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Competitive Analysis
Chatbots

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The Goal

Key Goal

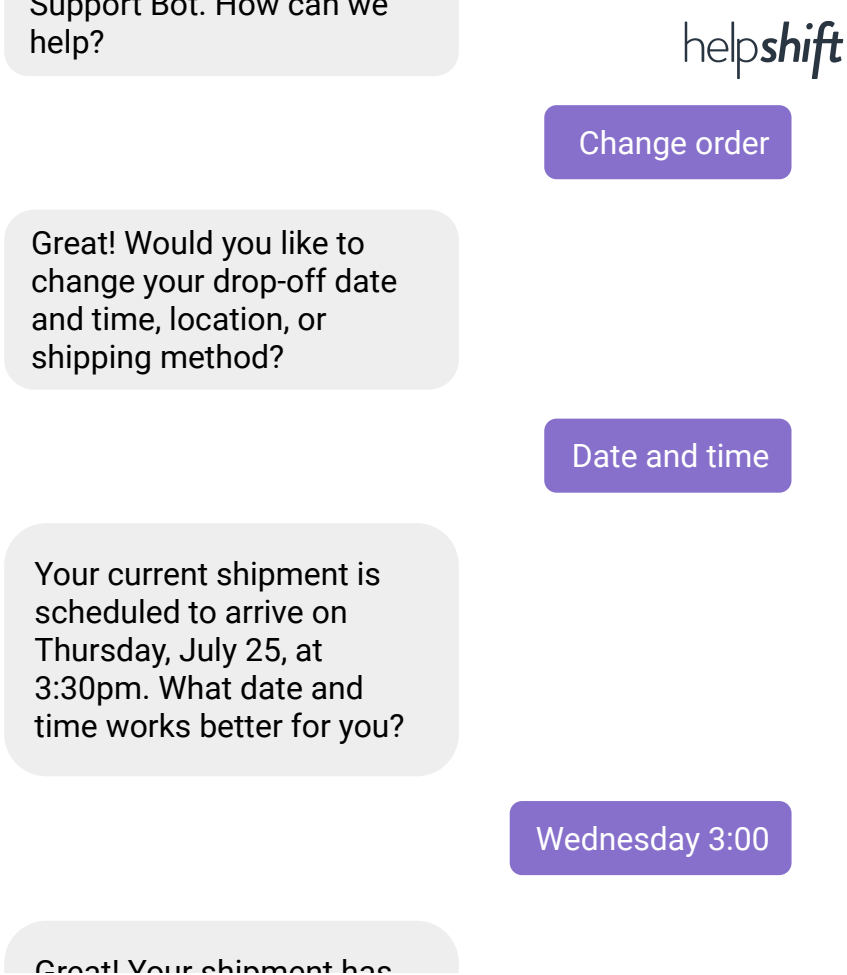
The market has several **broad, general purpose, AI NLP** chatbot platforms. Through this project, we aim to prove that Helpshift's narrow, differentiated approach is **working**, and possibly **better**.

The Script

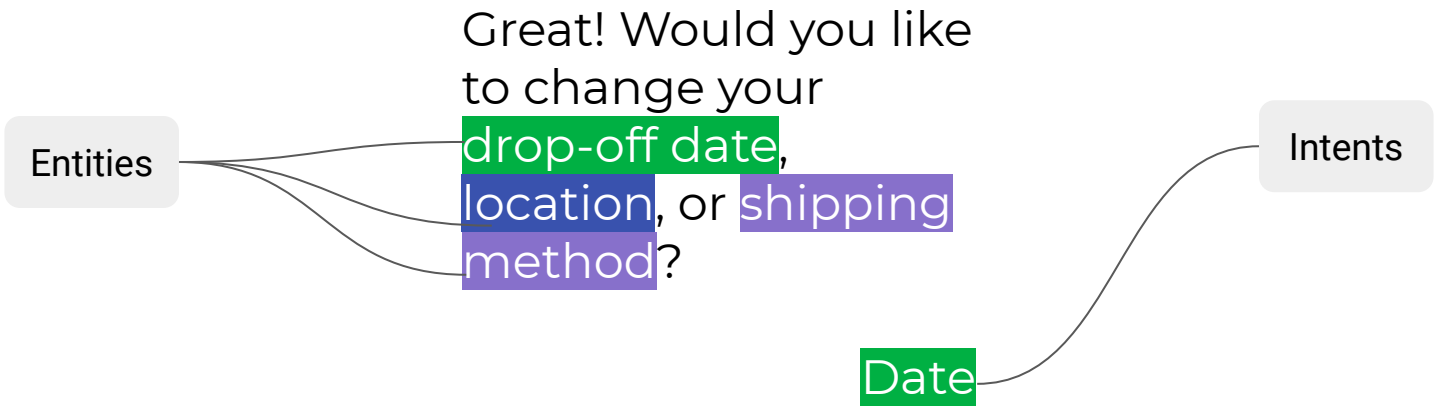
The Scenario

A customer has to edit the details of an online order.

For the purposes of this use case, this includes the shipment date, delivery address, and shipping method.



Converting a Script to a Bot



Iterations of the Script

Version 1

“Change order” vs “Reschedule order”

Only accounts for time as an edit option

Uses option pills

Version 2

“Change order” vs “Cancel order”

Considers time, location, and shipping method changes

Formatted for conversational AI

The Bot

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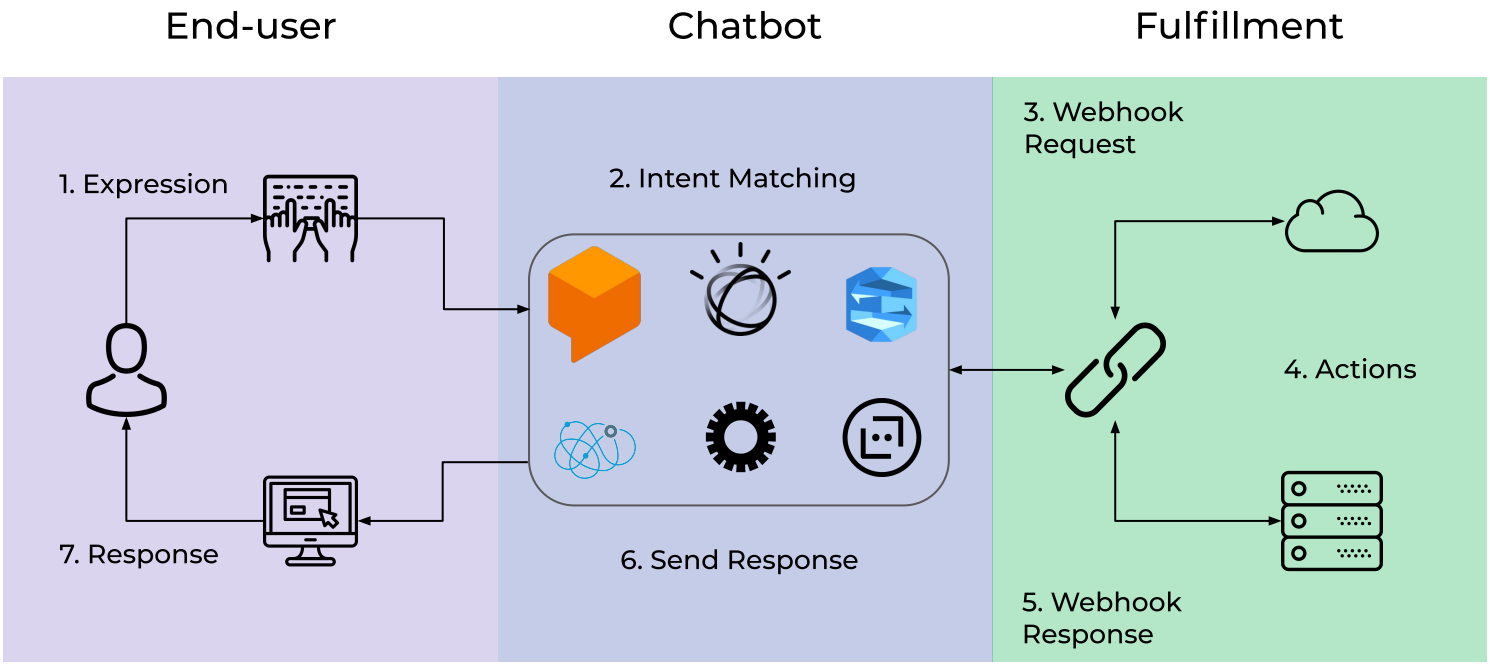
Chatbot Processing Flow



Evaluation Criteria

The Criteria

Technical

Technical Features
Programming Languages
Integrations

Customer

Languages Offered
Licensing Options

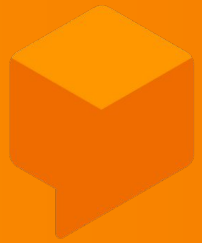
Miscellaneous

Channels
Clients/Apps
My Bot

Overall Analysis

Overall Analysis

	Programming Language Integration	Supported Languages	Third Party Integration	Target Use Case
Dialogflow				Mid-level B2C Bots + Virtual Assistants
Watson				Virtual Assistants + Bots Compatible with IBM
amazon LEX				Previews + Mockups
einstein				B2C Bots
LIVEPERSON				B2C Bots + Support
Microsoft Bot Framework				Enterprise Bots + Virtual Assistants



Dialogflow

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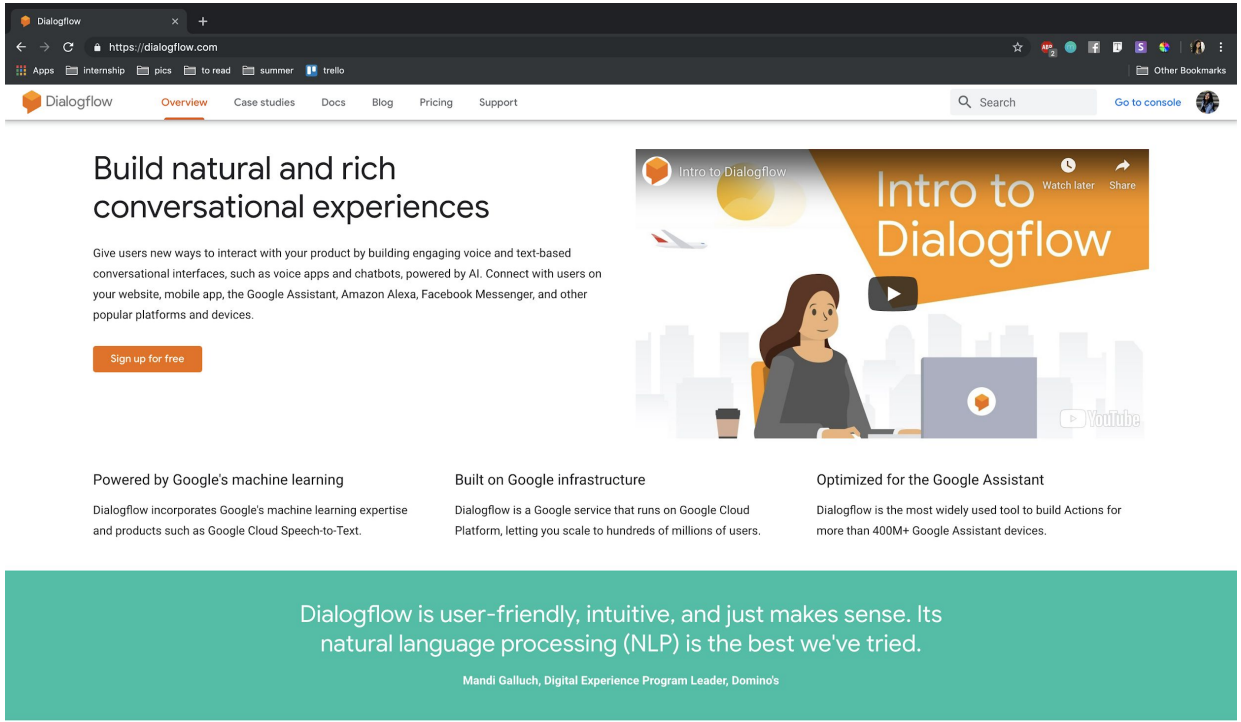
Demo: Google Dialogflow



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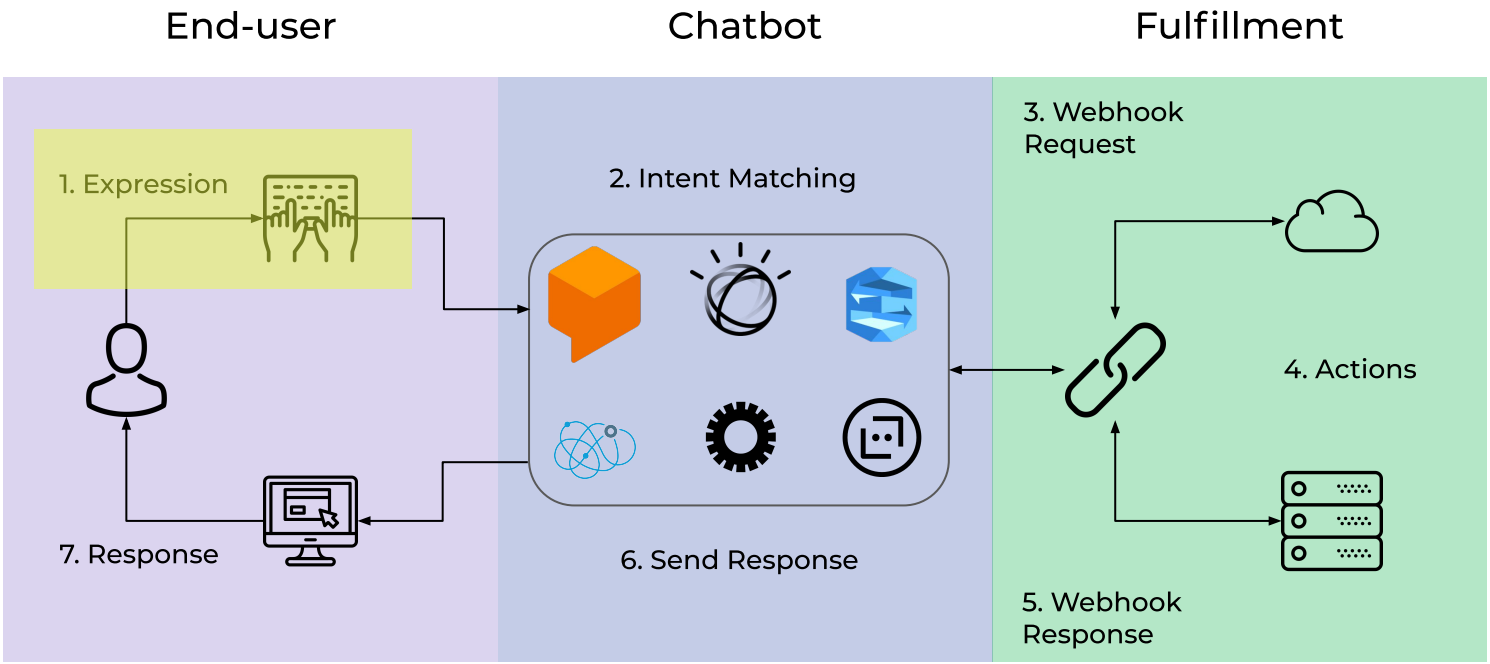
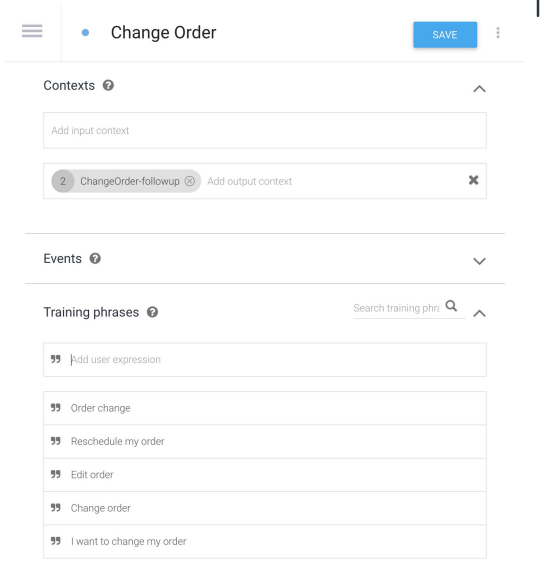
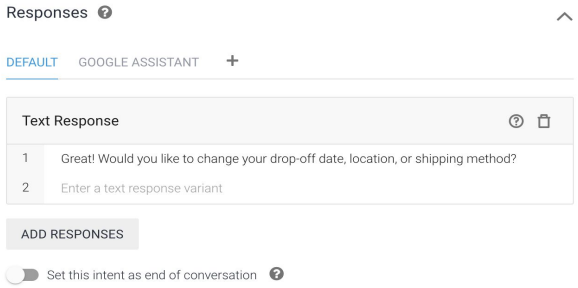
Chatbot Processing Flow



Intent Creation

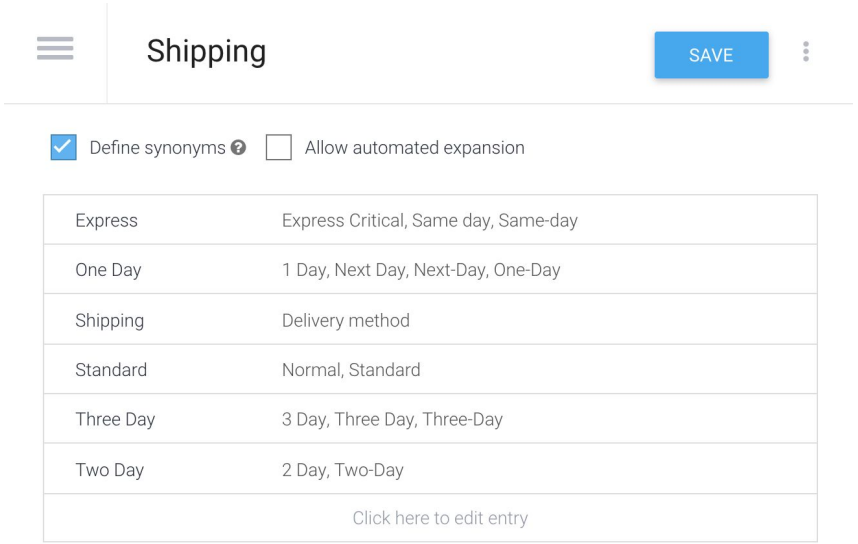
1. Add training phrases
2. Add text responses





Entity Creation

1. Add terms
2. Define their synonyms



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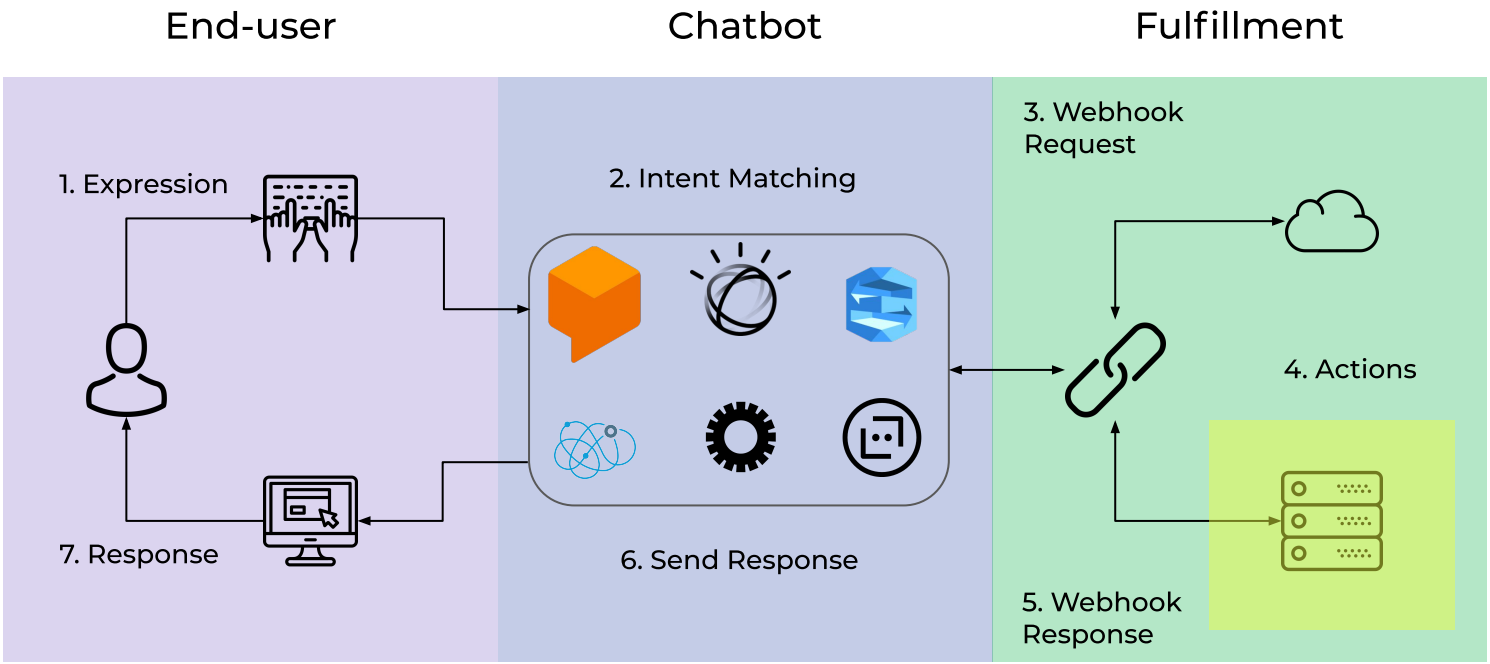
Chatbot Processing Flow



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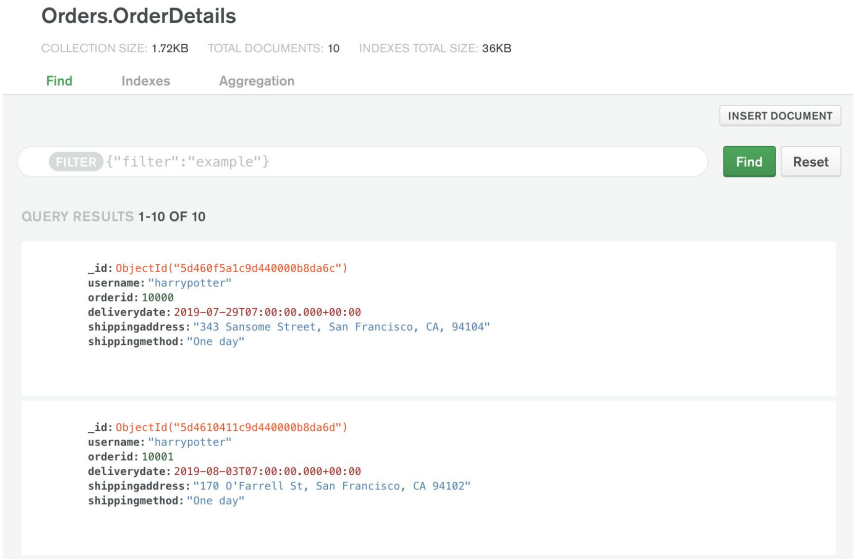
Database Creation

1. Create cluster
2. Create database and collection
3. Populate the database



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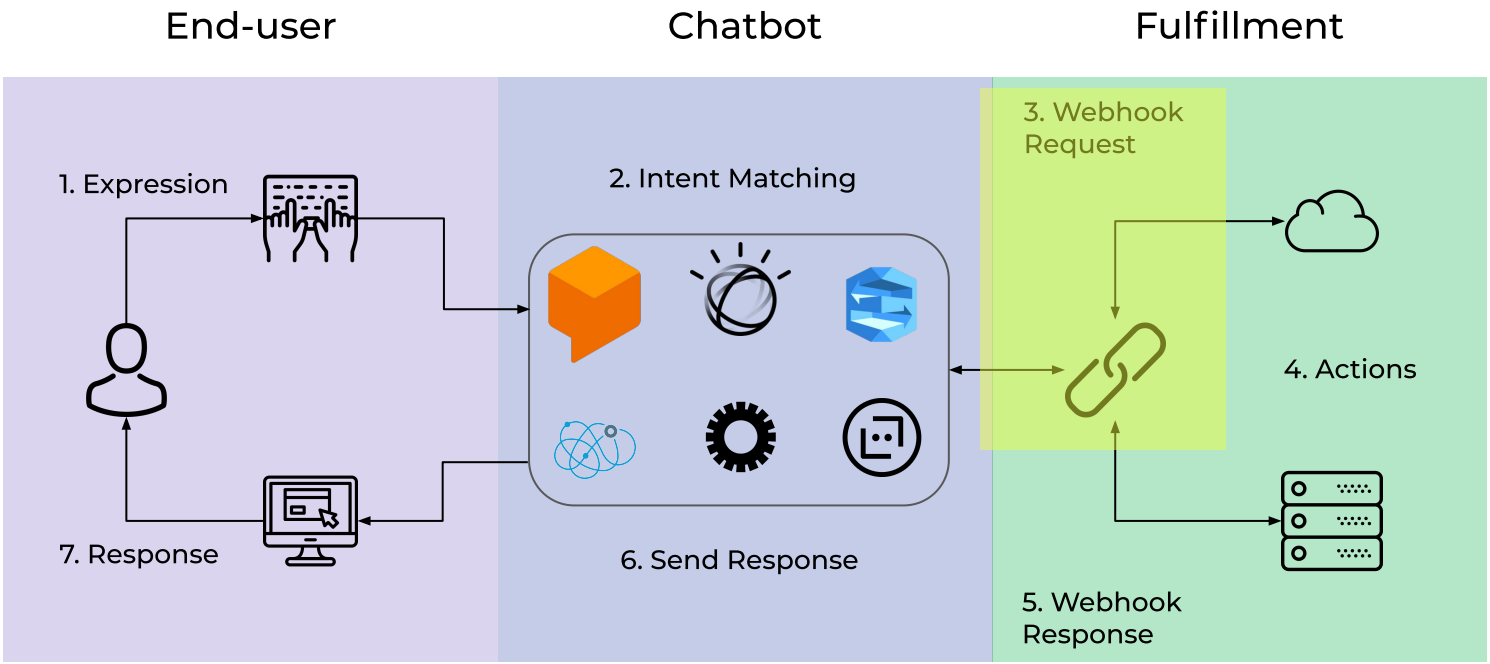
Chatbot Processing Flow



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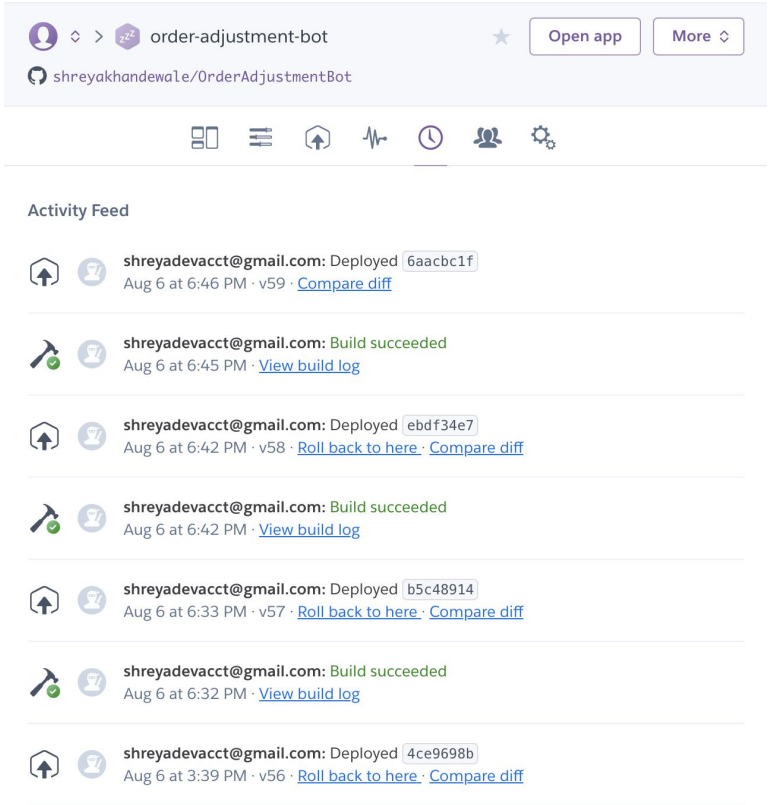
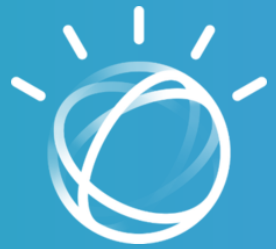
Webhook Creation

1. Upload code to Heroku
2. Deploy code
3. Make sure code works :(
4. Upload and deploy again





Watson™

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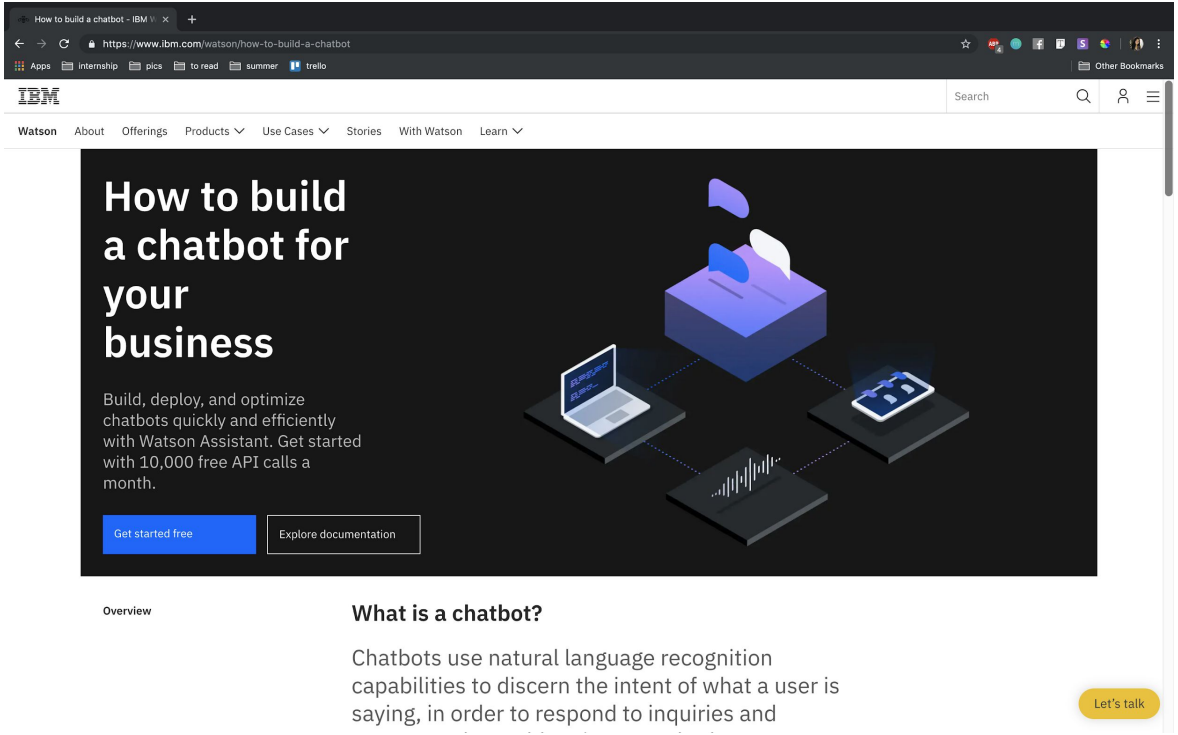
Demo: IBM Watson



Intent Creation

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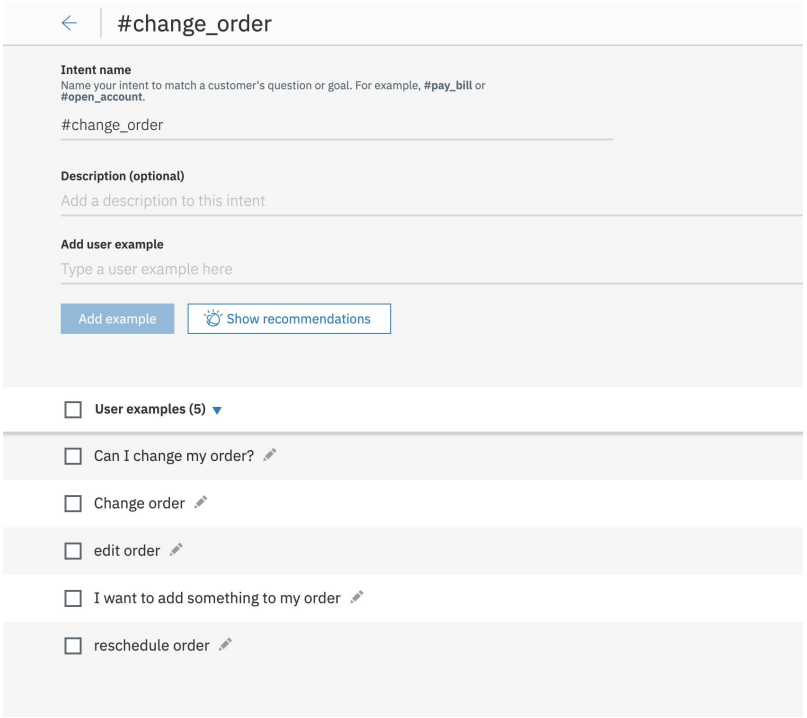

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Entity Creation

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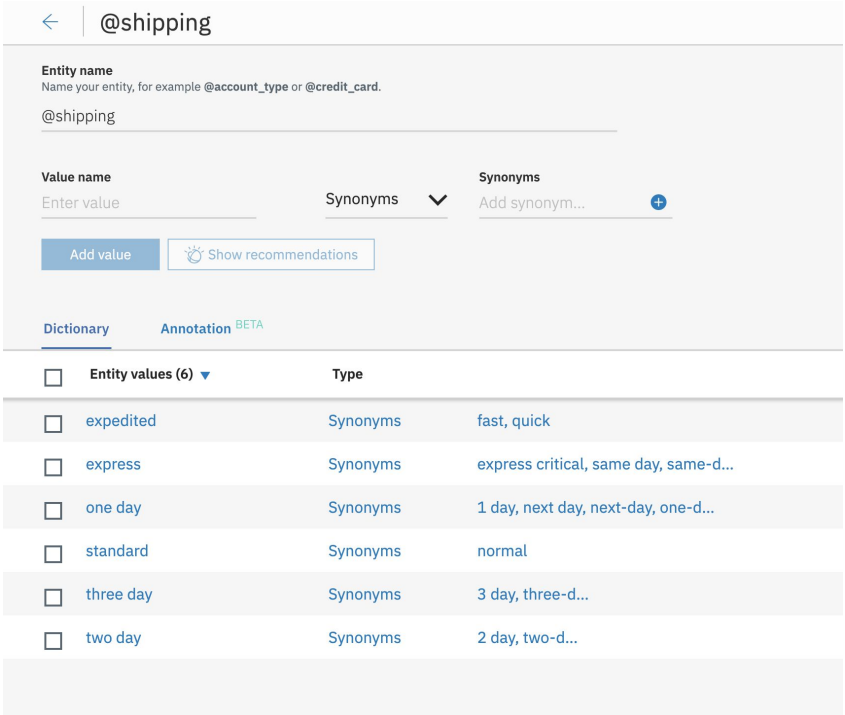

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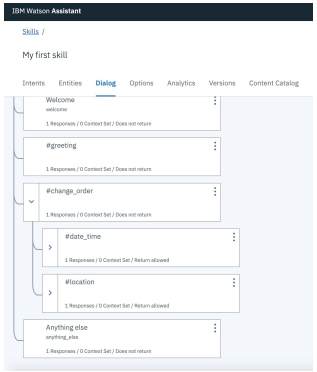
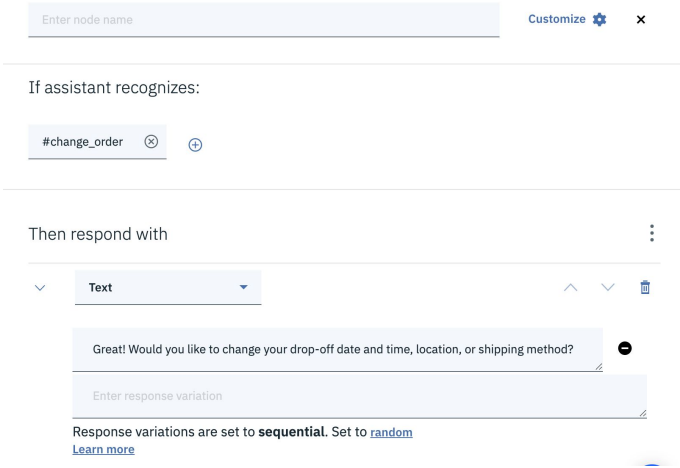
Dialog Creation

1. Add intents
2. Add bot response to each intent





Final Thoughts

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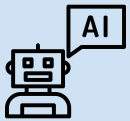
Key Takeaways



Simple and Quick Setup

Very easy to get a bot's pre-trained front end up and running

Exhaustive Bot Training

Bots require at least 50 - 100 training phrases and intents for base-line training

Getting your hands dirty

Most bots required some technical knowledge or background on my part

Personal Takeaways

A Better Understanding of AI

How the technology works and how these platforms work

A Newfound Appreciation

It took me a lot of effort to get the Dialogflow bot up and running

Acknowledgements