

Conversation Design Fundamentals Review

Congratulations! You're ready to create your chatbot conversation. This course summary is your design guide. Print it double-sided for a handy reference as you get started.

Conversation design definition

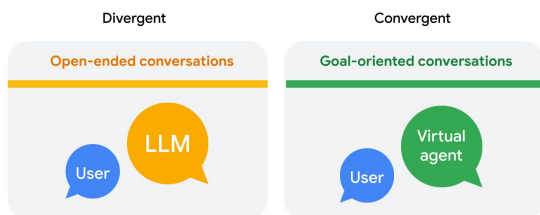
A discipline that draws from various design fields to create intuitive and natural conversational interfaces.

Conversation design goal

Get the right information to the right person in the right way- at the right time.

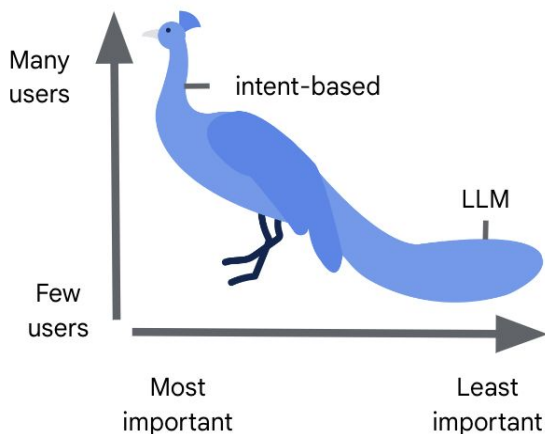
Types of conversations

Use deterministic intent-based design (traditional agents) for goal-oriented conversations. Use LLMs for open-ended conversations.

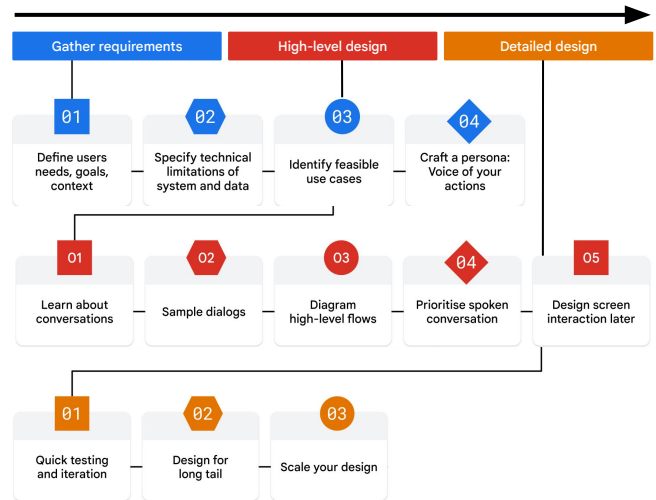


Design for the long tail

Use deterministic intent-based design for your most important and most common conversation scenarios. Use LLMs to handle edge cases and common detours.

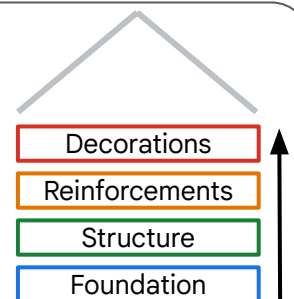


Conversation design process



Conversation script

Build up your conversation script starting at the foundation and then going to the structure, reinforcements, and finally the decorations.

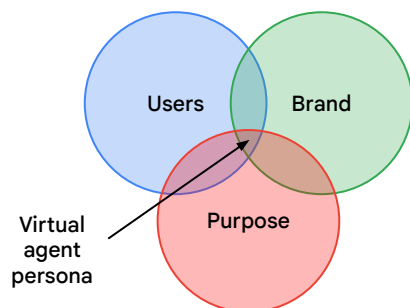


Basic conversation structure

Speaker	Function
Opening sequence	
Agent	Welcome message
Main sequence	
Customer	Service request (SRQ)
Agent/Customer	Interrogative series
Agent	Service response (SRP)
Customer	Acceptance (ACC)
Closing sequence	
Agent/Customer	Farewell

Adding persona

Your persona should extend your brand message, fulfill an intended business objective and connect with your target audience.



Guiding principles of a persona

- Customer-focused
- Communicate with confidence
- Time is valuable
- Be conversational and approachable
- Talk like an everyday person
- Avoid condescension
- Be helpful and proactive
- Try to avoid problems and errors.

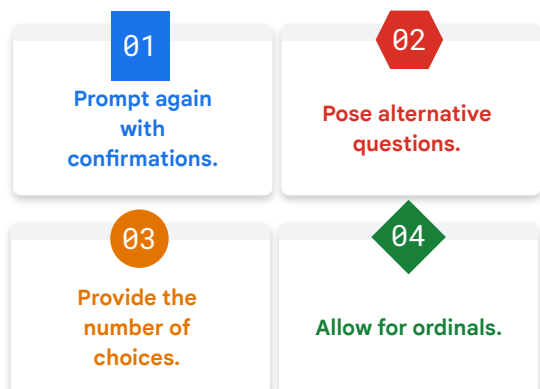
Acknowledgements

Acknowledgements demonstrate understanding and facilitate flow. Use them during transitions between sequences in the conversation, not after every turn.

Closed-choice alternatives

At times, you can use closed-choice alternative questions. For example, “Do you want A, B, or C?”

Best practices for closed-choice:



Pre-expansions and disambiguations

- Pre-expansions are brief responses by the agent to a customer's initial mention of a topic, acknowledging their potential request.
- Disambiguations are clarification questions used by agents to understand a customer's specific need or request.

Pre-expansions	Disambiguations
1-2 word utterances	Long utterances
Generic - Quick reaction	Specific to customer's utterance
Second Pair Part (SPP)	First Pair Part (FPP)
Show availability	Initiate repair

Repairing the conversation

- Open class repair
- Clarification
- Understanding check

Escalating to live agents

A smooth handoff is crucial for a positive customer experience. When a virtual agent cannot resolve an issue, the conversation should transition seamlessly to a human agent. This ensures the customer feels heard and supported, without needing to repeat information.

Rejecting the request

- With alternative
 - a. Use a softening device to reject the request.
 - b. Provide the solution/alternative.
- Without alternative
 - a. Use a softening device.
 - b. Provide an explanation
 - c. Reject the request.