Google DialogFlow Cheat Sheet

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Why Google DialogFlow?

Google DialogFlow is particularly useful for a Swiss SME that wants to automate customer service interactions, such as answering frequently asked questions, making appointments, or registering orders.
It allows companies to offer 24/7 multilingual support and reduce the cost of hiring human staff.

Google DialogFlow acts as a middleman between customers and companies.
It receives natural language input (text or voice), processes the intent, and returns a response (text or voice), or can trigger an action.

Benefits and Limitations

Benefits

- Easy to set up.
- Easy to integrate.
- Supports multiple languages.

Limitations

- Vendor lock-in.
- Less control compared to open-source alternatives.
- Concerns about data privacy.

Cost Structure

Costs depend on

- Number of requests (text or voice)
- Version of Google DialogFlow (ES or CX)
- Storage
- Additional charges for non-Google integrations

For a small Swiss SME with `~60'000 requests/month`:

- First `1000/day` requests: `free`
- Remaining `59'000` requests: `~$0.002/request` = `(60'000 - (30 * 1000)) * 0,002` =~ `$60/month`
- Optional but useful Google Cloud services such as hosting fees: `~$0–10/month`
- Estimated total: `~$60-70/month`

How to Get Started

Prerequisites

- Google Cloud Platform (GCP) account
- Basic knowledge of APIs and intent-based ChatBots

Setup Steps

1. Create a Google Cloud project
2. Enable the DialogFlow API
3. Create a DialogFlow agent
4. Define intents and entities
5. Set up integrations (web, messaging, etc.)

Hello World Example

1. Create an intent with training phrases like "Hi", "Hello"
2. Set a response like "Hello! How can I help you?"
3. Test it in the Google DialogFlow simulator

Common Commands / Operations / Usage Patterns

- Create intents and entities to handle user inputs
- Set up fulfillment to connect to backend logic
- Integrate with external platforms (website, messaging apps, etc.)
- Use contexts to handle long conversations
- Provide training phrases based on user input variations
- Create multiple response variants for more natural conversations