

Conversational AI Assistant

The next generation opportunities for customers and employees



”

Rahul Sudhakar Dhande

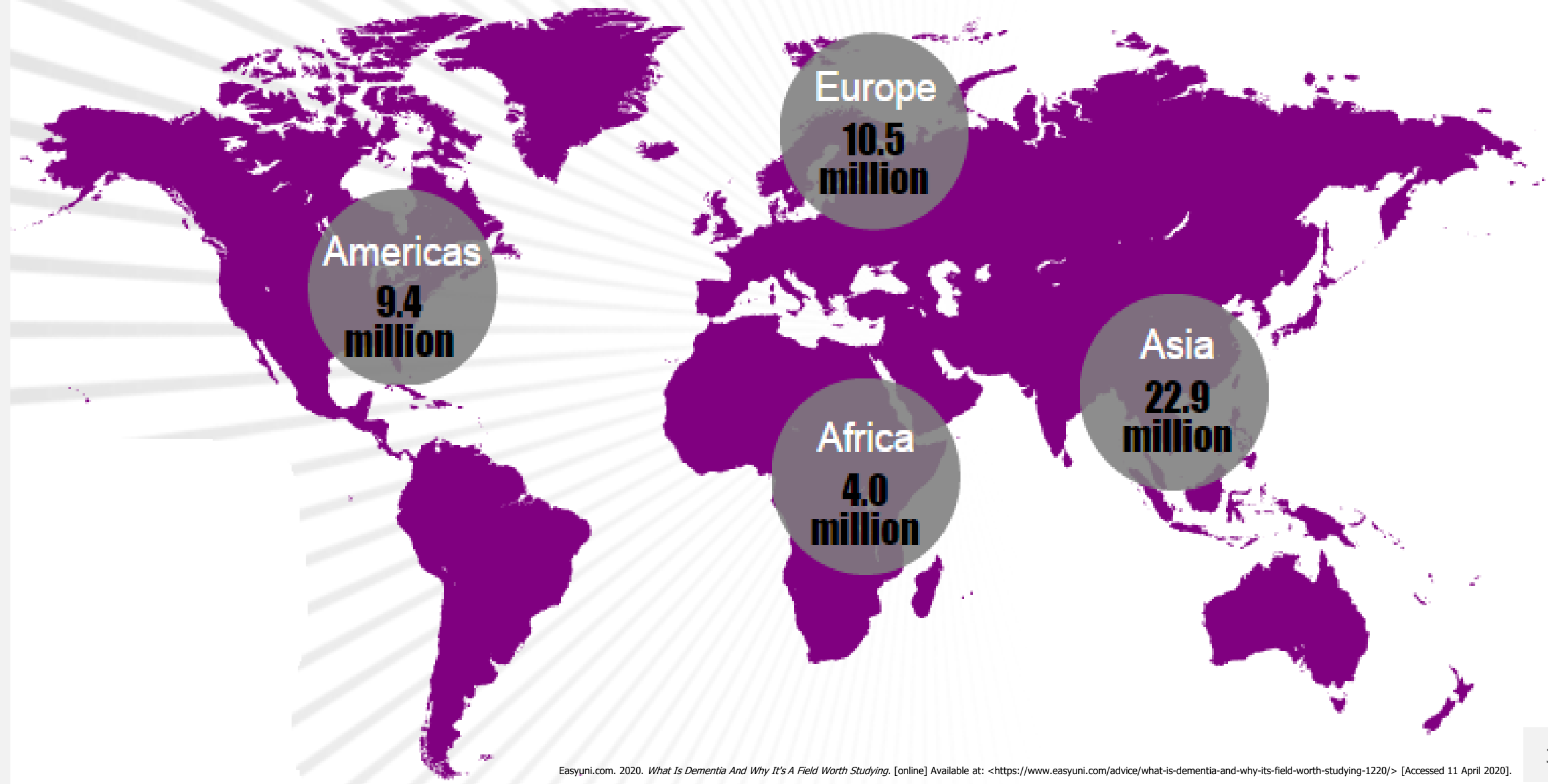
18182852



Loneliness in Socially Isolated Senior Citizens Society

Customer Segment

Growing Loneliness in Senior Aged by region



The Problem



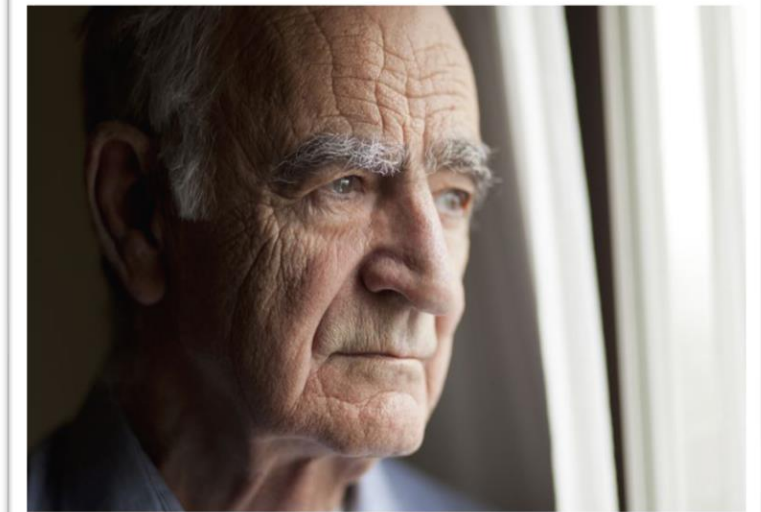
User Dissatisfaction

Day by day changing sources of technology as well as devices like smartphones, wearables and watches don't go hand to hand for the older adults.¹



Impact on Mental Conditions

Increase Anxiety and Depression as a result of chances to develop Dementia.



Quality of life reduced

They have no partner for sharing feelings, no happiness.



Solution

Build **Conversational AI Assistant** using **Amazon Lex** and test on **Amazon Alexa** or **Amazon Echo**

Elderly will talk with Alexa assistant backed by Amazon Lex with built-in **enhanced Cloud Technologies(AI and IoT)**.

Create

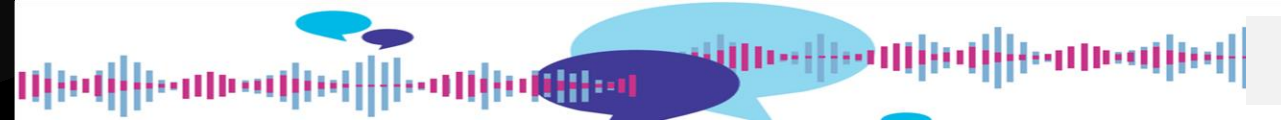
Create a custom Lex Bot to understand human language

Authorize

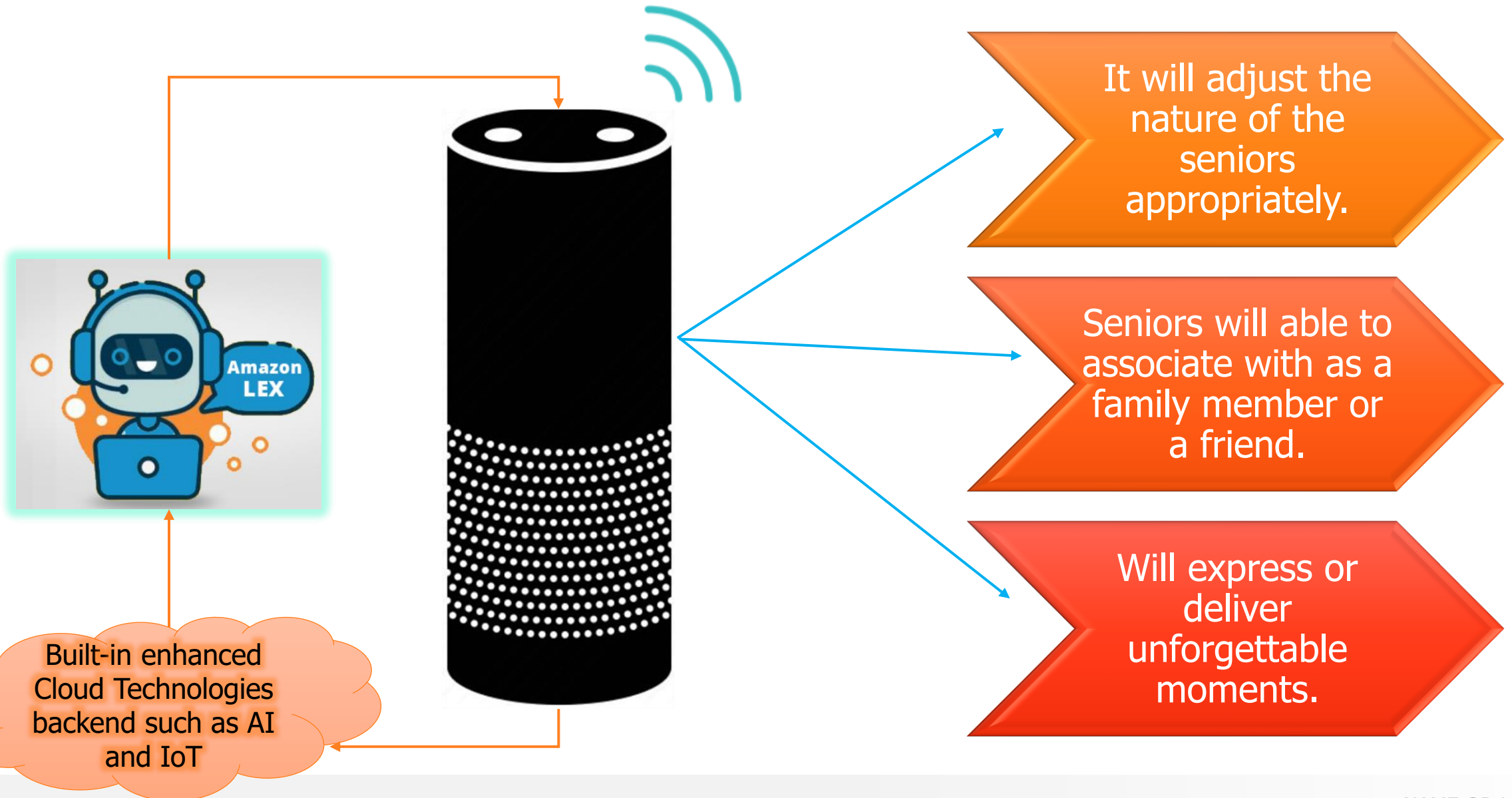
Make an Amazon developer account. Simultaneously, give an invocation name and deploy bot by click on deploy skill to Alexa.

Test

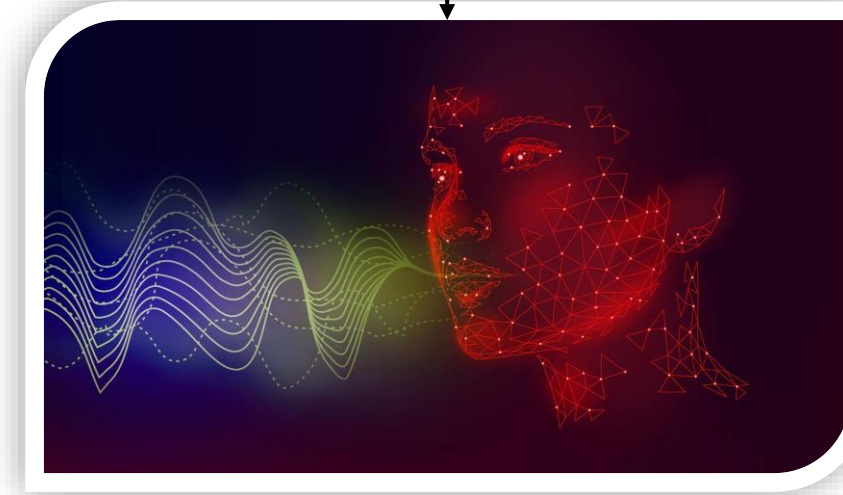
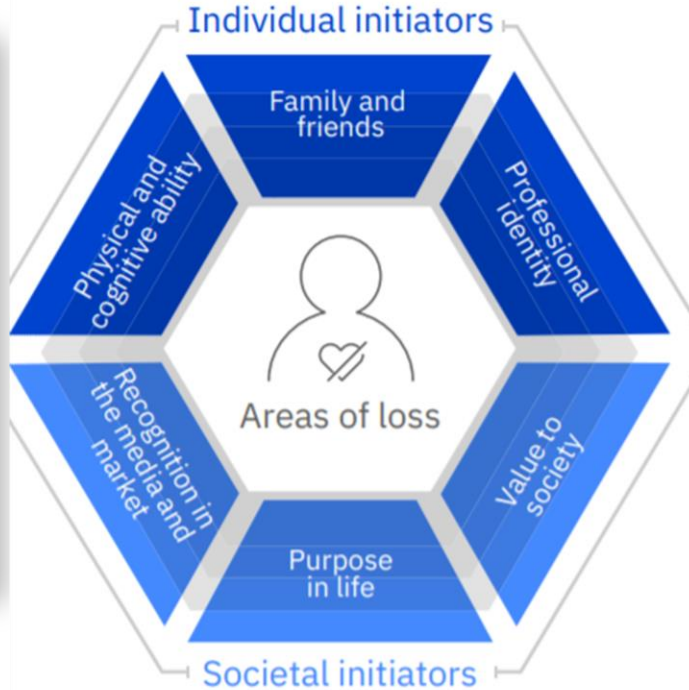
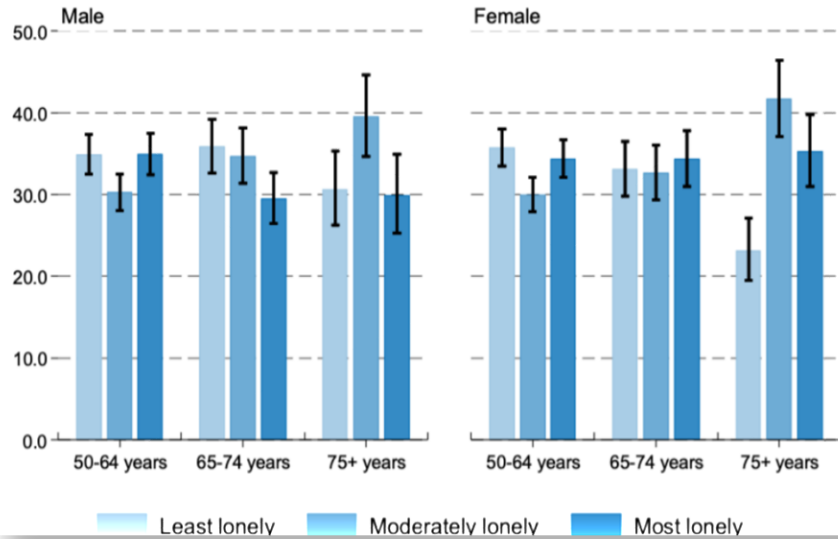
Refresh Alexa dev page and check bot on Test tab by asking **"Alexa!" open support assistant."**



After test on Amazon Alexa



Market opportunity



The Unique frontier of profitability for a business:

Excellent Opportunity to **Increase Revenue** and **12-80% reduce cost** with **Conversational AI Assistant based on Amazon Lex Technology**

Lack of Areas lead to loneliness in older adults ²
Requires innovative solution

Worldwide Rising emotional loneliness in socially isolated seniors by age group & gender
(56% of men's compared to 45% of women's) ¹

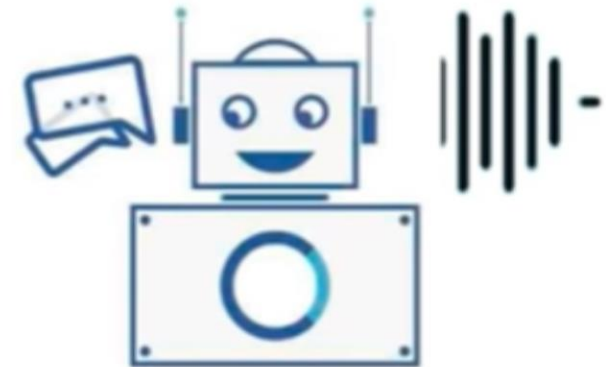
How it works?

Amazon Lex uses **advance deep learning technologies** like automatic speech recognition which converts speech into text by natural understanding to understand the meaning of the text.¹



NLP

Natural Language Processing

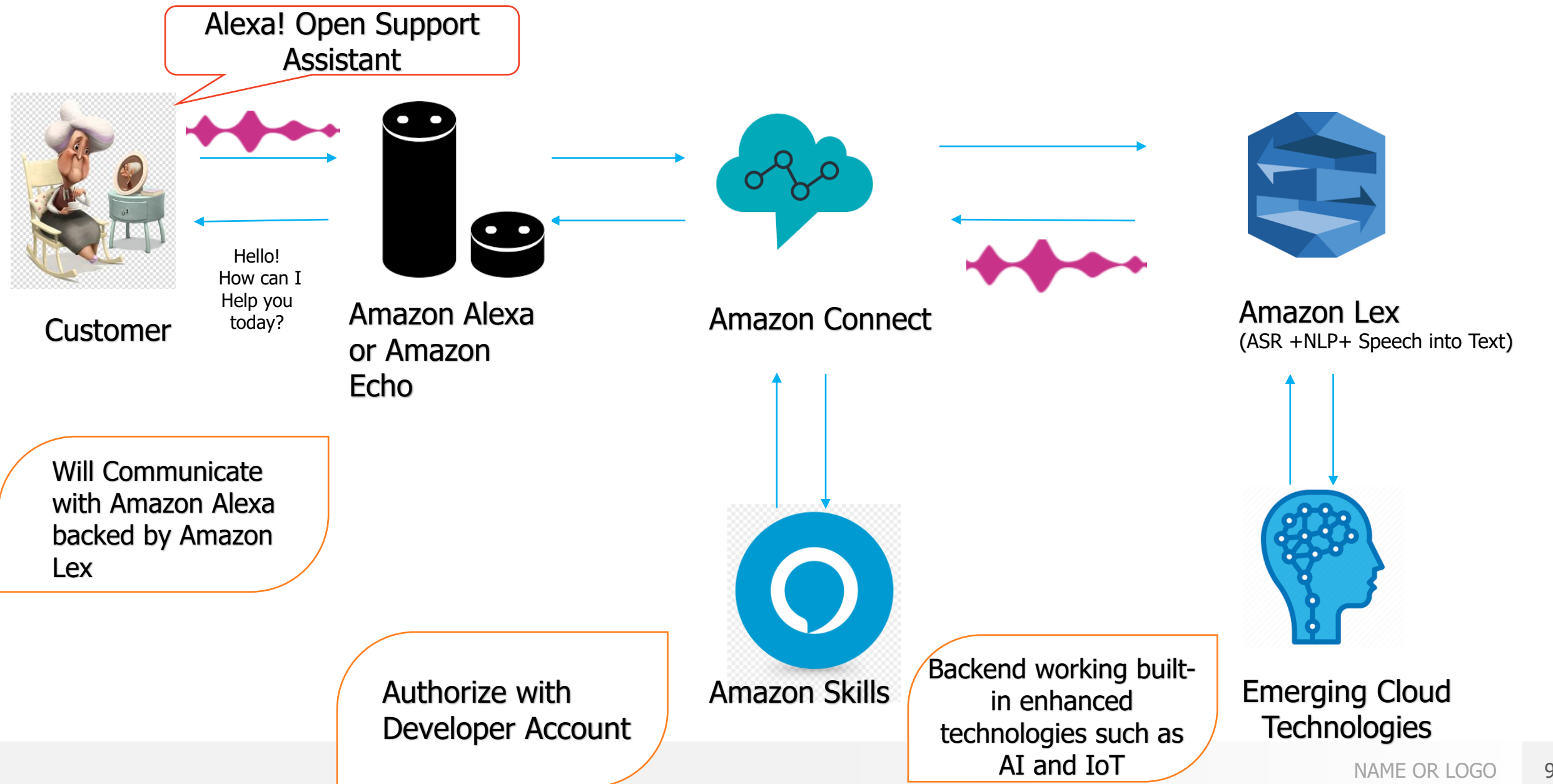


ASR

Automatic Speech Recognition

¹ Choudary, A. (2020). *Amazon Lex / Develop First Chat Bot Using Amazon Lex / Edureka*. [online] Edureka. Available at: <https://www.edureka.co/blog/how-to-develop-a-chat-bot-using-amazon-lex/> [Accessed 1 Mar. 2020].

Innovative natural Conversation flow for elderly people



Unique value proposition



It will serve as an empathic assistant and decide what feels to express independently.

It will entertain adults by acting like chatterbox and teach various types of meditations helps to reduce stress and boost their mood.

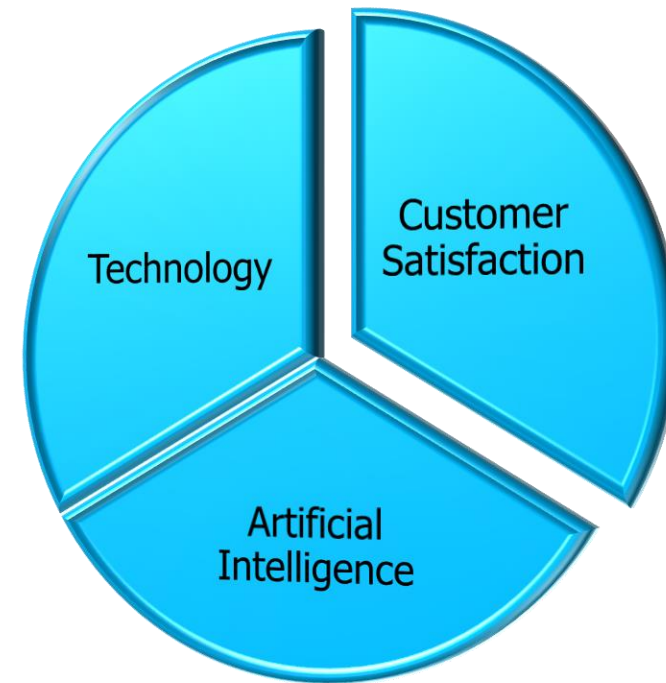
It will provide end to end support from family to travel to food.



Conversational AI

Beyond bots, innovative way to take your business to life

Unfair advantage



Reduce Cost and improve productivity

The digital agent will perform fundamental daily customer interactions, enabling employee capacity to sell goods and services

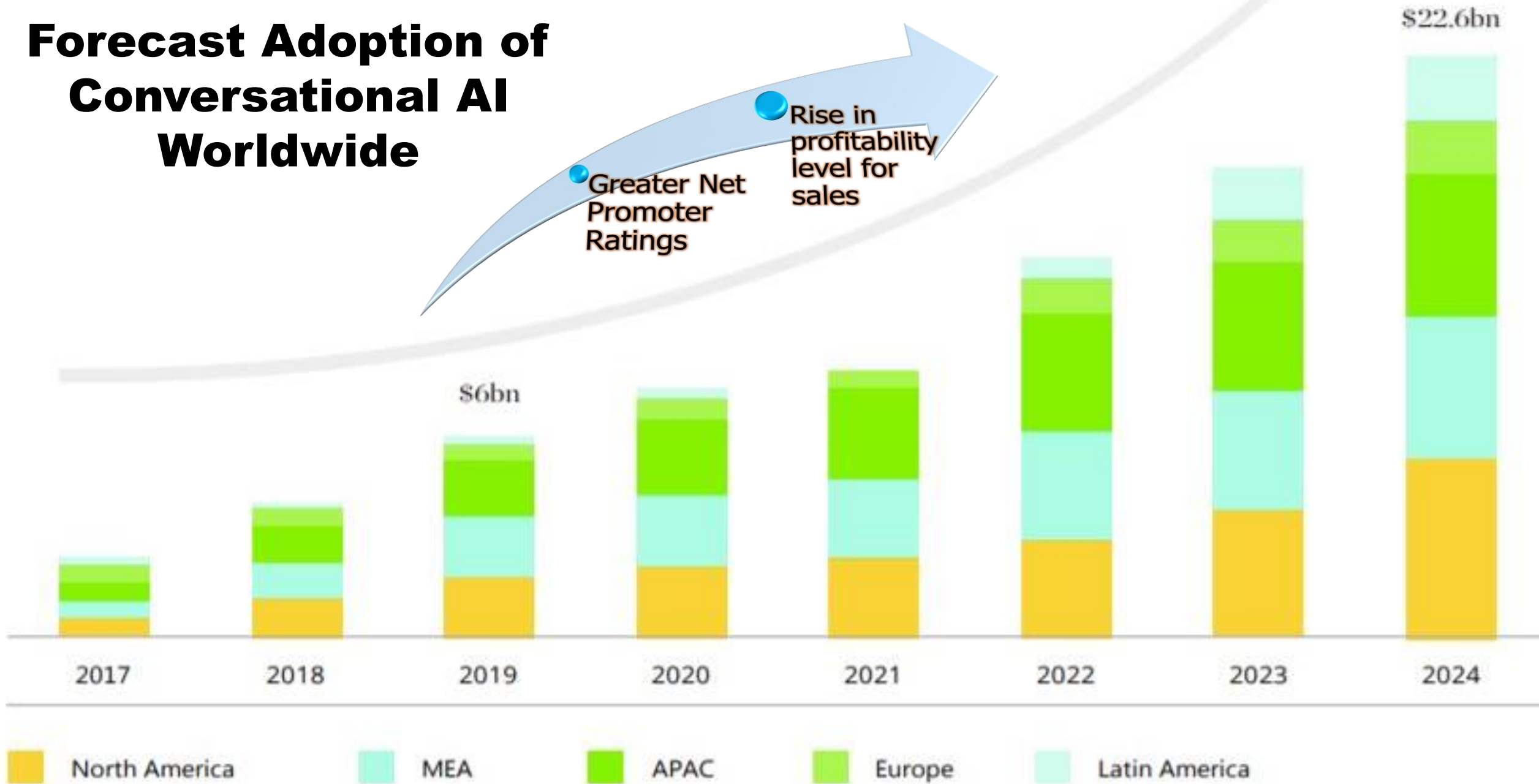
Improve revenue for every customer

There are a 12 to 80% cost reduction opportunities depending on customer interaction

Boost Employee Satisfaction

Improve performance of daily tasks by using AI

Forecast Adoption of Conversational AI Worldwide





Competitors for loneliness

Existing Solutions like Memory lane AI tool from **Accenture** acts like a physical book and podcast and tells memorable stories by using Google Home. ¹

Features	Support Assistant by Amazon Lex	Memory Lane by Accenture Innovation Centre
Customer	All	Specific for Senior Citizens
Integration to smart speakers	Amazon Alexa, Amazon Echo	Google Home, Amazon Alexa ¹
Integration with Other services	AWS Lambda	No
Deployment with Multiple platforms	Mobile Apps, Slack, Messengers, IoT Devices, chat platforms and any call centre application using APIs ²	No
Monitoring	AWS CloudWatch Logs, AWS CloudTrail	No
Availability	Worldwide	Specific for Stockholmers, Sweden
Prompts	Confirmation, Error-handling prompts	No

¹ WordPressBlog. (2020). *A walk down memory lane with AI*. [online] Available at: <https://www.accenture.com/us-en/blogs/interactive-insights-blog/a-walk-down-memory-lane> [Accessed 1 Mar. 2020].

² Amazon Web Services, Inc. (2020). *Amazon Lex Features - Amazon Web Services*. [online] Available at: <https://aws.amazon.com/lex/features/> [Accessed 13 Mar. 2020].

Conversational AI Market Competitors

Features ¹	Amazon Lex	Microsoft Azure Bot services	SAP Conversational AI	Dialogue Flow by Google	Rasa	Google Meena by Google AI
Simplified Console	Yes	Yes	No	No	No	Yes
Built-in chat to test model	Yes	No	No	No	No	No
Customer Followers	Yes (80%)	Yes (60%)	No	Yes (45%)	No	Yes(25%)
Friendliness and Easy communications	Yes	No	Yes	Yes	No	Yes
Receive instant response	Yes	No	No	No	Yes	No
Easy Interface	Yes	No	Yes	Yes	No	No



Business Model

There is an opportunity for success

Cost Structure

- Customer Creative innovation (Content writers, marketers)
- Conversation actors,
- Artificial Intelligence Team (software engineers and speech scientists/engineers).

Revenue Streams

First Use

Free 20 days trial.

500 Text
Requests

€ 1.38

Subscriptions

Cost per speech
requests
€ 0.078

2000 Speech
Requests ¹

€ 12.67

¹ Amazon Web Services, Inc. (2020). *Amazon Lex Pricing - Amazon Web Services*. [online] Available at: <https://aws.amazon.com/lex/pricing/> [Accessed 1 Mar. 2020].



Thank You

