

# Automatically responding to customers

February 7, 2019

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# Existing benchmarks

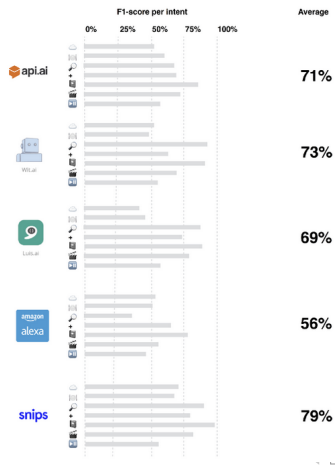
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- Braun et al. [1]
- Snips [3] (next slide)
- Burtsev et al. [2]
- Botfuel [4]



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# Their results



# Question and goal

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- Can an open-source NLU benchmarking tool be created?
- Develop such a tool.

# Improving accuracy

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How hard can it be?



# Question and goal

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- Can the accuracy for NLU be increased?
- Improve the accuracy

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# Description of NLP field

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- Extract meaningful information from text or speech
- Generate text or speech

# Some well-known NLP tasks

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- Machine translation
- Speech recognition
- Named-entity recognition (NER)
- Intent classification

## Some well-known NLP tasks

- Machine translation
- Speech recognition
- Named-entity recognition (NER)
- Intent classification

*What is [London's](location) weather [tomorrow](date)?*

# Some well-known NLP tasks

- Machine translation
- Speech recognition
- Named-entity recognition (NER)
- Intent classification

*What is [London's](location) weather [tomorrow](date)?*

*GetWeather*

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Natural language processing

Deep learning

# Language model

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- Rule-based
- Statistical

# Language model

- Rule-based
- Statistical

Tries to capture grammar

Task	Example
Spell correction	$P(\text{my car broke}) > P(\text{my car boke})$
Machine translation	$P(\text{green house}) > P(\text{house green})$
Speech recognition	$P(\text{the red car}) > P(\text{she read ar})$



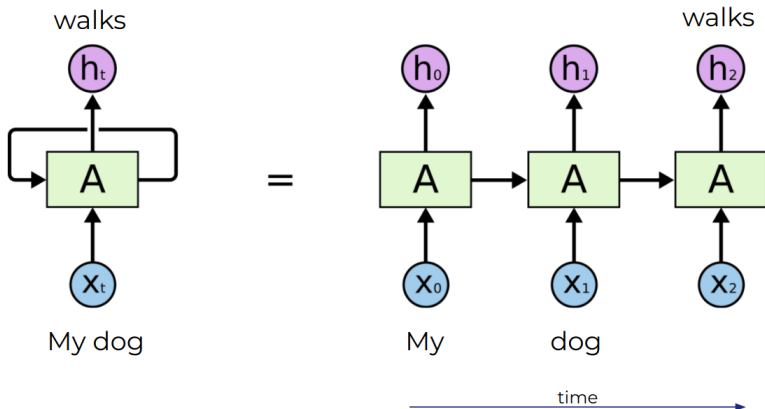


***Not tiger does that  
happy look***

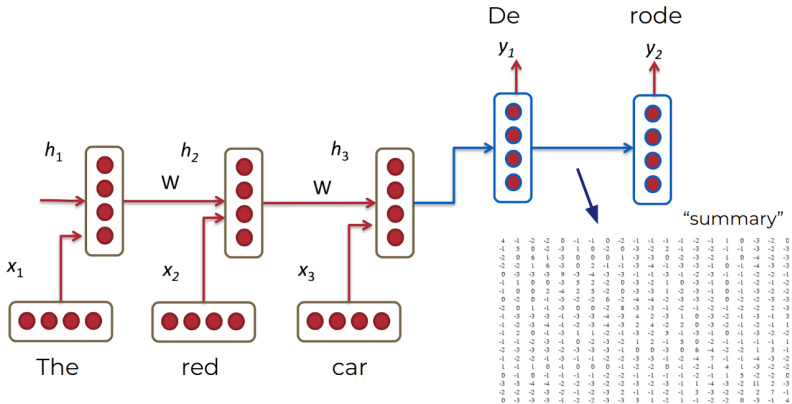
***≠***

***That tiger does not  
look happy***

# Recurrent neural networks



# Translating



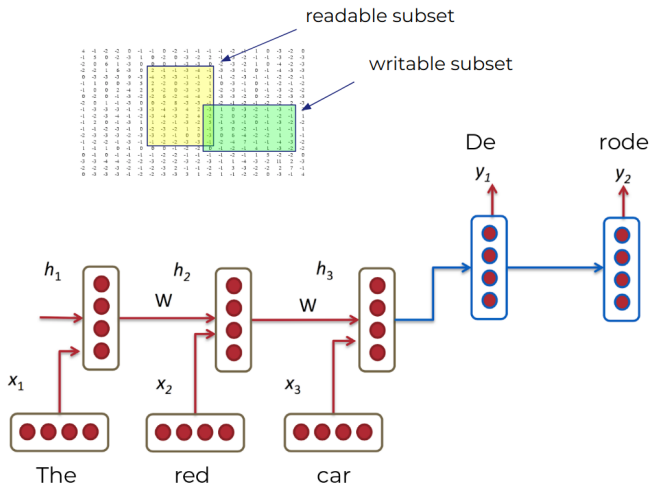
# Insufficient history

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*Norwegian frigate sinking has far-reaching implications.*

*Het zinken van het Noorse fregat heeft verstrekkende gevolgen.*

# Gated recurrent neural networks



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- Datasets
- Systems
- Tool and results

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# Overview

<b>Dataset</b>	<b>Train</b>	<b>Test</b>	<b>Intents</b>	<b>Entities</b>
WebApplications	30	54	7	1
Chatbot	100	106	2	5
Snips2017	2100	700	7	unknown

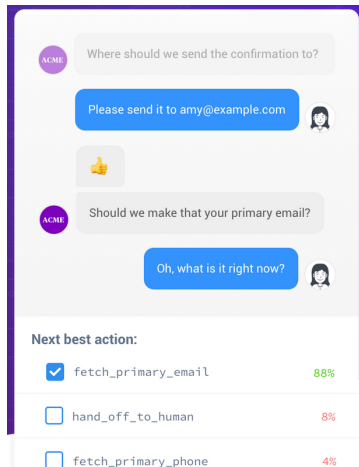
## Example sentences

- WebApplications  
*How can I delete my [Hunch](WebService) account?*  
*DeleteAccount*
- Chatbot  
*when is the [next](criterion) [train](vehicle) in  
[muncher freiheit](StationStart)?*  
*DepartureTime*
- Snips2017  
*i want to listen to [Say it Again](track) by  
[Blackstratblues](artist)*  
*PlayMusic*



# Rasa

- open-source
- free
- local instance



# Rasa training data format

```
## intent:check_balance
- what is my balance <!-- no entity -->
- how much do I have on my [savings](source_account) <!-- entity "source_account" -->
- how much do I have on my [savings account](source_account:savings) <!-- synonym -->
- Could I pay in [yen](currency)? <!-- entity matched by lookup table -->

## intent:greet
- hey
- hello

## synonym:savings <!-- synonyms, method 2 -->
- pink pig

## regex:zipcode
- [0-9]{5}

## lookup:currencies <!-- lookup table list -->
- Yen
- USD
```

# IBM Watson Conversation

[Skills](#) / [Customer Service - Sample](#) / Build

## Customer Service - Sample

A virtual assistant for customer service sample

**Intents** Entities Dialog Content Catalog

Add intent



☐ Show only conflicts ⓘ

<input type="checkbox"/> Intent (9) ▼	Description	Modified ▼	In Conflict	Examples
<input type="checkbox"/> #Cancel	Cancel the current request	5 months ago		7
<input type="checkbox"/> #Customer_Care_Appointments	Schedule or manage an in-st...	5 months ago		19
<input type="checkbox"/> #Customer_Care_Store_Hours	Find business hours.	5 months ago		38
<input type="checkbox"/> #Customer_Care_Store_Location	Locate a physical store locati...	5 months ago		23
<input type="checkbox"/> #General_Connect_to_Agent	Request a human agent.	5 months ago		47
<input type="checkbox"/> #General_Greetings	Greetings	5 months ago		30
<input type="checkbox"/> #Goodbye	Good byes	5 months ago		6
<input type="checkbox"/> #Help	Ask for help	5 months ago		6
<input type="checkbox"/> #Thanks	Thanks	5 months ago		8

Try it out [Clear](#) [Manage Context](#) ⓘ

Hello, I'm a demo customer care virtual assistant to show you the basics. I can help with directions to my store, hours of operation and booking an in-store appointment

hi

#General\_Greetings ▼

Hello. Good morning

what are your opening hours?

#Customer\_Care\_Store\_Hours ▼

Our hours are Monday to Friday 10am to 8pm and Friday and Saturday 11Am to 6pm.

Enter something to test your virtual assistant 🔍 ↻

Automatically responding to customers

# Tool: BENCH

- Python
- Docker
- Not object-oriented<sup>1</sup>

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<sup>1</sup>Steven Lott, Functional Python Programming



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  - Training
  - Joint training
  - Results

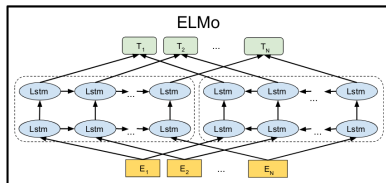
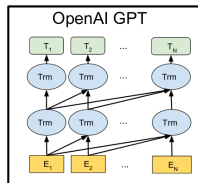
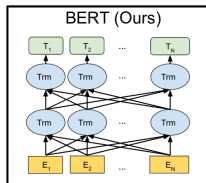
# Overview

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- December 2018
- SOTA 11 tasks
- Transformer (less sequential and  $\mathcal{O}(1)$  history)
- Pre-training
- Deep bidirectionality

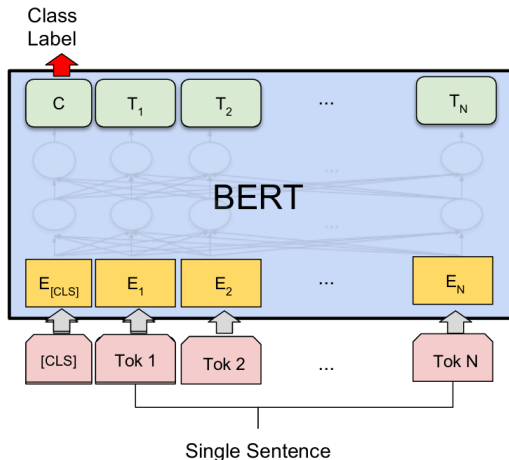
# Deep bidirectionality

*the ... on the hill*  
 $T_1 \quad T_2 \quad T_4 \quad T_5 \quad T_6$



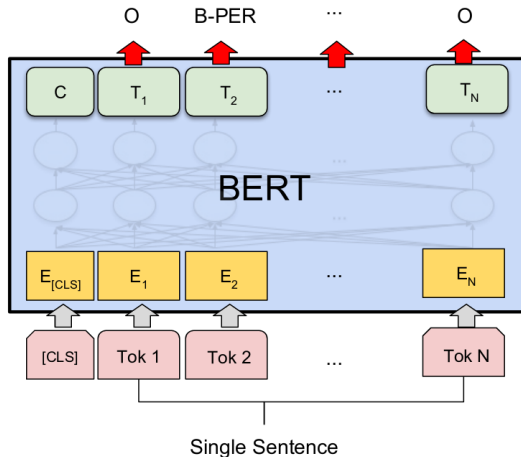


# Single sentence classification



- Training time: 1.5 days
- Occasional near zero accuracy

# Sequential labelling



- NER SOTA

# Intuition

## GetWeather:

*Will it rain in **London** tomorrow?*

*What is the **today's** temperature in **Madrid**?*

*Will it rain in **<location>** **<date>**?*

*What is the **<date>** temperature in **<location>**?*

# F<sub>1</sub> scores

Dataset	Steps	Method	Intent	Entity
Web-Apps	600 (twice)	Rasa separate	$0.67 \pm 0.04$ $0.72 \pm 0.03$	$0.81 \pm 0.01$
Ask-Ubuntu	600 (twice)	Rasa separate	$0.84 \pm 0.00$ $0.82 \pm 0.05$	$0.81 \pm 0.01$
Chatbot	600 (twice)	Rasa separate	$0.98 \pm 0.00$ $0.84 \pm 0.21$	$0.76 \pm 0.00$
Snips-2017	6000 (twice)	Rasa separate	$0.99 \pm 0.00$ $0.04 \pm 0.00$	$0.84 \pm 0.00$

# F<sub>1</sub> scores

Dataset	Steps	Method	Intent	Entity
Web-Apps	600 (twice) 600	Rasa	$0.67 \pm 0.04$	
		separate	$0.72 \pm 0.03$	$0.81 \pm 0.01$
		joint	$0.76 \pm 0.07$	$0.82 \pm 0.01$
Ask-Ubuntu	600 (twice) 600	Rasa	$0.84 \pm 0.00$	
		separate	$0.82 \pm 0.05$	$0.81 \pm 0.01$
		joint	$0.87 \pm 0.01$	$0.83 \pm 0.00$
Chatbot	600 (twice) 600	Rasa	$0.98 \pm 0.00$	
		separate	$0.84 \pm 0.21$	$0.76 \pm 0.00$
		joint	$0.98 \pm 0.00$	$0.79 \pm 0.00$
Snips-2017	6000 (twice) 6000	Rasa	$0.99 \pm 0.00$	
		separate	$0.04 \pm 0.00$	$0.84 \pm 0.00$
		joint	$0.98 \pm 0.02$	$0.86 \pm 0.00$

## Future work

- Code validation
- Loss function
- Entities baseline comparison
- Datasets
- 'Mobile friendly' transformer<sup>2</sup>

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<sup>2</sup>So et al., The Evolved Transformer (30 jan 2019)

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# Can an open-source NLU benchmarking tool be created?

Yes. Requirements:

- Continuous maintenance
- Support vendor APIs
- More metrics
- Multiple runs
- More datasets



# Can the accuracy for NLU be increased?

Yes. Each few months a new SOTA paper.

Why BERT is suspected to have improved SOTA:

- SOTA NER
- Deeply bidirectional
- More history.

Further work: Whether accuracy improvements are significant.

## References I

Braun, D., Hernandez-Mendez, A., Matthes, F., & Langen, M. (2017). Evaluating natural language understanding services for conversational question answering systems. In *Proceedings of the 18th annual SIGdial meeting on discourse and dialogue* (pp. 174–185).

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