

Intro to Chatbots

September 2016

“We focus on building digital products that change the social and economical status quo in our society.

We are a **technology agency**.

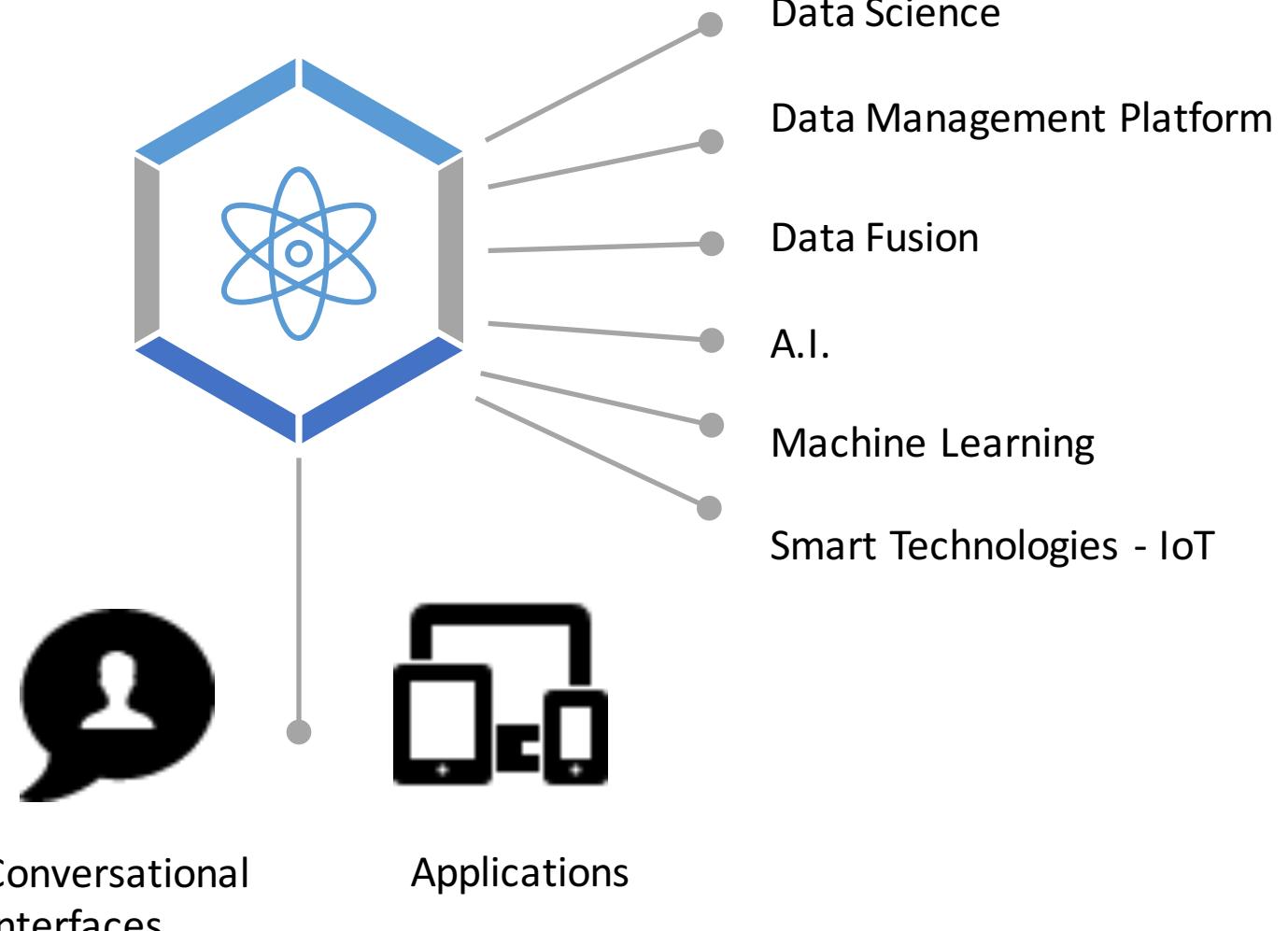
We build and consult on how companies can **use technologies of tomorrow to make a change today**.

We are doers, not preachers.

Although education is an important element of our business, at the core we are engineers, developers and scientists.”



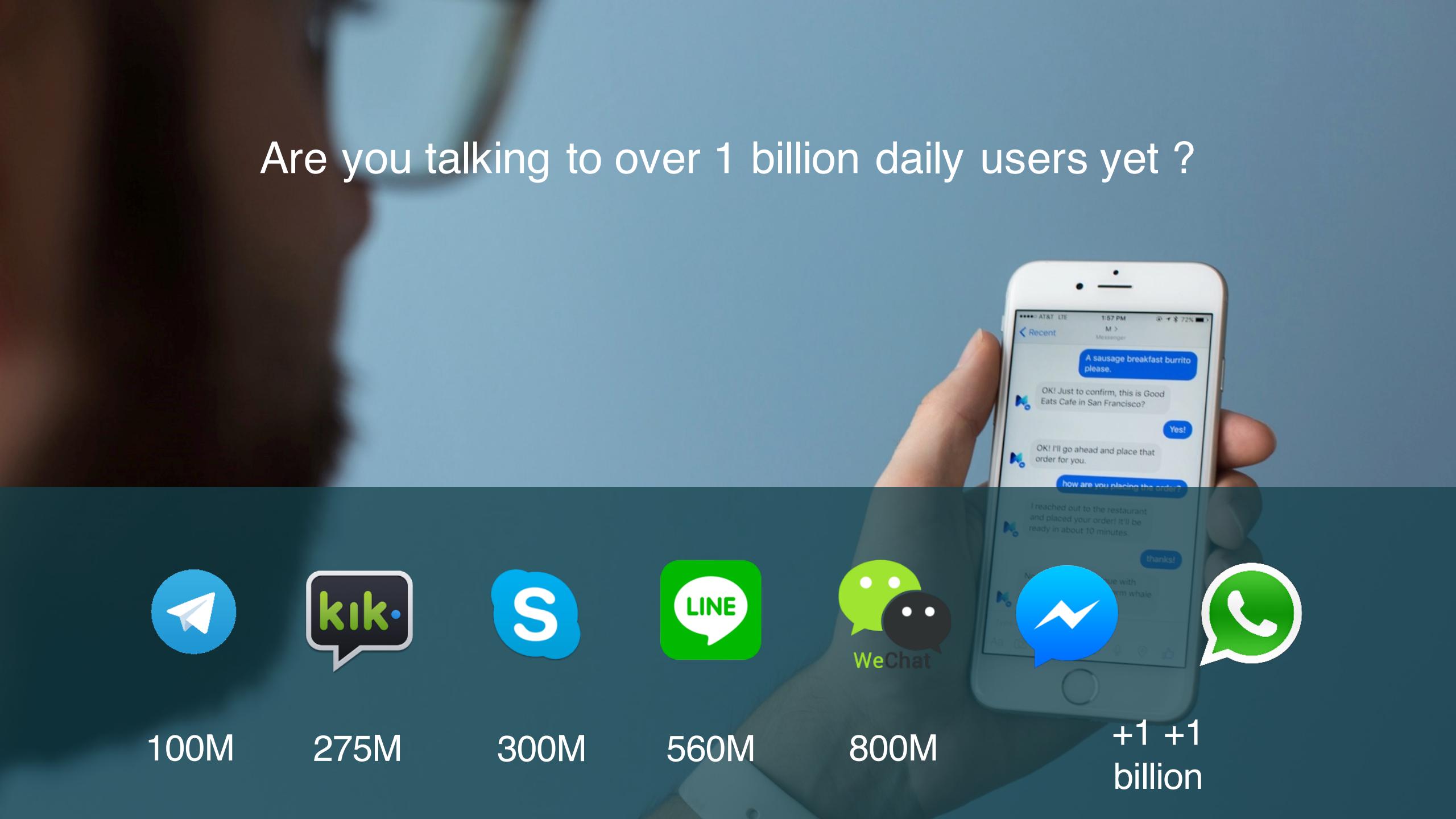
Enabling Core Technology of Tomorrow



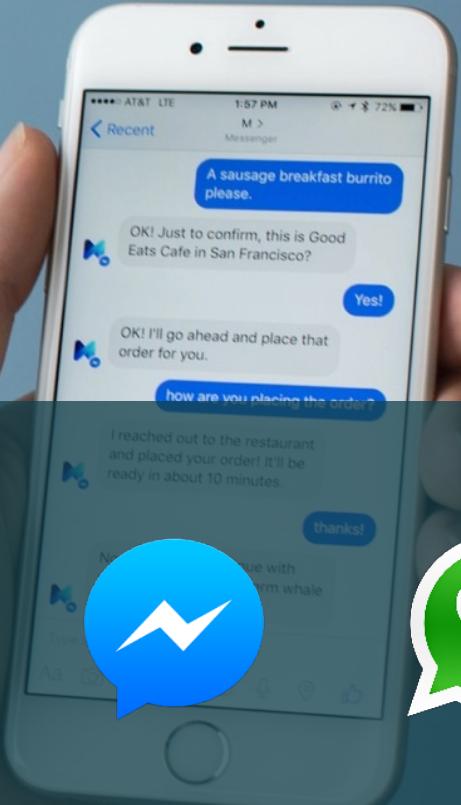
Hello. We build intelligent conversational interfaces.

WHAT WE DO





Are you talking to over 1 billion daily users yet ?



100M



275M



300M



560M



800M



+1 +1
billion



Did you know... a user checks his chat 27 times per day and spends over 190 minutes per week instant messaging.

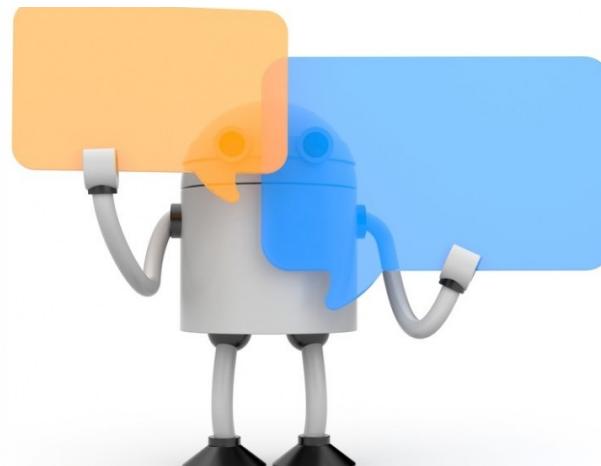
What's a BOT?

A command line for the internet ? Naaa ...

A computer program that simulates conversation with human users.

A chatbot is an artificial intelligence software program developped to simulate an intelligent conversation

The next step in the evolution of the internet



It's the future.
Companies are relying
on automated *bots* to
plug in to instant
messaging channels,
and engage with
consumers
in a natural,
convenient and
personalized manner





No bot for you. Sometimes, a bot just doesn't make sense for your business.



A simple bot. Taking commands from your users, using simple natural language can be super convenient.



An intelligent bot. Being able to uphold a meaningful and context-aware conversation drives higher engagement.

WHICH BOT IS RIGHT FOR ME



Instant messaging. With over 1 billion users spending most of their time on instant messaging, it's a sure way to be in touch with your consumers all day.

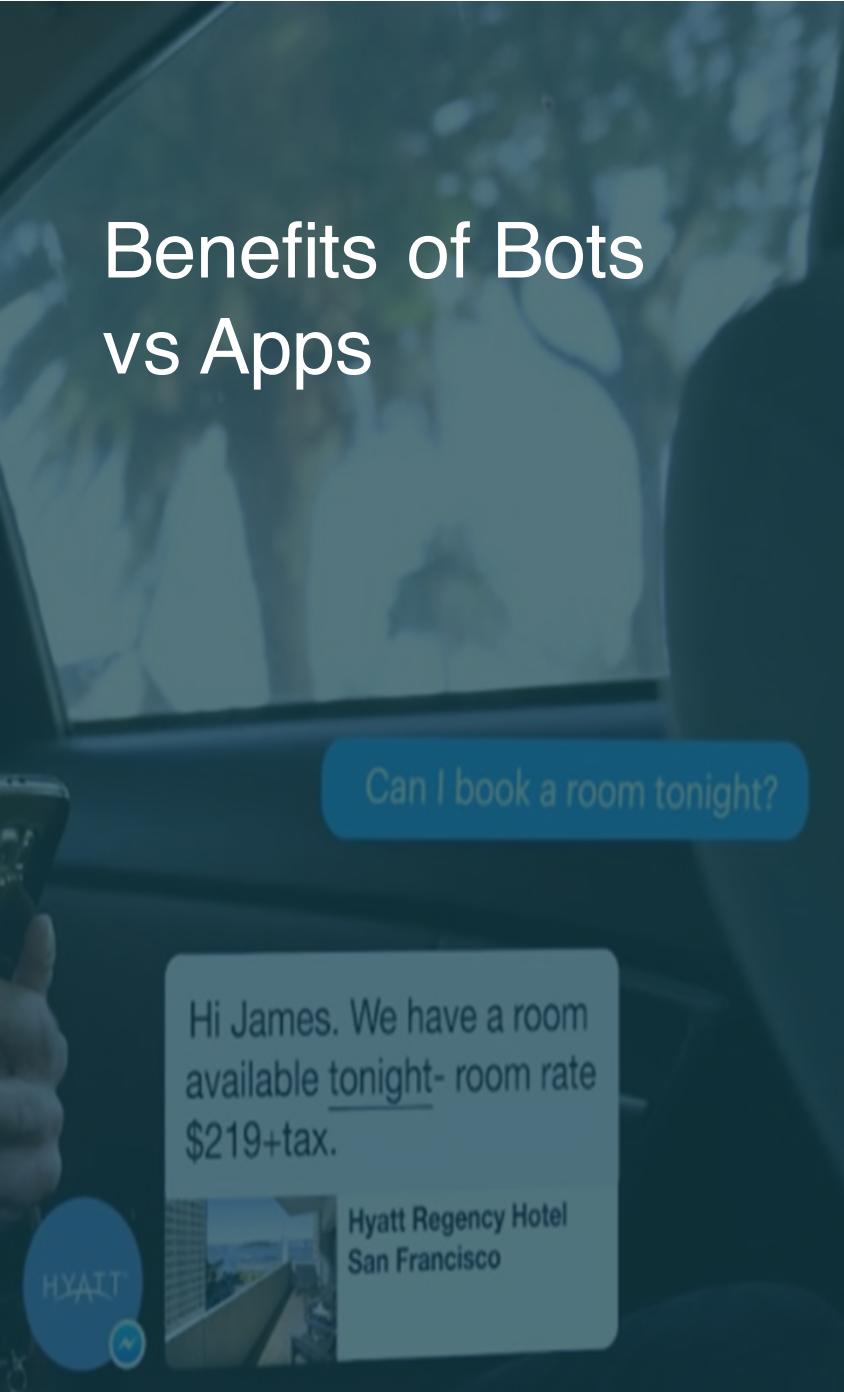


SMS, e-mail and voice. Don't change a winning team. Have *bots* reply to incoming SMS, e-mail or voice calls



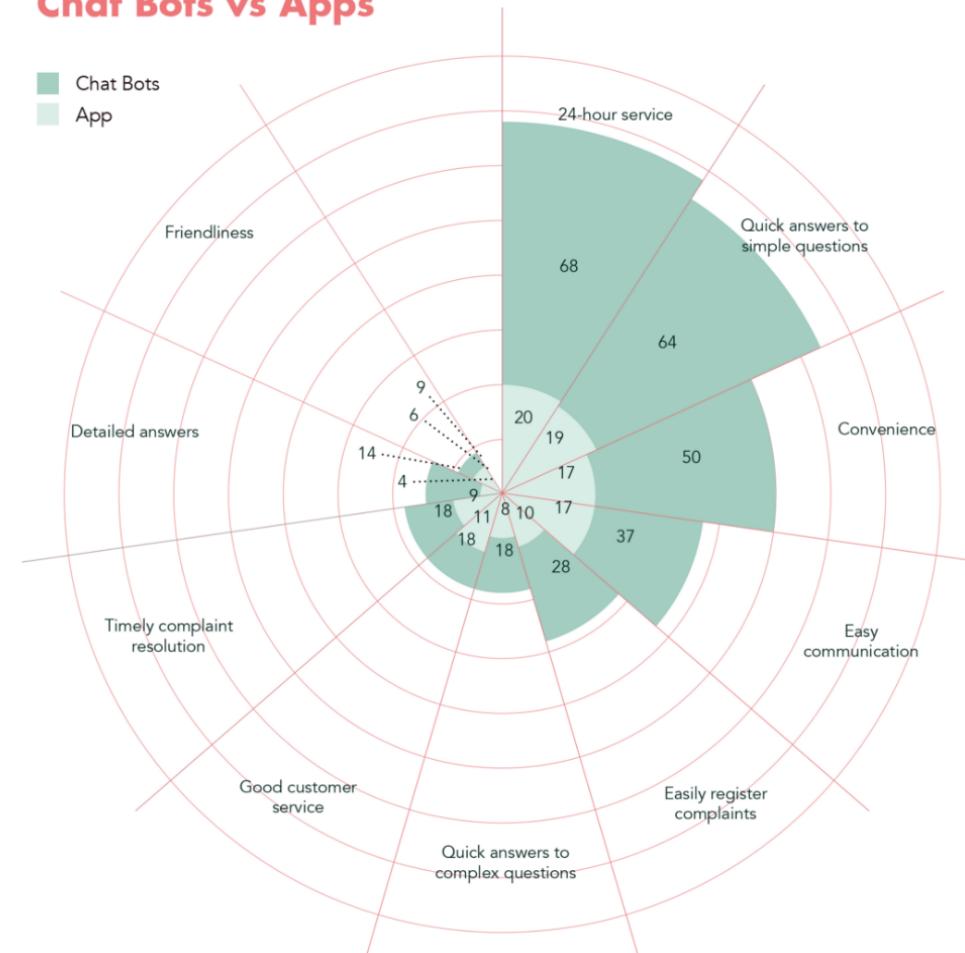
Web and in-app. Augment the web or app experience by introducing a personal assistant functionality.

Benefits of Bots vs Apps

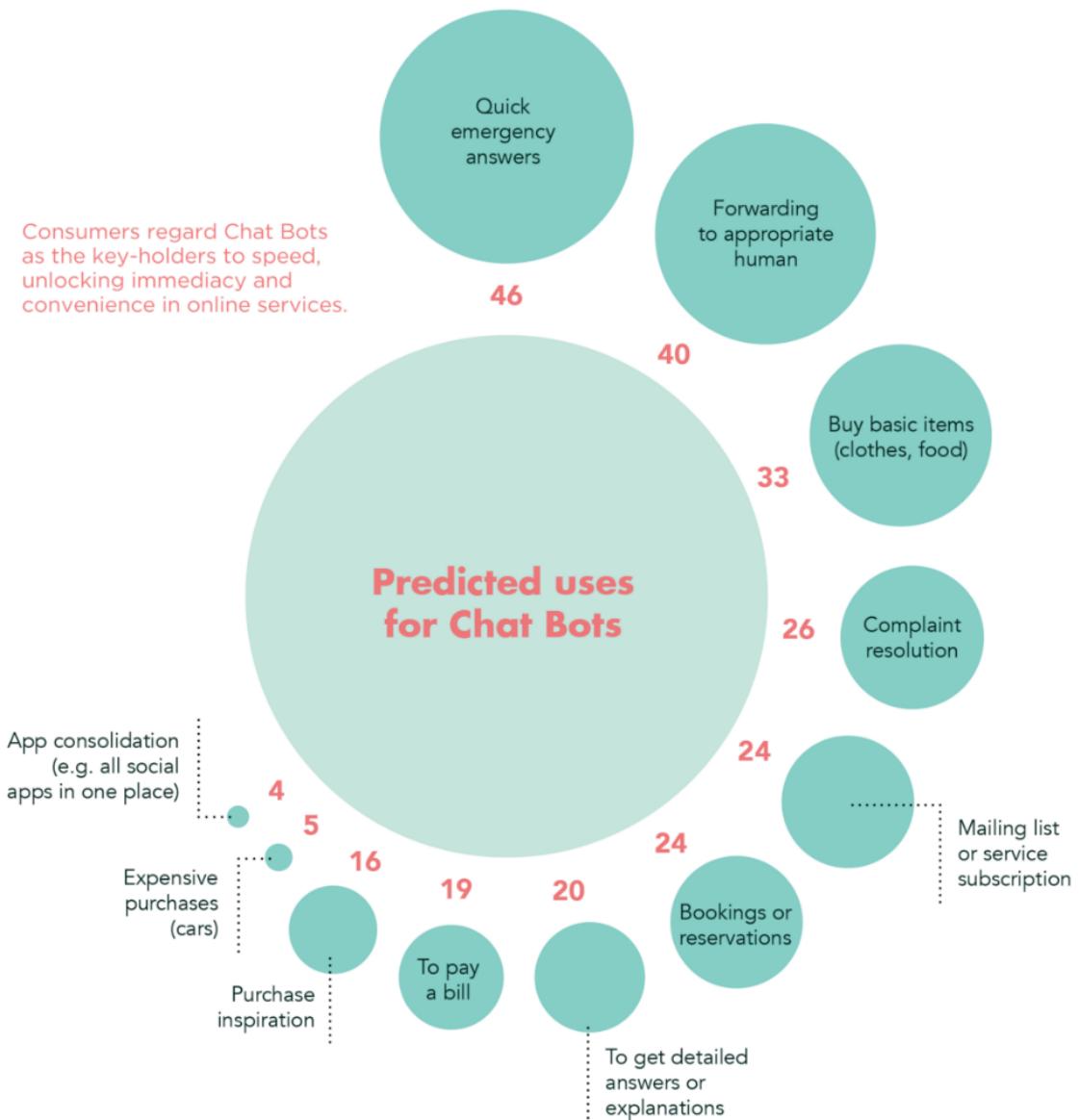
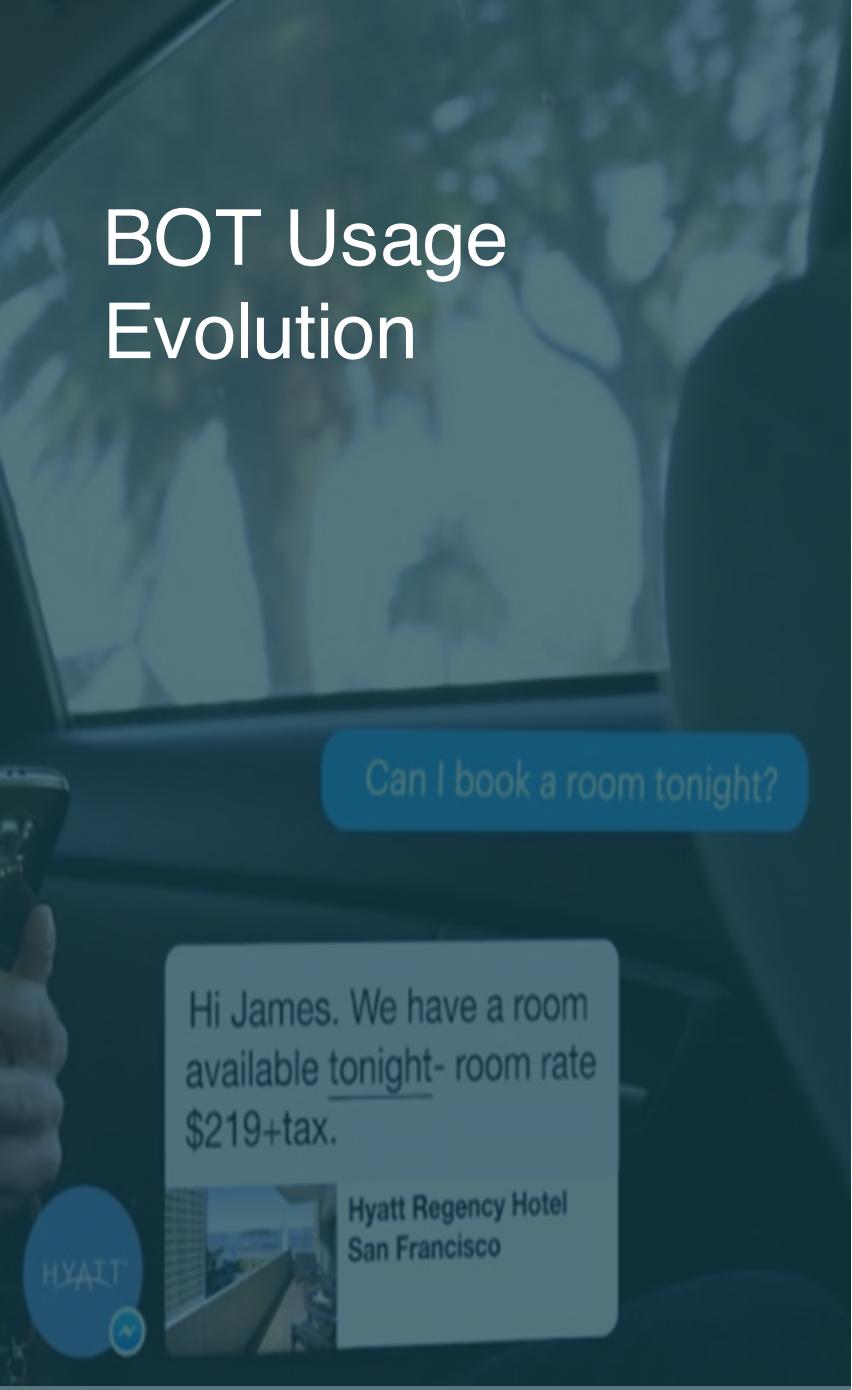


When compared directly with Apps – an area where businesses have invested heavily – Chat Bots scored more highly in every regard.

Perceived Benefits - Chat Bots vs Apps

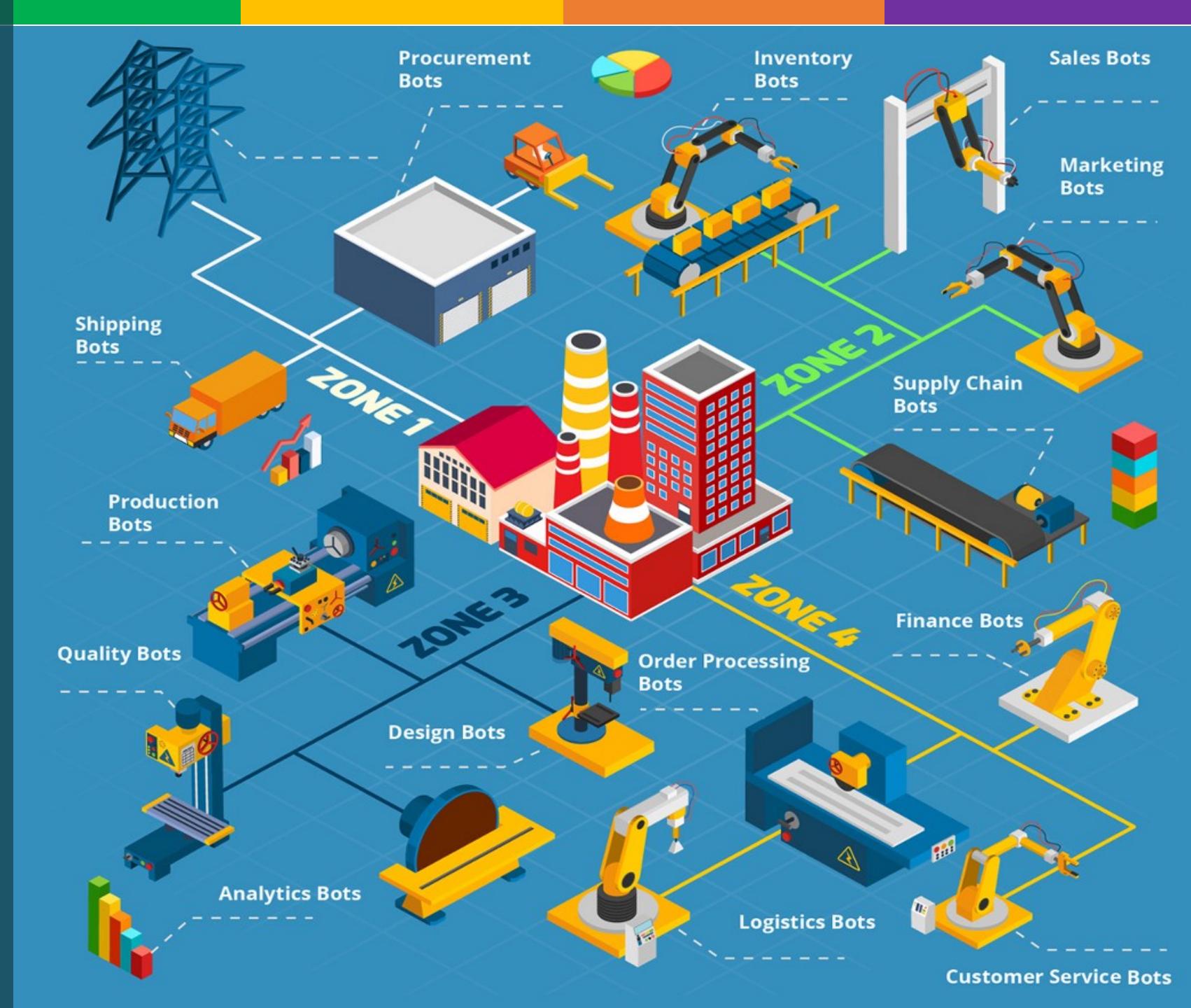


BOT Usage Evolution



NOT ONLY FOR CONSUMERS

ENTREPRE BOTS ON THE RISE



I WANT TO GET
FASTER TO
WHAT I WANT

Intelligent conversational interfaces for:



Customer Service



Customer Engagement



Internal Enterprise Processes



eCommerce

We enable double profit. We drive conversion while lowering your operational cost of customer engagement

WHY SHOULD I CARE



Meaningful Engagement

Enabling conversational elements in a digital product, drives a natural and more meaningful dialog with a consumer

Increase conversion

Customer Interaction

Human Assistants

Intelligent interpretation of natural language can help human agents to work more efficient by filtering through relevant knowledge.

Decrease service cost

Personalization

Uncover the interests and likings of your customer through conversation and make better recommendations

Data at Work

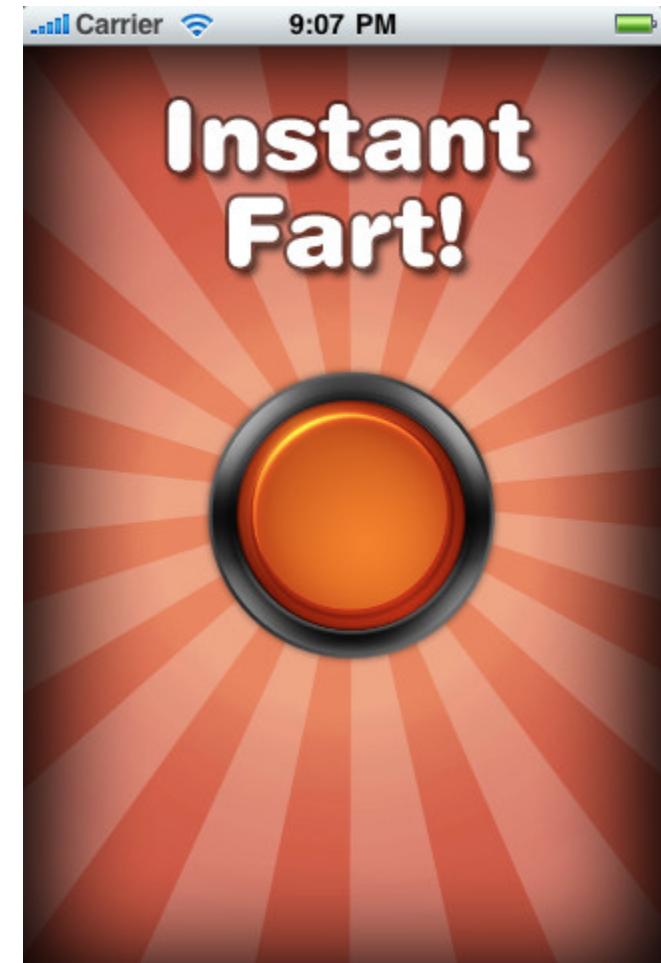
Structure and put your data at work to enrich and predict relevant engagements with your users.

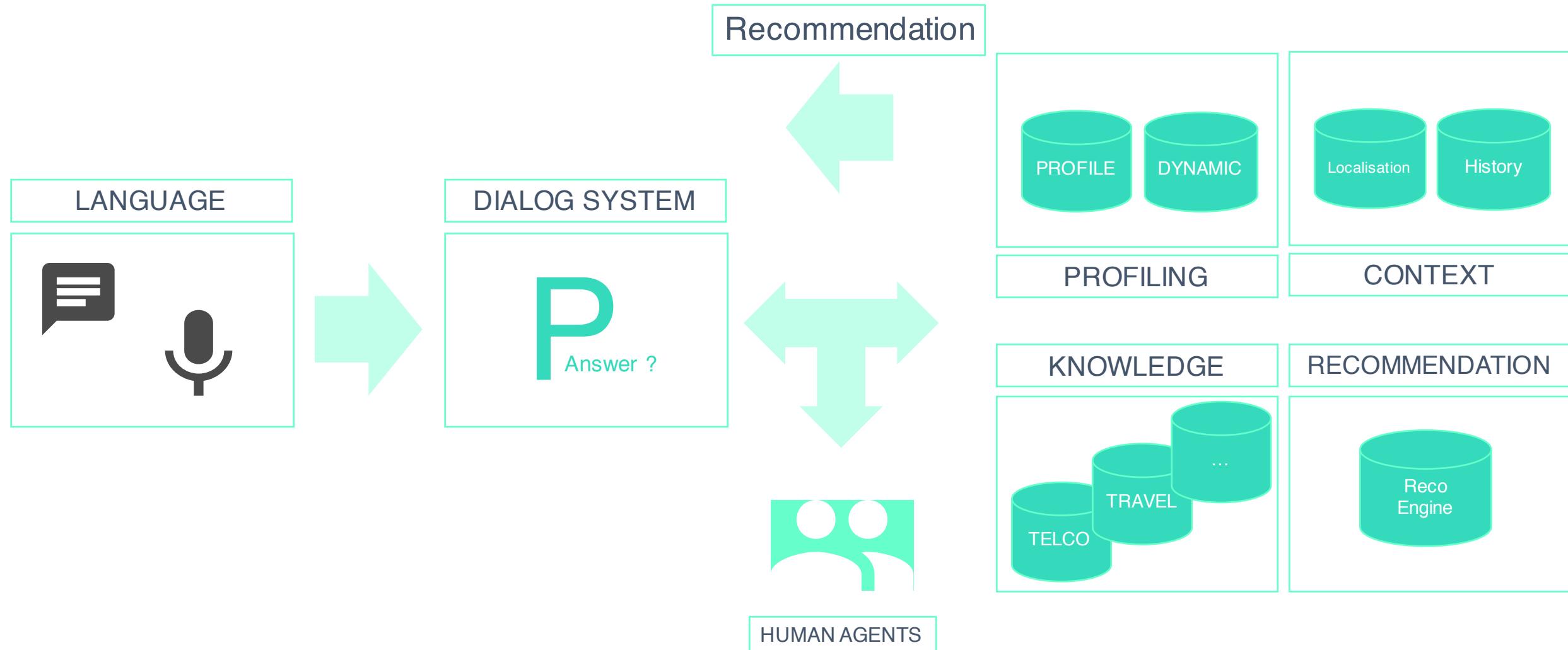


An E2E Integrated
intelligent BOT.

BOT's Today

- 30 000 BOTs on messenger
- 95% include ZERO Intelligence
- Handcrafted Flows – Not Data/AI Driven

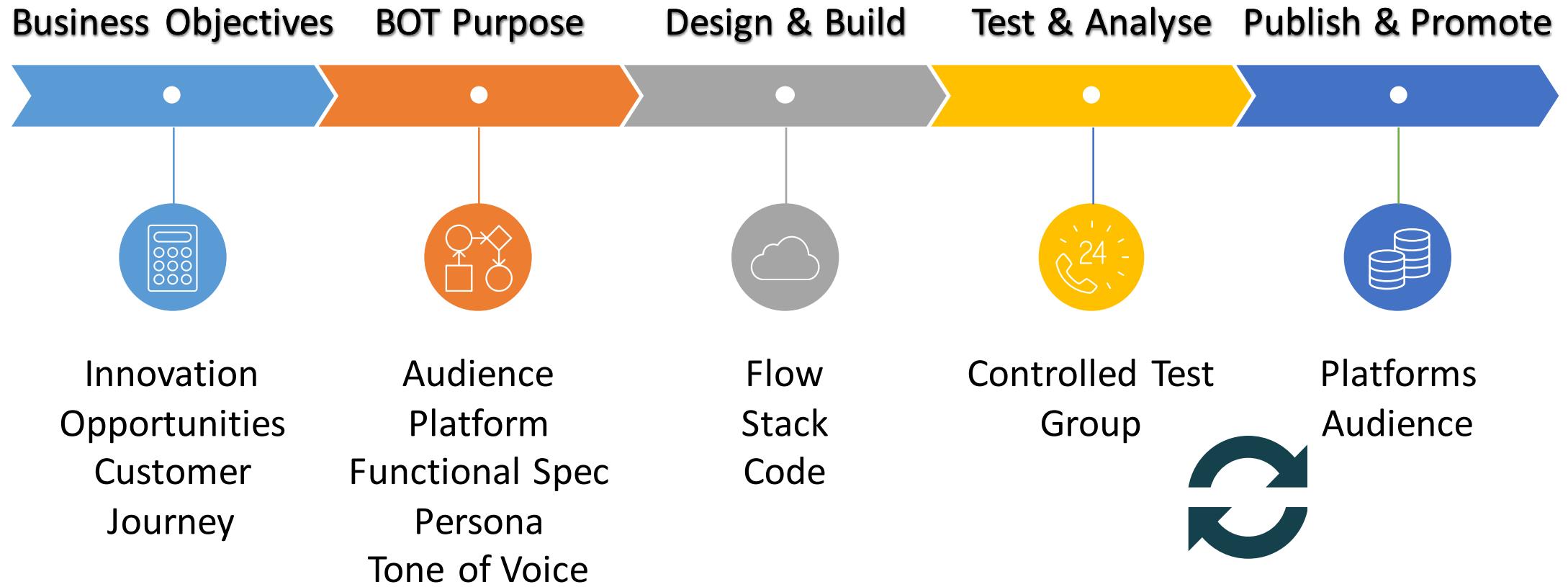




FLOW LOGIC

Conversational Interfaces

Design & Release Method





PERSONA

BIO

Stuart is een jonge robot die de mensen een handje probeert te helpen. In een grote bibliotheek gaat hij opzoek naar antwoorden op vragen die mensen hem stellen. Stuart is nog maar 8 en dat zorgt er soms voor dat hij niet altijd direct weet wat hij moet doen.

GLOBAL INFO

LEEFTIJD 8

GESLACHT Man

BEROEP Klanten komen bij Stuart bepaalde informatie opvragen die hij vervolgens gaat opzoeken in een grote bibliotheek.

PERSOONLIJKHEID

TALENKEN

- Zeer gemotiveerd
- Harde en snelle werker
- Als hij een taak al eens eerder heeft gedaan kan hij die sneller dan wie dan ook
- Lief/ zachte persoonlijkheid

STRUIKELBLOKKEN

- Heeft het vaak lastig om de vraag te begrijpen, zijn woordenschat is vaak nog te beperkt
- Beetje naïef, en ongevoelig voor sarcasme



TONE OF VOICE

DONT'S

& DO'S

Gebruik steeds je
i.p.v. U

Waarmee kan ik u
van dienst zijn?

Hoe kan ik je helpen?

Eenvoudig woordgebruik
(die een 8 jarige begrijpt)



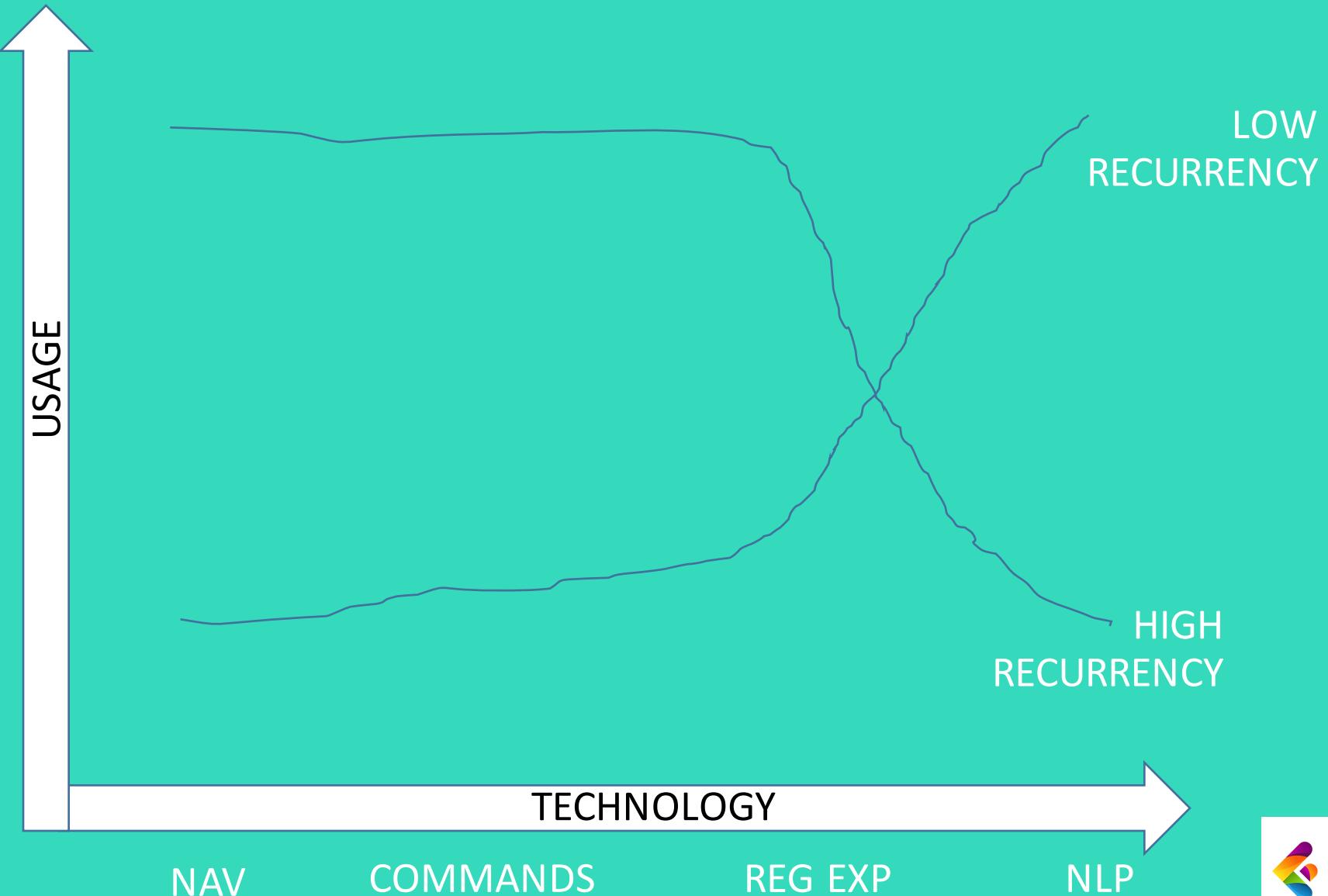


Typ een bericht...

KLIK ⚡ VOOR MEER OPTIES



USAGE PATTERNS IN CONVERSATIONAL INTERFACES

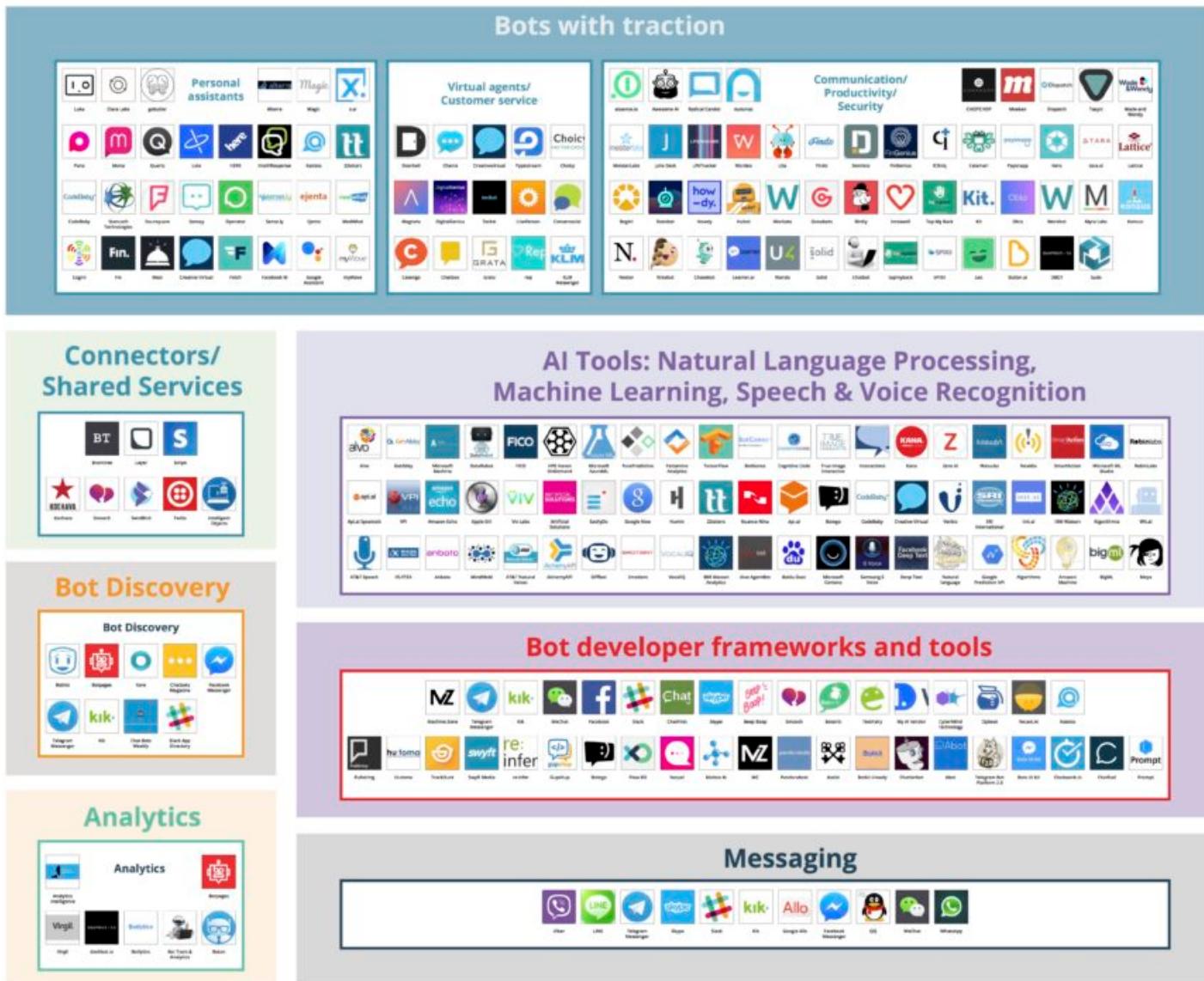


The BOT Landscape

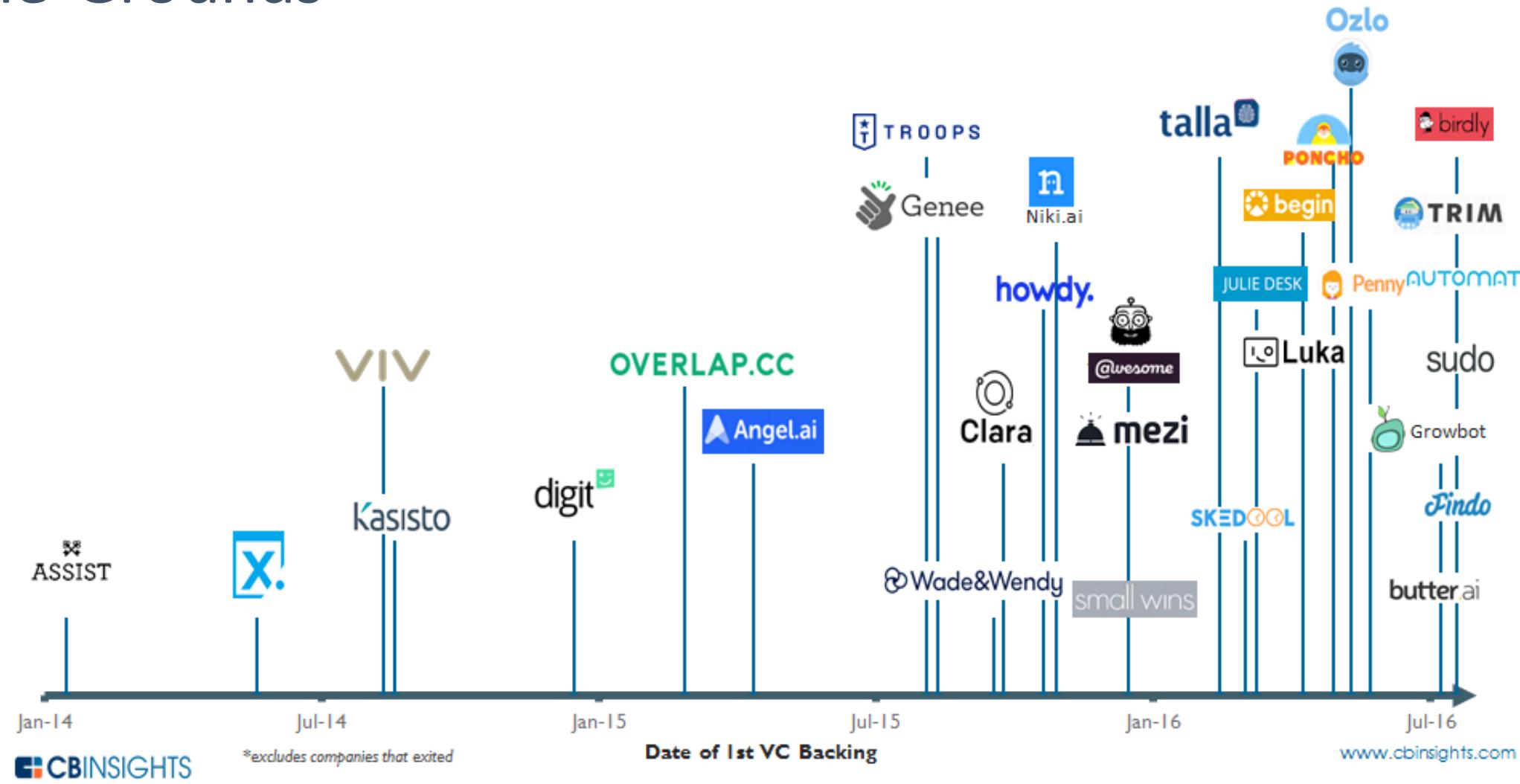
DESIGNED BY
JON CIFUENTES

Bots Landscape

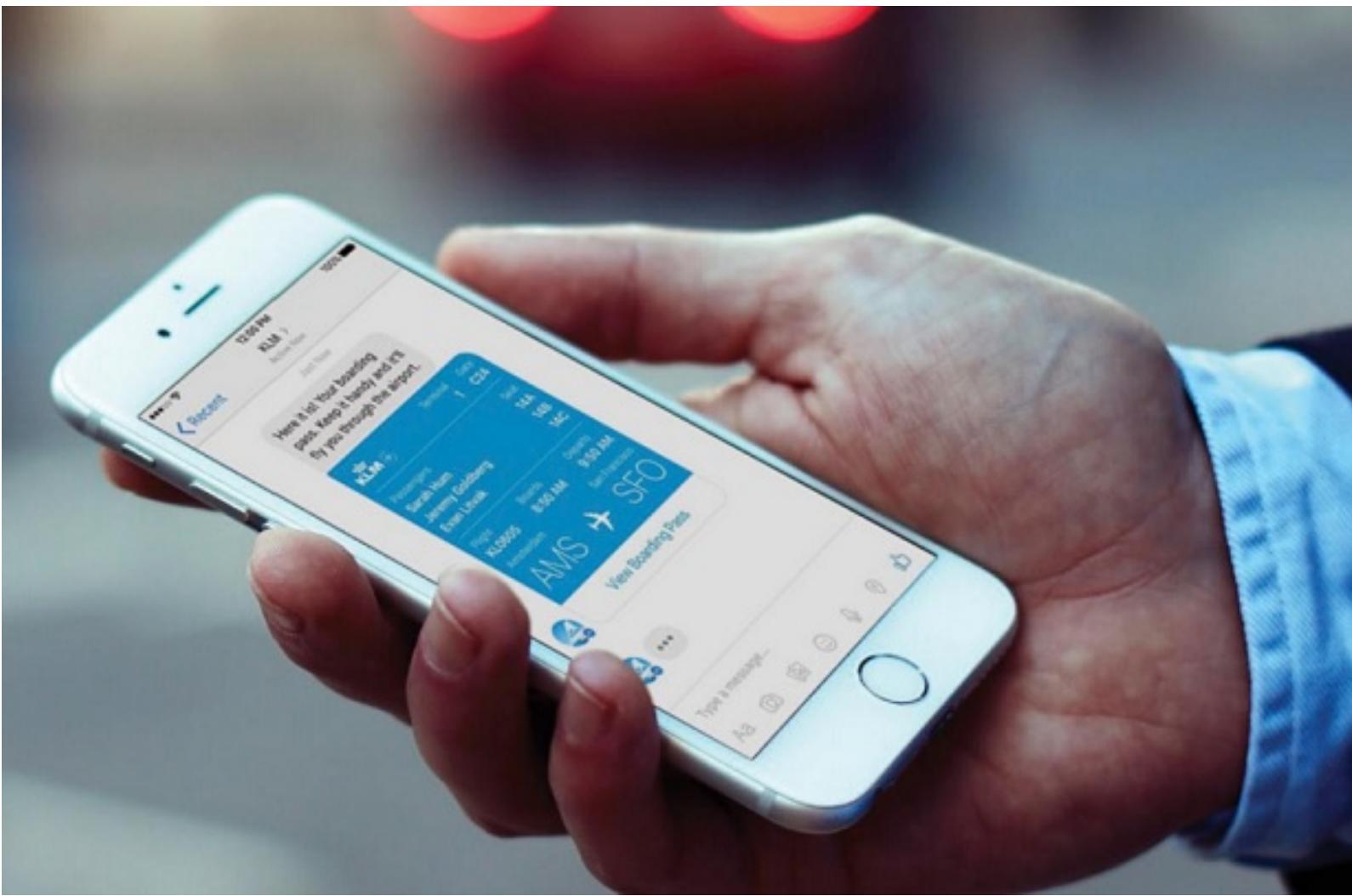
POWERED BY
VB | Profiles



Fertile Grounds



My Favorites



Check Out

- KLM
- SkyScanner
- Your.MD
- News : CNN, Techcrunch, ...
- H&M on KiK
- ...

But where is the Killer Chatbot?

From Linear to
Random UI

AI, AI, AI, ...

Iterate
x1000

Narrow the scope

Meawhile?

Close and Open
Conversations

The Chatbot Manager

Thanks !