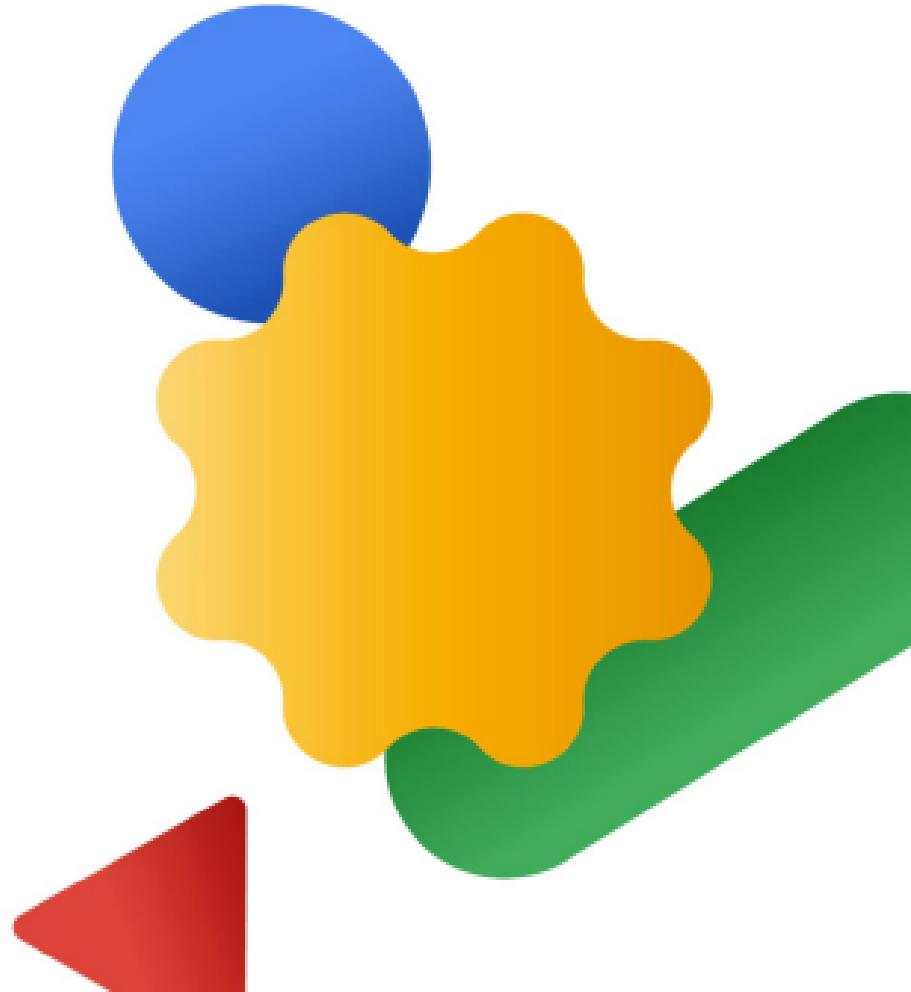
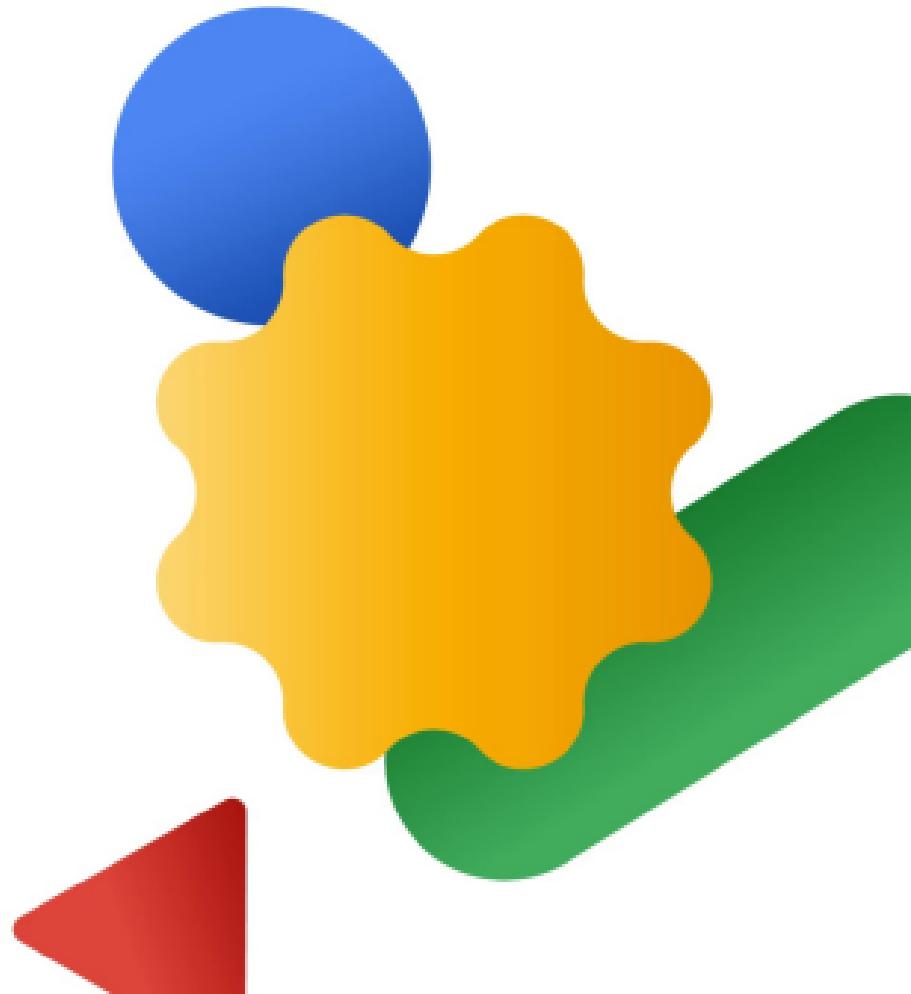


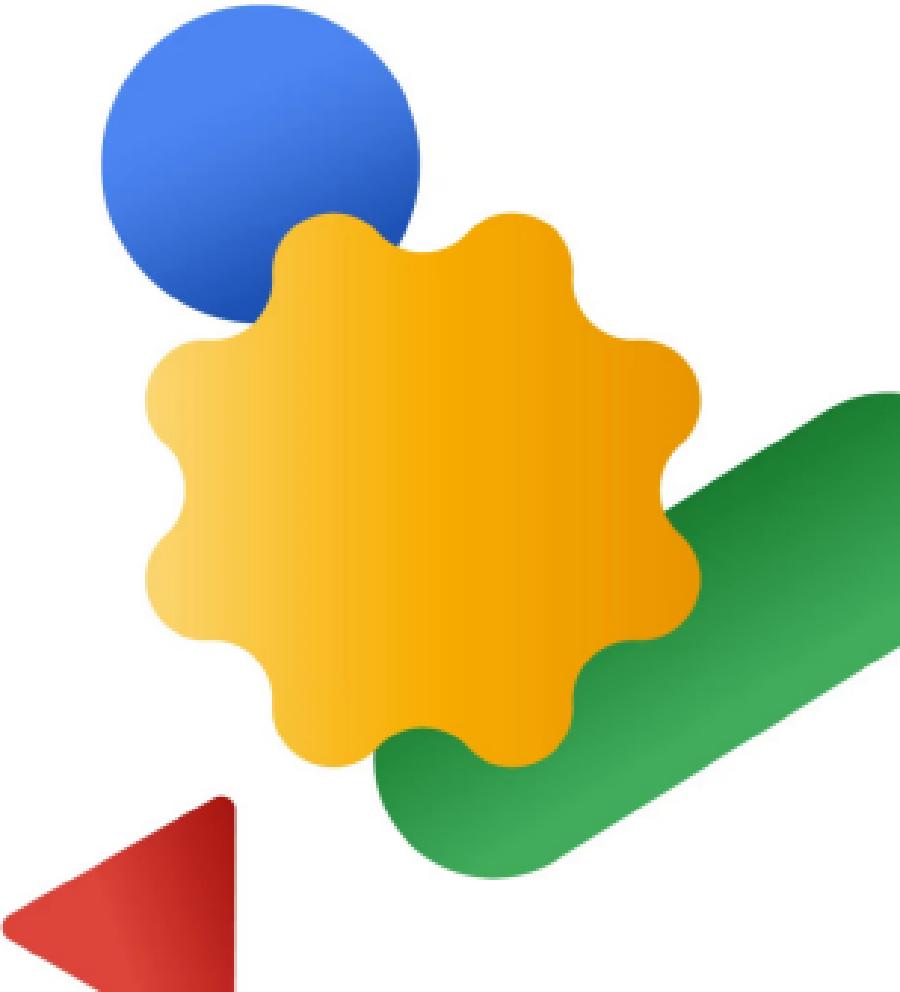
A/B Testing (Experiments)



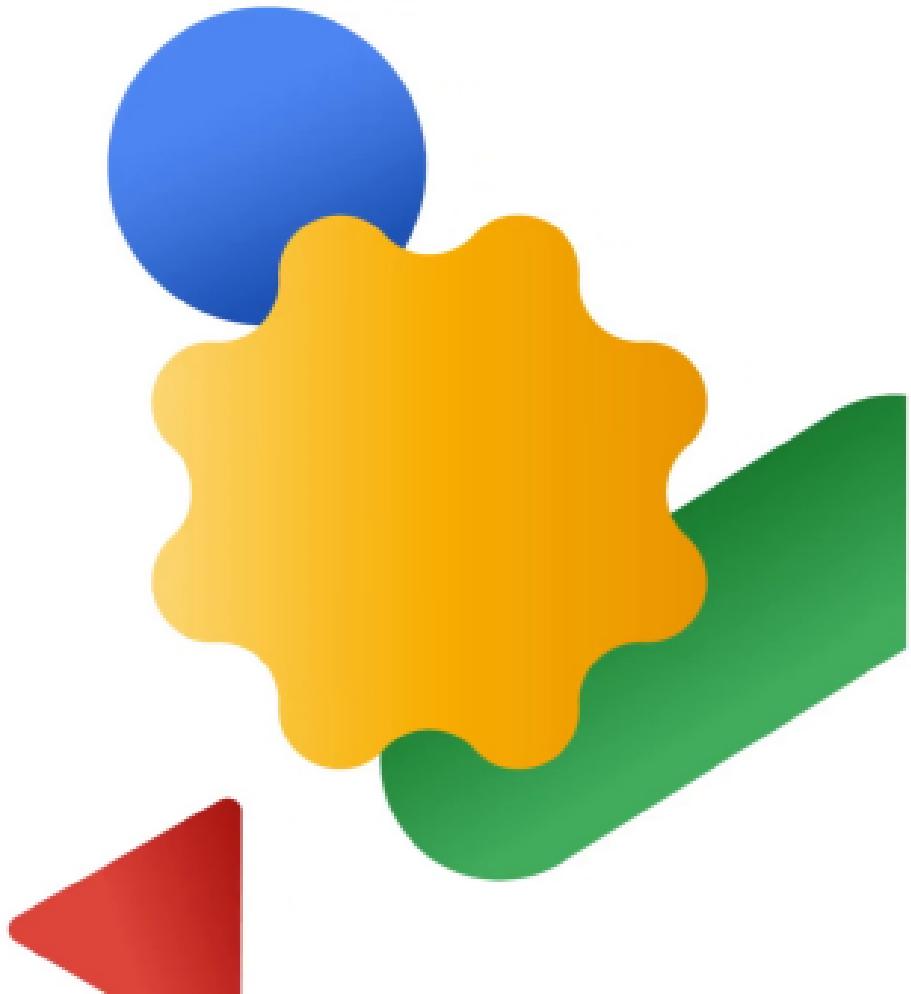
A/B Testing (Experiments)



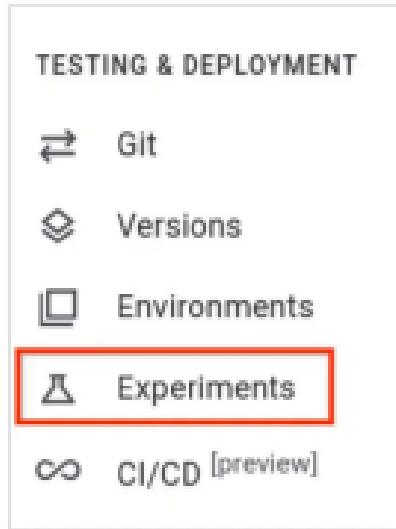
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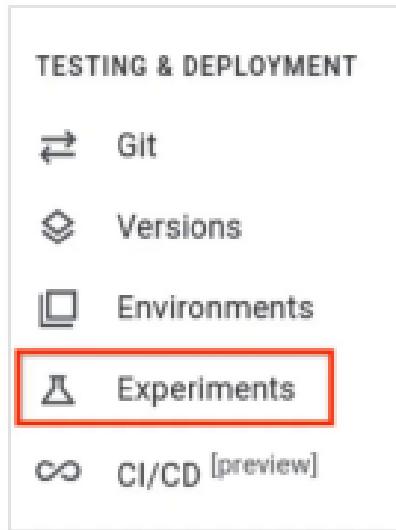
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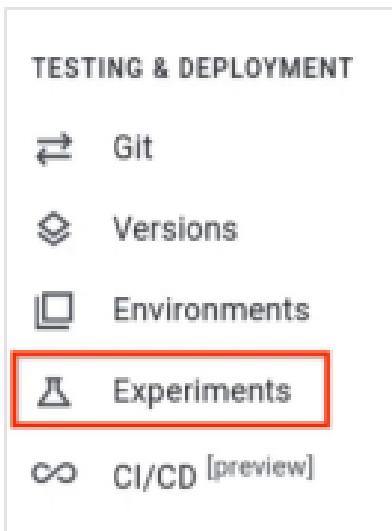
Conversational Agents Experiments feature



Conversational Agents Experiments feature



Conversational Agents Experiments feature



Experiments

01

Live agent
handoff rate

Live agent handoff rate is the count of sessions handed off to a live agent.

02

Session
end rate

Session end rate is the count of sessions that reached END_SESSION.

03

Total no-match
count

Total no-match count is the total count of occurrences of a no-match event.

04

Total turn
count

Total turn count is the total number of conversational turns. One end-user input and one agent response is considered a turn.

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Experiments

05

Average turn
count

Average turn count involves the average number of turns.

06

Contained

Contained is the count of sessions that reached END_SESSION without triggering other metrics below.

07

Callback
rate

Callback rate is the count of sessions that were restarted by an end-user.

08

Abandoned
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Experiments

Select an environment and an experiment to view result

Environment

Deployed

Experiment

Bill Vague - PR 2

Contained Session No Callback Rate	Live Agent Handoff Rate	Callback Session Rate	Abandoned Session Rate	Session End Rate	Total No Match Count	Total Turn Count	Average Turn Count
Build 157 from v41: Control (Oct 20)	0.00%	11.60%	100.00%	100.00%	0.00%	2041	92613 73.10
Build 157 from v52: Variant (Nov 25th) - Ready for Prod	0.15% N/A N/A	11.24% 4.76% [<90, 54.71%]	100.00% 8.13% [1.99, 15.80%]	99.78% 7.89% [1.70, 15.65%]	0.22% N/A N/A	2157 5.68% [7.16, 33.41%]	122812 89.64 32.61% [-179.17, 1383.38%] 22.64% [-188.45, 1288.16%]
TOTAL							

— Favorable — Unfavorable

Experiments

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Environment

Deployed

Experiment

Bill Vague - PR 2

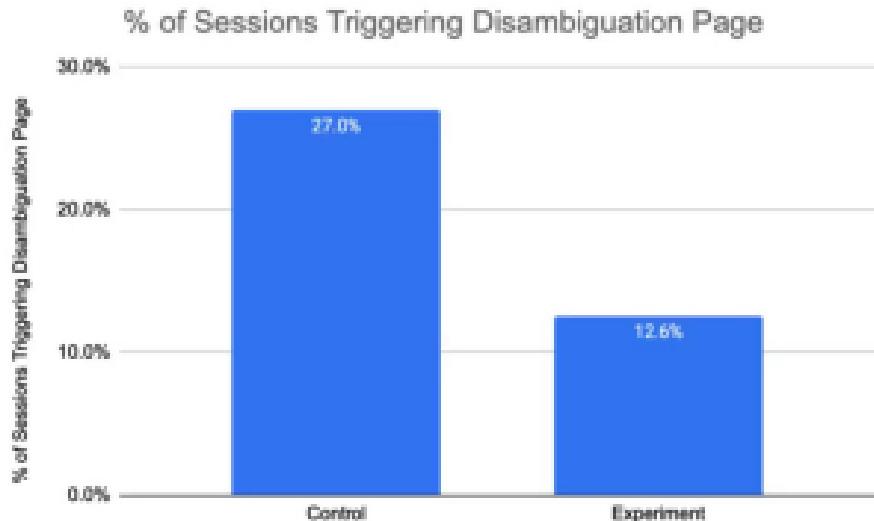
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Experiments

Launch and iterate

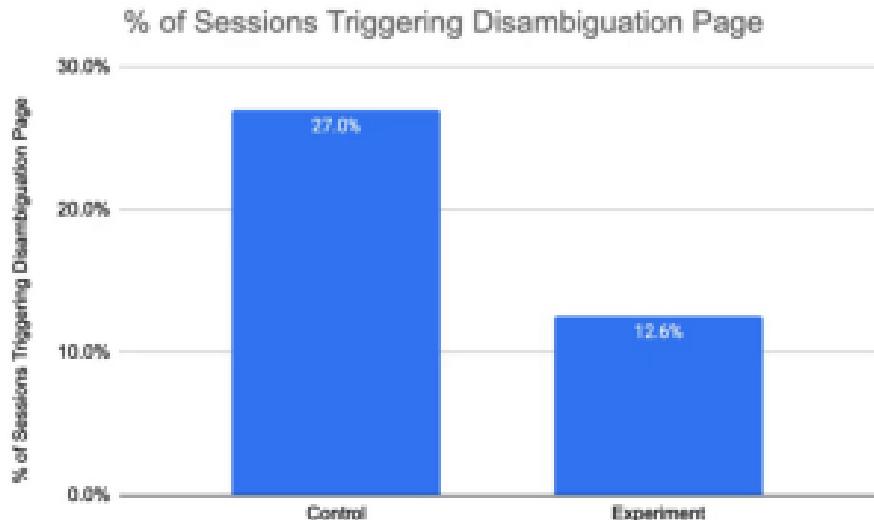
- Run experiments on an increasing number of users (1% -> 10% -> 100%).
- Run multiple experiments at the same time.
- Test new theories and challenge institutional thinking.



Experiments

Launch and iterate

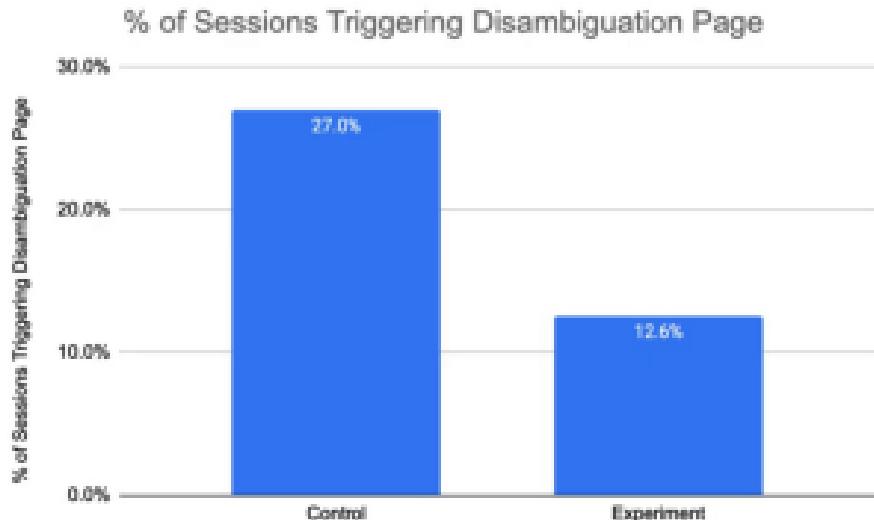
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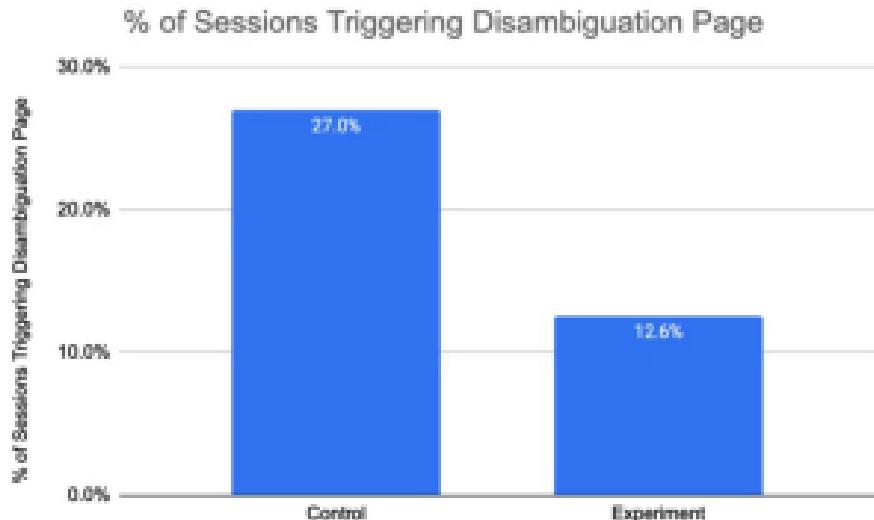
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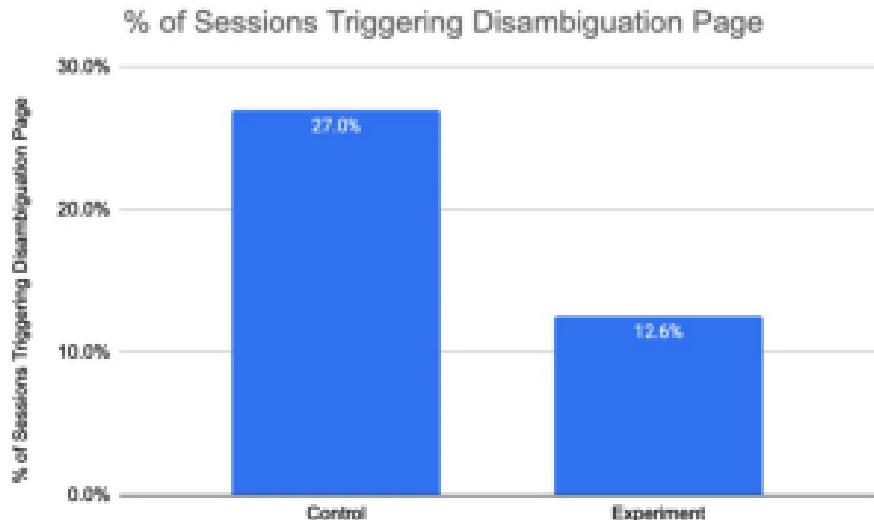
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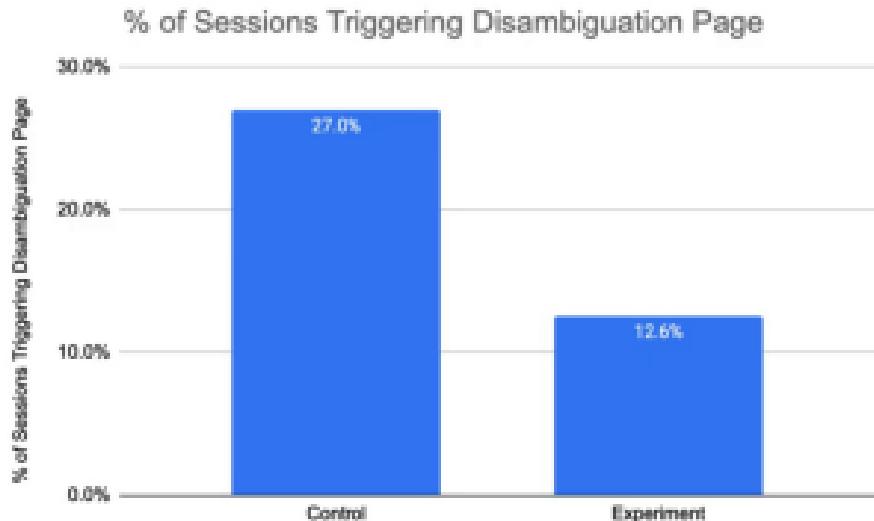
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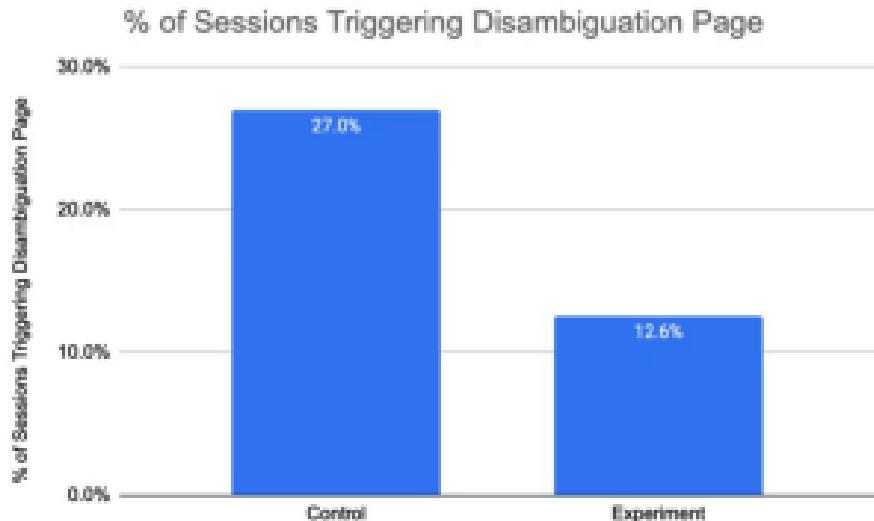
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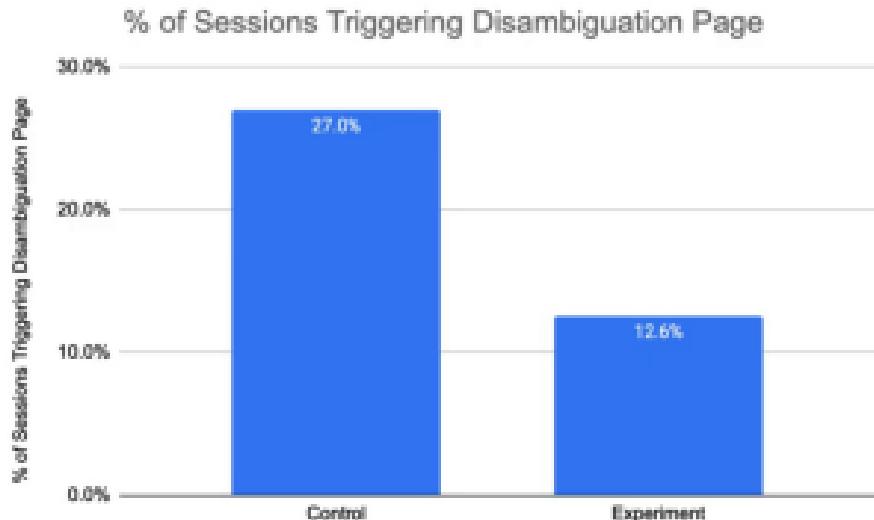
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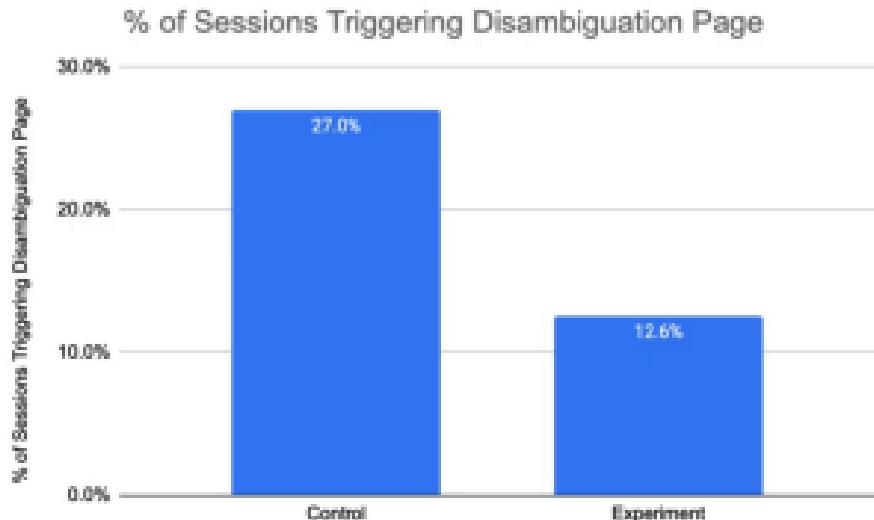
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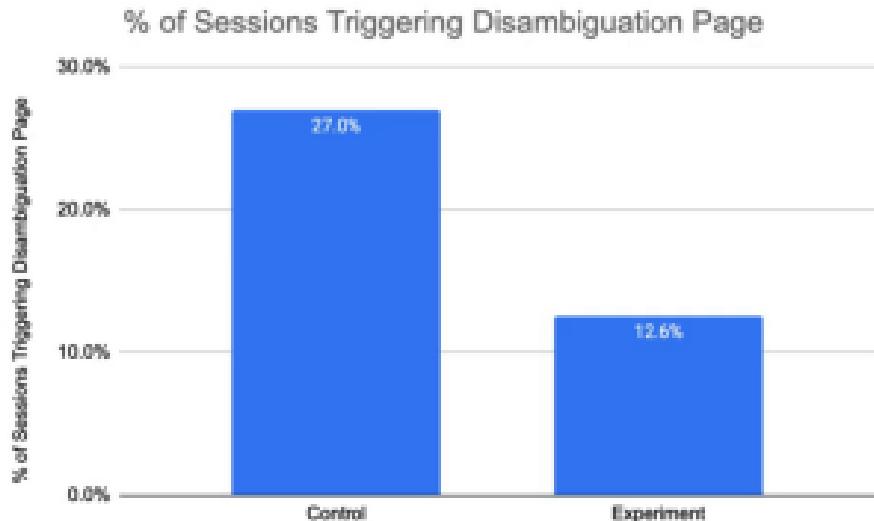
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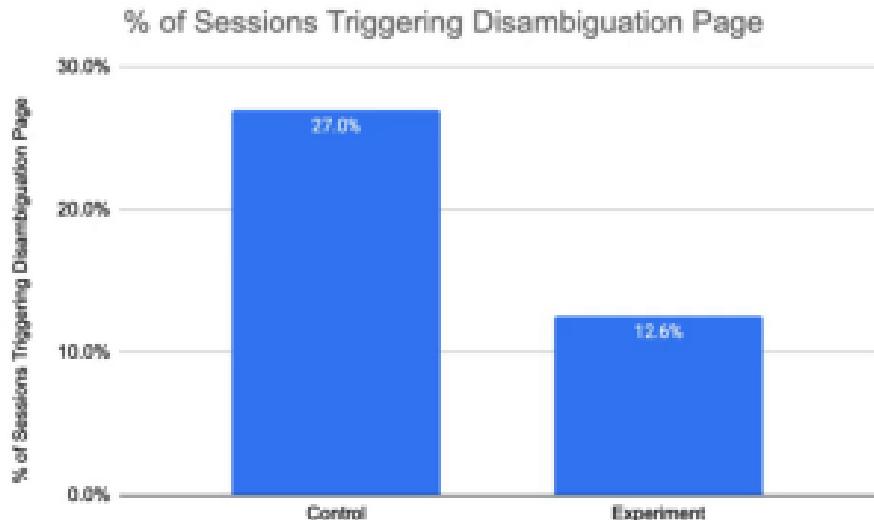
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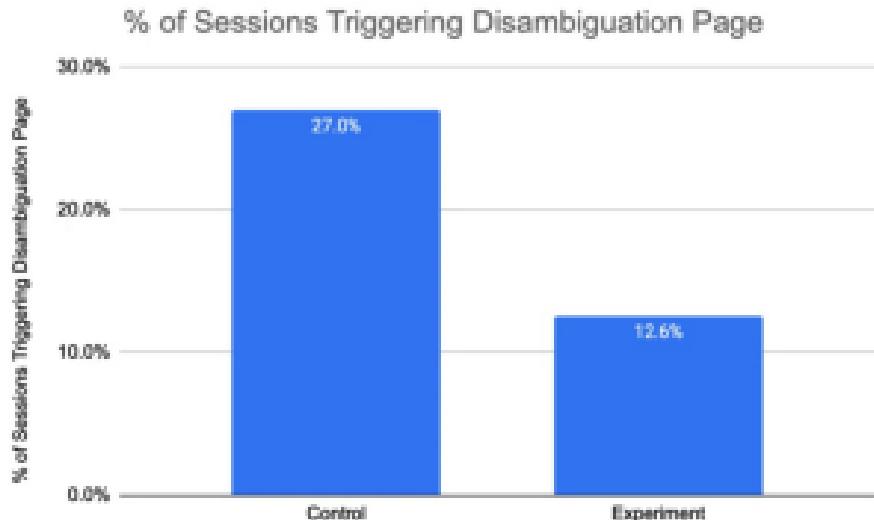
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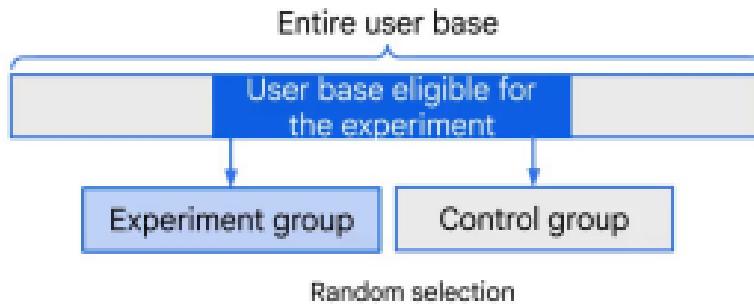


Experiments

Launch and iterate

Each experiment group should have a control group with unbiased populations of similar sizes:

- Without unbiased populations the experiment numbers can't be trusted.
- Without similar population sizes, percentile measures can't be trusted.

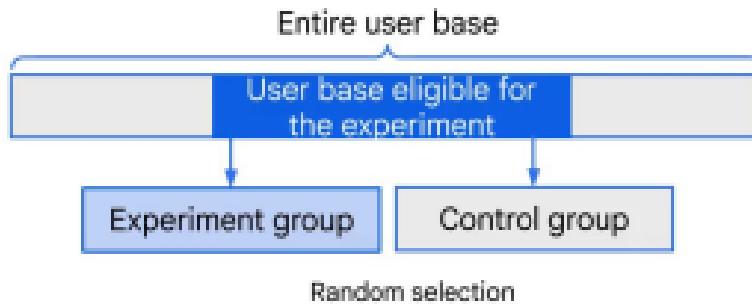


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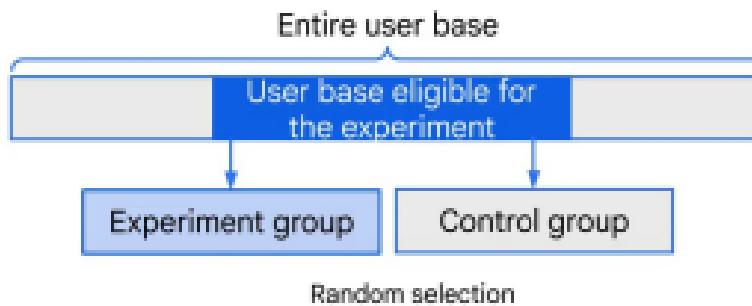


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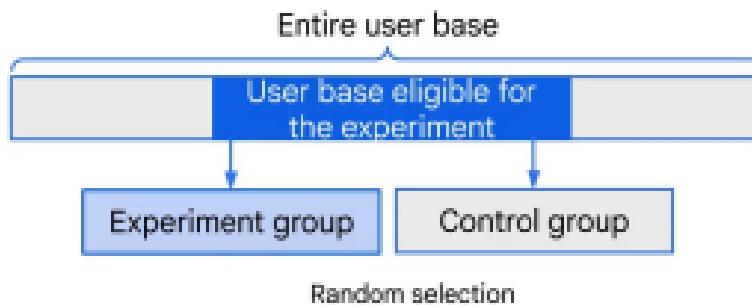


Experiments

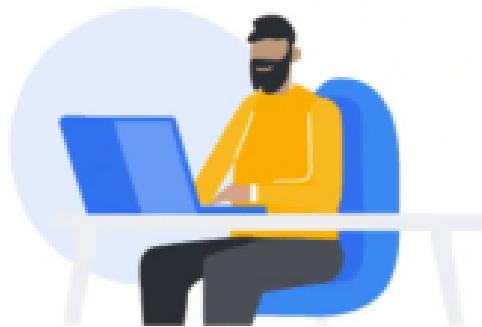
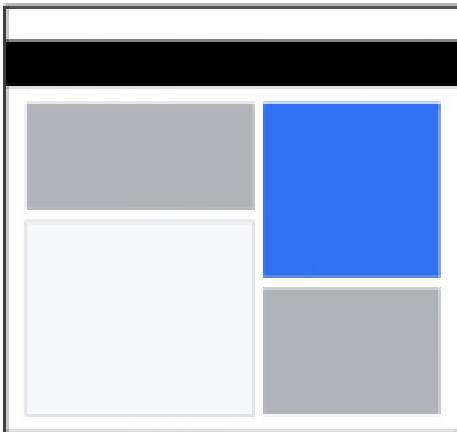
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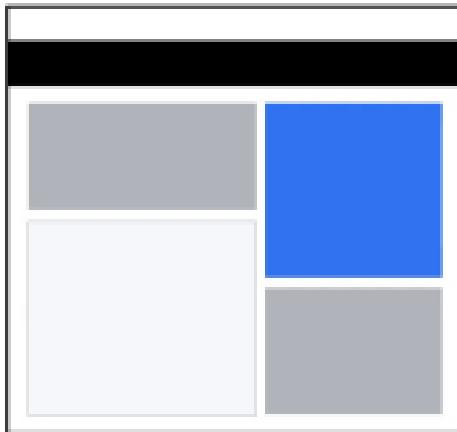
Is A better than B?



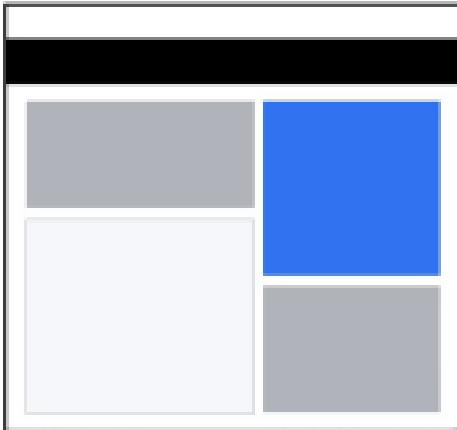
Is A better than B?



Is A better than B?



Is A better than B?



Google Cloud