How Swiggy Designed and Scaled their chatbots?

SWIPE

BY

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Chatbots at Swiggy

Chatbots are critical in every food delivery businesses. They bring in efficiency at scale

Chatbots are triggered when customer reaches out to support

Would you like a refund?

YES
NO

Why build your own chat bot?

1. seamless UX
2. deep product integration
3. customizations
4. exhaustive tracking

You can buy a solution when you are starting up, But at scale, you need more control and customizations

What are chatbots?

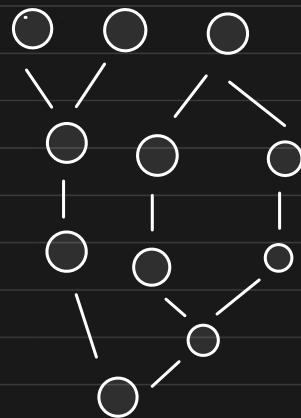↳ Automatically simulate interactions with customers based on a set of pre-defined events and conditions.

* They would not replace humans, just minimizing the intervention

Desiging Chatbot Flow

Flow of a chatbot can be modelled
using a simple Decision Tree

Nodes have children connected via
conditional statements

At each step, we show the customer a
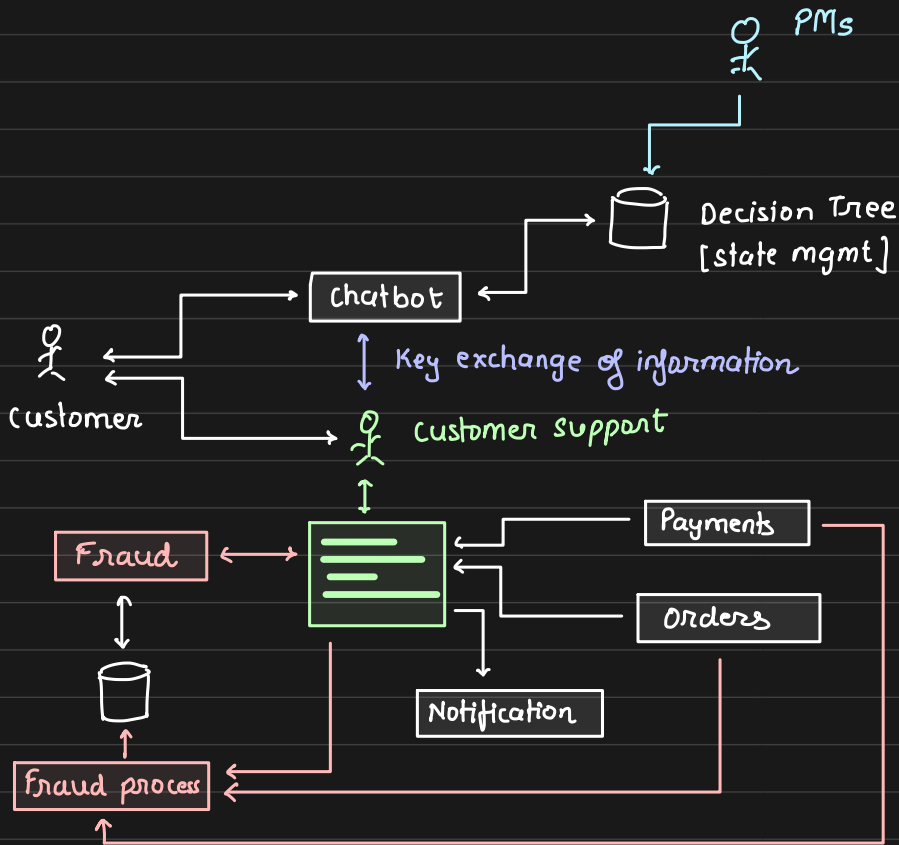list of valid child nodes as an option to move forward

Building decision tree for order cancellation

using historical data / common sense find reasons
for cancellation and a sample flow could be

1. ask reason for cancellation

2. one last time show predicted delivery time

3. show cancellation fee

4. confirmation

5. show refund details

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Key decision

WebView: should be reusing the interface on app and on web with webviews iterations are much faster

Just a webpage loading in the app

PMs

Decision Tree [state mgmt]

Chatbot

Key exchange of information

Customer

customer support

Fraud

Payments

Orders

Notification

Fraud process

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Business Continuity Plan

if in-house chat is down, they switch to Third party chat

Key metric to chase

Bot efficacy $\dfrac{\text{\# req served by bots}}{\text{\# req served by agents}}$