

ZenBot

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May 2016

1 Introduction & Problem Statement

Social media has become the most popular platform to users to give feedback on services they receive from various services. If they think that a service is not up to their expectations they post negative remarks on facebook and twitter. If someone sees their friends posting negative comments, they form a negative opinion about the service and refrain from using it in the future. The company not only loses one customer but also their friends. This serves as negative marketing for the company and is bad for the Brand. We are trying to tackle this problem by creating a solution that can interact with the dissatisfied customer directly and work to solve the problem they faced.

2 Our Solution - ZenBot

ZenBot is a bot built that leverages intelligent analytics to understand where the customer faced problems. this provides a base for the company to understand where it is lacking and can try to improve its shortcomings. The solution can be divided into the following sections.

2.1 Passive Customer Interaction

ZenBot is basically an AI. It can interact with the customer in two ways- Passive and Direct. ZenBot scans Twitter and FaceBook for various hashtags and keywords. For example if someone tweets "Unhappy with Surge Pricing #Uber #UberSucks", ZenBot would search for keywords such as Uber. It finds tweets and then analyses the tweet. If the tweet is negative ZenBot knows that the customer is unhappy with the service. ZenBot would then directly connect the customer care and the user so that Uber can solve the customer's problem. ZenBot would also extract Keywords and entities to understand why the customer was unhappy. Analysis over a larger number of tweets would give powerful insights to the company in recognising where their service is lacking. If the comment is positive ZenBot can provide discounts to encourage the customer to continue using Uber.

2.2 Direct Customer Interaction

Another aspect of ZenBot is direct Interaction with the user. Since it is an AI, it can interact with the user using messaging apps such as Messenger and WhatsApp. The customer can interact with ZenBot. It can answer questions related to its service, such as "When will their order arrive?" give feedback about their experience. The bot would interact with Natural Language making the user feel as if he or she were talking to a human. An implementation of this developed by us: [ZenBot](#).

3 Final Remarks

A solution like this would be beneficial to the company as it would get insights as to what their users are talking about the company on social forums, try to figure out where they are going wrong and improve their services to retain their customers.

4 Demo

The application uses IBM's Dialog Api to form conversations with users using NLP and answers them.

Code Base: <https://github.com/sidd607/opiniothon>

Demo Video <https://www.youtube.com/watch?v=e1qHnZsSrKU>