



THERE IS A BOT FOR THAT

CHAT BOTS

FROM IDEA TO PRODUCTION

GEERT VAN DER CRUIJSEN
@GEERTVDC
GEERT@VDCRUIJSEN.NET

A photograph of a man with short, light-colored hair, wearing a blue and white striped button-down shirt. He is standing with his arms crossed and is smiling slightly. He is positioned in front of a vibrant, abstract graffiti mural on a brick wall. The mural features large, bold letters in various colors like yellow, blue, red, and white, with some smaller text and abstract shapes. In the foreground, there's a dark, curved object that looks like a piece of debris or a fallen sign.

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@GEERTVDC
GEERT@VDCRUIJSEN.NET



A close-up photograph of two hands clasped together in a fist bump or handshake. The hands are dark-skinned, and the background is a soft-focus landscape of a body of water at sunset or sunrise, with warm orange and yellow hues. The overall mood is positive and celebratory.

WHY I LIKE
BUILDING BOTS

IT'S FAST

CHALLENGE:
GET A BOT UP AND RUNNING ON
PRODUCTION DURING THIS SESSION





**PERFECT FIT IN THE
API FIRST WORLD**

A close-up photograph of a wrapped gift box. The box is wrapped in light brown kraft paper and tied with a vibrant pink ribbon. The ribbon is tied in a knot and has several loops and tails. The background is a plain, light color.

**LOTS OF FREE STUFF
OUT OF THE BOX**

RISE OF THE BOTS



FACEBOOK IQ TREND

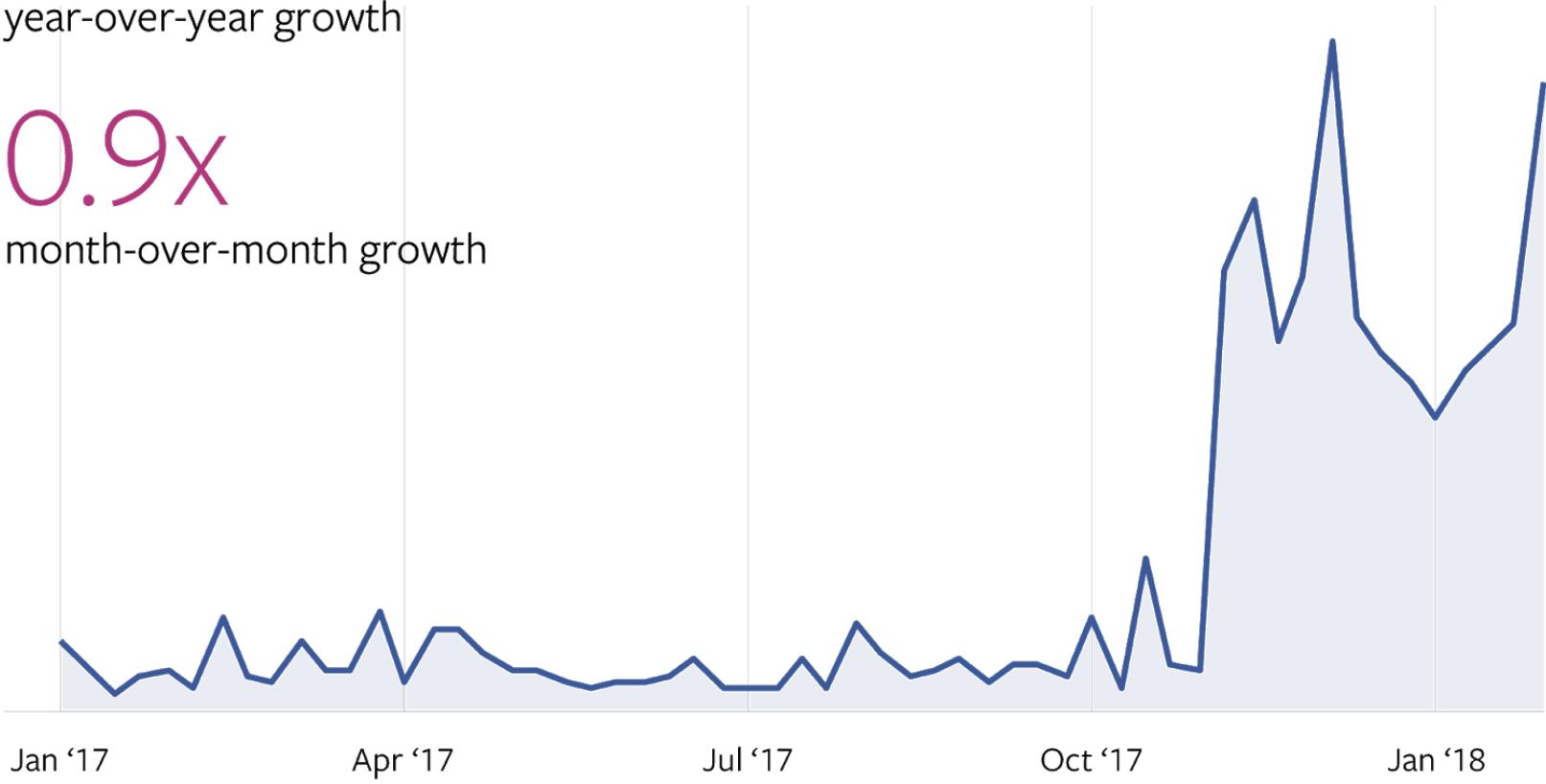


5.6x

year-over-year growth

0.9x

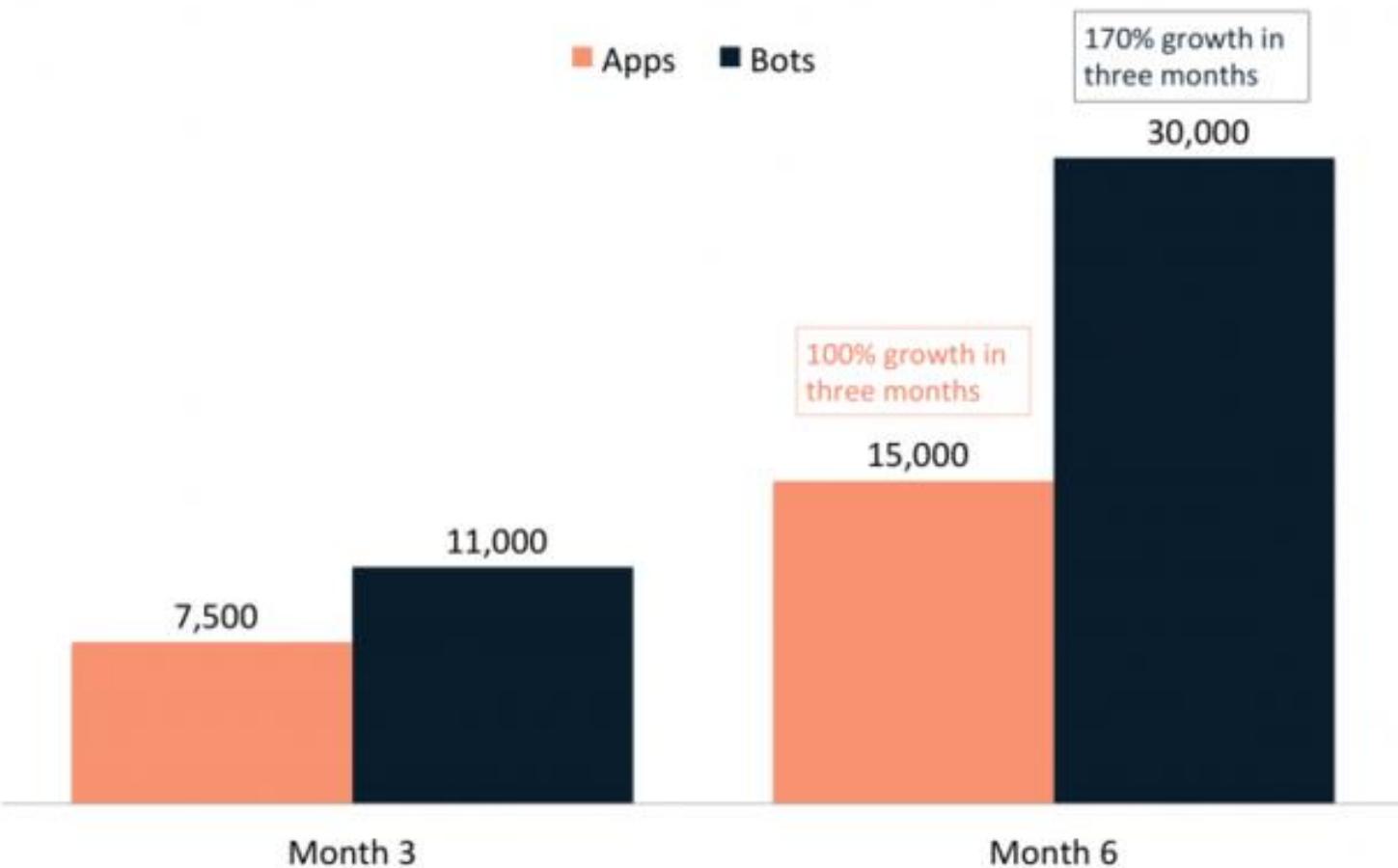
month-over-month growth





Initial Growth Of Apps Vs. Messenger Bots

Number of apps and bots available at 3 months vs. 6 months



Source: Citi Research, TechCrunch, Company reports

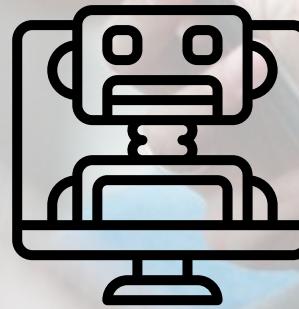
BI INTELLIGENCE



VOICE COMMANDS ARE NOW MAINSTREAM



ARE BOTS THE NEW APPS?



WHAT MAKES A GOOD APP?

WHAT MAKES A GOOD BOT?



PROBLEM
SOLVER



AVAILABLE
WHEN NEEDED



EFFECTIVE

A blurry photograph of a person's hands holding a smartphone horizontally. The background is out of focus, showing what appears to be a colorful indoor environment.

ARE BOTS THE NEW APPS?
**BOTS ARE AN ADDITION
TO YOUR APPS**



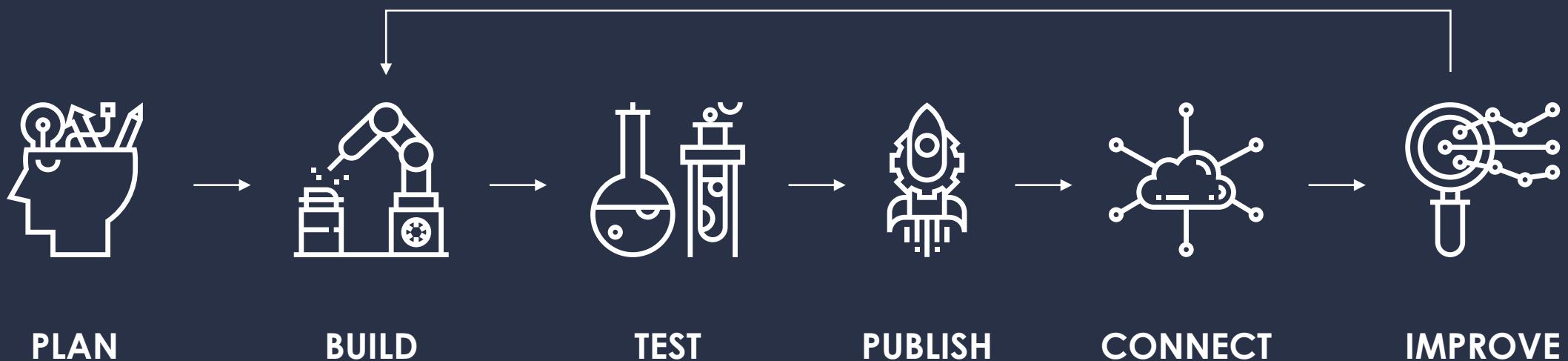
INSPIRATION

SELF SERVICE SCENARIOS
FORM FILLING

DEVELOPER TOOLS / INTEGRATIONS

CUSTOMER FACING SOLUTIONS

WHAT DOES IT TAKE TO BUILD A BOT?



PLAN



PLAN

BUILD

TEST

PUBLISH

CONNECT

IMPROVE



PLAN



START SIMPLE



PLAN



START SIMPLE

FOCUS ON 1 GOAL



PLAN



START SIMPLE

FOCUS ON 1 GOAL

DON'T PLAN FOR AI



PLAN



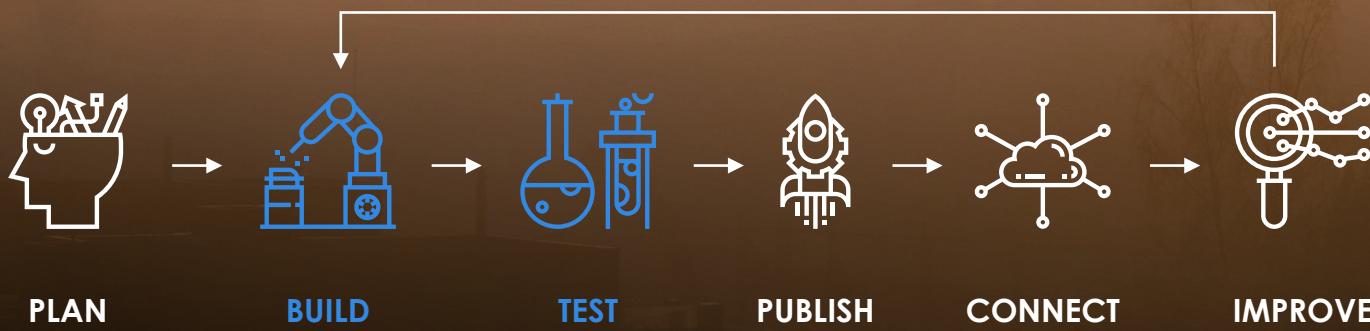
START SIMPLE

FOCUS ON 1 GOAL

DON'T PLAN FOR AI

GET FEEDBACK

BUILD & TEST





DESIGNING DIALOG

ONE TURN
RESPONSE

GUIDED
ASSISTANCE

CONTEXTUAL
CONVERSATION

A young girl with dark hair, wearing a pink floral dress, stands in a blurred indoor setting with colorful lights. She is reaching out towards a white humanoid robot. The robot has a spherical head with large blue eyes and a small mouth. It is adorned with a garland of pink flowers. A blue speech bubble icon containing a white double-headed arrow icon is overlaid on the right side of the image.

HELLO BOT FRAMEWORK

USE C# TO BUILD BOTS





USE C# TO BUILD BOTS

BUILD ON ASP.NET CORE



USE C# TO BUILD BOTS

BUILD ON ASP.NET CORE

LANGUAGE UNDERSTANDING



USE C# TO BUILD BOTS

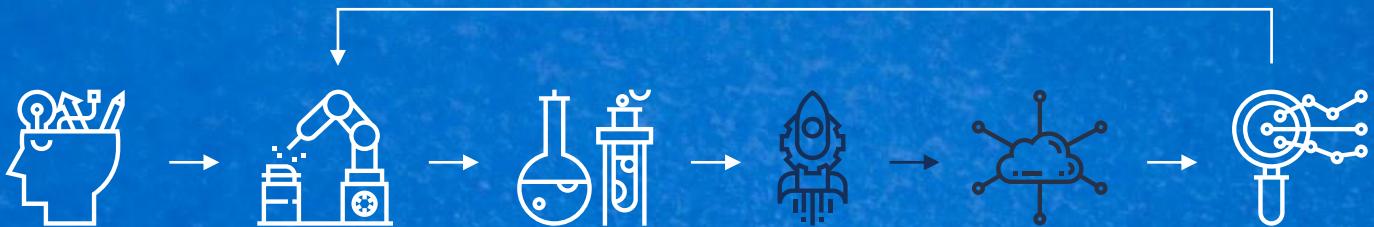
BUILD ON ASP.NET CORE

LANGUAGE UNDERSTANDING

UI CONTROLS



PUBLISH & CONNECT



PLAN

BUILD

TEST

PUBLISH

CONNECT

IMPROVE

PUBLISH & CONNECT



PLAN

BUILD

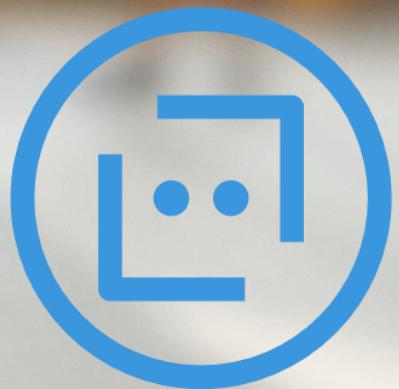
TEST

PUBLISH

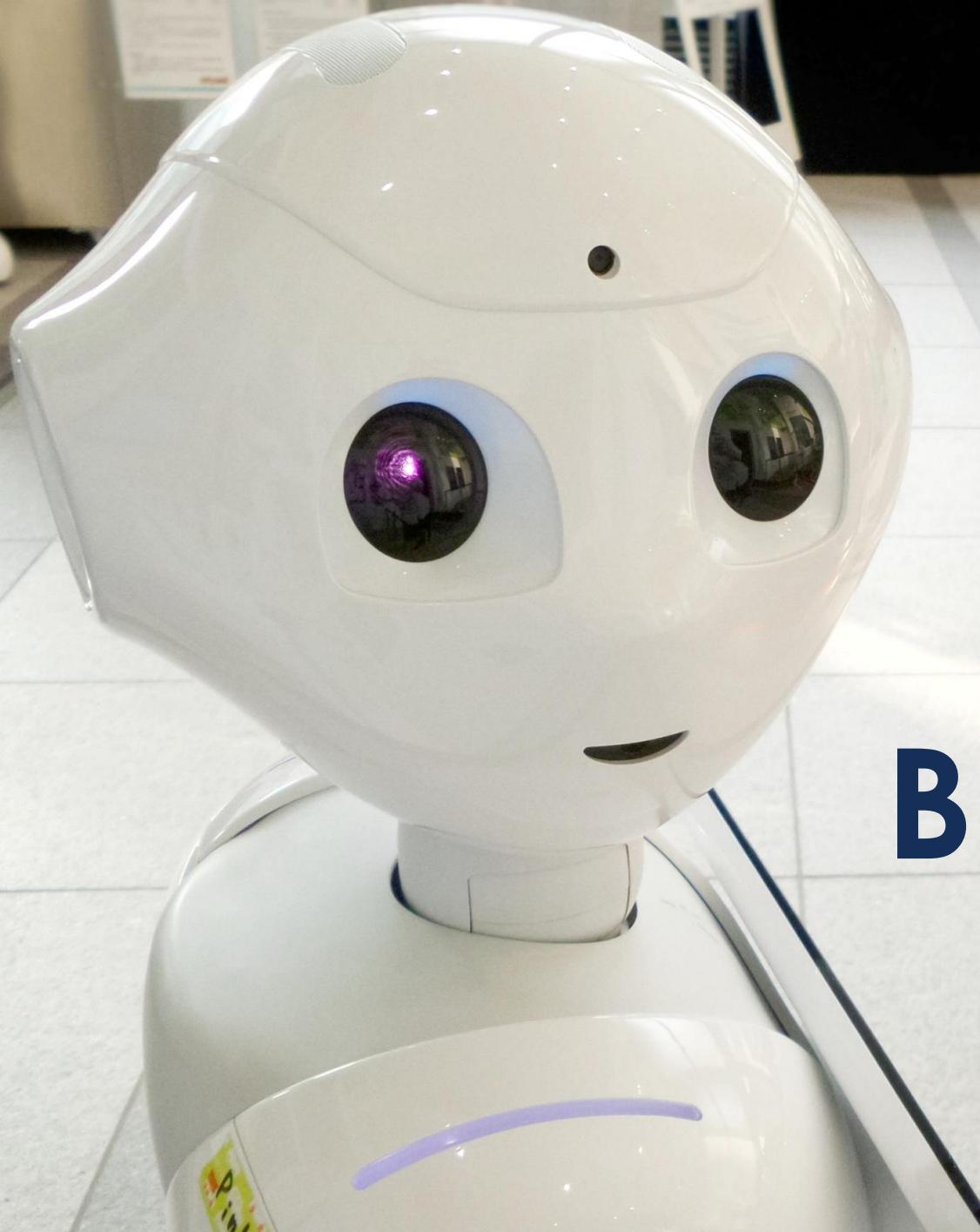
CONNECT

IMPROVE





AZURE
BOT SERVICE



INFRASTRUCTURE AS CODE



INFRASTRUCTURE AS CODE



CHANNELS INTEGRATIONS



INFRASTRUCTURE AS CODE



CHANNELS INTEGRATIONS



AI & SERVERLESS INTEGRATION

INFRASTRUCTURE AS CODE



CHANNELS INTEGRATIONS



AI & SERVERLESS INTEGRATION

FREE TIER

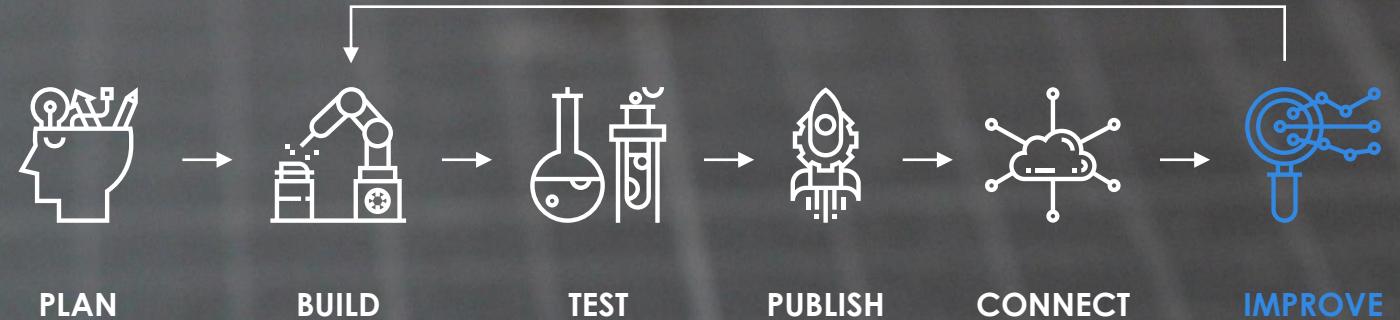


BOT FRAMEWORK AZURE BOT SERVICE CONTINUOUS DEPLOYMENTS LANGUAGE UNDERSTANDING

LIVE UP TO THE CHALLENGE:
GET A BOT UP AND RUNNING ON TELEGRAM
WITH BASIC LANGUAGE UNDERSTANDING
STARTING WITH NOTHING

DEMO

IMPROVE



TELEMETRY IS KEY



MEASURE KPI'S



IMPROVE





IMPROVE



MEASURE KPI'S

FOCUS ON BUSINESS GOALS



IMPROVE



MEASURE KPI'S

FOCUS ON BUSINESS GOALS

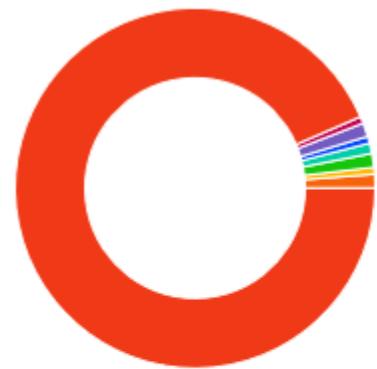
EXPERIMENT

BOT ANALYTICS



IMPROVE

USERS



4

Direct Line

2

Email

4

GroupMe

3

Kik

2

Skype

4

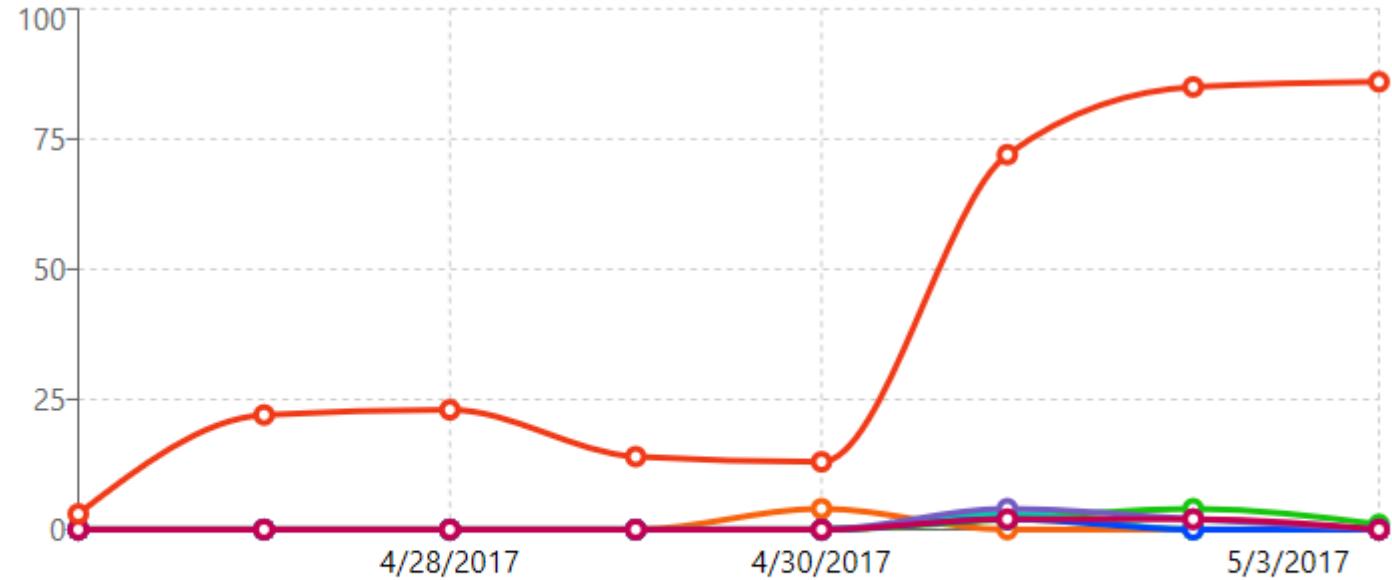
Slack

2

Twilio (SMS)

303

Web Chat

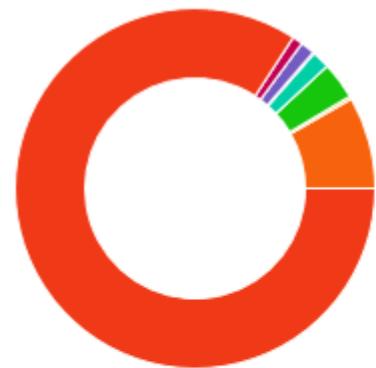


BOT ANALYTICS



IMPROVE

ACTIVITIES



124
Direct Line

4
Email

50
GroupMe

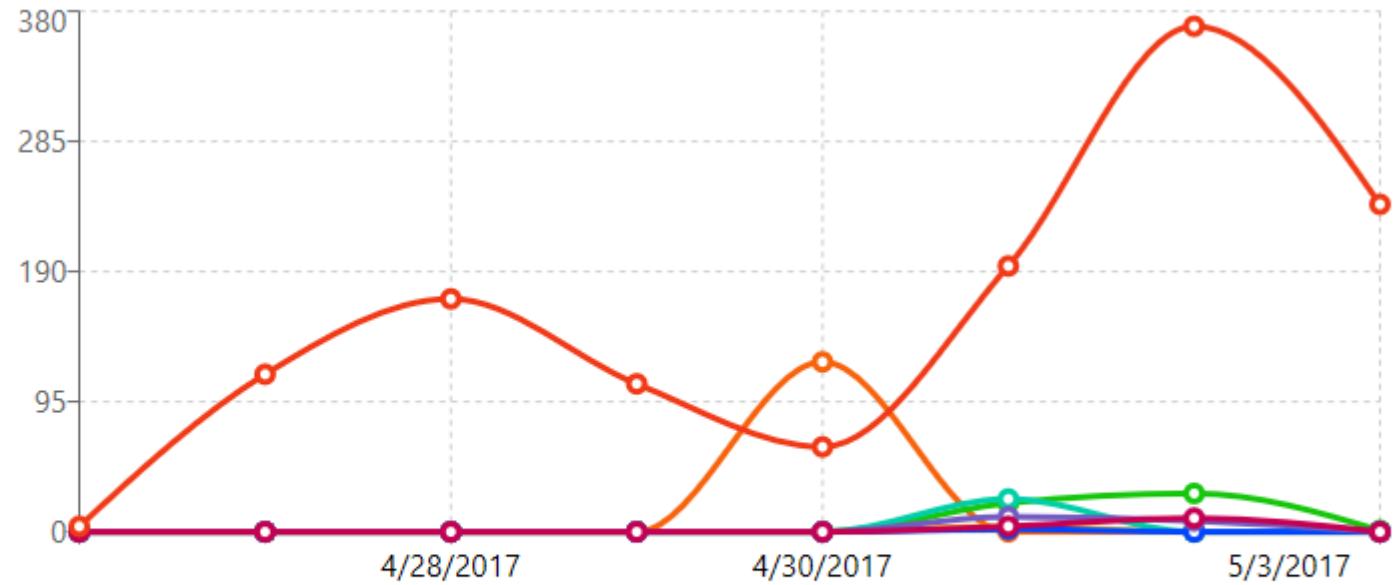
24
Kik

2
Skype

19
Slack

14
Twilio (SMS)

1.3k
Web Chat





IMPROVE

BOT ANALYTICS

RETENTION - % USERS WHO MESSED AGAIN (LAST 10 DAYS)

MEASURE INTENTS

CONVERSION RATE

SENTIMENT ANALYSIS

HUMAN HANDOVERS

ABANDONMENTS



WRAP UP

START SIMPLE

DON'T FOCUS ON AI FIRST

ADD TELEMETRY

FAST ITERATIONS



A photograph of a man with short, light-colored hair, wearing a blue and white striped button-down shirt. He is standing with his arms crossed and is positioned in front of a vibrant, abstract graffiti mural. The mural features large, bold letters in various colors like yellow, blue, red, and white, set against a dark background. The overall composition is a portrait with a street art backdrop.

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THANK
YOU!

