

## PROJECT TESTING PHASE

Date	14 November 2022
Team ID	PNT2022TMID24647
Project Name	AI Based Discourse for Banking Industry
Marks	4 marks

### PERFORMANCE METRICS:

- Decrease of first-level call rate
- Duration of calls generated by the chatbot (via web-callback)
- Email reduction rate
- Escalation rate

#### 1. Self-service rate:

percentage of user sessions that did not end with a contact action after using the bot.

#### 2. Performance rate:

number of correct answers divided by the number of active sessions (a correct answer is an answer suggested by the bot and clicked by the user in case of multiple choices – or opened instantly in case of strong semantic matching).

#### 3. Usage rate per login:

volume of active user sessions on the chatbot. To balance out with the average number of sessions on your website.

#### 4. Bounce rate:

volume of sessions where the chatbot was opened but not used

#### 5. Satisfaction rate:

average grade given when evaluating the chatbot's answers (to balance out with the evaluation rate).

**6. Evaluation rate:**

percentage of user sessions that have given an evaluation of the chatbot's answers at least once.

**7. Average chat time:**

allows you to evaluate your users' interest for your chatbot.

**8. Average number of interactions:**

used to evaluate the Customer Effort Score on the chatbot and must be correlated to the satisfaction rate. If the latter is very low, the bot may be engaging the users in too many branches and steps to meet their needs. In this case, a resolution can be to correct the decision trees or knowledge base architecture.

**9. Goal completion rate:**

in case your bot contains targeted actions like CTAs, a form or some cross-selling, that is the rate of users who have reached that specific action through the chatbot.

**10. Non-response rate:**

the amount of times the chatbot has failed to push some content following a user question (due to lack of content or misunderstanding).