



O quê é um chatBot?

É um robô programado
para interagir com
usuário por meio de
“bate-papo”.

ChatBots

Também chamados de assistentes virtuais, os chatBots estão sendo amplamente utilizados para atendimentos de clientes, tais como:

- Realizar um pedido;
- Solicitar atendimento técnico;
- Consultar andamento de chamado;
- Registrar reclamações;
- Agendar consultas;
- etc.

ChatBots

Baseado em diretrizes

Um algoritmo estruturado define o fluxo da conversa como uma árvore de decisões. O fluxo é pré-definido com base na “jornada do cliente”, para isso faz-se a análise prévia baseada no objetivo da jornada, normalmente o cliente precisa informar alguns dados para o que o algoritmo faça uma consulta ao banco de dados e direcione a conversa.

Baseado em I.A.

Podem fazer uso de algoritmos de aprendizagem de máquina e processamento de linguagem natural, tornando a conversa mais próxima da conversa humana.

Passos para criação do ChatBot

- 1) Definir o objetivo: Quais perguntas o bot vai responder?
- 2) Estabelecer a jornada do usuário: Quais as perguntas que o usuário pode fazer?
- 3) Estabelecer o fluxo de perguntas e respostas;
- 4) Definir a base para o treinamento do bot.

IBM Watson Assistant - Análise de chatbot

https://www.ibm.com/br-pt/products/watson-assistant/analytics

Entrar

Participante do Pos... Consórcio STHEM B... Autoatendimento 3 Certificado Microsoft Teams - E... github - Pesquisar

IBM

Procurar

Inscreva-se

Comece a usar sem custo

Watson Assistant

Recursos Casos de clientes Precificação Saiba mais

Análise de chatbot para oferecer um panorama

Métricas abrangentes e insights sobre o seu chatbot

Comece a usar sem custo


Contate a IBM

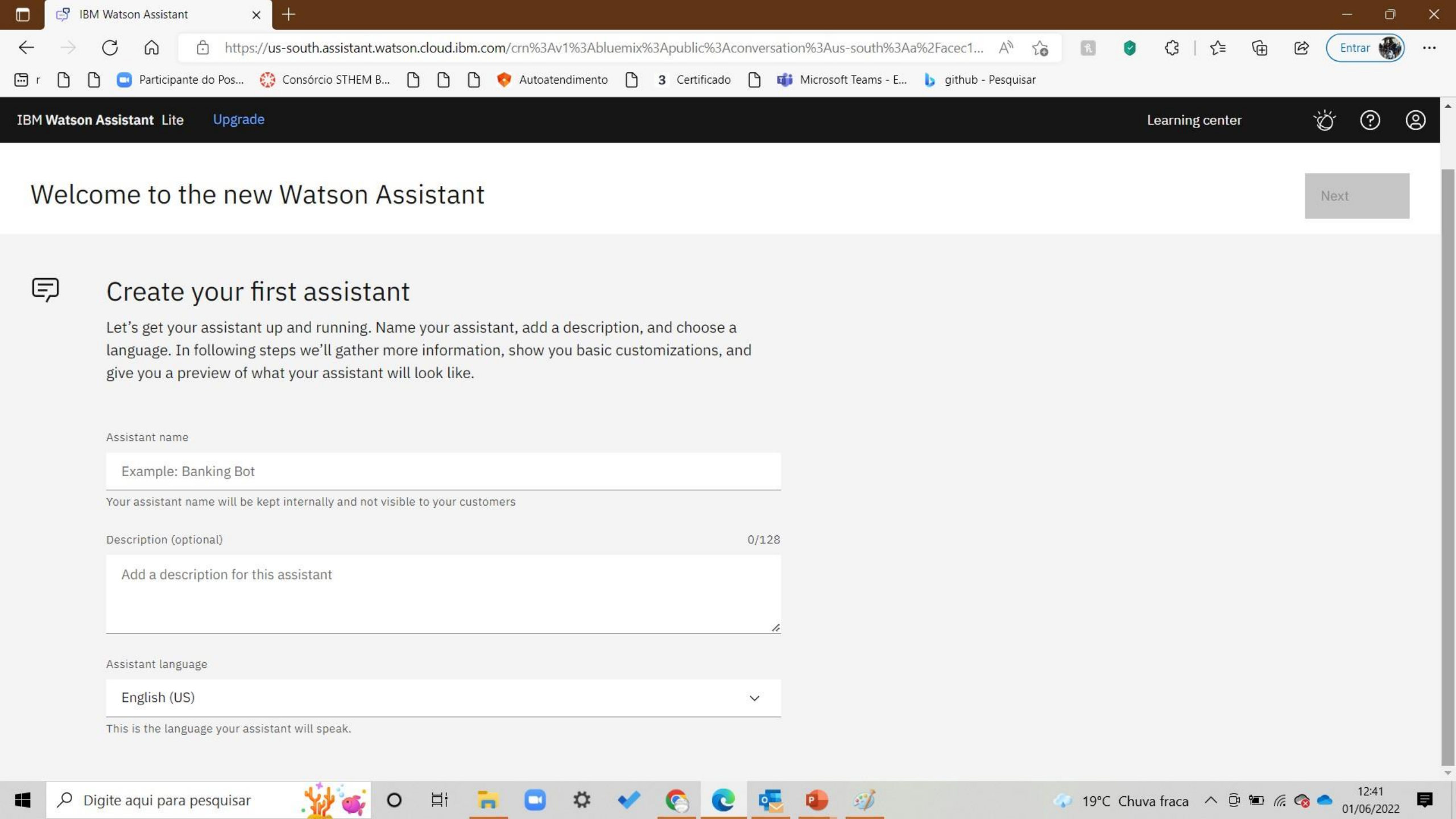
Veja os planos de precificação

Vamos conversar

19°C Chuva fraca


12:39 01/06/2022





Welcome to the new Watson Assistant

Next



Create your first assistant

Let's get your assistant up and running. Name your assistant, add a description, and choose a language. In following steps we'll gather more information, show you basic customizations, and give you a preview of what your assistant will look like.

Assistant name

Example: Banking Bot

Your assistant name will be kept internally and not visible to your customers

Description (optional)

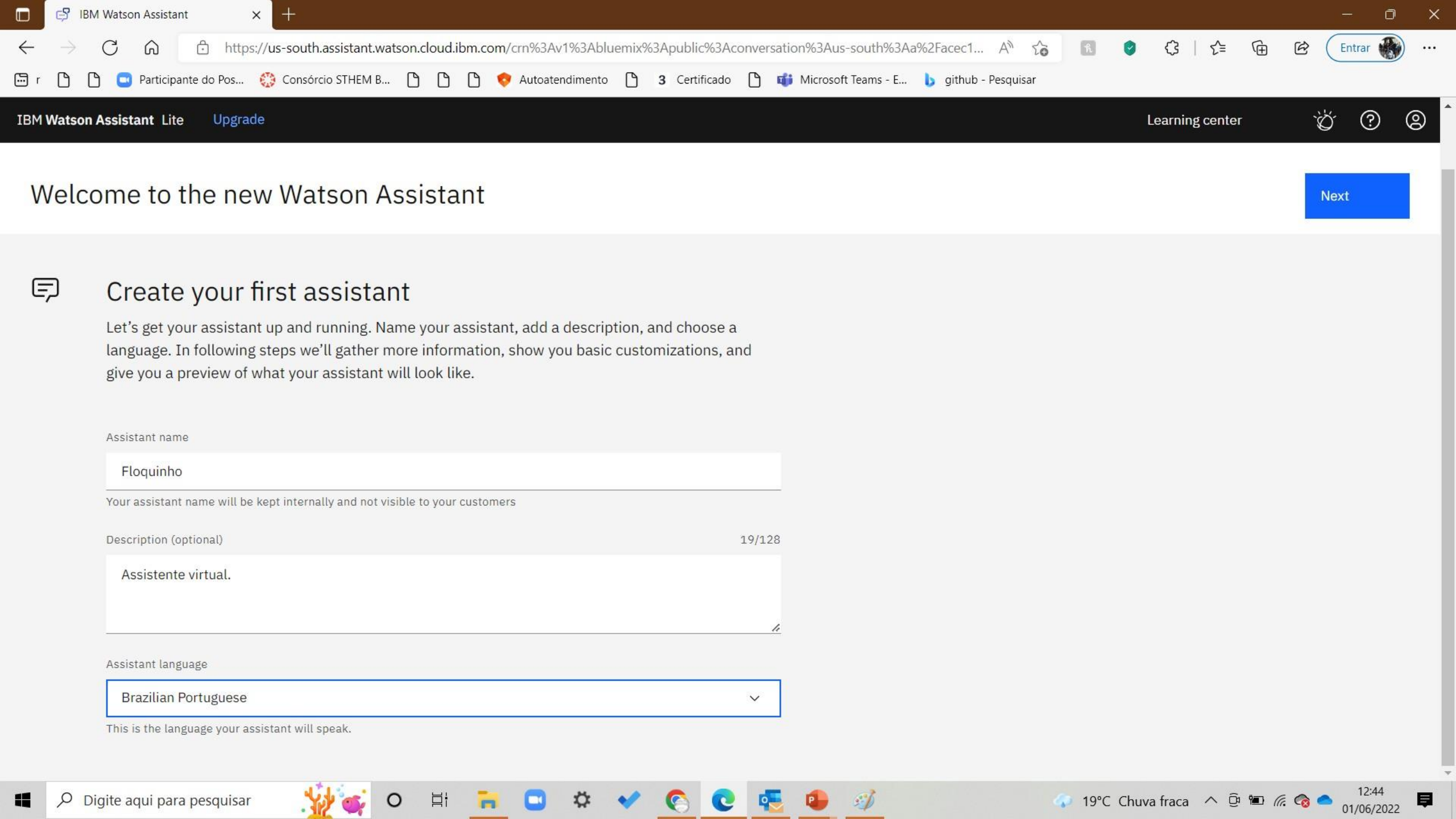
Add a description for this assistant

0/128

Assistant language


English (US)

This is the language your assistant will speak.



Welcome to the new Watson Assistant

[Next](#)



Create your first assistant

Let's get your assistant up and running. Name your assistant, add a description, and choose a language. In following steps we'll gather more information, show you basic customizations, and give you a preview of what your assistant will look like.

Assistant name

Floquinho

Your assistant name will be kept internally and not visible to your customers

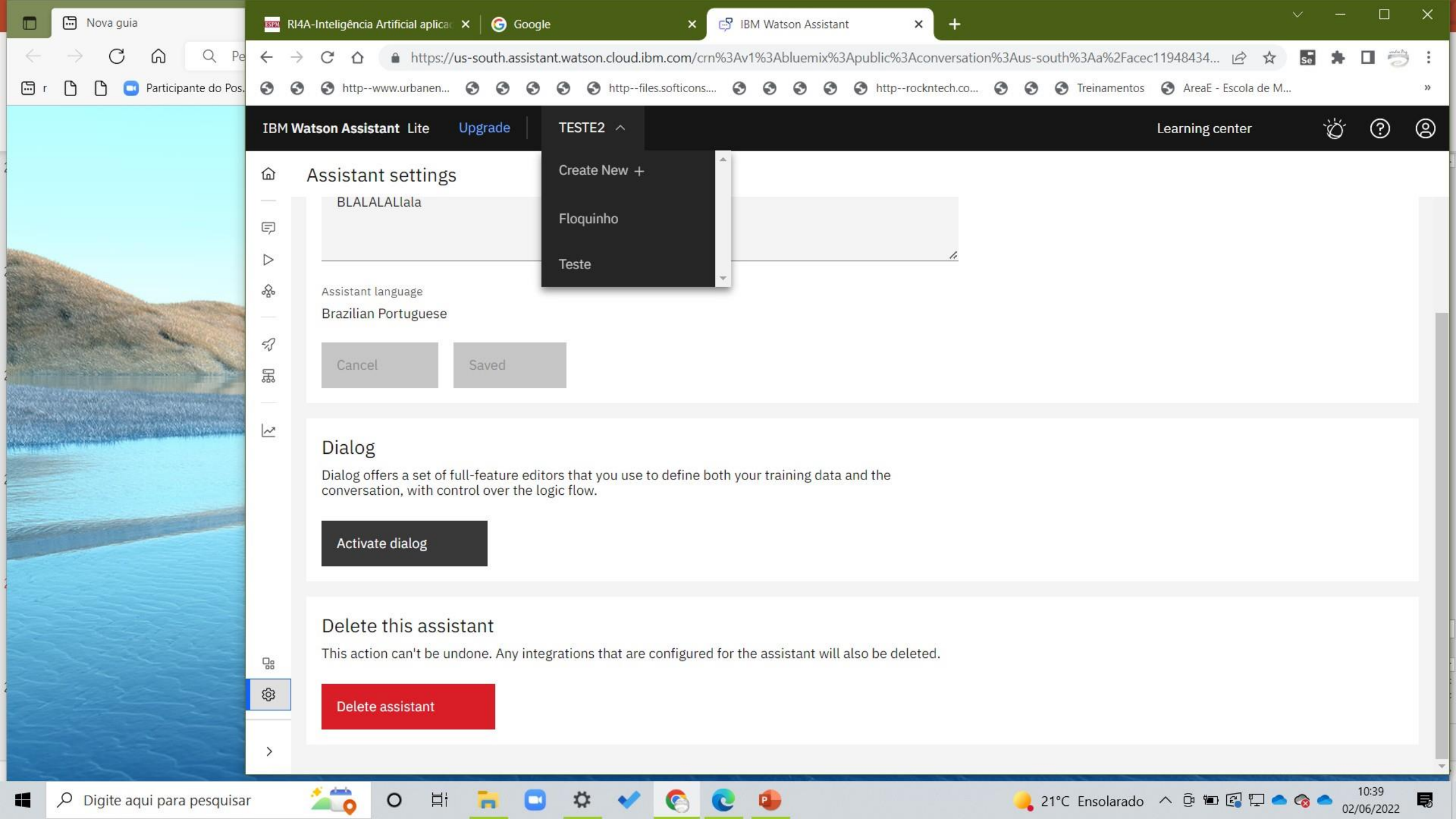
Description (optional) 19/128

Assistente virtual.

Assistant language

Brazilian Portuguese

This is the language your assistant will speak.



IBM Watson Assistant Lite

Upgrade

TESTE2 ^

Learning center

Assistant settings

BLALALALLala

Assistant language

Brazilian Portuguese

Cancel

Saved

Create New +

Floquinho

Teste

Dialog

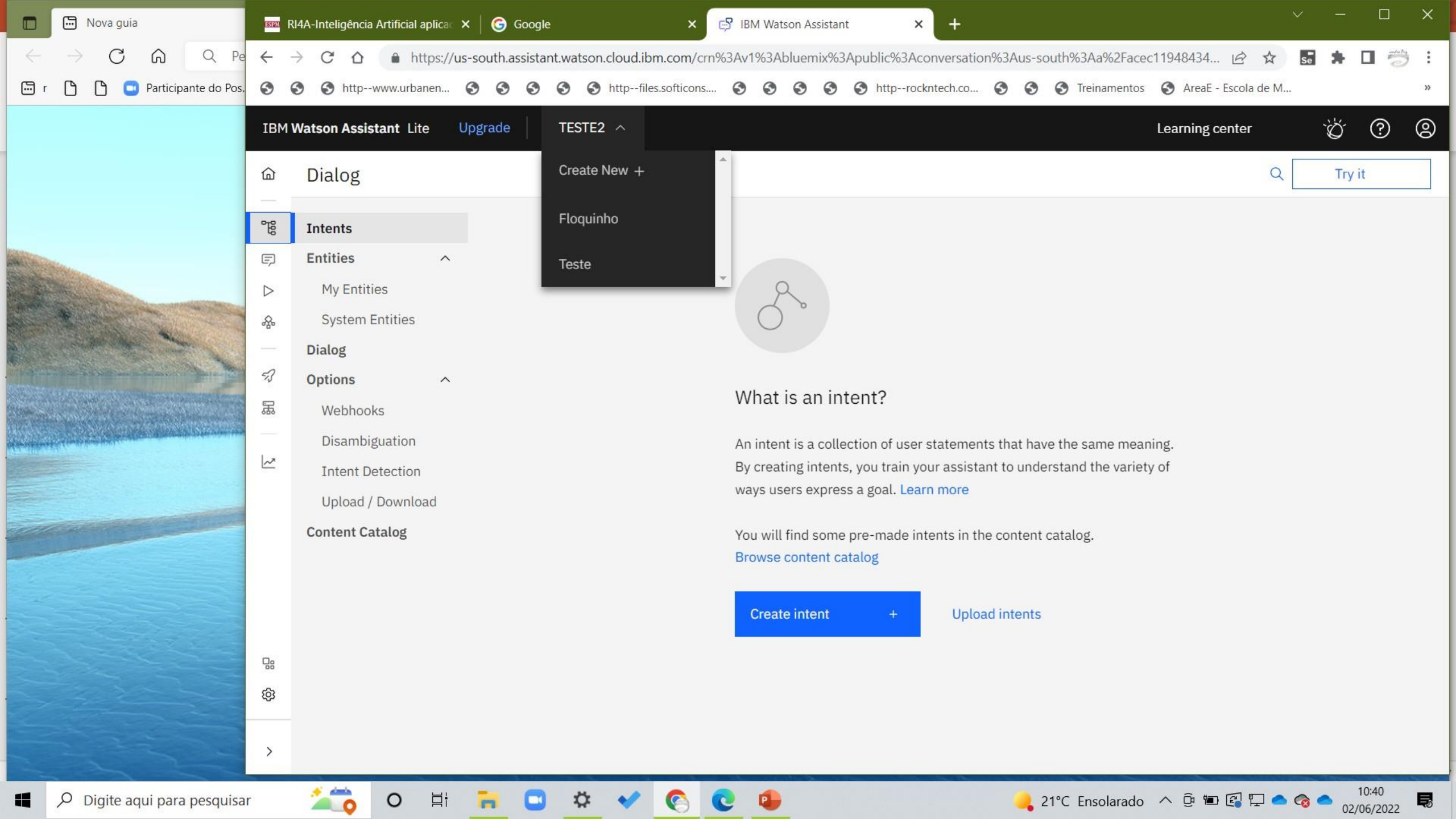
Dialog offers a set of full-feature editors that you use to define both your training data and the conversation, with control over the logic flow.

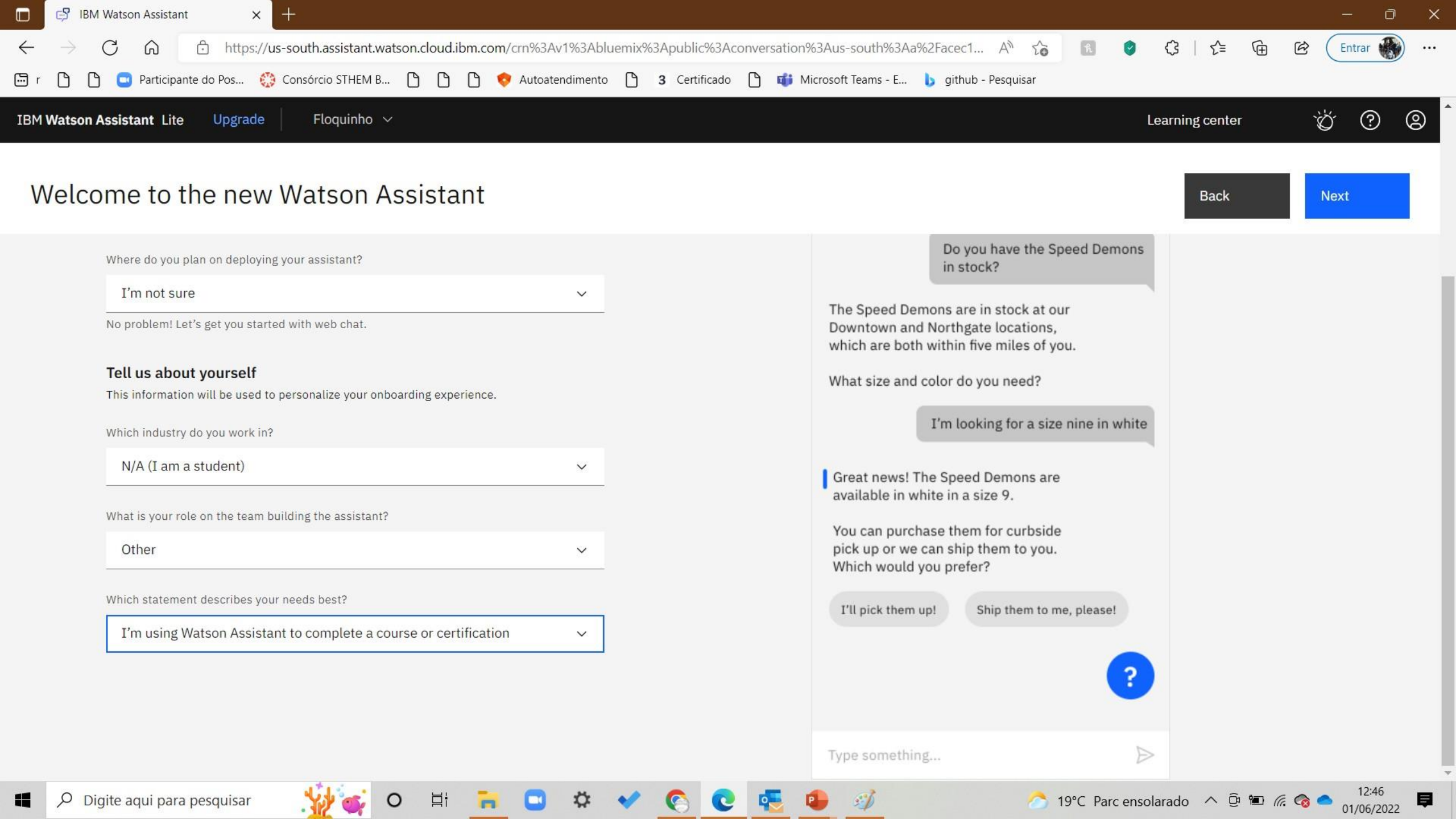
Activate dialog

Delete this assistant


This action can't be undone. Any integrations that are configured for the assistant will also be deleted.

Delete assistant





Welcome, you're in the new Watson Assistant!

[Learn more](#) 

Floquinho | Brazilian Portuguese

Assistente virtual.

Get started

2 steps left 1 min

0%

- ☐ Learn about Watson Assistant
1 min
- ☐ Explore your learning center
Explore at your own pace, and mark as complete when you're ready



Create a conversation














0 steps left 0 min



100%


- ✓ Create your first action
5 min
- ✓ Add your first example phrase



[Home](#)
[Dialog](#)
[Try it](#)

-  **Intents**
-  **Entities** 
 -  My Entities
 -  System Entities
-  **Dialog**
-  **Options** 
 -  Webhooks
 -  Disambiguation
 -  Intent Detection
 -  Upload / Download
-  **Content Catalog**





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Create intent +

<input type="checkbox"/> Intents (3) ↑	Description	Modified ↑↓	Examples ↑↓
<input type="checkbox"/> #Despedir	O usuário terminou a ação e se despede	2 minutes ago	5
<input type="checkbox"/> #Obter_Saldo	O usuário deseja consultar o saldo	a few seconds ago	5
<input type="checkbox"/> #Saudar	Saudação	3 minutes ago	5

Intenções são representadas por verbos e representam as ações que serão incluídas no fluxo de interações do usuário com o bot.

#Ação

Para cada intenção recomenda-se que sejam cadastrados ao menos 5 exemplos para treinamento do algoritmo.

Showing 1–3 of 3 intents

1 ▾ 1 of 1 pages◀▶

IBM Watson Assistant LiteUpgradeFloquinho

Learning center

#Aplicar

Last updated: a few seconds ago

Try it

Intent name

#Aplicar

Name your intent to match a customer's question or goal

Description (optional)

O usuário manifesta o interesse em realizar uma aplicação

User example

Type a user example here

Add unique examples of what the user might say. (Pro tip: Add at least 5 unique examples to help Watson understand)

Add example

User examples (5) ↑

Aplicar

a few seconds ago

Investir

a few seconds ago

Quero fazer um aporte

a few seconds ago

22°C Ensolarado

15:23

01/06/2022

IBM Watson Assistant

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Autoatendimento

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Microsoft Teams - E...

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github - Pesquisar

IBM Watson Assistant Lite

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Learning center

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@produtos

Last updated: a few seconds ago

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💬 Try it

Entity name

@produtos

Name your entity to match the category of values that it will detect.

Value

Type a value

Synonyms

Type a synonym

+

Fuzzy matching ⓘ

On

Add value

☐ Values (2) ↑

Type

☐ Conta corrente

Synonyms

cc, conta

☐ poupança

Synonyms

poupanca, pp

Showing 1–2 of 2 values

1 1 of 1 pages

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🔍 Digite aqui para pesquisar

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Learning center

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@produtos

Last updated: a minute ago

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Try it

Entity name

@produtos

Name your entity to match the category of values that it will detect.

Fuzzy matching

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🟢 On

Value

Investimentos

Synonyms

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aplicação, fundo, previdência

+

Add value

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Values (2) ↑

Type

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Conta corrente

Synonyms

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Synonyms

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Showing 1–2 of 2 values

1 ▼ 1 of 1 pages

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15:32

01/06/2022

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← | @aplicações

Last updated: a few seconds ago



 Try it

@aplicações

☒ On

Name your entity to match the category of values that it will detect.

Value

Synonyms

Type a value

Synonyms

Type a synonym

+

Add value

<input type="checkbox"/> Values (3) ↑	Type
<input type="checkbox"/> CDB	Synonyms
<input type="checkbox"/> fundo de ações	Synonyms
<input type="checkbox"/> previdência	Synonyms previdencia, fundo de previdência, previdência privada

Showing 1–3 of 3 values

1 ∨ 1 of 1 pages

IBM Watson Assistant

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Add node

Add child node

Add folder

💡

Bem-vindo
welcome
1 Responses / 0 Context Set / Does not return

Em outros casos
anything_else
1 Responses / 0 Context Set / Does not return

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15:33

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Try it

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Add node

Add child node

Add folder

🗨️

Entities

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System Entities

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Bem-vindo

welcome

⋮

1 Responses / 0 Context Set / Does not return

Saudação

#Saudar

⋮

1 Responses / 0 Context Set / Does not return

Consultar Saldo

#Obter_Saldo

⋮

0 Responses / 0 Context Set / Does not return

Em outros casos

anything_else

⋮

1 Responses / 0 Context Set / Does not return

Consultar Saldo

Customize ⚙️

×

Customize

Node name will be shown to customers for disambiguation so use something descriptive.

Settings

If assistant recognizes

#Obter_Saldo

🗑️

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Assistant responds

⋮

Text

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⌵

🗑️

⌴

Enter response text

Response variations are set to **sequential**. Set to [random](#) | [multiline](#)

[Learn more](#)

Add response type +

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Digite aqui para pesquisar

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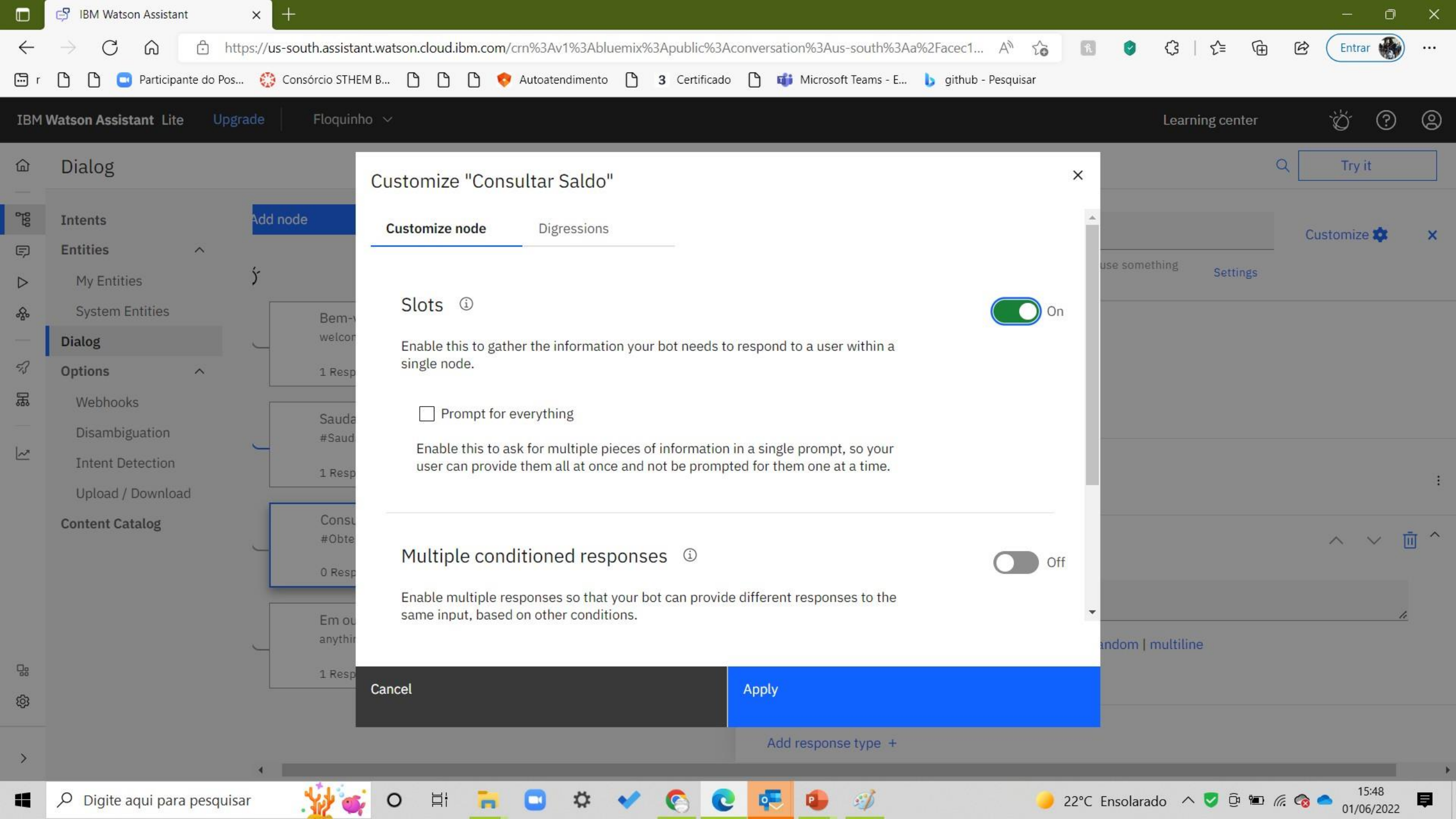
🔴

☁️

15:47

01/06/2022

🗨️



Customize "Consultar Saldo"

Customize node

Digressions

Slots ⓘ



Enable this to gather the information your bot needs to respond to a user within a single node.

☐ Prompt for everything

Enable this to ask for multiple pieces of information in a single prompt, so your user can provide them all at once and not be prompted for them one at a time.

Multiple conditioned responses ⓘ



Enable multiple responses so that your bot can provide different responses to the same input, based on other conditions.

Cancel

Apply

Add response type +

IBM Watson Assistant

https://us-south.assistant.watson.cloud.ibm.com/crn%3Av1%3Abluemix%3Apublic%3Aconversation%3Aus-south%3Aa%2Facec1...

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Add node

Add child node

Add folder

Bem-vindo

welcome

1 Responses / 0 Context Set / Does not return

Saudação

#Saudar

1 Responses / 0 Context Set / Does not return

Consultar Saldo

#Obter_Saldo

0 Responses / 0 Context Set / 1 Slots / Does not return

Em outros casos

anything_else

1 Responses / 0 Context Set / Does not return

Consultar Saldo

Node name will be shown to customers for disambiguation so use something descriptive.

Customize

#Obter_Saldo

Then check for

Manage handlers

Check for	Save it as	If not present, ask	Type
1 @	Enter variable	Enter prompt	Optional
Missing entity			
<div>Entities</div> <div>Add slot @produtos Conta corrente, Investimentos, poupança</div>			

Assistant responds

https://us-south.assistant.watson.cloud.ibm.com/crn%3Av1%3Abluemix%3Apublic%3Aconversation%3Aus-south%3Aa%2Facec11948434483fb08e4ea284ceebb9%3A1e2c9864-8d90-4158-9706-dd6eb0ff9919%3A3A/assistants/711ff224-93f7-49ea-afd8-fa9fda951ce7/dialog/dialo...

Digite aqui para pesquisar

22°C Ensolarado

15:48 01/06/2022

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Add child node

Add folder

Bem-vindo

welcome

1 Responses / 0 Context Set / Does not return

Saudação

#Saudar

1 Responses / 0 Context Set / Does not return

Consultar Saldo

#Obter_Saldo

1 Responses / 1 Context Set / 1 Slots / Does not return

Em outros casos

anything_else

1 Responses / 0 Context Set / Does not return

Consultar Saldo

Customize

Node name will be shown to customers for disambiguation so use something descriptive.

Settings

Then check for

Manage handlers

	Check for	Save it as	If not present, ask	Type	
1	@produtos	\$produtos	Qual o produto?	Required	<div>⚙️🗑️</div>

Add slot +

Assistant responds

Text

O saldo da sua conta \$produtos é 1780,00 reais

IBM Watson Assistant

https://us-south.assistant.watson.cloud.ibm.com/crn%3Av1%3Abluemix%3Apublic%3Aconversation%3Aus-south%3Aa%2Facec1...

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Add node

Add child node

Add folder

Bem-vindo

welcome

1 Responses / 0 Context Set / Does not return

Saudação

#Saudar

1 Responses / 0 Context Set / Does not return

Consultar Saldo

#Obter_Saldo

1 Responses / 1 Context Set / 1 Slots / Does not return

#Aplicar

0 Responses / 0 Context Set / 1 Slots / Does not return

Em outros casos

anything_else

Enter node name (optional)

Node name will be shown to customers for disambiguation so use something descriptive.

Customize

Settings

If assistant recognizes

#Aplicar

Then check for

Manage handle

	Check for	Save it as	If not present, ask	Type	
1	Enter condition	Enter variable	Enter prompt	Optional	

Add slot

Digite aqui para pesquisar

22°C Nevoeiro

16:02 01/06/2022

Referências

Chatbot: O Que É, Como Funciona e Como Criar O Seu (neilpatel.com)
<https://neilpatel.com/br/blog/chatbot-o-que-e/>

Por Neil Patel

Chatbots: O que são, como funcionam e por que investir (totvs.com)
<https://www.totvs.com/blog/negocios/chatbots/>

Por equipe Totvs

Para testar sem custos

IBM Watson Assistant - Análise de dados de chatbots - Brasil | IBM
<https://www.ibm.com/br-pt/products/watson-assistant/analytics>