

CHATBOT DEPLOYMENT WITH IBM CLOUD WATSON ASSISTANT

PROBLEM DEFINITION AND DESIGN THINKING:

PROBLEM DEFINITION:

The problem is to deploy a chatbot using IBM cloud Watson assistant to address specific business or customer service needs. Our project is a solution which is customized for specific requirements for marketing agencies. The marketing agencies are facing a lot of challenges including lead generation, client communication and finally reporting. Our project helps to overcome all these challenges by enhancing client interactions and improving overall agency efficiency. It also enhances client communication by providing real-time updates on project progress and addressing common queries. The main objective is to give a better experience with defined personas with its name and the tone, style of the chatbot. It is informative and can give endless service to the users and can have a friendly conversation to the users.

DESIGN THINKING:

PERSONA DESIGN:

- ❖ A chatbot persona is the soul of a chatbot, carefully crafted that embodies the tone, voice and personality of a virtual assistant.
- ❖ They help in enhancing user experience, establishing brand identity, and building trust and engagement with users.
- ❖ To create a persona we need to do a lot of research about customer needs. By making assumptions and web analytics we can get more data to create a persona.
- ❖ A chatbot persona is created by following the process involving Identifying user demographics, Aligning with brand values, Developing chatbot's tone and voice and Creating a visual representation.

USER SCENARIO:

- ❖ A chatbot is useful to automatically answer Frequently Asked Questions (FAQs) and reduce the number of messages to your support team.
- ❖ The chatbot can also help to know more about visitors and their needs before transferring them to the support team if needed.
- ❖ Once set up, the chatbot automatically sends pre-configured reply options called scenarios to visitors depending on the webpage they are visiting.

- ❖ From the chatbot, visitors choose one of the preconfigured reply options and the bot will send them the next automatic message until the scenario ends or visitors choose to talk to an agent.
- ❖ These scenarios are activated through triggers.

CONVERSATION FLOW:

- ❖ It prompts the user for the user's input or queries. Based on the input it generates response that might be accurate or precise, for complex queries it extracts the data from the database and sends response.
- ❖ Specially it can also incorporate the multimedia elements like images, videos into the conversation.
- ❖ Finally it collects the user feedback to improve the chatbot's performance and usability.

RESPONSE CONFIGURATION:

- ❖ Chatbot uses Natural Language Processing (NLP) to recognize user's intent based on the input given. It creates dialog nodes to define the conversation flow.
- ❖ Each node in the dialog nodes will be associated with an intent, condition or context variable.
- ❖ After analyzing the inputs, chatbot sends response in the form of text, audio, video, reference links in order to improve user friendly conversation.
- ❖ Default responses can also be set for unrecognized or ambiguous queries.

PLATFORM INTEGRATION:

- ❖ Chatbot Integration allows the software to access product catalogs from the e-stores based on eCommerce platforms. It is easier than ever with Watson Assistant.
- ❖ Seamlessly connect the customer engagement channels with the CRM systems, search tools, data sources, and contact center platforms that power up business without migrating tech stack.
- ❖ Streamline workflow and customer experience to boost customer satisfaction.
- ❖ Chatbot involves various Platform Integrations such as Channel, Messaging, LiveAgent and Telephony and Search Integrations. These integrations results in Chatbot Deployment on websites and mobile apps.

USER EXPERIENCE:

- ❖ A chatbot can be designed either within the constraints of an existing platform or from scratch for a website or app.
- ❖ In order for a chatbot to be well-received, its intended users must be thoroughly researched so the designer can give it an appropriate personality.
- ❖ Chatbot User Experience provides user-friendly experience and instant responses.
- ❖ The UX Design Process involves simplified design process and emphasize human interaction by setting up communication channels with chatbots integrated with chatbot platform.
- ❖ It also focus on the features and functionalities to improve customer experience.