


Exercise Review: Analyze a chatbot

Practice Assignment • 6 min

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 English ▾

Your grade: 100%

Your latest: 100% • Your highest: 100%

To pass you need at least 80%. We keep your highest score.

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1. You created a chatbot for the Be Well Fitness Center and published it. You have reopened it from the list of chatbots. Where can you find the link to the demo website to see the real-life interaction with the chatbot?

1 / 1 point

- ☐ By clicking on home on the left navigation pane.
- ☒ By clicking on publish on the left navigation pane.

✔ **Correct**

Correct. In the publish section you will see the hyperlink in the information to the right of the screen.

2. You shared the URL link to the chatbot with a test group of people.

1 / 1 point

Now that the chatbot has been used, explore the Analytics section. Explore the different tabs in the analytics pane. What key metrics would be important if a similar chatbot was deployed in your organization? What insights could you gain from the results generated in the Analytics dashboard?

Key Metrics to Track in the Analytics Section When analyzing chatbot performance, the following key metrics are important:

- Engagement Metrics
 - Total Sessions: How many conversations the chatbot handled.
 - Active Users: Number of unique users interacting with the chatbot.
 - Session Duration: Average time users spend interacting with the bot.
- Resolution & Effectiveness
 - Escalation Rate: How often users were transferred to a human agent.
 - Successful Resolutions: Percentage of queries resolved by the chatbot.
- Drop-off Rate: Where users exit the conversation, indicating possible issues in the flow.
- User Satisfaction
 - Feedback Scores: User ratings on their chatbot experience.
- Common Issues: Identifying repeated concerns or confusion points.

Insights from Analytics Results

- Identify Areas for Improvement: If users frequently drop off at a certain point, the chatbot flow may need adjustments.
- Enhance Self-Service Options: High escalation rates may indicate areas where the chatbot needs better training.
- Optimize User Experience: If session durations are too short or long, it can indicate inefficiencies in the conversation flow.

Feedback

Great! Thanks for your answer. There are so many useful metrics that can be retrieved from the Analytics features and tools.