**COMP8420 2024S1 Assignment 1**

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**Q1a. (2 marks)**

Make a telephone call to some institution that has a GILIICAPRA pattern to it. Tell me

the following:

• Who you called and when

• What you said

• Whether the confirmation matched your intent

• Think of two other intents that probably exist, and how you would get to them.

**Answer:**

I tried calling a few organizations, including Australian Tax Office (ATO), CommBank, Unisuper and Uber careshare, but these ones didn’t have interactive voice response (IVR). They only stated choices for the customer to click on number options.

I called around 3PM on a Tuesday.

The only one that worked for me was Westpac, which asked me for what I needed in a few words. I said “I want to open a bank account”

The confirmation didn’t repeat what I said, it simply said “Ok, I’ll put you through now“

It then followed with 2 options to choose between being a new customer or a current one.

Two other intents:

* Can I set up my PIN?
* Can I check my bank balance?

**Q1b. (2 marks)**

Now let's hack:

• What happens if you request something that has nothing to do with what that institution does?

• What happens if you repeatedly deny the confirmation? (i.e., you say something clear,

it gets it right but you tell it that it's wrong?)

• What happens if you mumble, say nonsense syllables or talk in another language?

**Answer:**

I asked to “Book a hotel”, and it said “Ok, I’ll put you through now”. It then followed to say it will send me a link to chat online.

I asked “Mở tài khoản ngân hàng” which is “Open a bank account” in Vietnamese, and it said “In order to know how to direct you to the right person, I need to know in a few words what you want to say, for example “Home loan rate” or “Query my credit statement”.

I repeated the phrase in Vietnamese, and it said “Ok, I’ll put you through now”. It then followed to say it will send me a link to chat online.

I asked “Get a loan”, and it said “Do you mean to check your credit card statements?”. When I said “No”, it said “Ok, I’ll put you through now”. It then proceeded to give me 2 options for checking my credit card statements.

I asked “Home loan rate”, and it said “Is that the new home loan interest rate?”. When I said “No”, it gave me 1 option to know recent changes in home loan rate. When I didn’t press anything, it followed with some filler messages to give feedback, and to promise someone will be with me in less than 2 minutes.

**Q1c. (2 marks)**

Identify a GILIICAPRA pattern that happened in a face-to-face interaction.

• What institution you were interacting with? When did this happen? As best as your

memory lets you, what was said in the 5 utterances?

• Could that GILIICAPRA pattern have been handled by a computer instead of a human

being? How would have that worked and what would have changed?

**Answer:**

This was at a sofa store called Plush a few weeks ago. The 5 utterances were:

* Greeting: Hi there, how can I help you?
* Listen: Does this sofa have a removable cover?
* Identify intent, confirm, accept, reply and act: Yeah it actually does, we have a big range of covers.
* Follow up question: Do you want me to bring over all the cover colors?
* Listen, identify intent: Yeah that sounds good.
* Confirm, accept, reply and act: Yeah let me get that for you!

It probably can be replaced by a computer. It could be in the form of an iPad screen next to the sofa, somewhere in the store, or a moving one. It could also be an app in a VR headset given to customers.

However, it likely will need more confirmation steps, might take more time to give a response, and feel less natural for the customer.

Some changes to the flow I could anticipate:

* It will need to have image recognition for the sofa, identify and show the one in database, and also get confirmation from customer it is the right one
* Then it needs to find whether it does have removable cover, and show that info to customer
* It then needs to identify the best next follow up questions and shows the options, one of which is that there are many covers available
* If user clicks into the cover follow up, the system shows all the cover colors on the screen, and also tell the customer where all the cover samples are physically

**Q1d. (2 marks)**

Identify some other interaction you have had with an institution that could have been handled

better (faster? more cheaply? more conveniently?) by a computer with a GILIICAPRA

pattern, but you were forced to use something else. e.g., You completed a form, or you

used an app or website. (If you come up with examples to do with the university, I'll try to

forward them on to the appropriate people.

**Answer:**

The interaction with Macquarie university’s Service connect can be handled faster and more conveniently. Instead of filling in the Ask MQ form, wait on the call line, wait in line physically, or chat with someone who doesn’t know how to answer my question, the system can identify intent, and route the call to the appropriate team member.

For the organizations I tried to call but did not have an IVR system: Australian Tax Office (ATO), CommBank, Unisuper and Uber careshare, it could be interesting to add IVR to their call support. Pressing buttons might make it difficult for people with disabilities to select an option that can help them.

**Q1e. (1 mark)**

You will of course check your work in this assignment before submitting it. Take a screenshot

of you asking a large language model to correct typos and spelling mistakes in a draft of your

answer. Your screenshot doesn't have to show the whole text of your draft and its answer:

just include enough of a screenshot that we can confirm you did this.

