

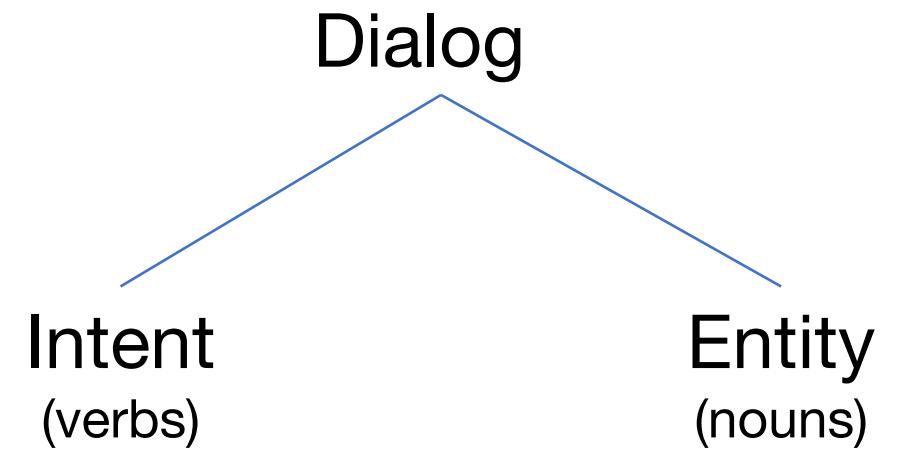
Watson Conversation

Introduction



Components of Training Watson

Create a dialog such as a chat bot, customer service agent, smart product, that responds to natural language



Intents

An *intent* is a purpose or goal expressed in a customer's input, such as answering a question or processing a bill payment.

Provide at least five examples for each intent.

#turn_on

+ Add a new user example...

- turn on the wipers and the lights
- Turn on the wipers and lights
- turn on the strobe lights
- turn on the lights too
- Turn on the lights please.
- Turn on the lights please?
- turn on the lights, please
- turn on the lights please
- turn on the lights place
- Turn on the lights -- it's too dark outside

@ Entities

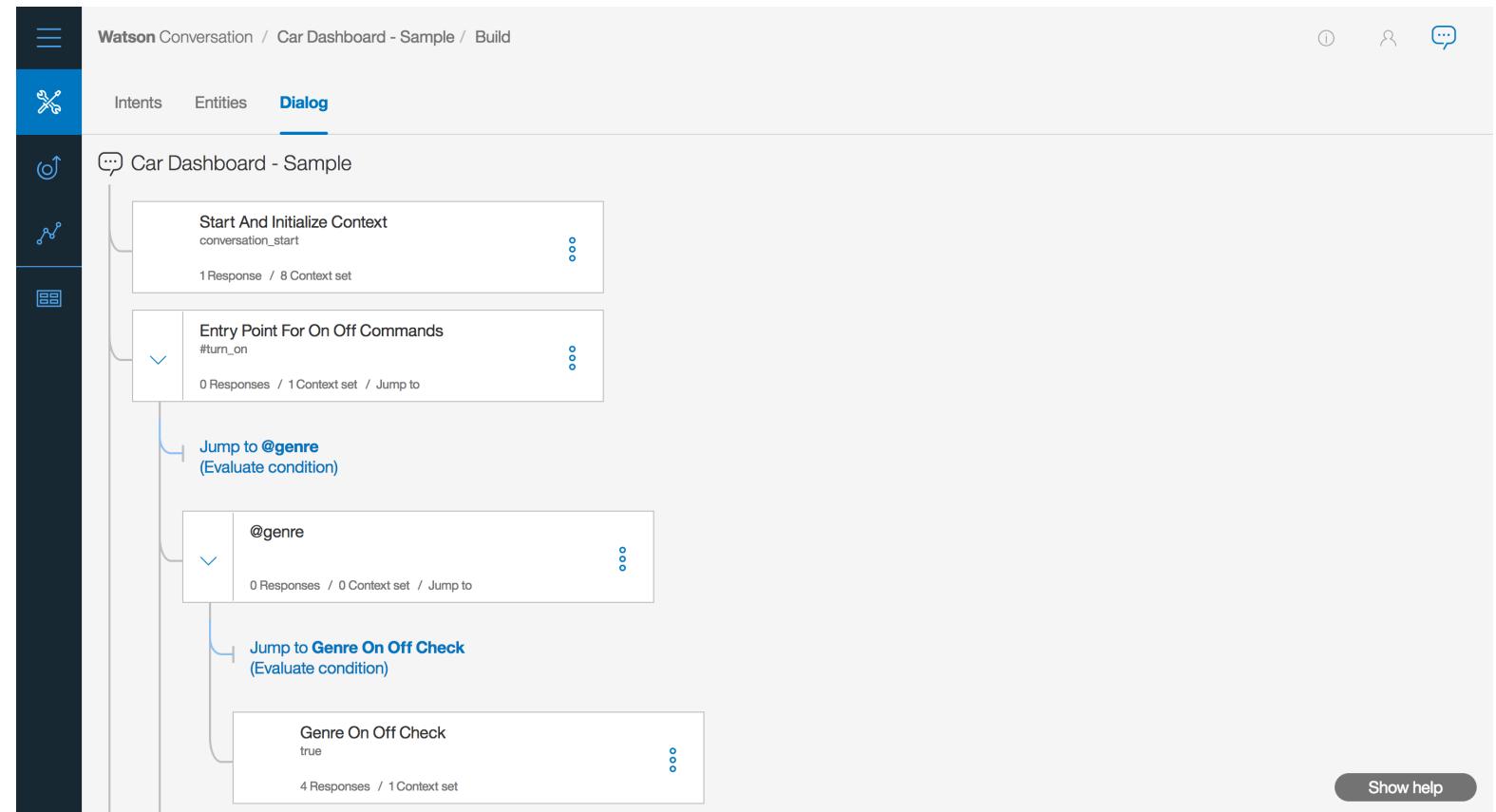
An *entity* represents a class of object or a data type that is relevant to a user's purpose. By recognizing the entities that are mentioned in the user's input, the Conversation service can choose the specific actions to take to fulfill an intent.

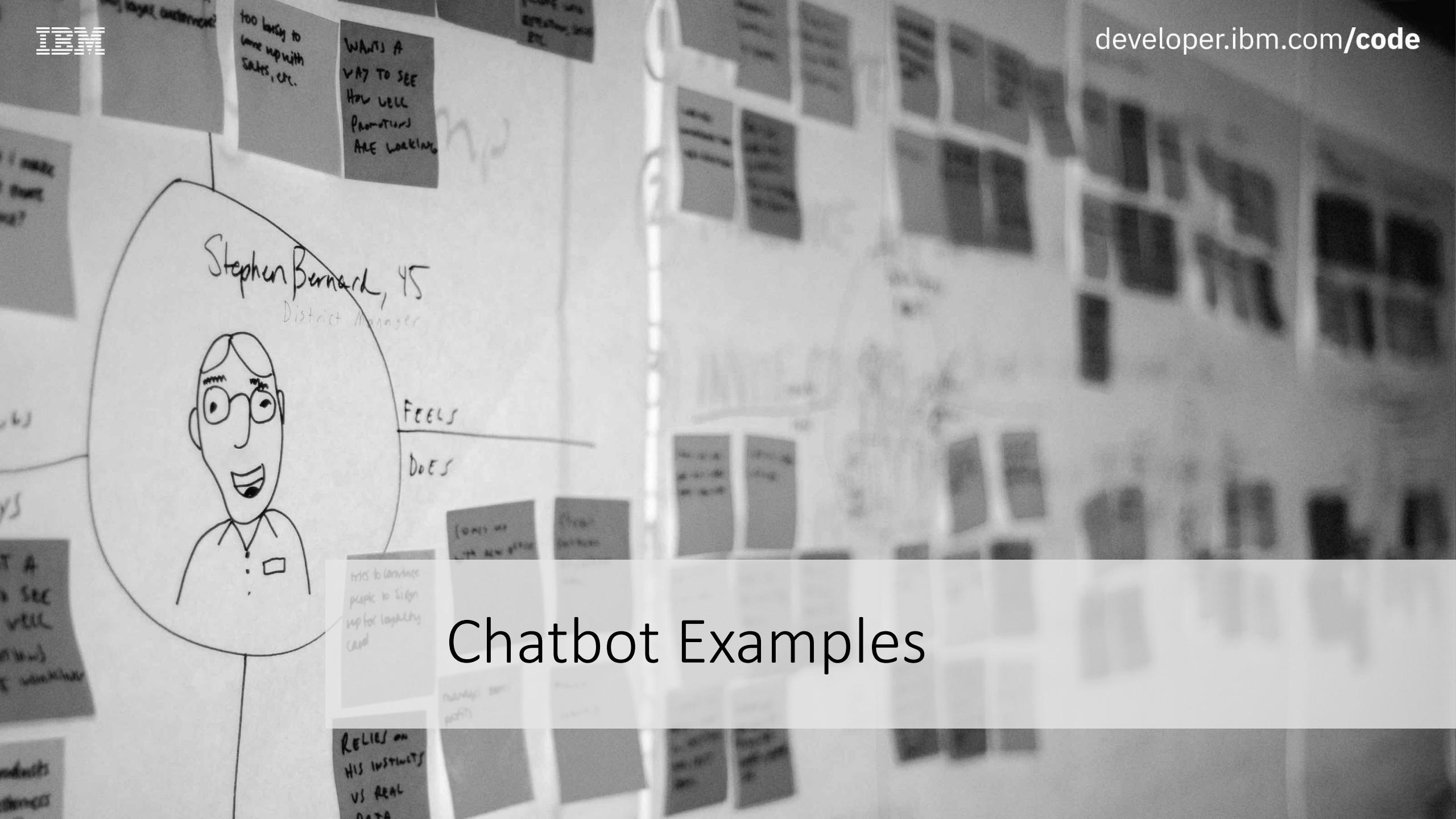
@appliance							Fuzzy Matching <small>BETA</small>	<small>off</small>	<small>trash</small>
+ Add a new value									
<input type="checkbox"/> AC			cooling systems	cooling system	cooling	colder	air conditioning	(9 Synonyms)	
<input type="checkbox"/> volume	vol	speakers	speaker	sound				(4 Synonyms)	
<input type="checkbox"/> heater	hotter	heat vents	heat vent	heating	heat			(5 Synonyms)	
<input type="checkbox"/> music	tunes	tune	stereo system	stereo	station	sound systems	(15 Synonyms)		
<input type="checkbox"/> fan	fans	cooler						(2 Synonyms)	
<input type="checkbox"/> wipers	wiper	windshield wipers	windshield wiper	windscreen wipers				(5 Synonyms)	
<input type="checkbox"/> lights	tubelights	tubelight	light	high beams	highbeams	high beam	(17 Synonyms)		

Dialog

The dialog component of the Conversation service provides responses to users based on the identified intents and examples.

A dialog uses the intent and entity that have been identified, plus context from the application, to interact with the user and ultimately provide a response.

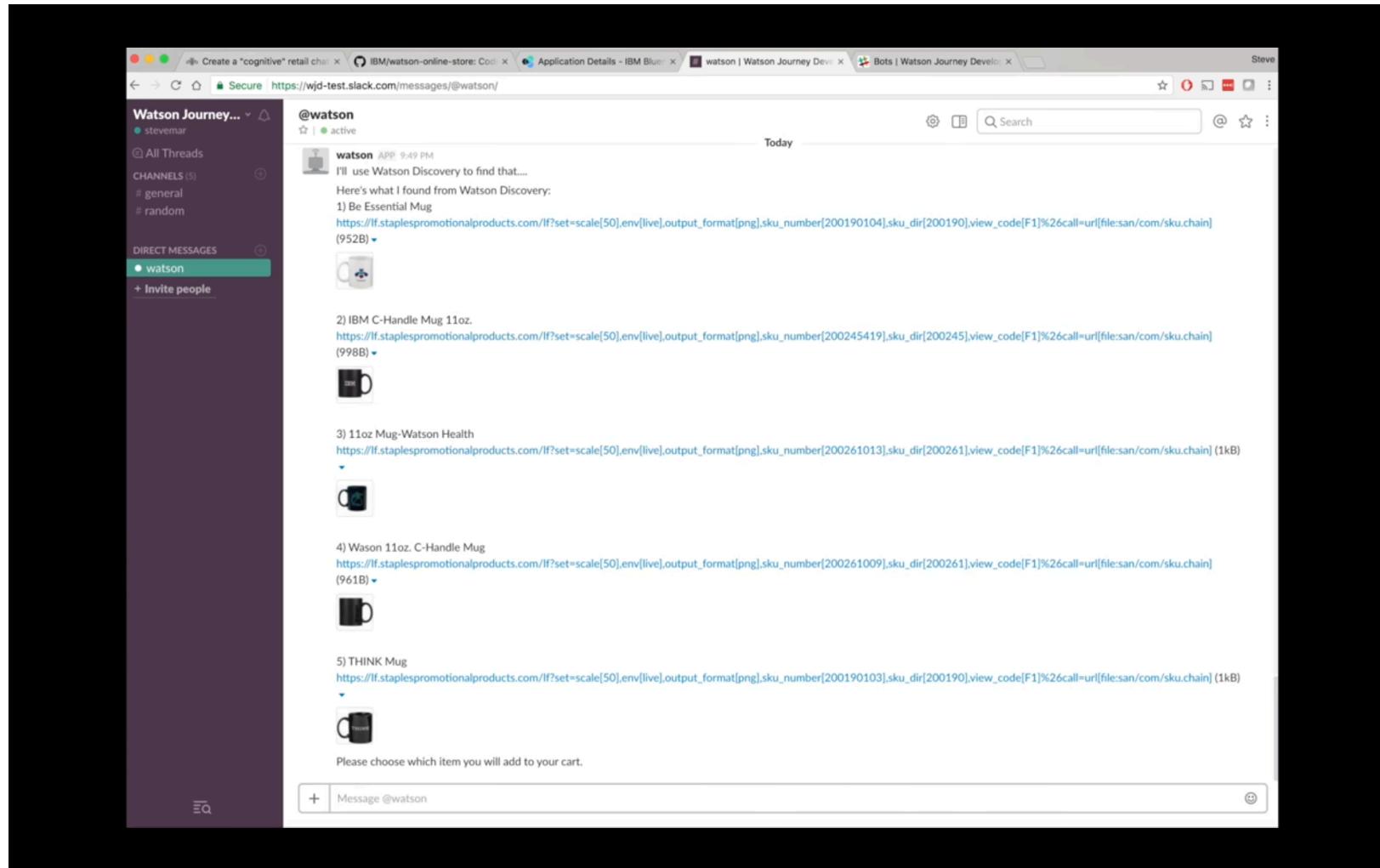




Chatbot Examples

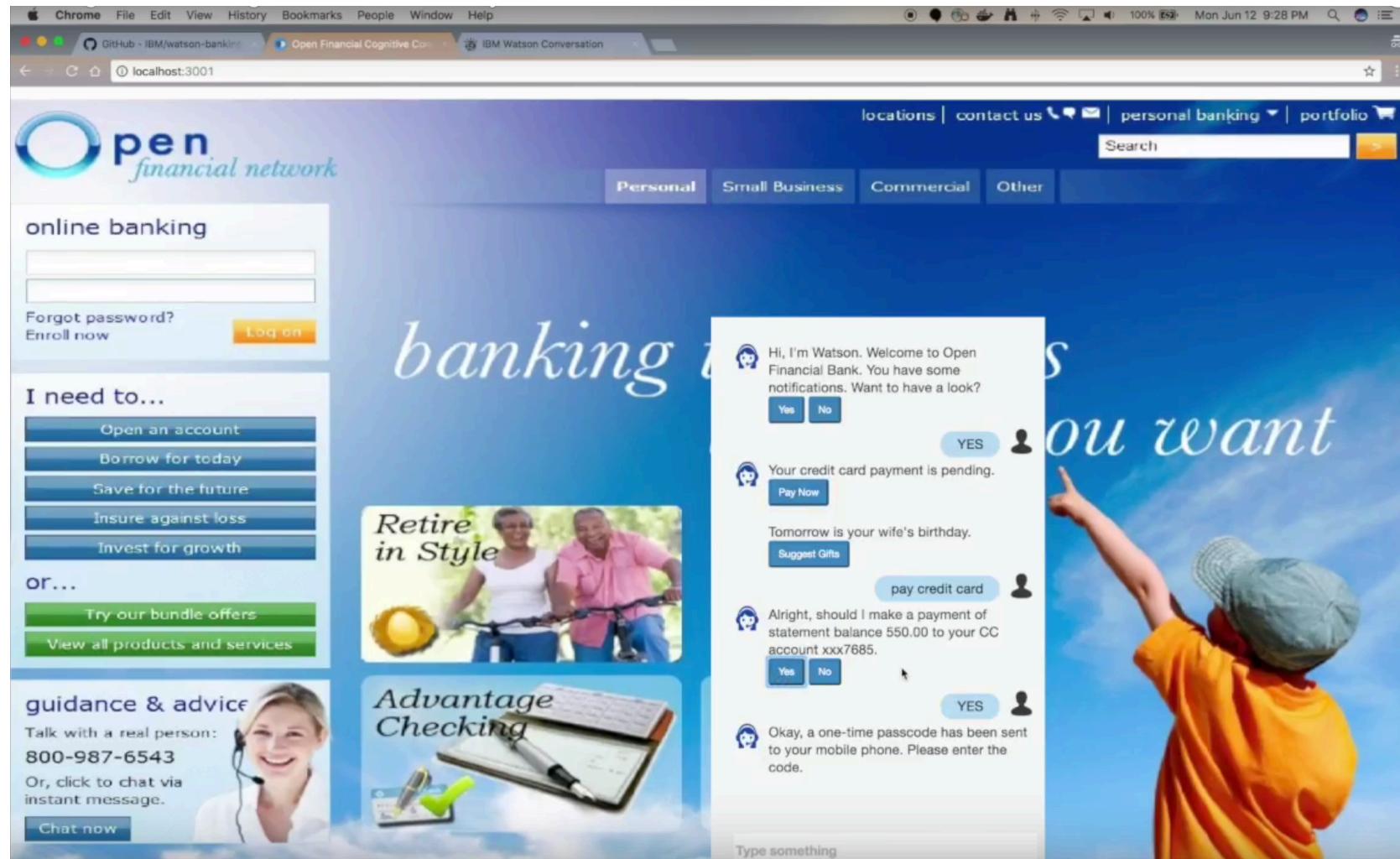
Configurable, retail-ready chatbot

ibm.biz/create-cognitive-retail-chatbot

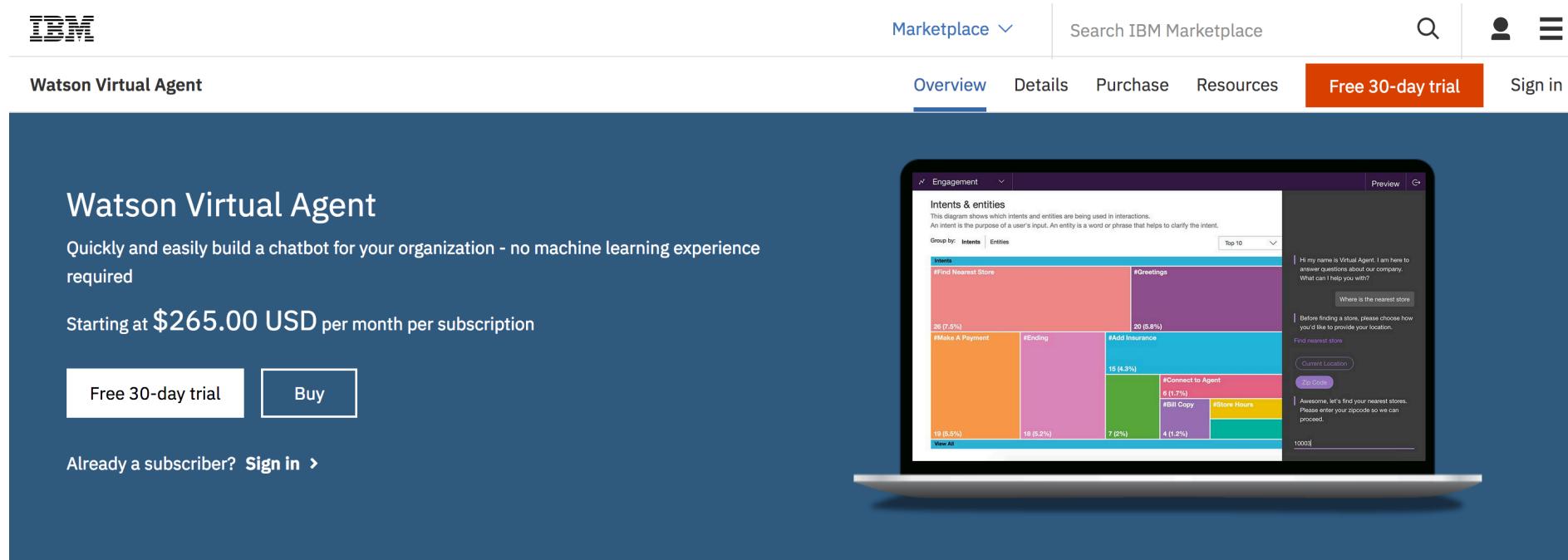


Create a cognitive banking chatbot

ibm.biz/create-cognitive-banking-chatbot



Pre-trained Virtual Agents



The screenshot shows the IBM Marketplace interface for the "Watson Virtual Agent" product. The top navigation bar includes the IBM logo, a search bar labeled "Search IBM Marketplace", and user icons for sign-in and account management. Below the navigation, there are tabs for "Overview", "Details", "Purchase", "Resources", a prominent orange "Free 30-day trial" button, and a "Sign in" link. The main content area features a large blue banner with the product name "Watson Virtual Agent". It highlights that users can quickly build a chatbot without machine learning experience, starting at \$265.00 USD per month per subscription. Two buttons are visible: "Free 30-day trial" and "Buy". Below the banner, a message asks if the user is already a subscriber, with a "Sign in >" link. To the right of the banner, a laptop screen displays the Watson Virtual Agent interface, showing an "Engagement" dashboard with a "Intents & entities" chart and a conversation log.

Intent	Percentage
#Find Nearest Store	28 (7.3%)
#Greetings	20 (5.8%)
#Make A Payment	19 (5.0%)
#Ending	18 (5.2%)
#Add Insurance	15 (4.3%)
#Connect to Agent	8 (1.7%)
#Bill Copy	7 (2%)
#Store Hours	4 (1.2%)

What it can do for your business

Watson Virtual Agent is a new way to provide automated services to your customers. It offers a cognitive, conversational self-service experience that can provide answers and take action. You can easily customize your Watson Virtual Agent to fit your specific business needs, provide custom content and match your business brand. Additionally, deep analytics provide insights on your customer's engagement with the Watson Virtual Agent and help with the understanding of your constantly changing customer's needs.



Resources

- <https://www.ibm.com/watson/services/conversation/>
- <https://conversation-demo.mybluemix.net>
- <https://github.com/watson-developer-cloud>
- <https://www.ibm.com/us-en/marketplace/cognitive-customer-engagement>
- <http://developer.ibm.com/code/>