

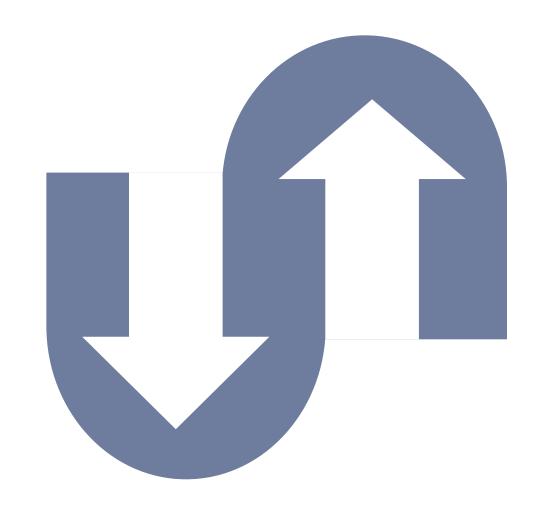
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Getting Started With Chatbots, Virtual Assistants and Conversational Platforms

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Al shifts the burden of learning





Implementation

Chatbot

Virtual Assistant

Enabler

Conversational Platform

Sophistication



- 1. What are the use cases?
- 2. How do I navigate the confusing vendor landscape?
- 3. How do I get started?





What are the use cases?



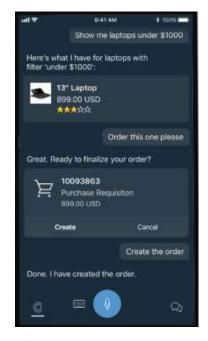
Augmenting Humans



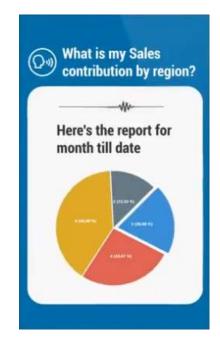
Customer Service, Human Resources and IT Help Desk



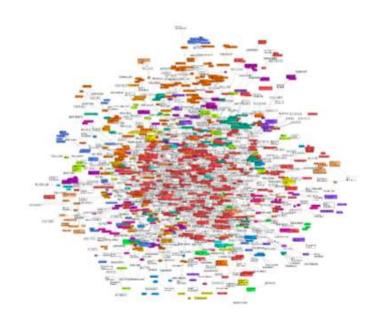
Democratization of Access



Enterprise Software Front Ends



Augmented **Analytics**



Enterprise Knowledge

Increasing Productivity, Empowering Employees



New Channels



Messaging



Virtual Personal Assistants



Voice-Enabled Speakers



New Appliances

Reaching Customers and Employees in New Contexts



What Kind of Conversation Is Needed?

Interactive Conversation



Customer Dialogue

Level of Engagement

One of Engagement

Task Complexity



General Questions/Answers

Guided Task Completion

Personalized Engagements



Volume



Transactional



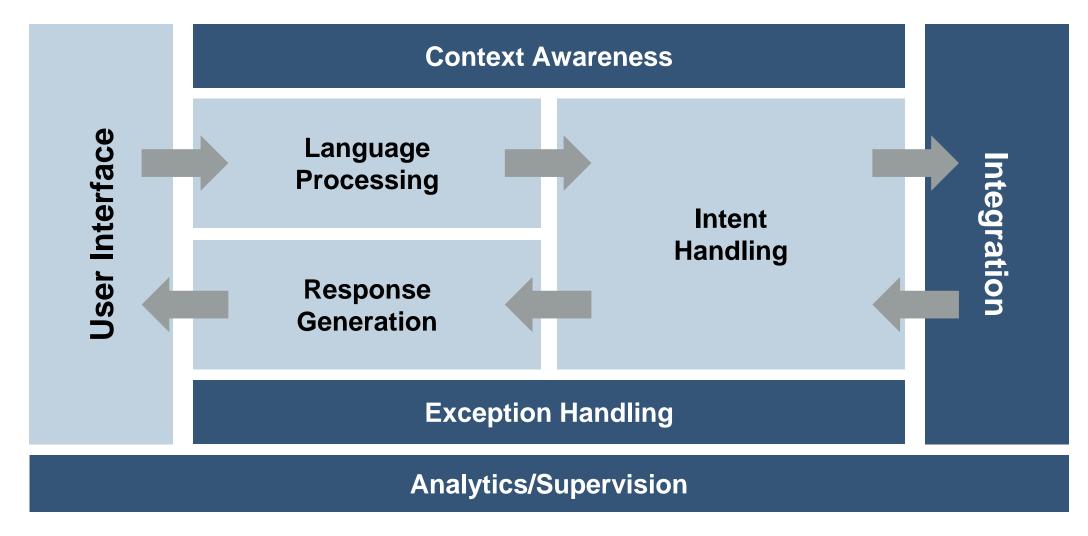
Explicit Information



How do I navigate the confusing vendor landscape?

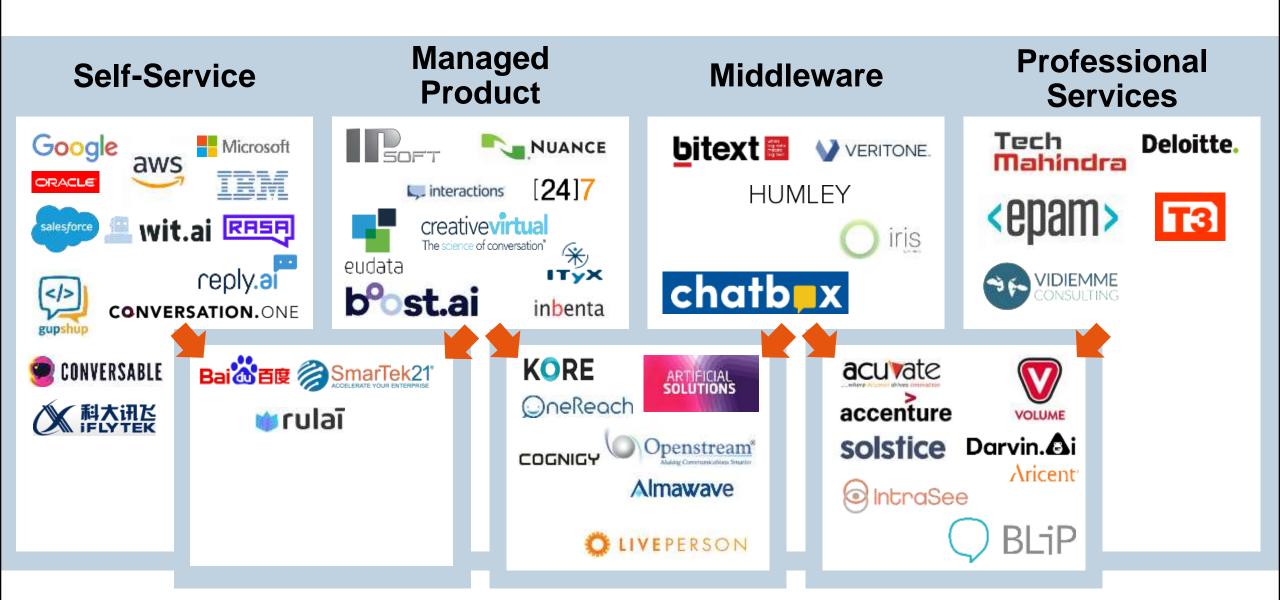


Use Cases Vary but the Underlying Technology Is the Same





Development Options



Language Support Is Not a Checkbox!

Dialects, Misspellings, Slang, Vocabulary for Domain, Translation and **Feature Compatibility All Matter**





Scalability Matters

Intents, Users, Locales, Languages, Use Cases ...





Implementation Is More Important Than Technology

Accuracy and preference by assistant

	9	Q.		
	Alexa	Hound	Google Assistant	Siri
ACCURACY	50%	74%	59%	77%
PREFERRED	35%	21%	21%	14%



Quality of Implementation Is More Important Than the Technology Platform Used



How do I get started?



Start Small ...

- Specialized use case
- Limited audience
- Specialist user is best
- Informational or transactional
- Limit need for integration

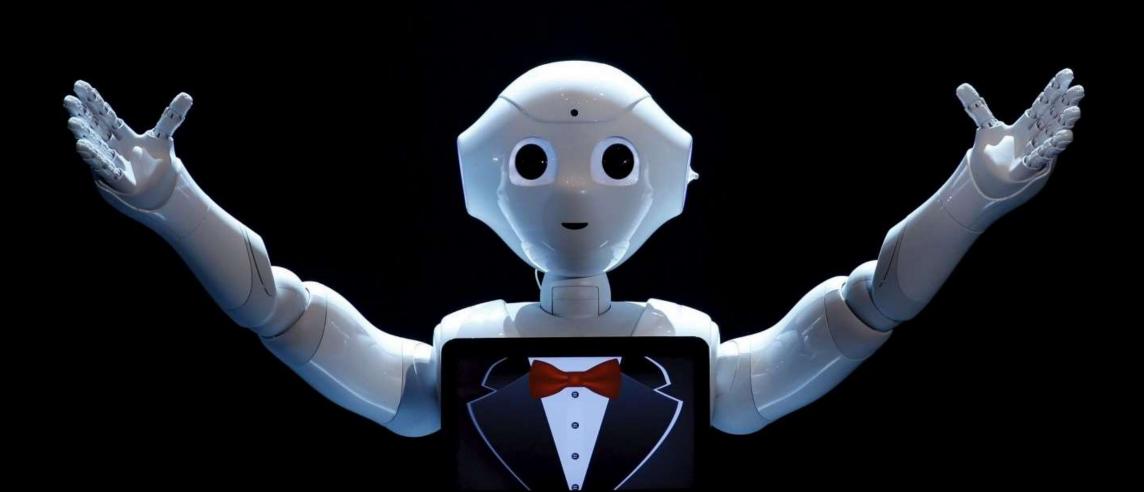
"A complex system that works is invariably found to have evolved from a simple system that worked. The inverse proposition also appears to be true: a complex system designed from scratch never works and cannot be made to work. You have to start over, beginning with a simple system."

John Gall, systems theorist





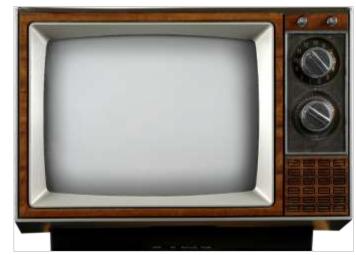
Design a Personality!



Although ... What Kind of Personality Might Change







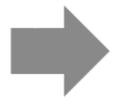


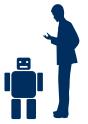


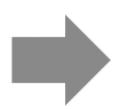


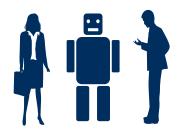
Manage the Human Relationship to Al and Robots











Technology as tool

Technology as a subordinate

Technology as a social peer

Customer issues

- Trust, safety
- Attitude to "things" and "intelligence"
- Weaker personal relationships

Employee issues

- New working practices and skills, deskilling of some roles
- Change in field workforce role from "heroes" to "replacers"
- Opaque systems and recommendations



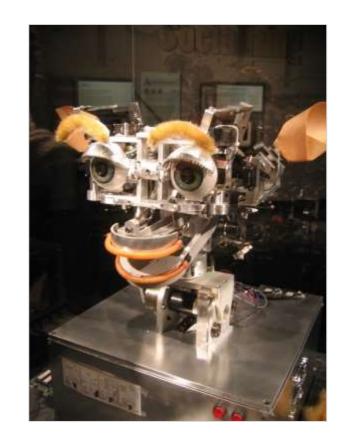
New Skills



Dialogue Engineer



AI Trainer/ Digital Coach



Humanizer



Second Wave of Innovation

- Intent Marketplaces
- Networks of Chatbots
- Proactive Chatbots
- Conversations on Your Behalf
- Multimodality ... Towards Algorithmic Interfaces



Recommendations

- Choose vendors tactically; you will want to switch in two years
- Choose a specialized use case with uniform users, don't go all in
- Prepare stakeholders for primary; ROI should be to learn
- Assign user experience resources to make a dialogue with personality and cultural nuance
- Align chatbot use case with business metrics
- Organize it like a product for continuous improvement and with a permanent team that measures and improves



Action Plan

Monday Morning (or Friday ...):

Find the use case

Before Christmas:

Select a vendor based on your short-term needs

1Q19:

Have a dedicated team build your experimental chatbot



Recommended Gartner Research

- ► Four Use Cases for Chatbots in the Enterprise Now Van Baker and Magnus Revang (G00316146)
- Architecture of Conversational Platforms
 Magnus Revang, Van Baker and Others (G00371397)
- ► Market Guide for Conversational Platforms

 Magnus Revang, Van Baker and Others (G00354892)
- Market Guide for Virtual Customer Assistants
 Brian Manusama and Guneet Bharaj (G00321124)
- ► <u>Seven Decision Points for Success With Virtual Customer Assistants</u> Brian Manusama, Frances Karamouzis and Tom Austin (G00299432)

