

▮ Babka Support

Key Stakeholders:

Primary Contact:

in Xsolla:

in Babka:


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Shared w/

Feedback from Stakeholders:

Feedback integrated from Stakeholders:

Working Draft:

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▮ Support Introduction

Babka Support

Babka support is a best-in-class B2C support. Existing across domains through plug-in, chat, discord, and in account, support helps gamers feel fully supported in their journey through games, in metaverse, and with all Babka integrations.

Support History

Currently as chat, with live agents, through playstation and [Babka.com](#). Support has primarily been used for refunds and fraud-protection. Xsolla support converted to Babka support.

▮ Core Logic of Support

Babka Support exists across a couple key channels. In addition to supporting dedicated B2C customers, Babka also provides support across Xsolla products.

▮ Objective


Support provides gamers with a fully integrated suite of features that allows them to seamlessly enjoy the game and bring the game to life by bridging the game world with the gamification of our phys-world.

▮ Key Points for Support

- Best-in-class
- Native English speakers
- Our USP to developers for why Babka: user metrics
- *Intent gathering* in support very necessary

- Users should know when they are talking to a human and when they are talking to a bot

Use Cases for Babka Support:

- An individual who purchased an item through a publisher that uses Xsolla gets routed to Xsolla support (Babka). This presence can take place in chat or email, and will typically have a high-touch Babka presence. In the beginning, we will enable a more white-labeled solution depending upon the requirements of the brands we are working with.
- An individual who uses Xsolla support directly can log on to their Babka account to streamline their purchases and submit and track tickets through a flow that combines  [Introducing Babka](#) and [Babka.com](#)
- An individual with a Babka account can utilize support directly through their [Babka.com](#) account portal for their purchases and general account support. This can take the form of defined refund or ticket creation flows, or through more dedicated chat support.

Support Narrative Logic

Babka is currently a Support character. Babka becomes your mentor and consistent guide through the metaverse. Babka maintains a memory of you, helps you navigate through metasites, protects and gives you the option to broker your data, detects potentially dangerous sites, and helps minimize the exposure of your data and logins across multiple sites and promos. She develops a relationship with you, and eventually will be able to mentor your Metaverse/Web3 journey based on aspirational settings you determine.

However, the way that Babka is represented can take on a couple of different forms, which we will have to clarify further for users in the future in order to ensure consistent brand presence and maintain user trust. Support may have 3 primary agents: Nushi, Babka, and Human in Loop.

Nushi

- The first touchpoint of support.
- Helps discover customers' intent/ support needs.
- Updates intent if necessary.
- Nushi, as a cat, an innocent, an ESL speaker, gets all the necessary account/ transaction information. (People get less frustrated with animals than with elderly people.)
- Collects the necessary data from customers required to fulfill support needs.
- Routes customers to either Babka or Human-in-Loop, depending on who can resolve the support request.

Babka

- Has access to customer databases and processes any automated, validated requests when she has the appropriate data.

Human-In-Loop

- Available upon request when Babka is unable to automatically fulfill requests.
- Human-required support requests are integrated into Babka AI so that as we progress, more and more requests can be facilitated by Babka AI.

Note: All of these agents will have phys-world counterparts at events.

Types of Support

Current

These are the current types of Support available. Currently managed in Xsolla by Elena Elkina.

- Chat launcher on [Babka.com](https://babka.com)
- Chat launcher in Paystation

In Development/ Future

- Discord Bot ([see below](#))
- Plug-In
- Text #22252
- Phone 1 (800) Go-Babka

▯Future-Use Cases

Babka Support and the future of global-gaming citizens

- Potentially evolve into referral engine
- Evolve into personal assistant
- Evolve into coach/ goals motivational accountability partner (Babka Oracle)
- Note: Requires clear delineation between Babka Oracle and Babka Support, "Let me put on my hat and take out my crystal ball!"
- Text Support: #22252 = Babka
- Transmedia Activations: 1(800) Go-Babka & Text: #22252 = Babka
- GPT-3 AI Chat

▯Potential Integrations

Discord

Babka bot for Discord which is selling and distributing digital items such as pin codes and nft's.

- Earning referrals to discord admins.
- Admins also could control what/how and when bot sales happen.
- Video game discord: selling/dropping items.
- Community discord: buying and donating for causes, etc.

Plug-In

A plug-in designed for browsers as immediate access to both Babka account and support.

Babka Account

Manage all transactions, items, payment methods, and redemptions.

Metaverse

Support as Nushi can come with you into the metaverse as your digital sidekick and trainer.

Babka can be accessible as your merchant/ oracle.

Same support in meta sites as for games: purchases, refunds, promos, etc.

▮ Support in Metasites-Metaverse

Support guides users into functional use of metasites.

Open Questions

-

▮ Support Reference Materials:

[Confluence: Canvas: Babka Brand](#)

[Babka Product and Experience Ecosystem](#)

[Babka in support: Q4 Release plan](#)

[Babka Support](#)

[Macros and shortcuts with Babka \(10.22 version\)](#)

[Section 2 Babka and Sinij](#)

[Figma: Babka Support](#)





Babka Support CX

- i** In 2021, Vonage listed chatbots (40%) as the second most preferred communication channel for consumers, after 45% for push notifications
- WATConsult's 2021 research reveals the main blockers to using chatbots are lack of understanding (50%), inability to solve complex issues (47%), and lack of personal service experience (45%).
- Reference: [v8 How Tymely combines NLP and a human-in-the-loop approach to improve chatbot conversations](#)

Babka Support Basics

Use Cases for Babka Support:

- An individual who purchased an item through a publisher that uses Xsolla gets routed to Xsolla support (Babka). This presence can take place in chat or email, and will typically have a high-touch Babka presence. In the beginning, we will enable a more white-labeled solution depending upon the requirements of the brands we are working with.
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- Collects the necessary data from customers required to fulfill support needs.
- Routes customers to either Babka or Human-in-Loop, depending on who can resolve the support request.
- Nushi is also associated with the branding of the question-based support prompts on [Introducing Babka](#), since those questions are a context-based way to determine user intent around support.

Babka

- Has access to customer databases and processes any automated, validated requests when she has the appropriate data.
- No one is able to impersonate the personality of Babka in order to avoid narrative, therefore consumer confusion.
- Babka gives you the tools you need, so it is alright that she does not always handle the support request to completion, and can sometimes pass you off to human agents.

Human-in-Loop Support Agents

- Available upon request when Babka is unable to automatically fulfill requests.
- Human-required support requests are integrated into Babka AI so that as we progress, more and more requests can be facilitated by Babka AI.
- Human agents also keep an eye on new categories of support needs that require the development of new automated support flows.
- Human agents are themselves characters within Babka's world, but they are not Babka herself. These agents can use their real names while engaging with customers/users, but can narratively identify themselves as part of Babka's Squad.

Note: All of these agents will have phys-world counterparts at events.

Support Design Principles

Bot vs. Human Agent

There is a difference between how users act when they are dealing with a bot versus when they know they are dealing with a human. When dealing with a bot, users are often required to carry more of the weight of navigating the experience, and thus extend this freedom to the way they address the bot agent. They are more likely to attempt to seek the limits of the interaction and to seek ways to "break" the system. In a correlated way, users are also careful to detect whether the individual they are speaking to is a bot or a human agent. When human agents use scripted answers, this can cause confusion.

Chatbots	Humans
Consistent	Personal
Immediate	Delayed
Simple scenarios	Simple and complex scenarios
Adapt infrequently	Adapt quickly

Advantages and disadvantages of chatbots vs. humans

via [📖 The Case for Human-in-the-Loop AI for Customer Conversations - Sapling](#)

Since humans agents are typically able to answer more complex questions:

- This option to speak to a human could be available to the customer at all times. They could for example type the word "help" at any time to immediately engage a human agent.

- Along the same lines, after the bot answers each question it could ask the customer if they wanted to speak to a human for more clarification.

Users may prefer talking to a bot in certain situations:

- Instead of submitting information in a form. Currently, support flows from help.xsolla.com should be pushed to chat as much as possible.
- Instead of finding the appropriate FAQ for their needs. Chats can provide an easy way to navigate the information architecture of their specific need by using targeted questions.
- Candor when dealing with the perceived non-judgement of a bot. In some cases a customer might feel more willing to share personal information with a bot (that is a non-judgemental application) than with a human. If the human suddenly appears in the chat and has access to the chat history this may be seen as a breach of privacy. Users should be notified when a human is added to the chat.

Hand-Offs

Maintaining trust during support procedures is key, especially when working with support that involves dealing with sensitive information.

- Switching brands in the middle of a support interaction, unless the switch is pointed out and explained from the support side can lead to a loss of trust
- Switching agents or type of service helper (ie. bot to agent) in the middle of an interaction without notification can lead to a loss of trust.
- The user should be alerted to when they are working with a bot versus when they are working with a human, so they can be better know how to engage.
- The perceived identity of the agent that the user is working with and the actual identity of the agent that the user is working with should ideally be aligned in order to alleviate user confusion which can lead to mistrust.

Hand-offs between the Babka universe characters, and between the different stages of support are clearly indicated. For instance, Nushi procedural questions are clearly explained as set-up to make sure that everything is in order for Babka to work her magic. When Nushi wraps up her process of finding info she confirms all of the details before handing it off to Babka who must not repeat any of the same questions unless there appears to be a contradiction later in the flow. Further thoughts on hand-offs can be accessed here: [Human in the Loop - Our Approach to Humans and Bots - Benbria](#)

Hand-offs may not need to be binary, however. In some cases, both Babka bot and a Hi-Loop Agent can share the chat, each performing specific roles, as further detailed in the Proceduralized Assistance section below.

Conversation Routing

When a situation becomes more complex, it can be frustrating to know how to navigate when entering into a conversational loop with a bot. It is important to know the triggers here that cause escalation from Babka bot to the human in the loop support.

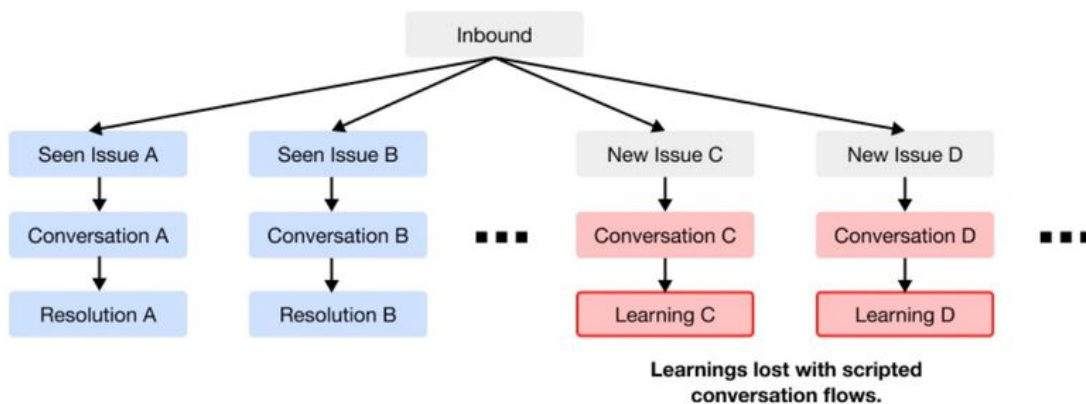
- If the bot is, according to the response tree architecture, required to repeat an already asked question, the conversation may require escalation to the Hi-Loop squad
- Currently, if the support needs require working with returning a physical order, which might require more specialized support, the issue should be handed off to the Hi-Loop squad until Babka bot develops the capabilities.

The natural language processing engines that the bots are built on can return the level of confidence they have that they can answer the question at hand. A very high level of confidence means that they are almost certain that they can answer the question correctly. A low level of confidence means that there is a low probability that they will answer the question correctly.

It's these confidence levels that are used to determine whether a conversation is escalated to a human or not. In general, for cases where the the algorithm has less than a 70% confidence level to a question or request, the customer needs a human interaction. A Hi-Loop Squad member can then easily take over the conversation and access customer data from integrated CRM to deliver information.

Human-in-loop assistance should happen sooner rather than later to avoid frustration when bot efficacy wanes. Narratively, it is okay that Babka does not always follow a support request to completion, since Babka is focused on always giving you the tools you need. For issues that have been identified to have low confidence level for bot support at the point of Nushi onboarding, these requests can be sent directly to Hi-Loop agents.

Over time, the Babka bot can learn to handle more complex scenarios (ie. being able to process the return of physical orders) but incorporating the Hi-Loop agents is a key part of enabling that to be possible. A solely bot-based format tends to narrow conversations back to what the bot can answer instead of better understanding additional topics of conversation that may need support. The Hi-Loop agents can keep an eye on new categories of support needs that require the development of new automated support flows.



Example of new paths of learning that scripted conversation flows can remove.

via [The Case for Human-in-the-Loop AI for Customer Conversations - Sapling](#)

Proceduralized Assistance

Proceduralized assistance can also enable Hi-Loop characters to be more efficient.

- This can involve the suggestion of the backend of recommended support articles (if they don't cause further confusion/repeat information that the user already knows)
- This can involve the offering of pre-scripted responses to Hi-Loop agents.
- Bots could provide more relevant information to the human agents engaged in the conversation
- Bots can provide context on the customer and previous interactions, and they can provide information on related products and cross sell opportunities to the human agents.

Task	Example(s)
Retrieve information	Fetch knowledge base article that may address customer question.
Segmenting/routing	Identify common issues by segmenting tickets into buckets. Route a particular customer request to the right customer service department.
Suggesting responses	Chat assist where agents can simply click on the desired response.

ample ways in which AI can augment and assist customer-facing teams.

via [📖 The Case for Human-in-the-Loop AI for Customer Conversations - Sapling](#)

Using these pre-scripted responses, however, requires extra care. Where you are talking to a human, but to speed up encounters, they utilized canned responses, it can still feel like talking to a bot, and can actually cause further confusion to the user. As mentioned earlier, users are attuned to recognize changes in support and may notice the fact that similar language has been utilized within multiple canned responses, or that the speed of response is not correlated to the length of an answer. To deal with these scenarios, it can be helpful to have *both* Babka and the Hi-Loop agent as active participants in the chat.

For example, via [👤 Human in the Loop For Enterprise Chatbots | Botpress Blog](#) :

The business can have the customer connect with a human agent. The customer can then direct their query towards a human agent but if the question is simple the bot can answer directly. If the bot has a reasonably high confidence of answering the question correctly but not an extremely high confidence then it can prompt the human agent with canned answers that they can use. By using these canned answers, the human agent is not only able to answer much faster than typing out the replies, but they also train the bot for future conversations.

In the above case it's probably best for the human and bot to appear as separate participants in the conversation as this is the least confusing scenario for the customer.

It is generally accepted that it is not good practice to have the bot answer on behalf of the human agent as it is usually quite easy for the end customer to detect when they are speaking to a bot and this will undermine their confidence in the human agent and the process.

The customer can also be connected with a bot at first. In this case the customer is made aware that they are talking to a bot and therefore should expect more limited capabilities. Again the human can be added to the conversation if necessary as a separate user in the chat.

Additional Useful Design Resources:

[📖 The Case for Human-in-the-Loop AI for Customer Conversations - Sapling](#)

[👤 Human in the Loop For Enterprise Chatbots | Botpress Blog](#)

https://link.springer.com/chapter/10.1007/978-3-030-51310-8_25

[📰 The User Experience of Chatbots](#)

[🗨️ Chatbots: 5 Ways to Know If You're Chatting with a Human or Robot](#)

[📄 The complete guide to chatbots for marketing](#)

https://www.vonage.com/content/dam/vonage/us-en/resources/pdfs/wp_2021-global-report-2021.pdf