Smart Website powered by IBM Watson

Turn any website into a smart website with IBM Watson
(Also applicable to mobile apps, internal app/webpage, Slack, FB messenger etc.)

Opportunity:

We know every organization *wants* to start their journey to AI/digitalization, but simply may not know how to start.

We also know that every organization has a website. Every organization's website is a simple and perfect opportunity to easily get STARTED on this journey, through IBM Cloud & Watson AI.

The value in the Watson AI API's on IBM Cloud isn't just in their capabilities alone, but their ability to quickly integrate those capabilities for rapid innovation into all the most popular front-end mediums accessed by any organization's end-users (Website, mobile app, internal app/webpage, Slack, FB messenger etc.)

If every organization *wants* to get started on digitalizing, has a website, and IBM Watson has the ability to quickly integrate AI capabilities into a website, then we at IBM need to make it as simple as possible to get the organizations we support to start integrating basic AI capabilities into their websites.

(There are various IBM Cloud sales plays for this, giving customers free cloud space for a year, making Watson api's more accessible etc.)

Solution:

Q: Why does every organization have a website in the first place?

A: In a digital world, every organization needs a digital presence to:

I. Provide the right information to the right audience (end-user), whether that be contact info, deflect FAQ's, general info on the organization, product info, improve net promotor score, sales etc.

II. Provide end-users the ability to self-service certain functions

What's missing? The ability to automate self-service functions, automate providing the right info to the right user, all while taking advantage of the AI to continuously improve and GATHER data on the user interactions made on the website to continuously improve and tailor the organization's relationship with their end-users.

Q: How can organizations easily get started with adding AI capabilities to their websites?

A: Watson AI on IBM Cloud! Here are two suggested combined capabilities:

I.   Enabling the end-users to have smooth interactions with the website in natural language with a **conversational AI** interface that understands intents/entities **(Watson Assistant)**

II.   End-user access to various trained data collections, to answer various specific questions, all through the website's conversational interface combined with **AI search** abilities **(Watson Discovery)**

Once these capabilities are introduced and mastered in the organization's website, they will be able to collect continuous data from website interactions to better understand their audience, and continuously improve their business.

But the journey to AI doesn't end here, it's just begun. What's really valuable about the Watson api's is their ability to combine different AI capabilities together, and that's when the magic happens.

Next suggested AI capabilities:

I.   **Speech to Text & Text to Speech –** Allow the end-users to interact with the website/app using their actual voice to send natural search queries and hear back the answer out loud

II.   **Sentiment Analysis/Tone Analyzer –** Gain continuous insights on behavior or emotional understanding of the audience as they continuously interact with the website/app

III. **IBM Analytics –** Data collected is fuel. Have the data collected from the website/app to analyze with Cognos/Studio to build visual dashboards or to use for other data projects throughout the organization.

IV. **Language Translation –** Today most organizations operate globally or have a diverse set of end-users. Easily make the same website/app function in various languages with this api.
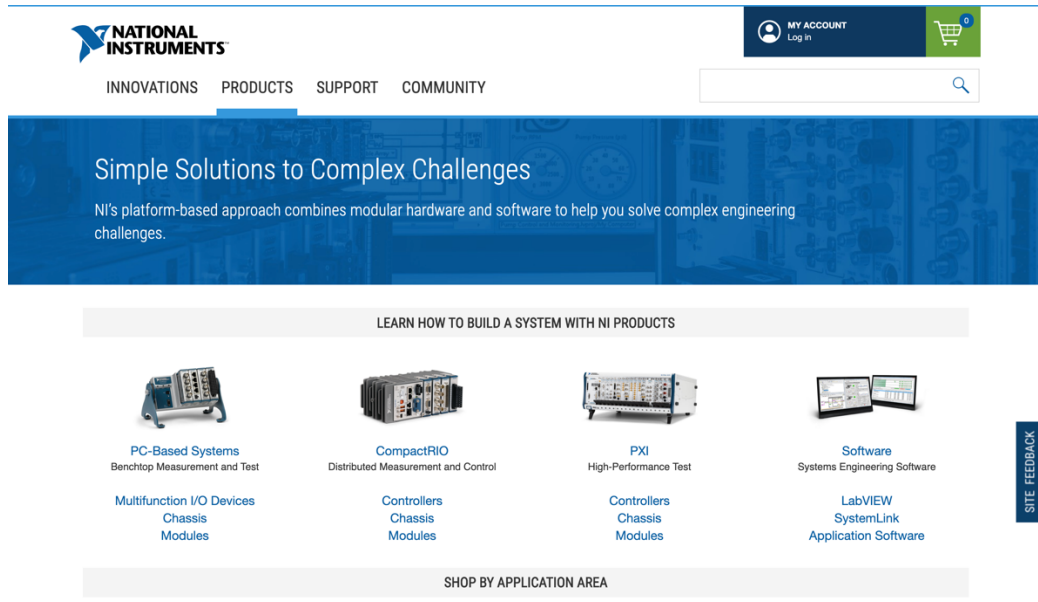
Business Value:

I. The Website/app can now autonomously and proactively interact with end-users in natural language to help them self-service tasks

II. Have the website/app autonomously provide the information end-users need 24/7 from data collections created and trained to handle various specific & general questions

III. Take full advantage of AI by continuously gathering and analyzing the data it collects from interactions with the website/app to continuously understand the end-user audience and build tailored experiences
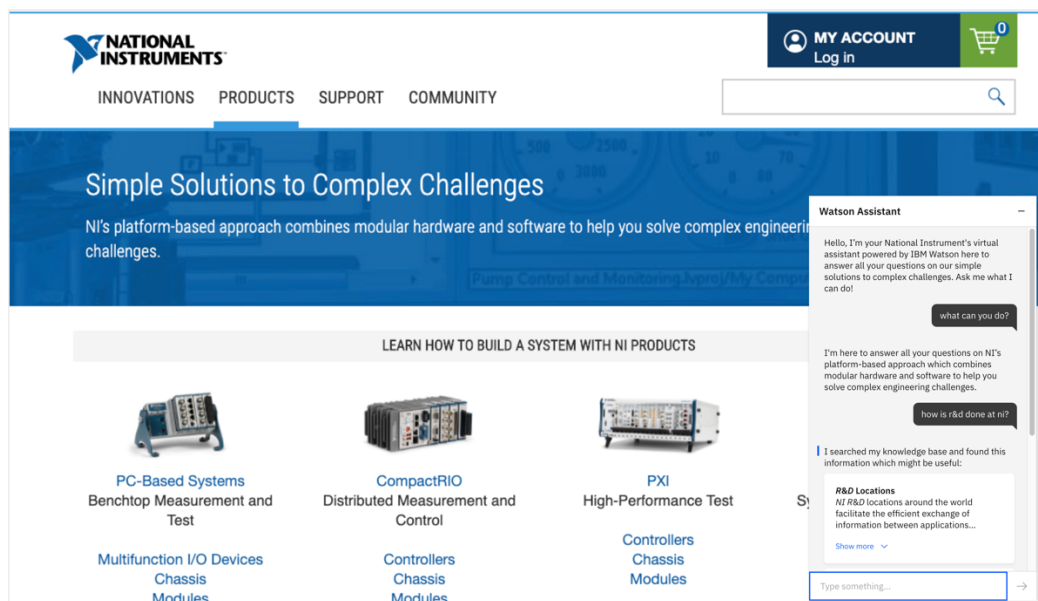
In addition:

o **Unique to IBM: AI everywhere + Your data is your data**
o No wait time to get help and answers
o Obtain answers from reliable sources
o Can obtain support through in a single place – no need to search for information.
o Ask their questions from the comfort of their home, in a digital channel they are comfortable with
o Seamless escalation to a Live Agent when needed with no frustration

Before:

After:

Mobile Phone View:

Accessing the Watson AI Smart Website Demo:

Watson AI Smart Website Demo: https://whats-up-watson.github.io/WatsonAISmartWebsite-NI/

High Level Solution Architecture
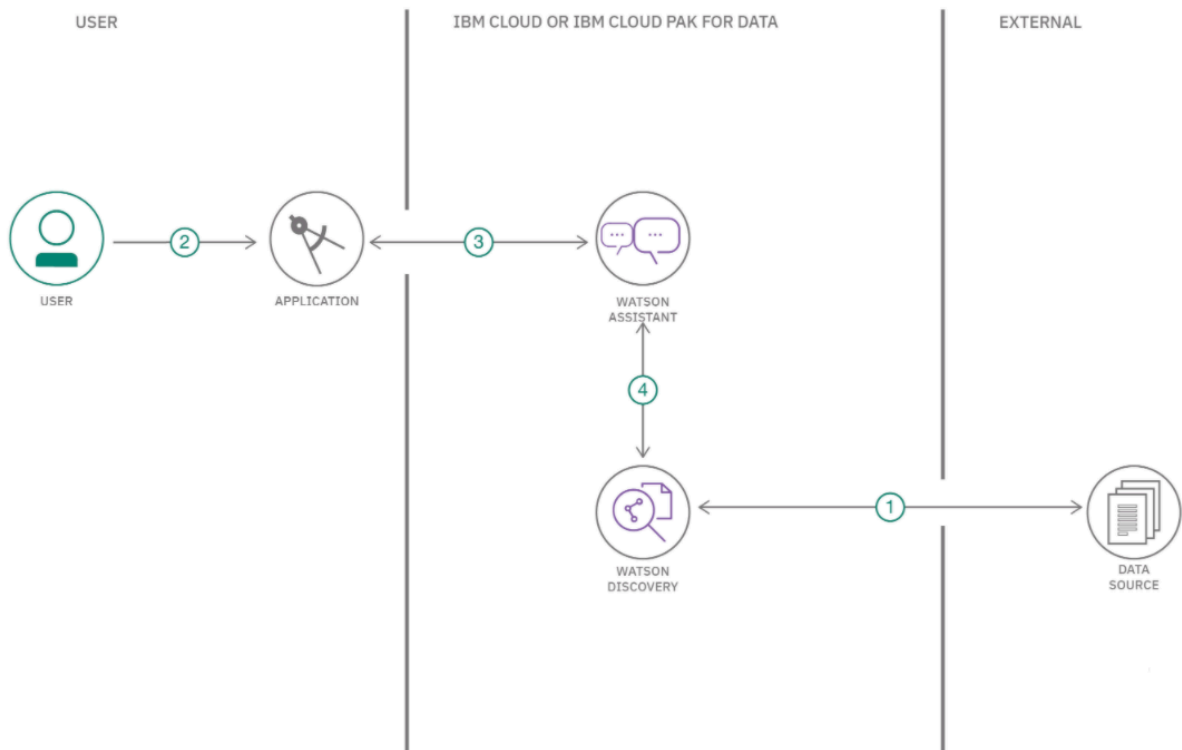
Demo Script

User Scenario –

People can be quite curious, especially about your organization. They may be a recent customer who has a question about their purchase or on how to get a warranty, a new potential customer shopping around looking to buy something, another business looking to partner with you, a young college student or seasoned professional looking to become a future employee, a potential investor, an industry analyst etc.

In today's digital world, an organization is increasingly being perceived by its digital presence, which is why every organization has a website.

Your website represents your organization and you never know who is curious to learn more about you. This means the more that can be done for your end-users through the website, the more successful and competitive your organization becomes.

In this demo we'll show how a website can be at its best by easily beginning to add some AI functionalities to become a **smart website**:

1) Conversational AI *(Watson Assistant)*
2) AI Search *(Watson Discovery)*

The demo shows how a website (in this case National Instruments) can have these AI functionalities added to their current website and be trained on FAQ's and their product catalog PDF to answer a variety of questions.

Scroll to the next page for the script

FAQ's	Discovery Search	Pre-trained Assistant Functions
FAQ's that can be deflected by AI – Trained Discovery on FAQ data	*Various specific & general questions that activate the AI search into the product catalog Discovery was trained on*	*Demo examples of pre-trained functions and dialogue that can be performed with the customer care conversational AI – Watson Assistant*
Is your Online Store secure?	how is R&D done at ni?	What can you do? → What else?
What if I am a tax-exempt customer?	How can I quantify and improve the measurement performance of an instrument?	Schedule an appointment
Is your Online Store secure?	Does ni have third-party toolkits?	Where are you located?
What if I am a customer with a university or an educational institution?	How can ni change the world?	Transfer me to an agent
What if I have established contract pricing with NI?	Tell me about the pxi platform	What are your hours?
What methods of payment do you accept?	Are there certifications from ni?	
How much do you charge for shipping?	What support does ni provide?	
What if I am a purchasing agent?	tell me about the alliance partner network	
When should I receive the products I ordered?	Does ni have counters/timers?	
How can I find out the status of my order?	System design at ni	

What is the return policy?	Products for easily gathering data	
How can I get a copy of my invoice(s)?	how can ni help me accelerate development?	
What if I decide I don't want to purchase online?	how can i reduce cost in validation and production?	
I am a small or medium business. How can I apply and work with the Planet NI program to implement my product or solution?	programming tools for engineers and scientists	
I am a local media representative. May I interview someone about how Planet NI programs are impacting my community?	Tool for offline data processing	
How can I find my local contact information?	does ni have measurement tool for visual studio?	
When did the Planet NI program start?	how can i quickly build test sequences	
Will the Planet NI program continue to expand?	I'm looking for a software for efficiently testing applications	
Is the Planet NI program a nonprofit or a foundation?	what is some cutting technology at ni?	
Is the Planet NI program a grant program?	can ni measure electrical or physical signals?	
	how can i reduce my equipment costs?	
	what are NI Modular Instruments?	
	how can i characterize the high-sensitivity components of a circuit?	
	Why get the ni rf?	
	tools for taking precision measurements	