "time out" sessions, the sessions that are dropped by the customer at the first enquiry
 - c. Monitor the customer satisfaction, forcing as much as possible the users in leaving comments
2. In the second stage, the number of contacts managed will be normalized, so less but more concrete (reduction of the "time out" sessions). what to do now:
 - a. Check the most/less used services
 - b. Improve the automation with external components
 - c. Analyze the efficiency of the semantic layer (if any)
3. When the system seems stable and efficient... It will probably be the time to add new services, usage, products, ...



How to work with your marketing team

Marketing team is a part of the process, they own:

- The company image that has to be presented to the market
- The product and services they want to push (and how to push them)

You have to let them know a few important details about the chatBOT:

- The chatBOT nature has to be technically feasible, so you have to involve them in the process of the creation of nature
- The chatBOT has to be inserted in the "training" process for every topic it will have to manage, just as its human colleagues are
- The BOT does not do 'magic', it is a software that will not learn by itself



Q&A



thanks

