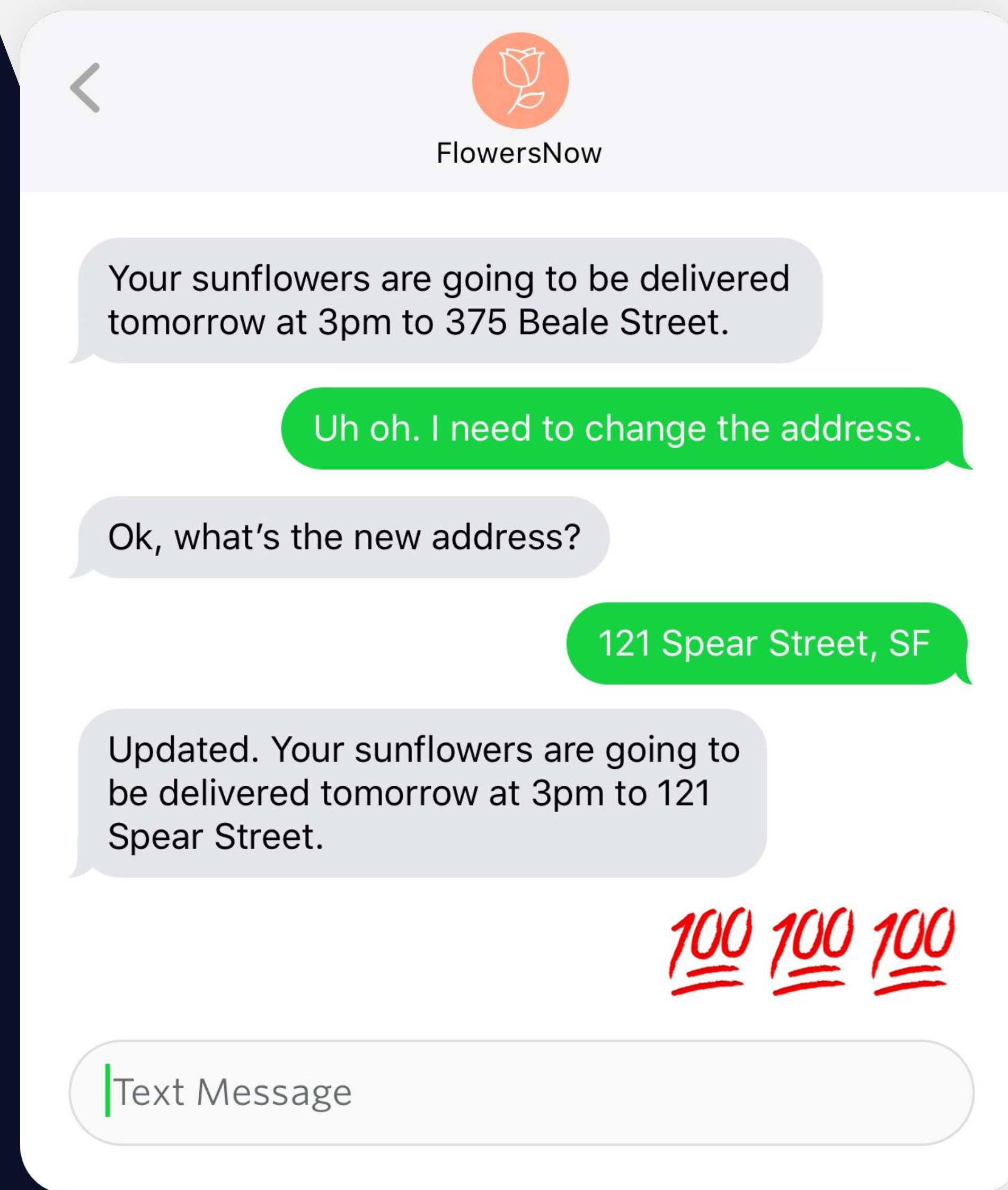




Building Trust Through Dialogue

with Twilio Autopilot





Agenda

1. Introduction
2. Conversation Design
3. Setup Autopilot
4. Hacking Time!



Introduction



Make your apps communicate with a few lines of code.



Messaging



Voice



IoT



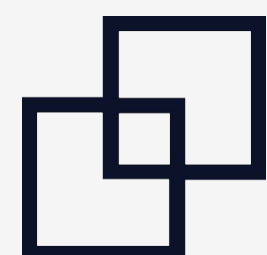
Chat



Video



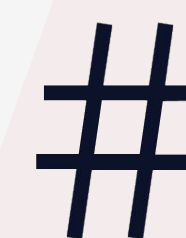
2FA



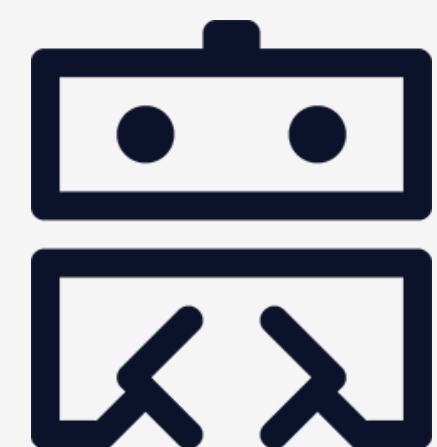
Email



WhatsApp

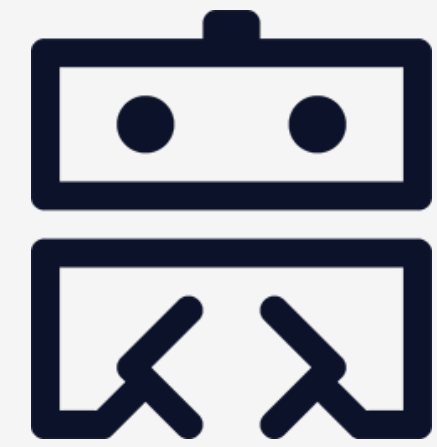


Phone Numbers



Twilio Autopilot

Build bots for any communications channel with machine learning
and natural language understanding



Twilio Autopilot

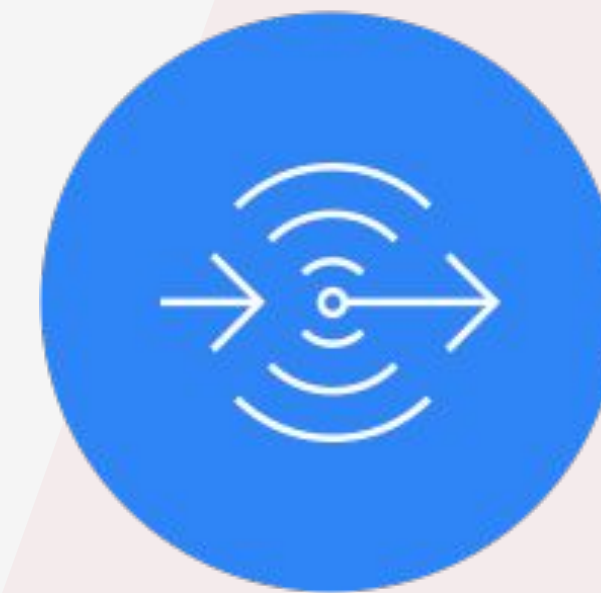
Build bots for any communications channel with machine learning
and natural language understanding



IVRs



Chatbots



Alexa Apps



Help you build bots *people want to use.*



Building Trust Through Dialogue

Conversation Design



Trust



Trust



Engagement



Trust



Engagement



Data



Trust



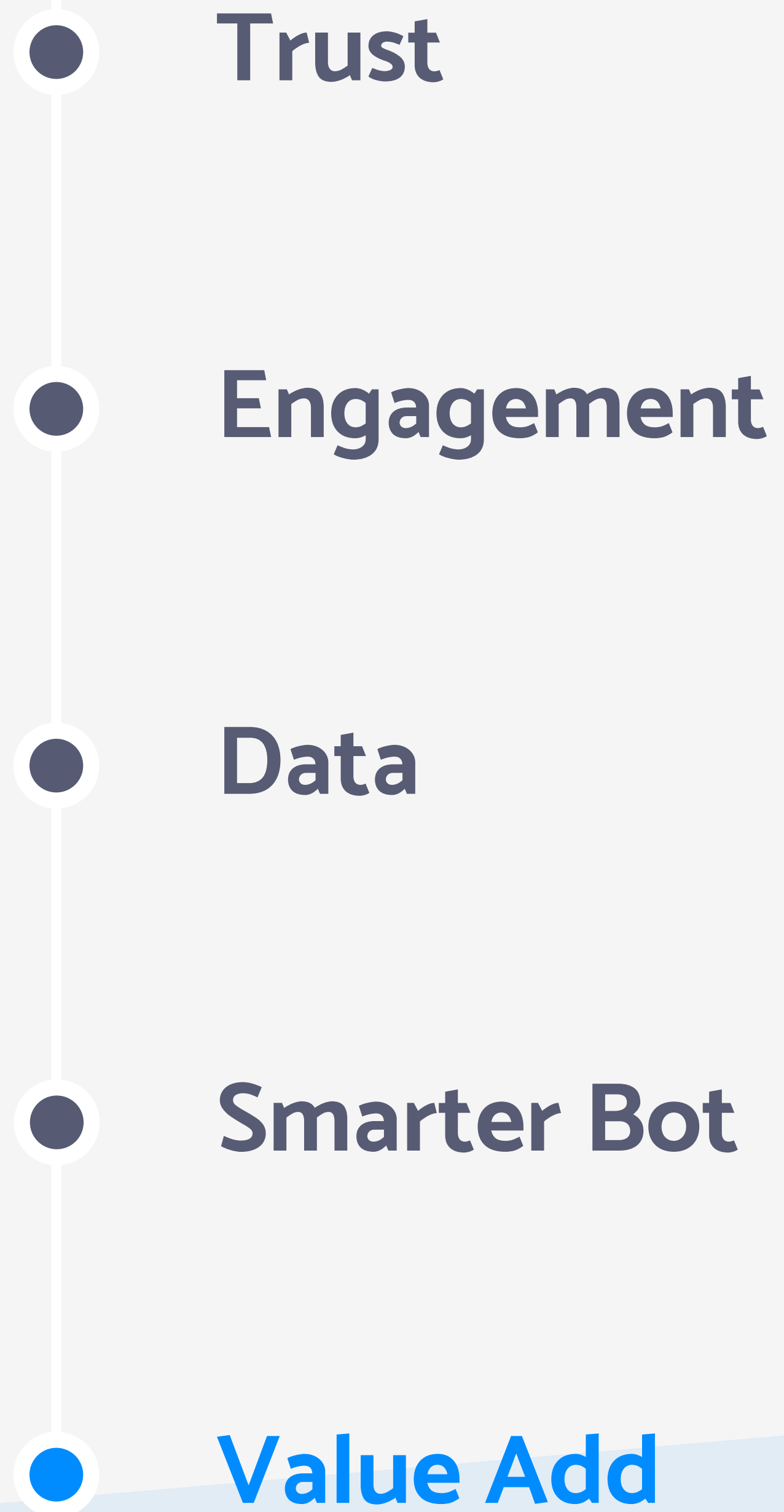
Engagement



Data



Smarter Bot





Value Add



Trust



Engagement



Trust in bots come from

- Offering value
- Meeting expectations
- Acknowledging people
- Being reliable and helpful



Every moment your bot has with your user is an
opportunity to build trust.



5 Moments to Build Trust



Greeting:

Set up your bot for success.

Moment 1





Hi

**Hi, I'm your hotel concierge
bot. How can I help?**



Hi

**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**



Hi

**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**



Listen:
Anticipate everything.

Moment 2



**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**

room service



**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**

I'm hungry



**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**

3 tacos and fries



**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**





**Hi Elaine. I can help you with
housekeeping and room service.
What would you like?**

Are you a human?



Acknowledgement:

Echo back what it heard.

Moment 3



I need more towels



I need more towels

**Sure, how many do
you need?**



I need more towels

**Sure, how many towels
do you need?**



Answer:
Be transparent.

Moment 4



**Sure, how many towels
do you need?**

4 large towels



Sure, how many towels
do you need?

4 large towels

**Got it. Someone will be there as
soon as possible.**

Sure, how many towels
do you need?



4 large towels

**Your 4 towels will be dropped off
in 15 minutes. It's a bit busy.**



Unhappy path: Get back on track.

Moment 5



**Your 4 towels will be dropped off
in 15 minutes. It's a bit busy.**

taxi

Your 4 towels will be dropped off
in 15 minutes. It's a bit busy.



taxi

**I didn't get that. How can I help
you today?**

Your 4 towels will be dropped off
in 15 minutes. It's a bit busy.



taxi

**I can't help with that. I'm better
at housekeeping and ordering
room service.**

Your 4 towels will be dropped off
in 15 minutes. It's a bit busy.



taxi

**I can't help with that. Do you
want me to connect you to our
front desk?**



5 moments to build trust

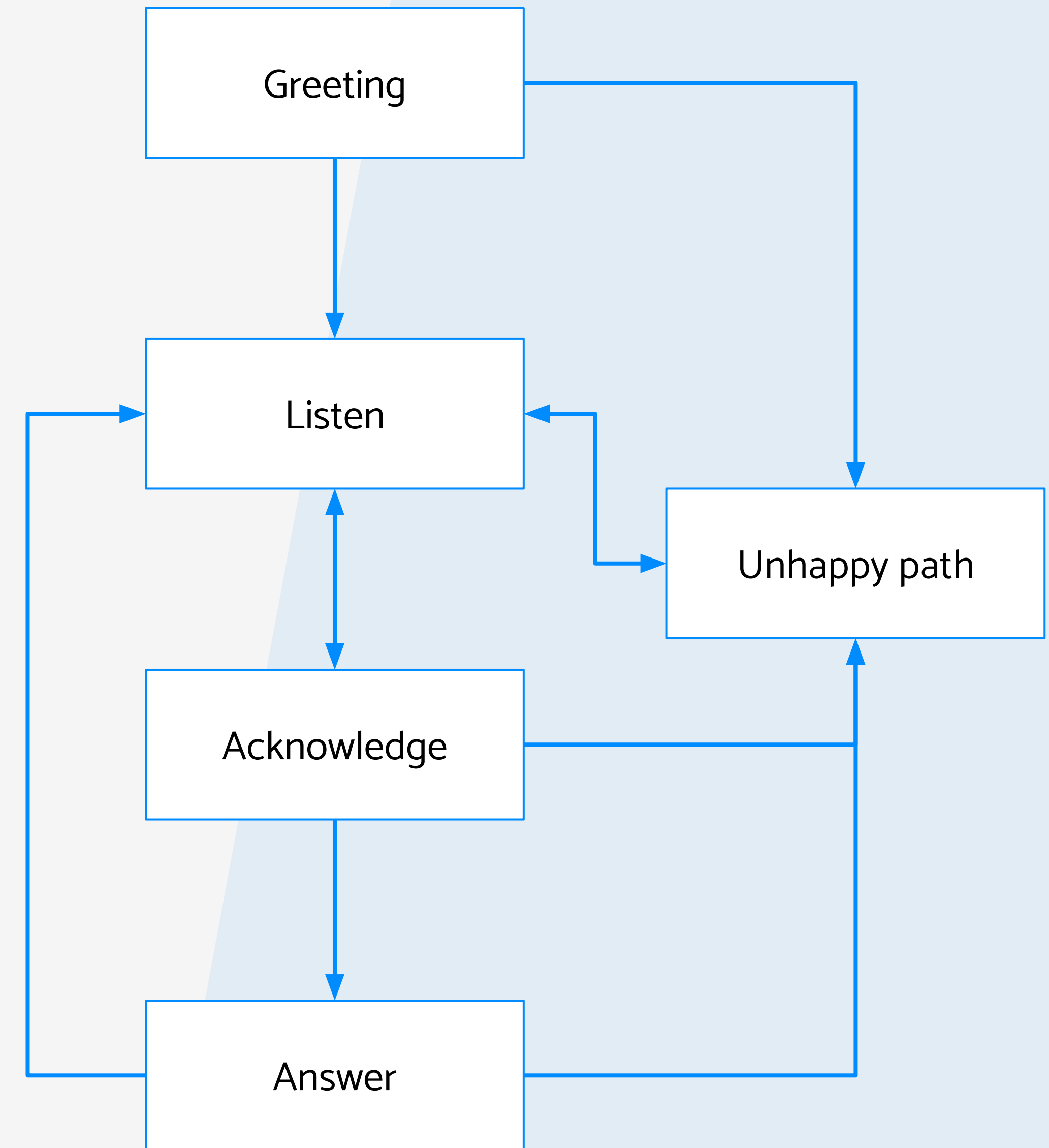
Greeting: Set your bot up for success

Listen: Anticipate everything

Acknowledgement: Echo back what it heard

Answer: Be transparent

Unhappy path: Get back on track





Autopilot Walkthrough



Set up your Autopilot bot

1

Sign up for a
Twilio Account

2

Install the CLI

3

Create a bot from a
template

4

Test the bot using the
Simulator



Sign up for **Twilio**

1. Go to:

<https://www.twilio.com/try-twilio>

2. Use the promo code for **\$25 in credits:**

VOICESUMMIT2019

<https://www.twilio.com/try-twilio>



Step 2: Enter your Payment information

METHOD

☒ CREDIT CARD

☐ PAYPAL

CREDIT CARD NUMBER

EXPIRES

CVV ?

CARDHOLDER NAME

ADDRESS 1

ADDRESS 2

CITY

REGION

ZIP CODE

COUNTRY

United States

COMPANY/PROJECT URL

optional

PHONE NUMBER

optional

Step 3: Add funds

AMOUNT TO ADD TO YOUR ACCOUNT NOW

\$20.00

☒ Turn on automatic recharge

When your balance falls below **\$10.00**, we will recharge your balance to **\$20.00**.

Upgrade Account

1

Enter your payment info here (**Don't worry you won't be charged!**)

2

Click on "I have a promo code", and add **VOICESUMMIT2019**

I have a promo code.

3

Uncheck auto charge box!



Install the Autopilot CLI

1. `sudo npm install -g @twilio/autopilot-cli`
2. `ta init --account <account-sid> --token <auth-token> [--credentials <name>]`



twilio.com/console

Account Credentials

Project Info

We've customized your dashboard based on the products you selected. Use the product getting started guides to get up and running.

We can't wait to see what you build!

PROJECT NAMEAutopilot + Flex Demos

ACCOUNT SIDAC31deee230bcdf9e883045a0fcf71bacd

AUTH TOKENview

Owner

1 manage

2FA Disabled edit

AutopilotBeta

Autopilot enabled you to build AI Assistants or bots and deploy them

Invite Your Team

Email

Developer



Create a bot from using the **Hospitality** template

```
ta create [--credentials <name>]
```

```
3642:autopilot-workshop pdeshpande$ ta create
? List of templates you can chose
  Disneyland Vacation
  FAQs
  Hello World
> Hospitality
  Intent Based Routing
  Lead Qualification
  Real Estate
(Move up and down to reveal more choices)
```



Test in the Simulator

- Autopilot *Beta*
- Hospitality
- Overview

Tasks

Stylesheet

Natural Language Router

Simulator

Logs

Channels
- < Back

Hospitality

Text simulator

Ok, I'll be here when you need me.

i'm hungry

Our kitchen is open and serving the full menu.

What would you like to eat?

A burger

Got it. Any special requests?

No onions please

Your order will take about 45 minutes. What else can I help you with meantime?

Type a message

DEBUG VIEW

Start over

Current input: none

Task

Memory

Dialogue Info

Message Hospitality to trigger a task.





Hacking time!



- **Install and Configure CLI**
- **Create a bot from a template**
- **Name your bot**
- **Create a task using static JSON**
- **Add 10 samples to that task**
- **Add a field name to the task**
- **Change `complete_collect_roomitems` to use dynamic JSON with Functions**
- **Test in the simulator**




Connect the bot **to a channel**


Autopilot *Beta*
Hospitality
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Channels


Configure the places where users can interact with your assistant using Channels.


Channels



Programmable Voice



Programmable Messaging



Programmable Chat


Alexa


Google Assistant


WhatsApp


Facebook Messenger


Slack

Chat with us at booth 409!

Pranav Deshpande & Elaine Lee

