

Bots & Conversational AI

Mabel Gerónimo

Cloud Solution Architect

Microsoft Dominican Republic

mageroni@microsoft.com



The Next “Internet”?

1990s: **Internet**

- Search
- User “visits” websites



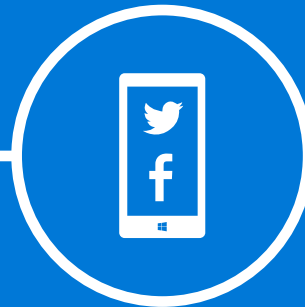
1980s: **PC**

- Desktop



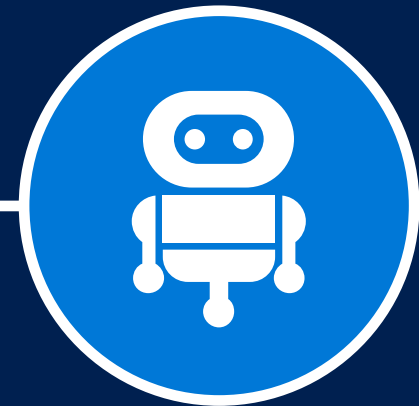
2000s: **Mobile**

- Social
- User download apps from App Stores



The future: **Conversations**

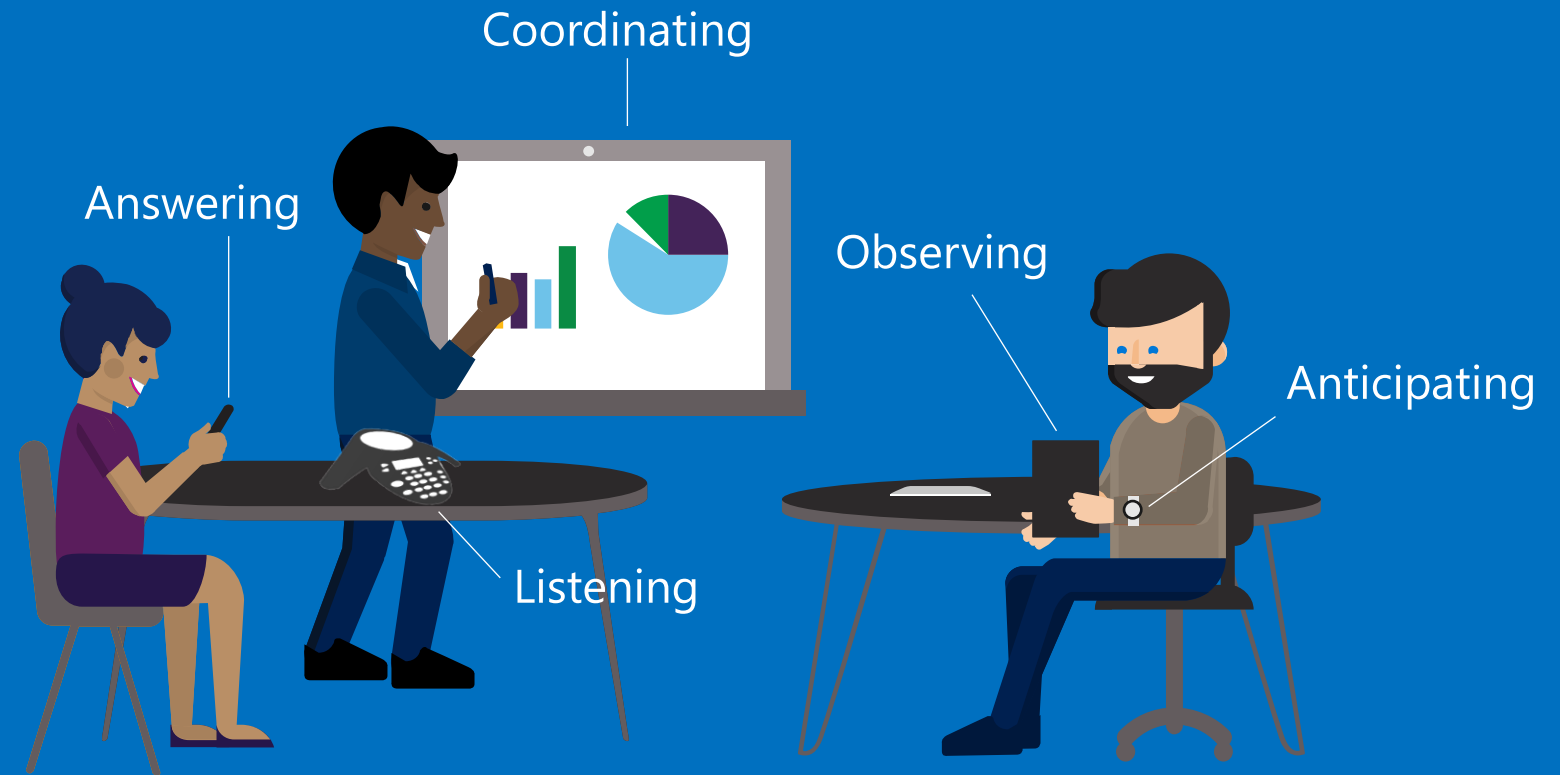
- Natural language between people and technology
- Conversational canvas
- Bots and agents



Bots enable.....Conversational AI

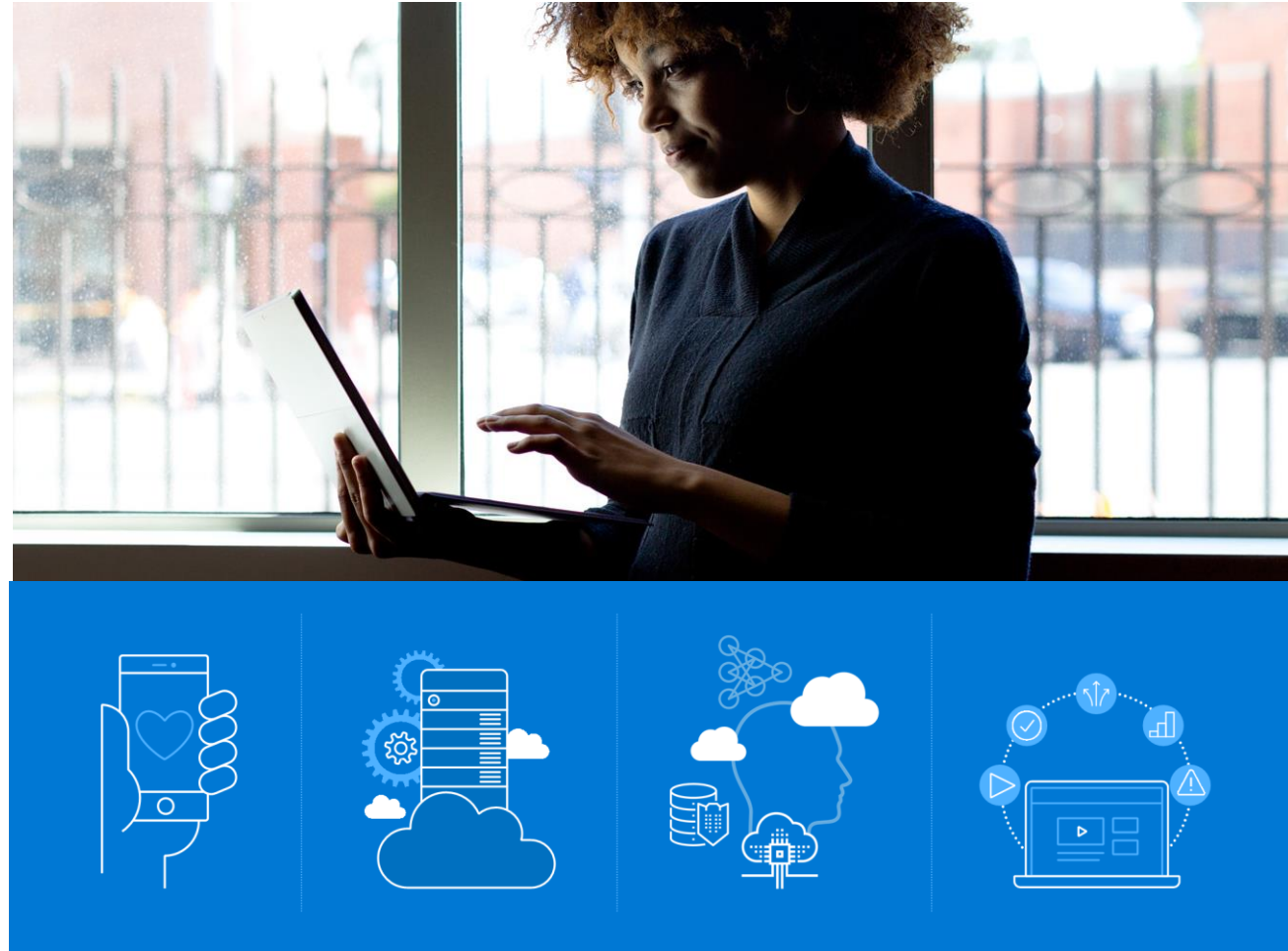
- Perform one or more automated tasks
- Use conversation as the interface
- For both employees and customers

- Conversational apps are a category of AI-based application solutions
- Imagine if technology could learn from us and discover ways to be helpful



It delivers a new Enterprise user experience...

- **Personal:** Integrate data and use it to personalize all the interaction points
- **Proactive:** Use artificial intelligence to anticipate and enhance service customer needs
- **Productive:** Enhance productivity through task automation and automated workflows and reduce the need for human assistance
- **Natural:** Engage with customers and users in a natural way, conversationally and in context
- **Dynamic:** Continuously measure and evolve experiences for continuous improvement



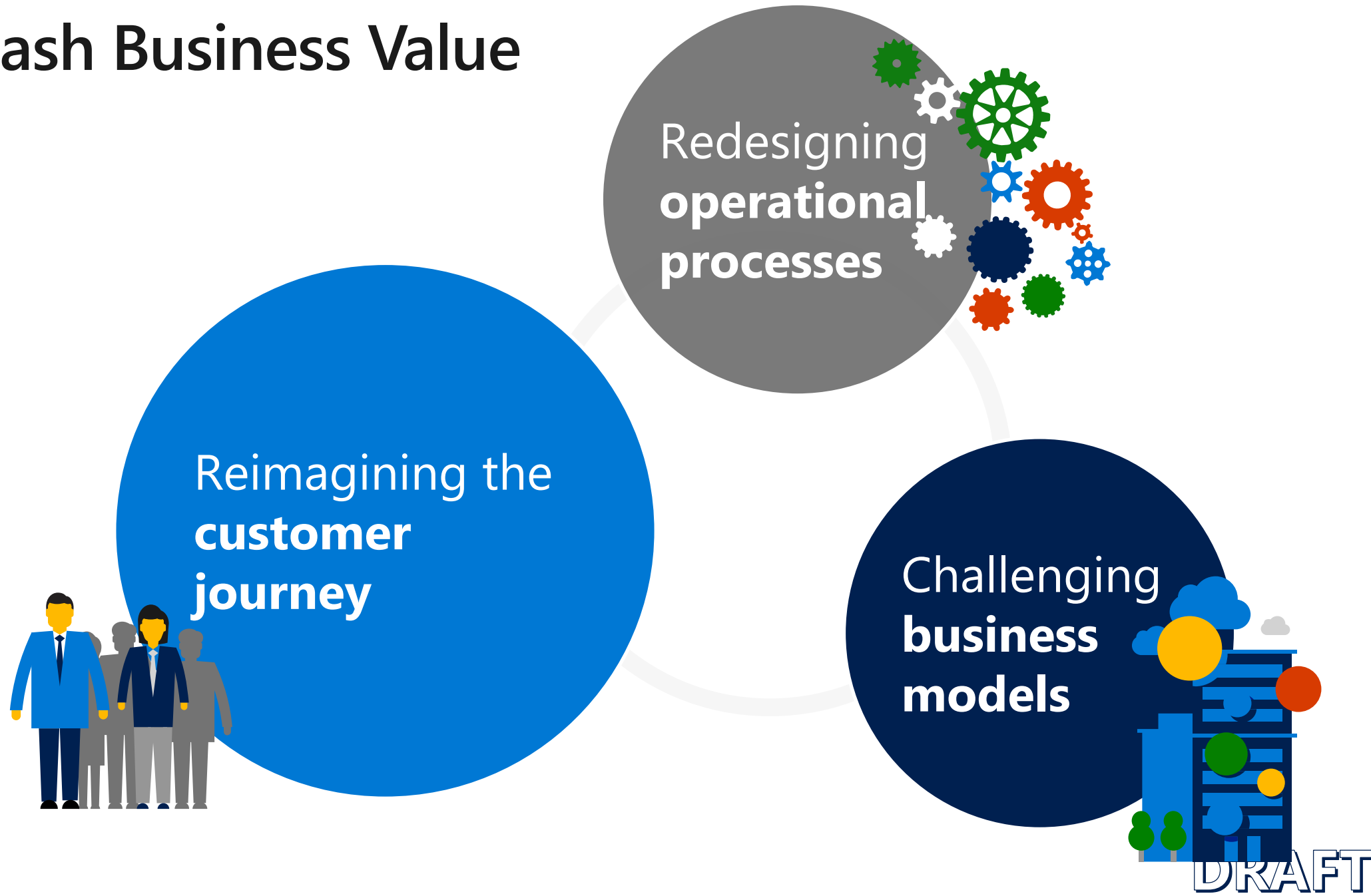
Secure User
Centric Experience

Open and scalable
cloud platform

Data-driven
intelligence

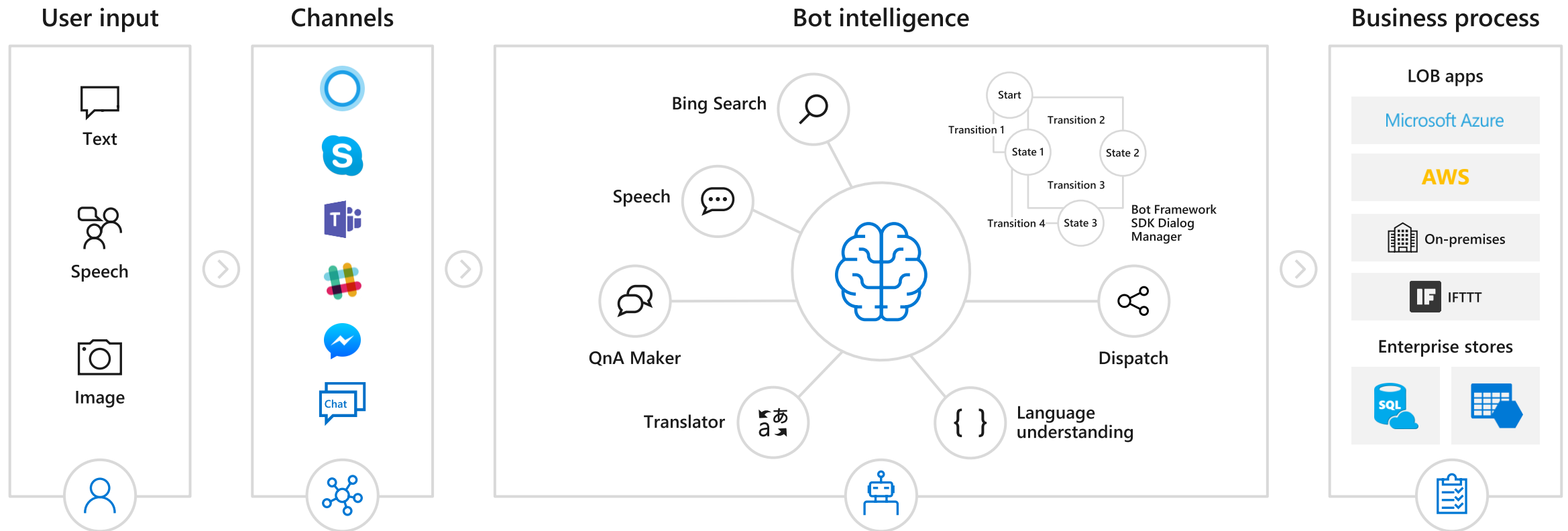
Continuous
innovation

..To unleash Business Value



A Complete Bots & Conversational AI Solution

Framework + Azure Bot Service + Cognitive Services + Data Platform



Creating your Bot & Conversational AI

Microsoft Bot framework



Bot Builder SDK

Build and connect intelligent bots

Powerful, easy-to-use framework

Start quickly with samples and templates

Open source on GitHub

Supports C# (optionally Java, Python, or Node.JS)



Azure Bot service

Accelerated development

Give your bot intelligence with Microsoft Cognitive Services

Engage your audience, wherever they are



Channels

Connect your bot to Microsoft Teams, Skype, Cortana, or other channels

Configure channels via Microsoft Azure Bot Service

User discovery of bots

Adding Intelligence: Bots are gateways to AI Services



Language Understanding Intelligent Service

*Teach your apps to understand commands
from your users*



Cognitive Search

*Integrate search into a
conversational experience*



QnA Maker

*Distill information into
conversational, easy-to-
navigate answers*



Your Own Machine/Deep Learning Model

*Link data sources and model to
suit your business processes*



Bing Speech API

*Convert speech to text and back
again, and understand its intent*



Speaker Recognition

*Give your
app the ability
to know who's talking*



Translator

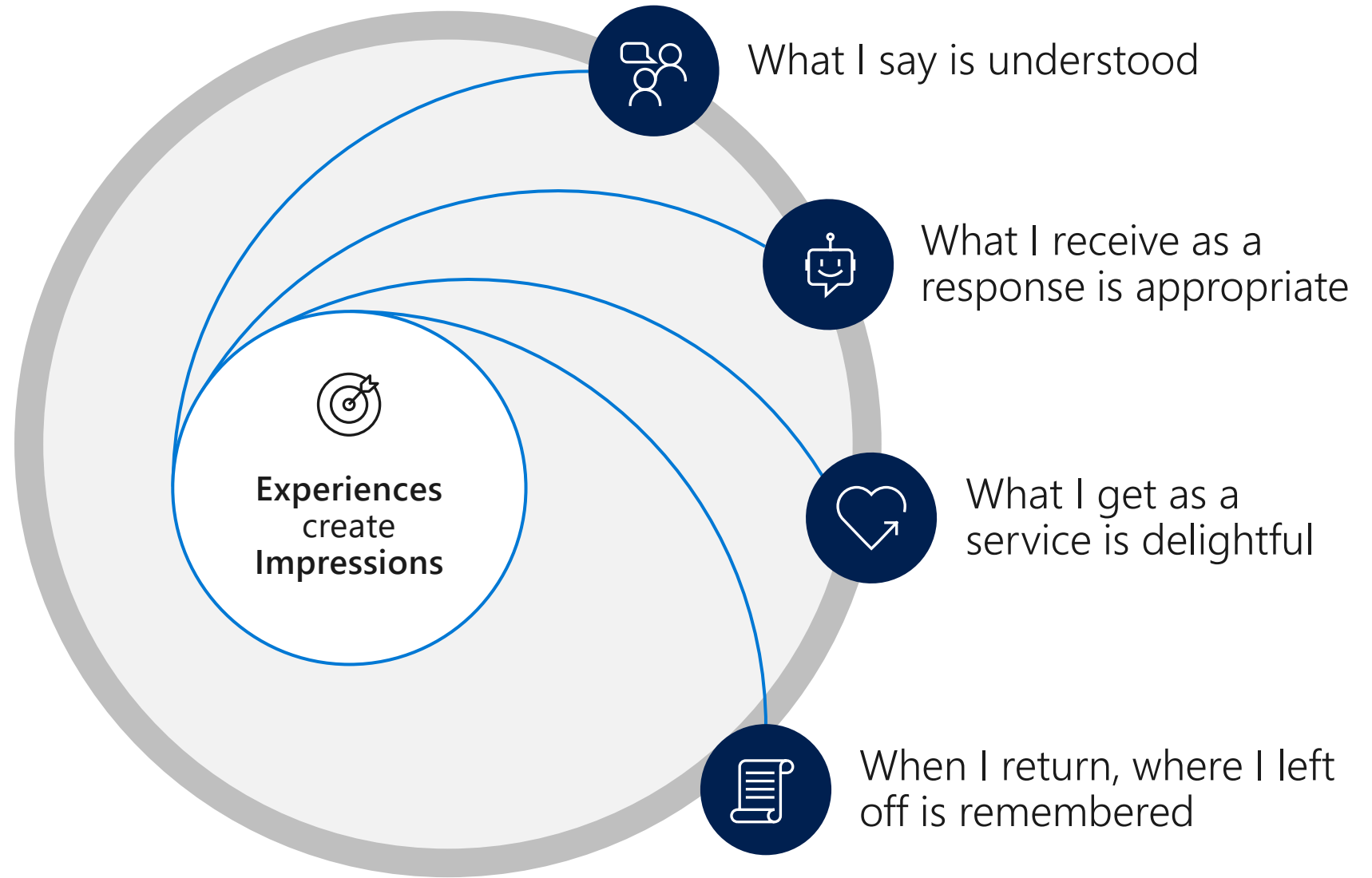
*More easily perform speech
and text translation*



Custom Speech Service

*Fine-tune speech recognition for
anyone, nearly anywhere*

Hey bot.
Here's what I
expect in a
conversation



Full Bot Lifecycle, integrated with Azure.



Bots are very effective on Azure...
... but Azure is not required.

Cognitive Services drive Conversational AI

LUIS for Natural Language Understanding
QnA Maker for Question/Answer Bots
Azure Search for Bots over unstructured data
Speech. Vision. Emotion. Etc., etc.

Integrate with Custom Devices



Code-first, open-source approach. CLI & GUI tools

Enterprise Grade SLA. Compliance and support for all services

Multi-lingual bots through advanced MT techniques

60 + Languages
Customizable for specific languages and problems unique to Bots.

Multiple Channels



Bot Framework

Top scenarios per industry

1,000+ companies engaging us

Scenario	Retail	Finance	Insurance	Telecoms	Government	Automotive	Manufacturing	Healthcare	Media	Events
Customer service	✓	✓	✓	✓	✓	✓	✓	✓		✓
Customer retail	✓	✓	✓	✓				✓		
Audio/speech analysis	✓	✓	✓	✓	✓				✓	
Translation		✓	✓							
Surveillance		✓			✓					
Knowledge extraction		✓	✓	✓			✓			
Video/photo analysis		✓			✓				✓	
Product identification	✓						✓	✓		
Digital assistant						✓				
Footfall analysis	✓									✓
HD maps and object detection						✓				

Examples of Bots & Conversational AI

Internal bots

Experiment and learn

Internal knowledge

Take existing FAQs and empower staff to provide self-serve knowledge via bots

IT helpdesk

- Report an IT problem and check its status
- Bots can provide self-help and escalation to the engineer if required

Smart document agent

Search relevant documents based on the user's needs

Simple customer bots

Unauthenticated services

General enquiries

Handle basic customer enquiries traditionally hidden in FAQs

Appointment booking

Handle simple "anonymous" tasks via chat (i.e., booking an appointment)

Complex enquiries

For requests that a bot cannot complete, hand off to a human agent

Advanced bots

Experiment and learn

Account enquiry

Handle enquiries that require identification of the customer (i.e., account balance enquiry)

Make payment

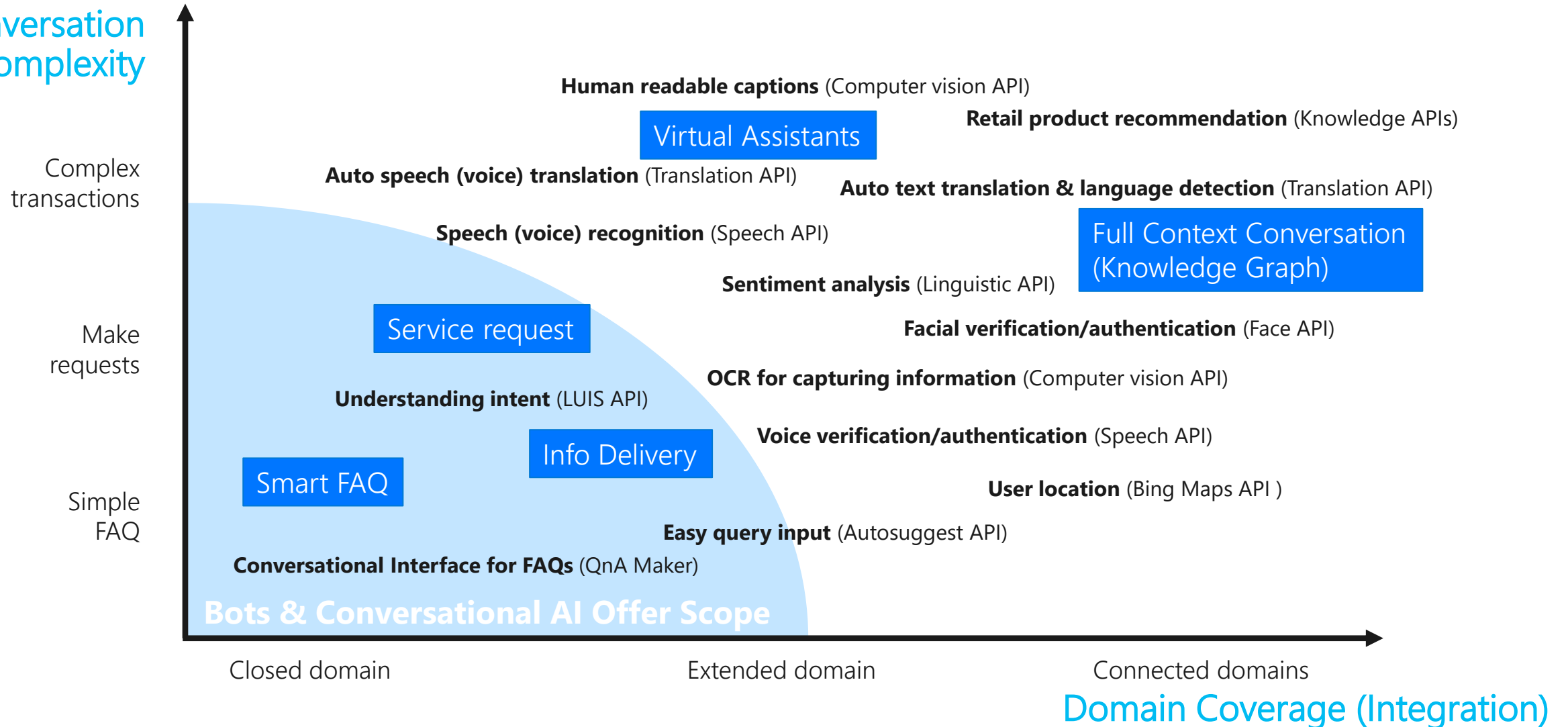
Perform actions that require a user to be authenticated and authorized (e.g., make payment to predefined payee)

Retail-bot

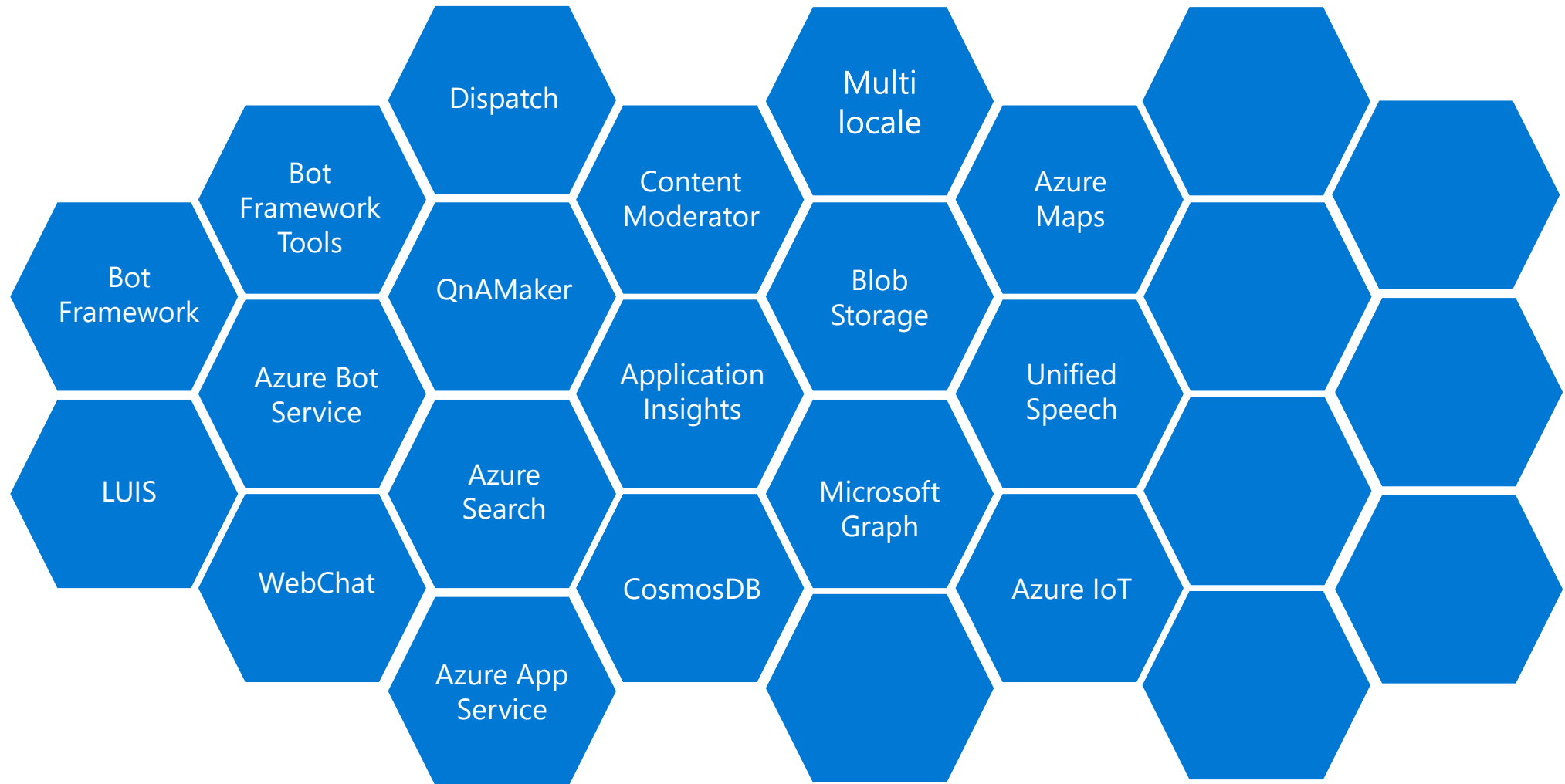
Recommend products and Services. Send a customer with a new device to a stall to help them set up their services

Increasing Bot Maturity Level Simply Using Microsoft Cognitive APIs

Conversation Complexity



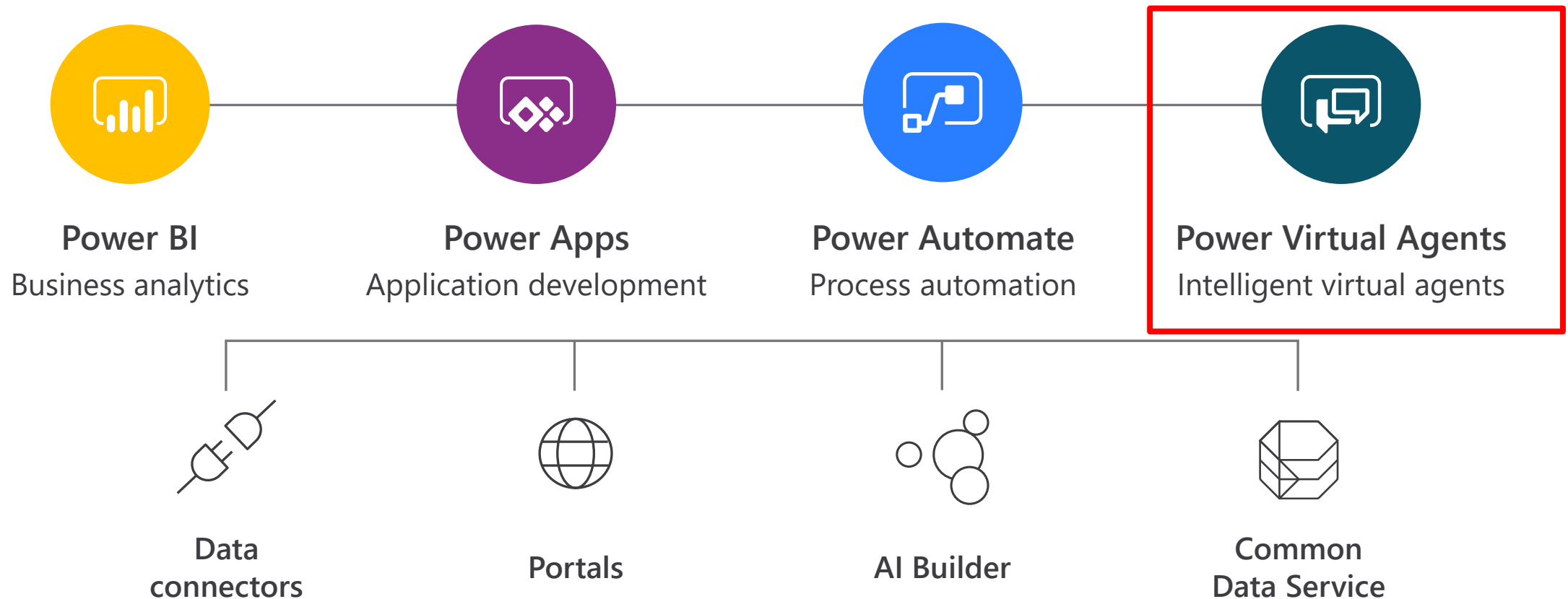
The challenge of building a Virtual Assistant



Opción 1

Microsoft Power Platform

The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications
Innovation anywhere. Unlocks value everywhere.



Build intelligent no code chatbots with Power Virtual Agents



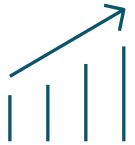
Democratize AI

Empower your subject matter experts to easily create powerful bots using a guided, no-code graphical interface. No need for developers or data scientists.



Engage Naturally

Engage with customers and employees conversationally. Resolve routine issues easily, freeing up staff to focus on complex matters



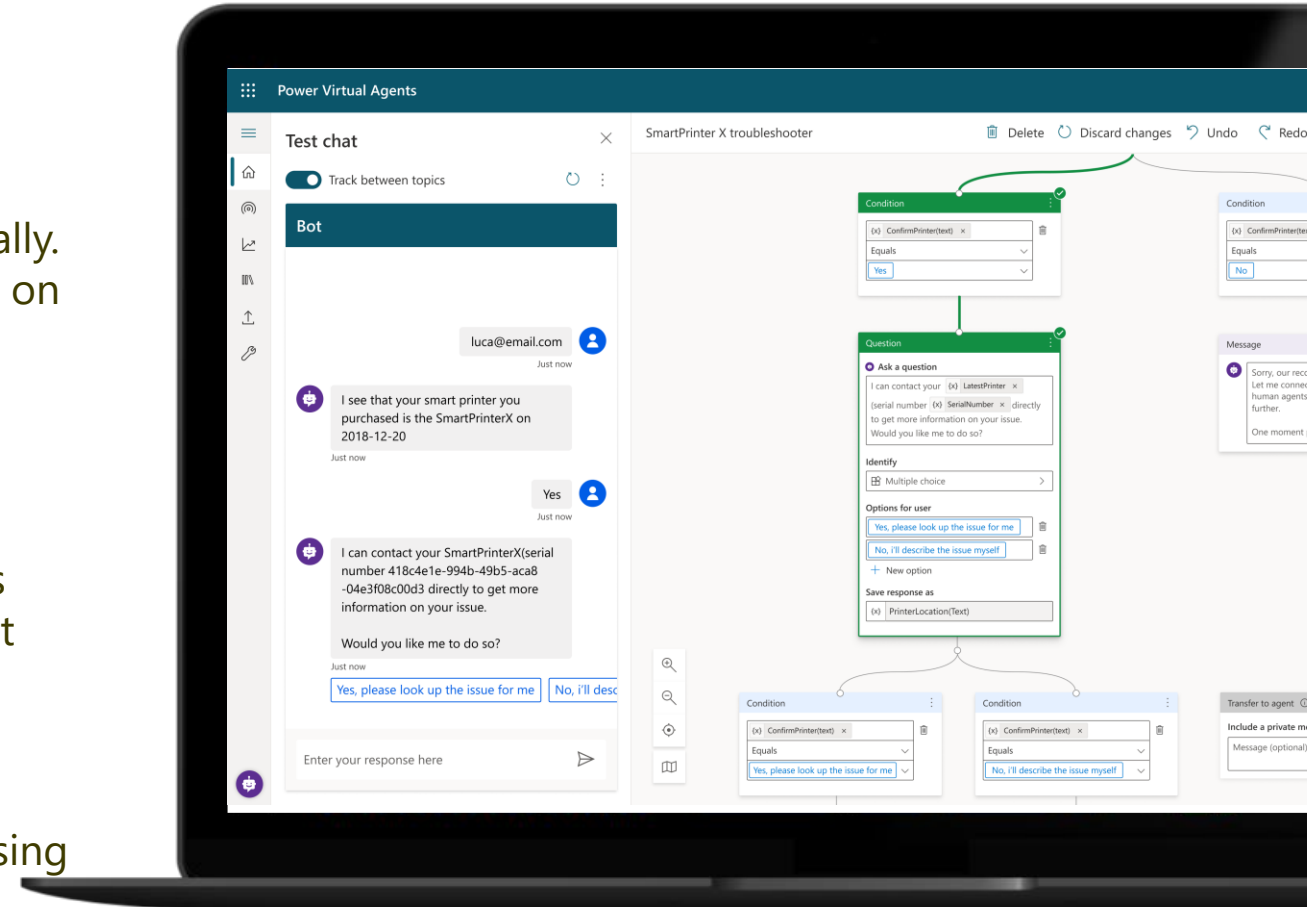
Continually Enhance

Point the AI to your website, and automatically build topics to get started with a few clicks. As the bot gets used, powerful metrics and insights help tell you what topics to build next.



Take Action

Connect to your backend systems with a few clicks using the hundreds of connectors that come with Power Platform – or call APIs and custom workflows using Power Automate.



DEMO

Learn more about Microsoft Power Virtual Agents



Visit Power Virtual Agents to learn more and request a demo
<https://aka.ms/TryPVA>



Technical details about the application are available in our help documentation
<https://aka.ms/PowerVirtualAgentsDocs>

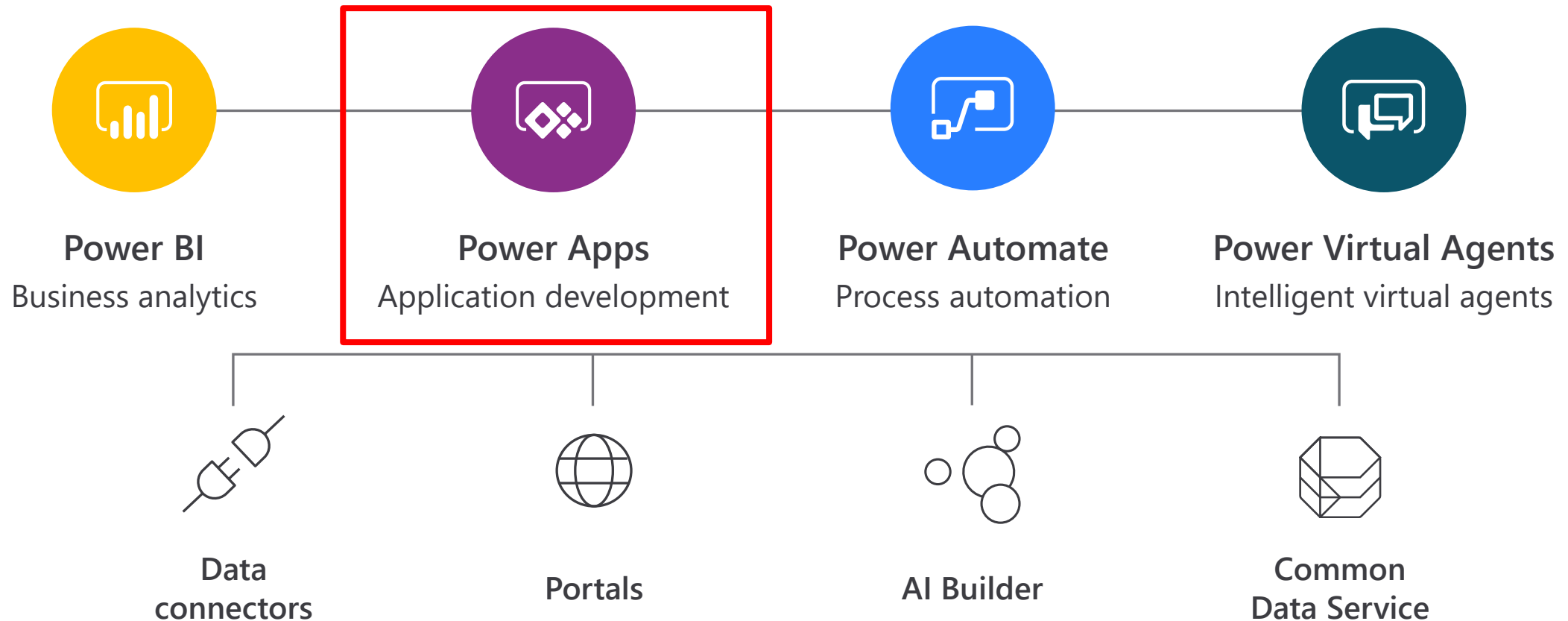


For questions please engage in our Community forum
<https://aka.ms/PowerVirtualAgentsForum>

Opción 2

Microsoft Power Platform

The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications
Innovation anywhere. Unlocks value everywhere.



Cognitive Services capabilities

Infuse your apps, websites, and bots with human-like intelligence



Vision

- Object, scene, and activity detection
- Face recognition and identification
- Celebrity and landmark recognition
- Emotion recognition
- Text and handwriting recognition (OCR)
- Customizable image recognition
- Video metadata, audio, and keyframe extraction and analysis
- Explicit or offensive content moderation



Speech

- Speech transcription (speech-to-text)
- Custom speech models for unique vocabularies or complex environment
- Text-to-speech
- Custom Voice
- Real-time speech translation
- Customizable speech transcription and translation
- Speaker identification and verification



Language

- Language detection
- Named entity recognition
- Key phrase extraction
- Text sentiment analysis
- Multilingual and contextual spell checking
- Explicit or offensive text content moderation
- PII detection for text moderation
- Text translation
- Customizable text translation
- Contextual language understanding



Knowledge

- Q&A extraction from unstructured text
- Knowledge base creation from collections of Q&As
- Semantic matching for knowledge bases
- Customizable content personalization learning



Search

- Ad-free web, news, image, and video search results
- Trends for video, news
- Image identification, classification and knowledge extraction
- Identification of similar images and products
- Named entity recognition and classification
- Knowledge acquisition for named entities
- Search query autosuggest
- Ad-free custom search engine creation

DEMO

Opción 3

Solutions Team: Templates and Solution Accelerators

To help more businesses and customers succeed with great conversational experiences, we are creating a series of Templates to greatly simplify getting started and Solutions to help enable complex new scenarios.

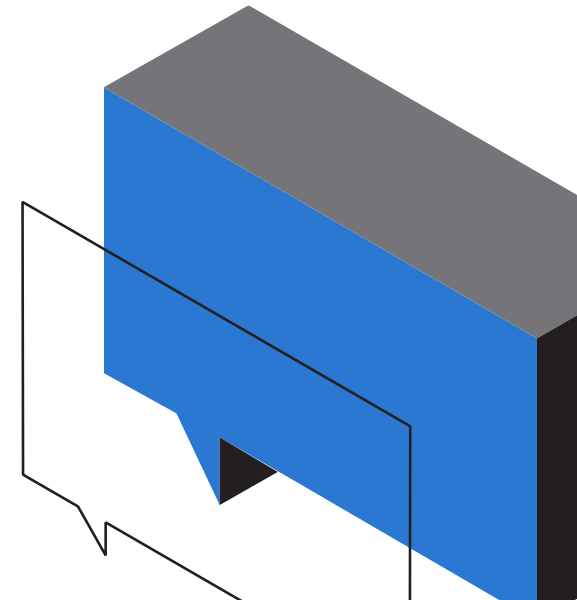
Bringing together all the best practices and supporting components we've identified through building the first wave of Conversational Experiences.

Templates

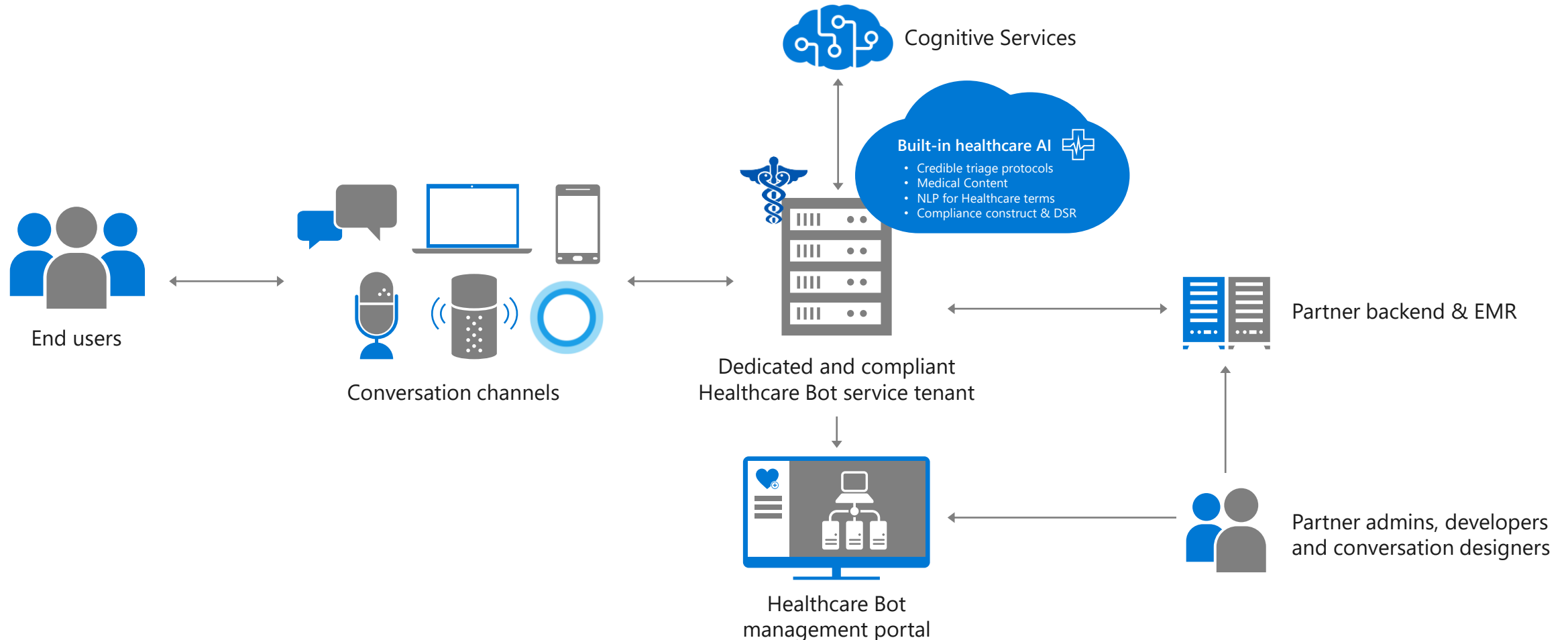
- Basic
- Enterprise
- Customer Support

Solutions

- Virtual Assistant



Healthcare Bot service securely delivers healthcare intelligence at scale



DEMO

Preguntas?