Introduction to Conversational AI

Microsoft Azure AI

What is Conversational AI?

"Conversational AI provides a way for systems (bots/agent/virtual assistants) to communicate clearly, naturally, and effectively through speech or text"

Applications of Conversational AI

Voice calls	Messaging services	Online chat
Email	Social media	Collaborative workplace tools

How to make a bot successful

- **Is the bot discoverable?**

- **Is the bot intuitive and easy to use?**

- **Is the bot available on devices and platforms that users care about?**

- **Can users solve their problems with minimal use and bot interaction?**

- **Does the bot solve the user issues better than alternative experiences?**

Responsible AI Guidelines for Bots

1) Articulate the purpose of your bot and take special care if your bot will support consequential use cases.

2) Be transparent about the fact that you use bots as part of your product or service.

3) Ensure a seamless hand-off to a human where the human-bot exchange leads to interactions that exceed the bot's competence.

4) Design your bot so that it respects relevant cultural norms and guards against misuse.

5) Ensure your bot is reliable.

6) Ensure your bot treats people fairly.

7) Ensure your bot respects user privacy.

8) Ensure your bot handles data securely.

9) Ensure your bot is accessible.

10) Accept responsibility for your bots operation and how it affects people.

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