Watson Assistant

Conversational AI to transform customer experience

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ChatBot vs Conversational Agent (Assistant)

A **Chatbot**

is a simple AI implementation that operate on single-turn exchanges. These chatbots listen to a command, and then give a response or perform an action. Chatbots don't really understand and correlate exchanges, they just do what they are told.

A **Conversational Agent**

is one that engages the end-user into really understanding the nature of the problem behind the question.

If you ask a bot what your bank balance is, it will tell you.

But a Conversational Agent might understand that you are trying to figure out: why your balance has unexpectedly dipped?

Virtual Assistants or Personal Assistants

are bots that bring a personal touch to their interactions. They are uniquely associated with the user and have their own personality, like a friend does. They are created to assist a user by taking into account information they know about the user. For example, they might help make purchasing, financial, or dietary decisions because they understand the user's goals and desires.
They also learn through interaction in order to be more effective in future interactions.

Differentiators → Engaging → Intuitive → Intelligent → Insightful → Have their own Personality →
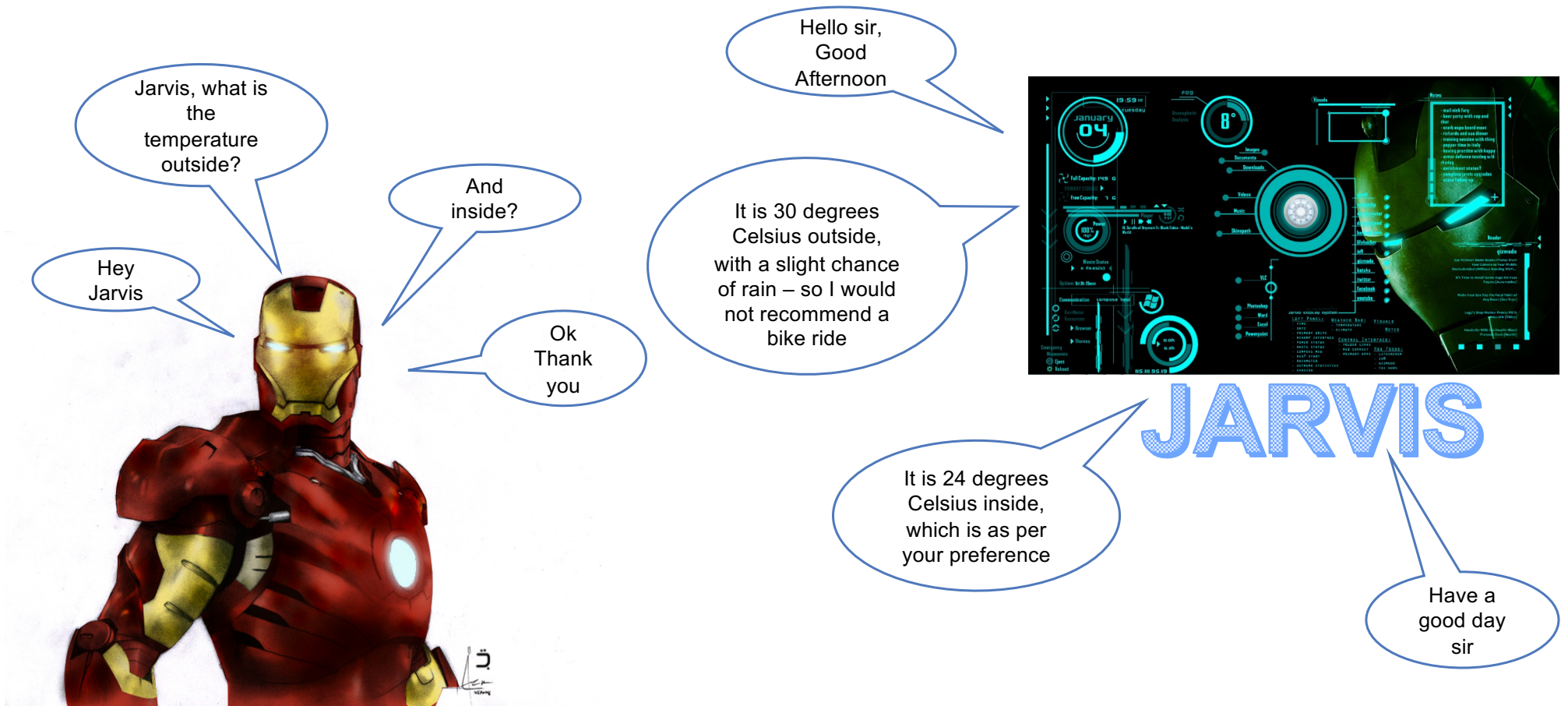
Watson Assistant

Conversational AI to strengthen customer/employee service and reduce costs

Increase first contact resolution rates and deliver a great user experience

Future-proof your investments by connecting to existing systems

Accelerate your time to value and reduce Total Cost of Ownership after launch

Enterprise ready to ensure security, resiliency, and data privacy -anywhere.

Watson Assistant

Skills

Dialog

Search

Agent

Customer, Employee

Channel