

TD - Master Copy Deck (MCD)

MBNA: Chatbot User Flows - Dialogue Scripting + Logic

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Version 0.06

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Revision History

Date	Version	Name	Description of Changes
4/24/2019	0.01	Lynne Valeriotte	Created MCD.
4/26/2019	0.02	Lynne Valeriotte	Changes based on second session.
4/30/2019	0.03	Lynne Valeriotte	Start applying tone to dialogue copy.
5/1/2019	0.04	Lynne Valeriotte	Tweaking tone on dialogue copy.
5/6/2019	0.05	Lynne Valeriotte	Tweaking tone on dialogue copy.
5/7/2019	0.06	Lynne Valeriotte	Revisions based on Content Workshop Review.

1.0 Welcome Message

Customer opens chat window > Bot says:

[OPTION A - Message]

Hi there. My name is Amelia. I'm a virtual agent and I'm here to answer questions you may have about managing your MBNA Online Banking account.

For your own protection, please don't share any of your personal information with me like your SIN, account number, passwords or PIN. And just so you're aware, your IP address and the content of this chat will be recorded, so we can further enhance our customer service.

So, what would you like to ask me?

[81 words | 450 characters]

2.0 Happy Path

Customer asks question > Bot understands question > Bot determines whether it is a request to chat w/Live agent > If no, Bot presents answer > Bot asks:

Was that helpful? Please type yes or no.

[QUESTION VARIATIONS]

Did I answer your question properly? Please type yes or no.

Was this the answer you were looking for? Please type yes or no.

Does that help? Please type yes or no.

Did you get the information you needed from that answer? Please type yes or no.

Did I serve up the right answer to your question? Please type yes or no.

2.1 If yes (answer was helpful), then:

Bot says:

Great. Feel free to ask me another question. Or if you're good to go, then have a great day.

2.2 If no (answer was not helpful), then:

A. Bot checks if live chat service is open or closed > If closed:

Bot says:

It looks like I couldn't help you with that. I'd connect you with a real person, but our live online chat service is closed right now. Our hours are Monday to Friday: 8am to 10pm ET.

If you'd like, you can try asking me your question in a different way, or you can visit our [Help Centre](#) for more information.

B. Bot checks if live chat service is open or closed > If open:

Bot says:

Hmm, I'm still learning new things. Would you like to be connected to a real person? If so, I'll connect you with one of our MBNA Online Banking Specialists and I'll be sharing this chat log with them. Please type yes or no.

2.2.1 If yes (they want live agent), then:

Bot sends customer to Live Agent >

Bot says:

Great, I'll connect you with one of our MBNA Online Banking Specialists now.

2.2.2 If no (they don't want a live agent) then:

Bot says:

Okay, it looks like I couldn't help you with that. Feel free to ask me another question, or if you want to end our session now, then have a great day.

3.0 Unhappy Path (Non-abusive)

3.1 Bot doesn't understand question

Customer types question or gibberish > Bot does not understand > Counter = 1 > Bot checks for abusive language list > If not abusive:

Bot says:

I didn't catch that. Can you ask again, in another way?

[DIDN'T UNDERSTAND/QUESTION VARIATIONS]

I missed that. Please try asking a different way.

Hmm, I didn't get that. Can you rephrase it, please?

Not sure what you mean. Please ask that in a different way?

I don't understand. Please rephrase that.

3.2 Bot doesn't understand question a second time

Customer types question/gibberish again > Bot does not understand > Counter = 2 > Bot checks for abusive language list > If not abusive:

A. Bot checks if service is open or closed > If closed:

Bot says:

I seem to be having trouble helping you right now. I'd connect you with a real person, but our live online chat service is closed right now. Our hours are Monday to Friday: 8am to 10pm ET.

If you'd like, you can try rephrasing your question, or you can visit our [Help Centre](#) for more information.

B. Bot checks if service is open or closed > If open:

Bot says:

Hmm, I'm still learning new things. Would you like to be connected to a real person? If so, I'll connect you with one of our MBNA Online Banking Specialists and I'll be sharing this chat log with them. Please type yes or no.

[Goes through Flow 2.2.1-2.2.2]

4.0 Unhappy Path (Abusive)

4.1 First strike for abusive language - Message 1

Customer types question/gibberish > Bot does not understand > Bot checks for abusive language list > **If abusive** > Counter = 1 >

Bot says:

Hmm, I didn't catch that. But I do sense some frustration in your language. I'm kindly asking that we keep the language clean here, as I'd like to keep things respectful.

4.2 Second strike for abusive language - Message 2

Customer responds again > Bot does not understand > Bot checks for abusive language list > **If abusive** > Counter = 2 >

Bot says:

Not sure what you mean. But I need to let you know that we don't condone abusive language here. Unfortunately, we're going to have to end this chat if this language continues.

4.3 Third strike for abusive language - Message 3

Customer responds again > Bot does not understand > Bot checks for abusive language list > **If abusive** > Counter = 3 >

Bot says:

Unfortunately, I'm finding the language too abusive and so we must end the chat now.

[End chatbot conversation]

5.0 General Behaviour

5.1 Customer asks for live agent at any point in the conversation

A. Bot checks if live chat service is open or closed > If closed:

Bot says:

I seem to be having trouble helping you right now. I'd connect you with a real person, but our live online chat service is closed right now. Our hours are Monday to Friday: 8am to 10pm ET.

If you'd like, you can try asking me your question in a different way, or you can visit our [Help Centre](#) for more information.

B. Bot checks if live chat service is open or closed > If open:

Bot says:

Sure, I can connect you with one of our MBNA Online Banking Specialists right now. Just to let you know, I'll be sharing this chat log with them. Do you want to continue? Please type yes or no.

[Goes through Flow 2.2.1-2.2.2]