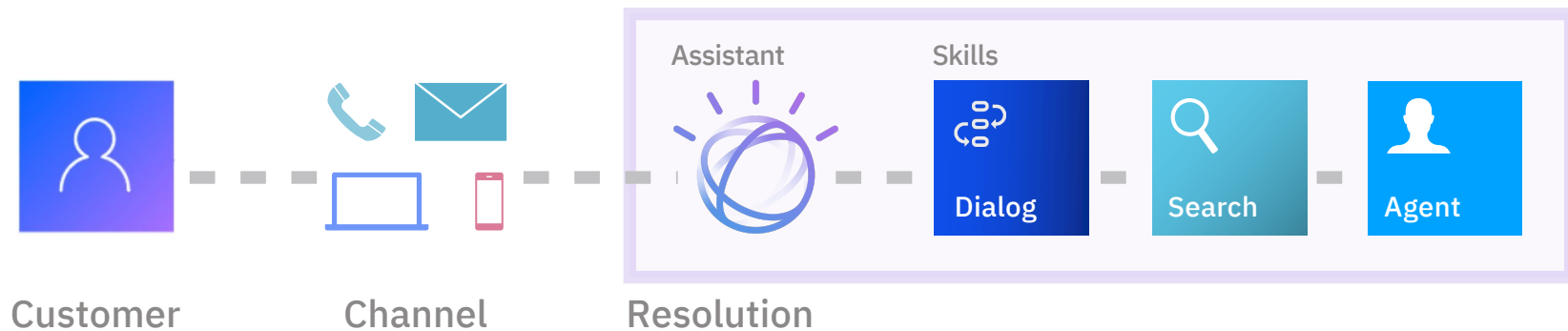




Watson Assistant Overview

Watson Assistant

[Not another chatbot]



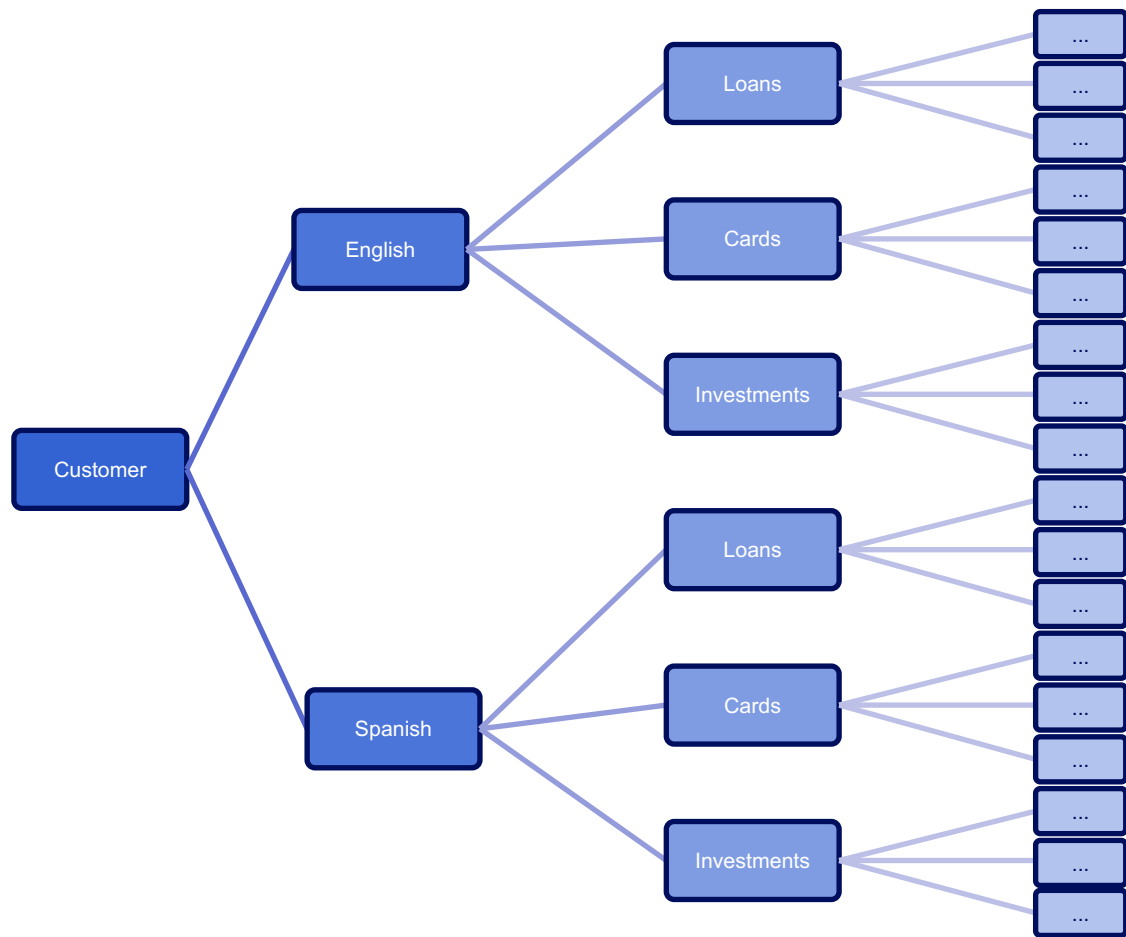


IBM Watson Assistant

An enterprise artificial intelligence (AI) Agent that helps businesses enhance brand loyalty and transform their customer experiences by delivering proactive and personalized services while ensuring data privacy.

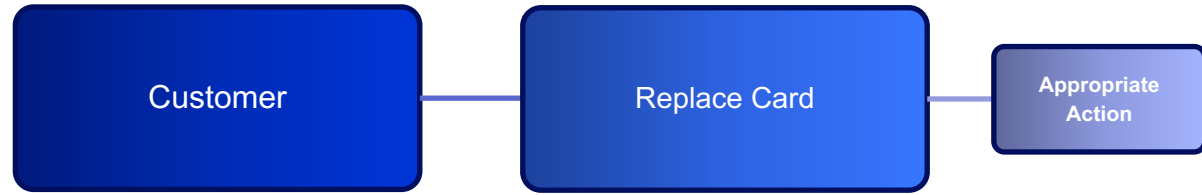
An AI Agent that:

- Learns with less data than competition
- Disambiguates when unsure
- Can change topics
- Use Search (Watson Discovery) or human agents as fallback
- Recommends ways to improve your system
- Is omni-channel
- Can be deployed on *any* infrastructure in both Public cloud and on-prem.



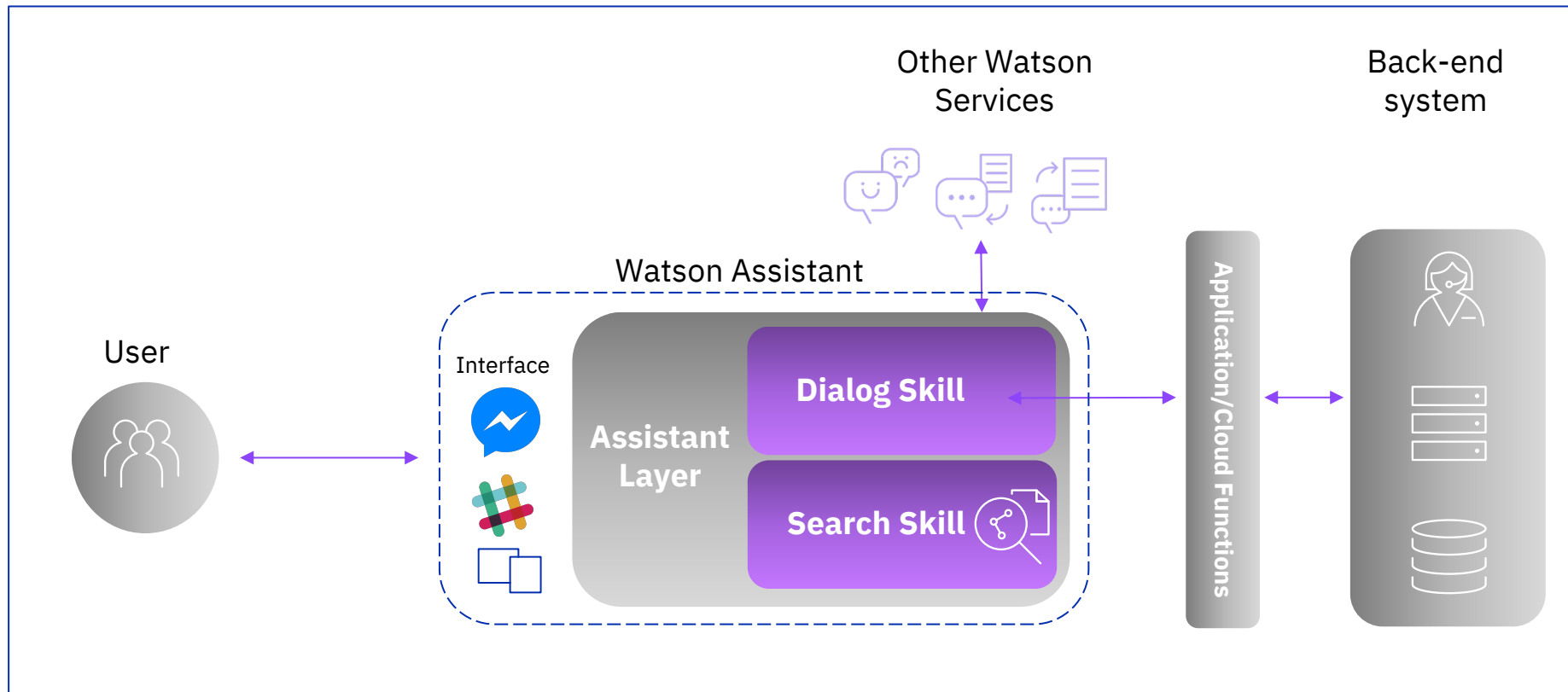
To **enhance** the Voice dialog experience we need to go from hand crafted rules...

..to systems that
**connect to your
infrastructure** and
use **machine
learning** to
**understand your
customer's intent,**
quickly



Watson Assistant

Differentiating Features



Assistant + Skills Architecture

- Hosted end-to-end experience
- Session State Management
- Channel Integrations

Business benefit: shrink the effort and amount of time needed to bring an Assistant to market.

Watson Assistant

Natural Language Understanding

Watson Assistant

Intent-driven, not rules

Watson Assistant
understands
the user's intent

- Handcrafted rules unable to scale and do not benefit from data
- Leverages state of the art Deep Learning techniques to derive intent
- Learns over time based on usage

I'm frustrated, I haven't been able to login
into your online billing system...

Intent Password Reset

“ I forgot my password...”

“ How do I get a new password? ”

“ Can’t login into your site... ”

“ My login isn’t working, please help... ”

“ Can you reset my password? ”

**“I’m frustrated,
I haven’t been
able to login
into your online
billing system”**

Extract other key information from a question

Intent

Password Reset

**“I’m frustrated,
I haven’t been
able to login
into your online
billing system”**

Extract other key information from a question

Intent

Password Reset

Entities

Online Billing System

**“I’m frustrated,
I haven’t been
able to login
into your online
billing system”**

Extract other key information from a question

Intent

Password Reset

Entities

Online Billing System

Emotional Tone

Anger → Leverages Watson Tone Analyzer

“I’m frustrated,
I haven’t been
able to login
into your online
billing system”

Extract other key information from a question

Intent

Password Reset

Entities

Online Billing System

Emotional Tone

Anger → Leverages Watson Tone Analyzer

Context

Bill Smith, 47 / Gold Member

Context

Mobile

Take Action

Responses Come in Different Forms

Question

How do I reset my password?

Dialog

Someone has stolen my credit card.

Deflect

Where is the nearest store?

Map

I need to pay my outstanding invoice.

App Nav

Can I pay my bills using my credit card?

Answer Retrieval

I want to cancel my service.

Next Best Action

I need to add a child to my data plan.

Next Best Action

Response

Guide the user through a set of steps

Transfer to human agent

Application launches map with directions

Bring user to pay bill screen

Bring back an answer

Present customer retention offer

Present a cross-sell / upsell offer