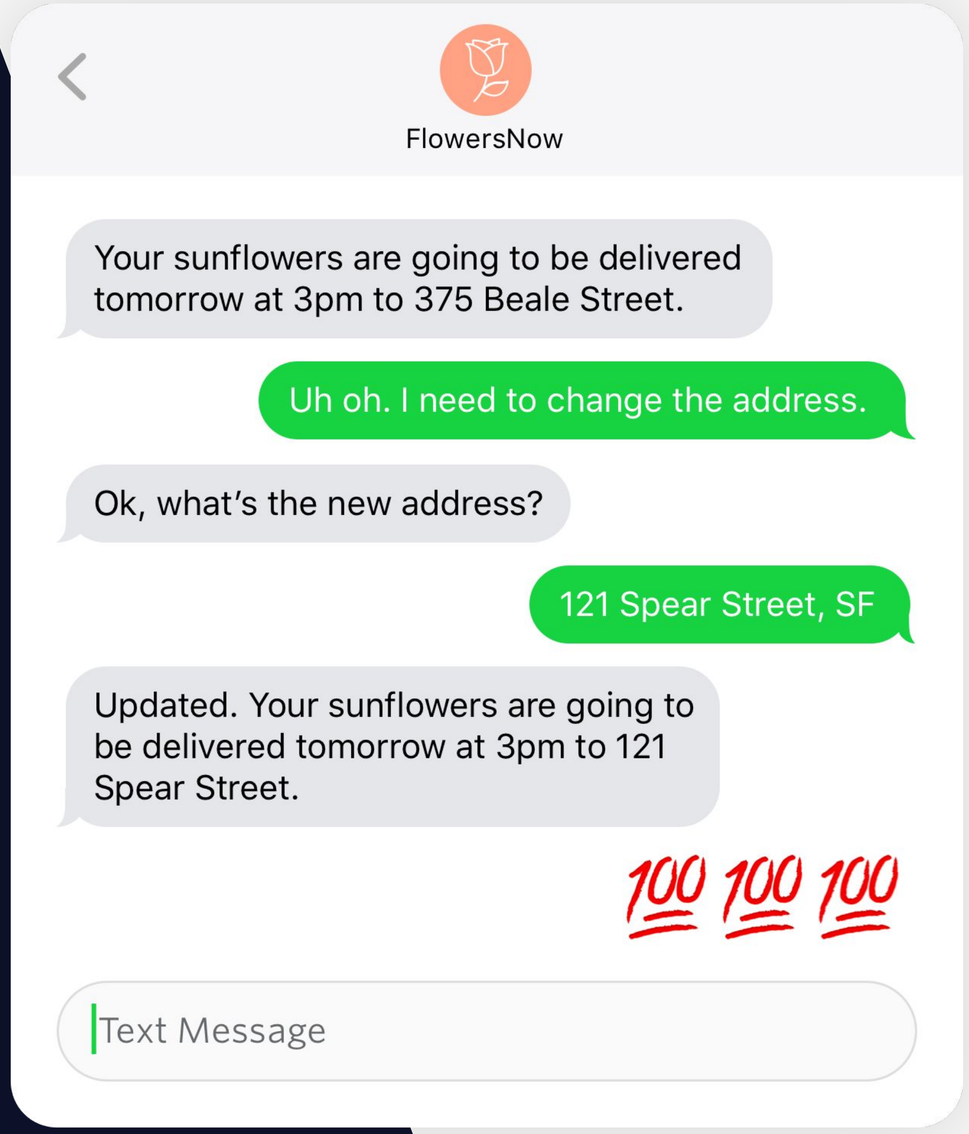
Building Trust Through Dialogue

with Twilio Autopilot



Pranav & Elaine

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Agenda

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

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Introduction

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Make your apps communicate with a few lines of code.

Messaging

Voice

IoT

Chat

Video

2FA

Email

WhatsApp

Phone Numbers

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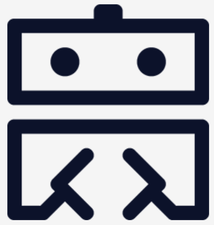

Twilio Autopilot

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

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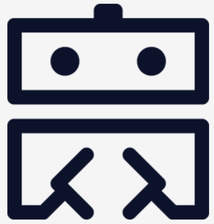

Twilio Autopilot

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

IVRs

Chatbots

Alexa Apps

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Help you build bots *people want to use.*

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Building Trust Through Dialogue

Conversation Design

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Trust

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Trust

Engagement

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Trust

Engagement

Data

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Trust

Engagement

Data

Smarter Bot

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Trust

Engagement

Data

Smarter Bot

Value Add

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Value Add

Trust

Engagement

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Trust in bots come from

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

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

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5 Moments to Build Trust

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Greeting:

Set up your bot for success.

Moment 1

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Hi

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

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Hi

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

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Hi

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

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Listen:

Anticipate everything.

Moment 2

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

room service

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

I’m hungry

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

3 tacos and fries

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

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

Are you a human?

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Acknowledgement:

Echo back what it heard.

Moment 3

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I need more towels

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I need more towels

Sure, how many do you need?

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I need more towels

Sure, how many towels do you need?

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Answer:

Be transparent.

Moment 4

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Sure, how many towels do you need?

4 large towels

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Sure, how many towels do you need?

4 large towels

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

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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.

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Unhappy path:

Get back on track.

Moment 5

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

taxi

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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?

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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.

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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?

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5 moments to build trust

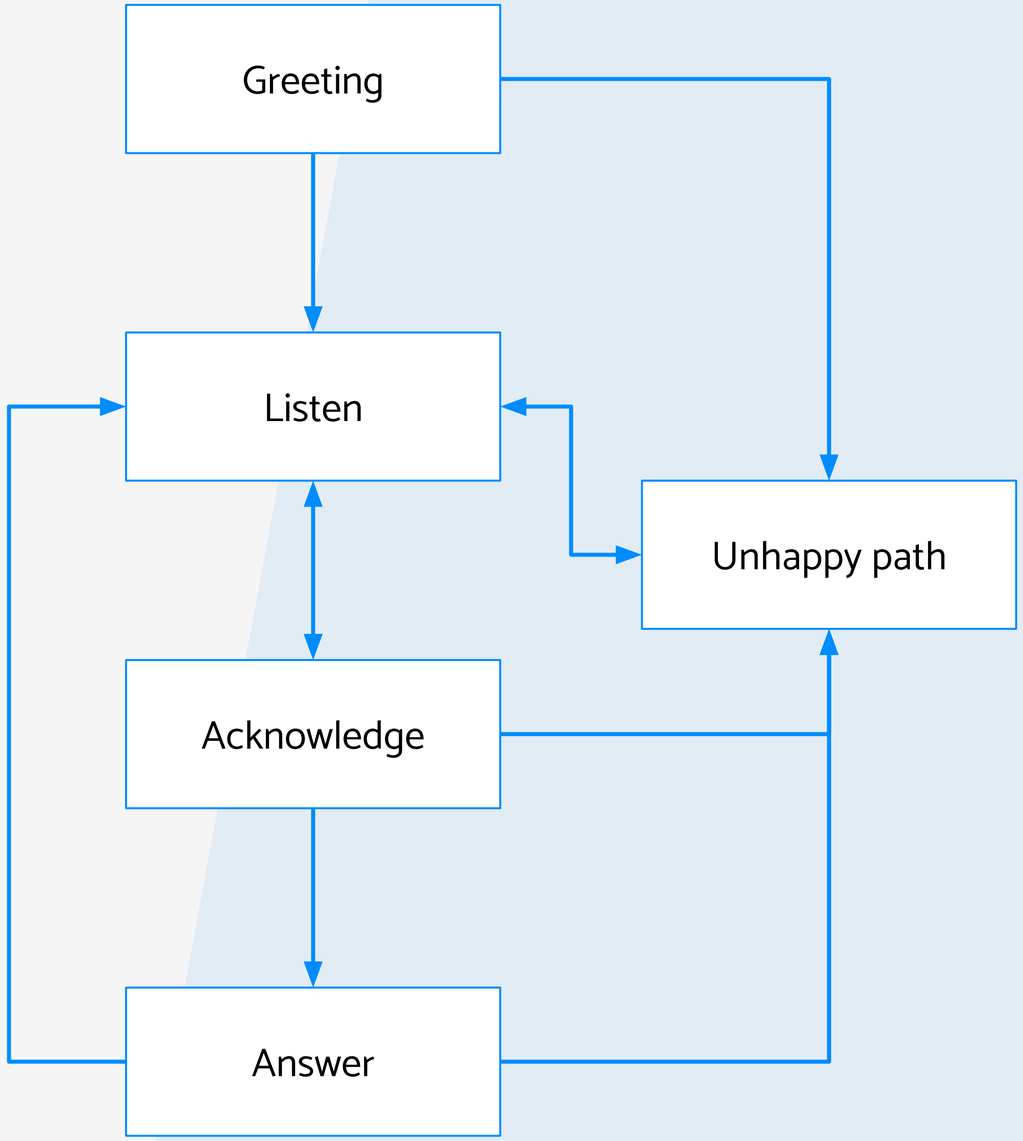
Greeting: Set your bot up for success

Listen: Anticipate everything

Acknowledgement: Echo back what it heard

Answer: Be transparent

Unhappy path: Get back on track



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Autopilot Walkthrough

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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

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Sign up for Twilio

1. Go to:
https://www.twilio.com/try-twilio

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

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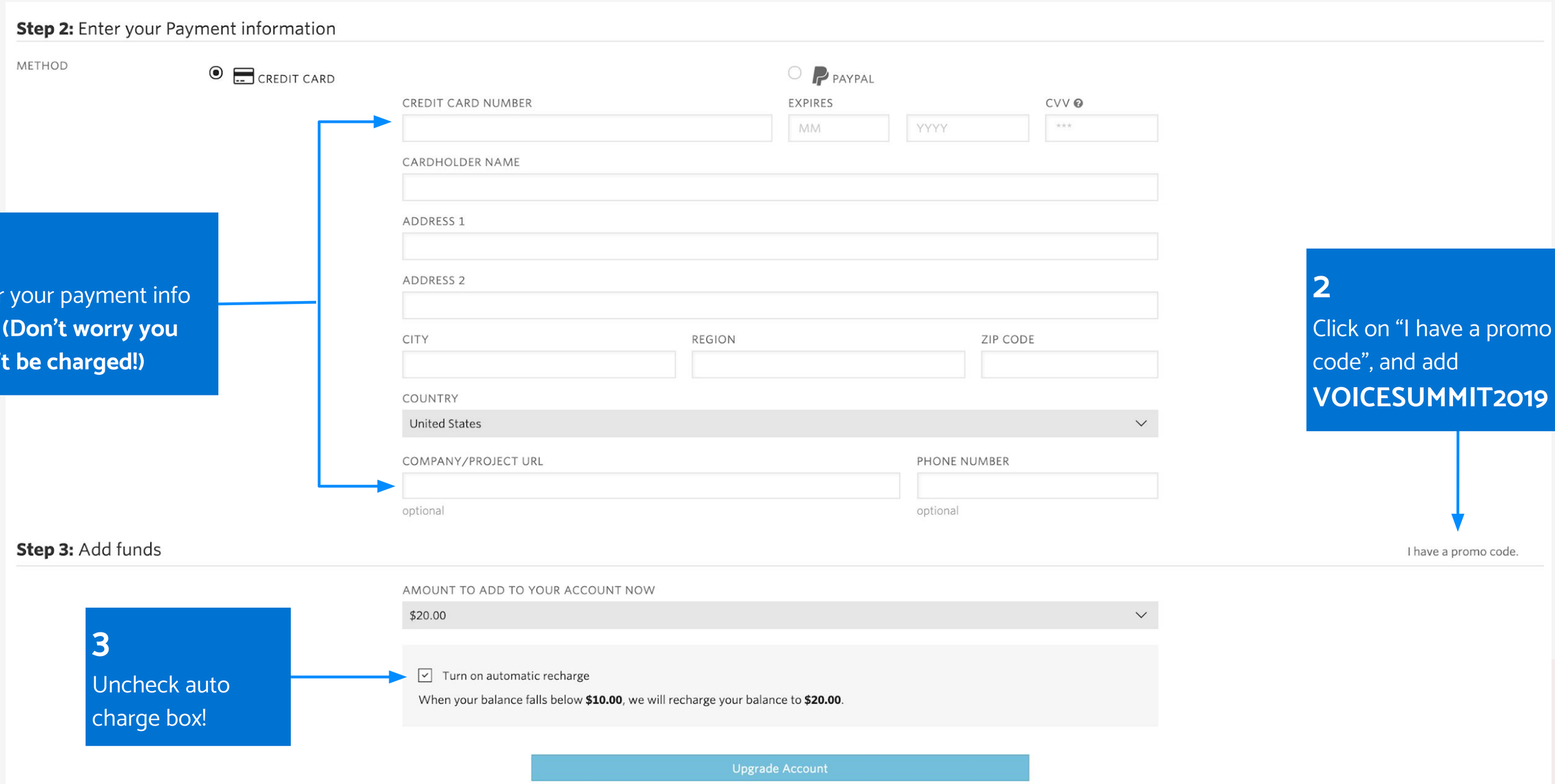
https://www.twilio.com/try-twilio



Install the Autopilot CLI

1. `sudo npm install -g @twilio/autopilot-cli`

2. `ta init --account <account-sid> --token <auth-token> [--credentials <name>]`

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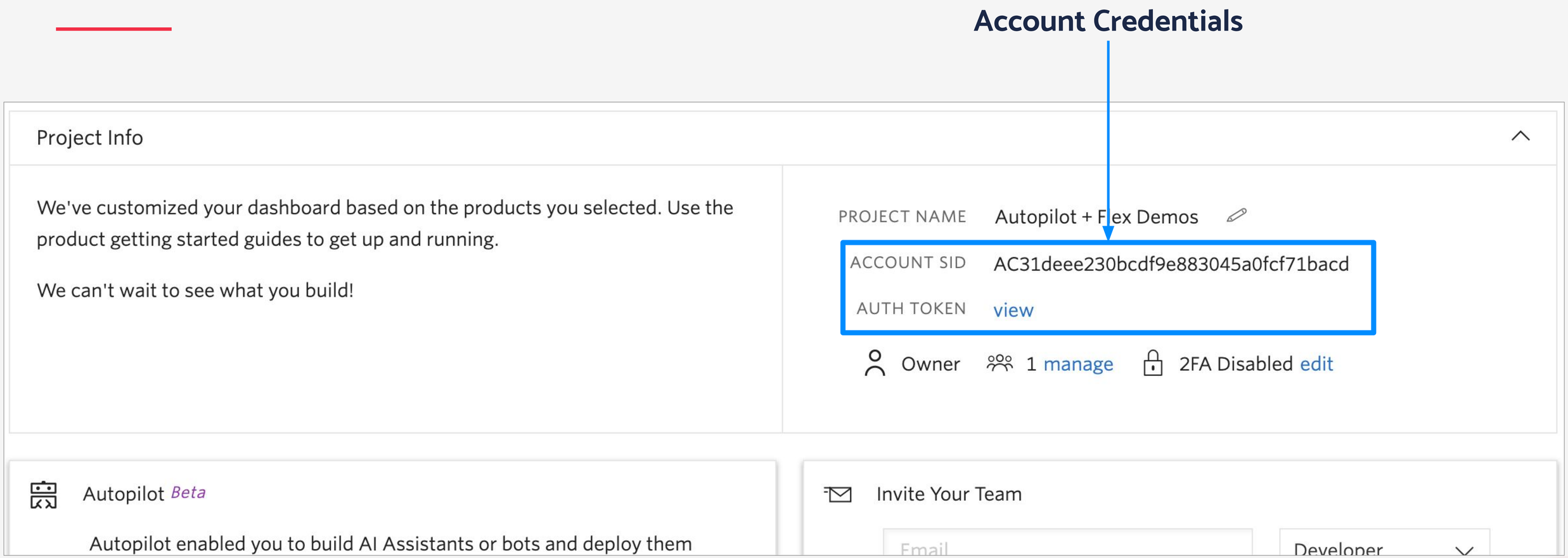
twilio.com/console



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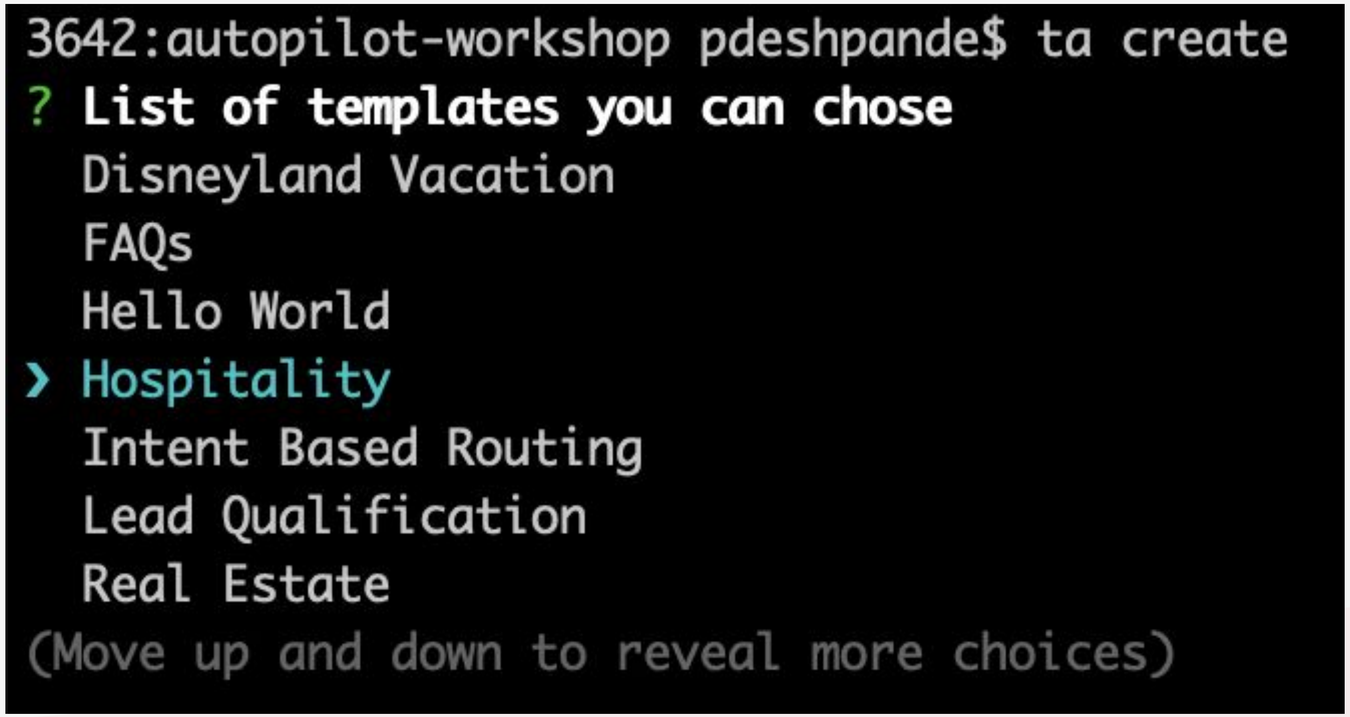
Create a bot from using the Hospitality template

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



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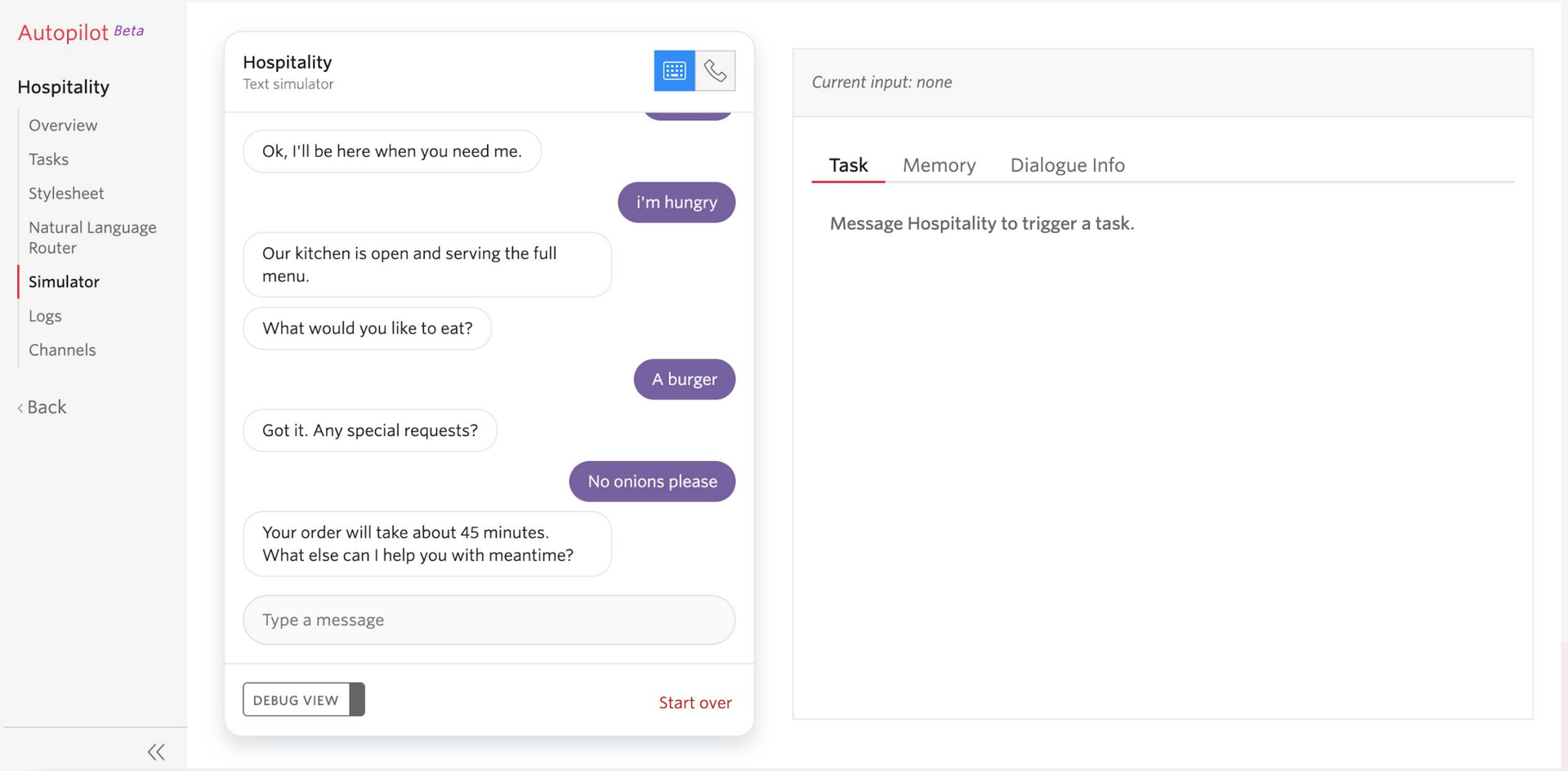
Test in the Simulator



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Hacking time!

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- 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

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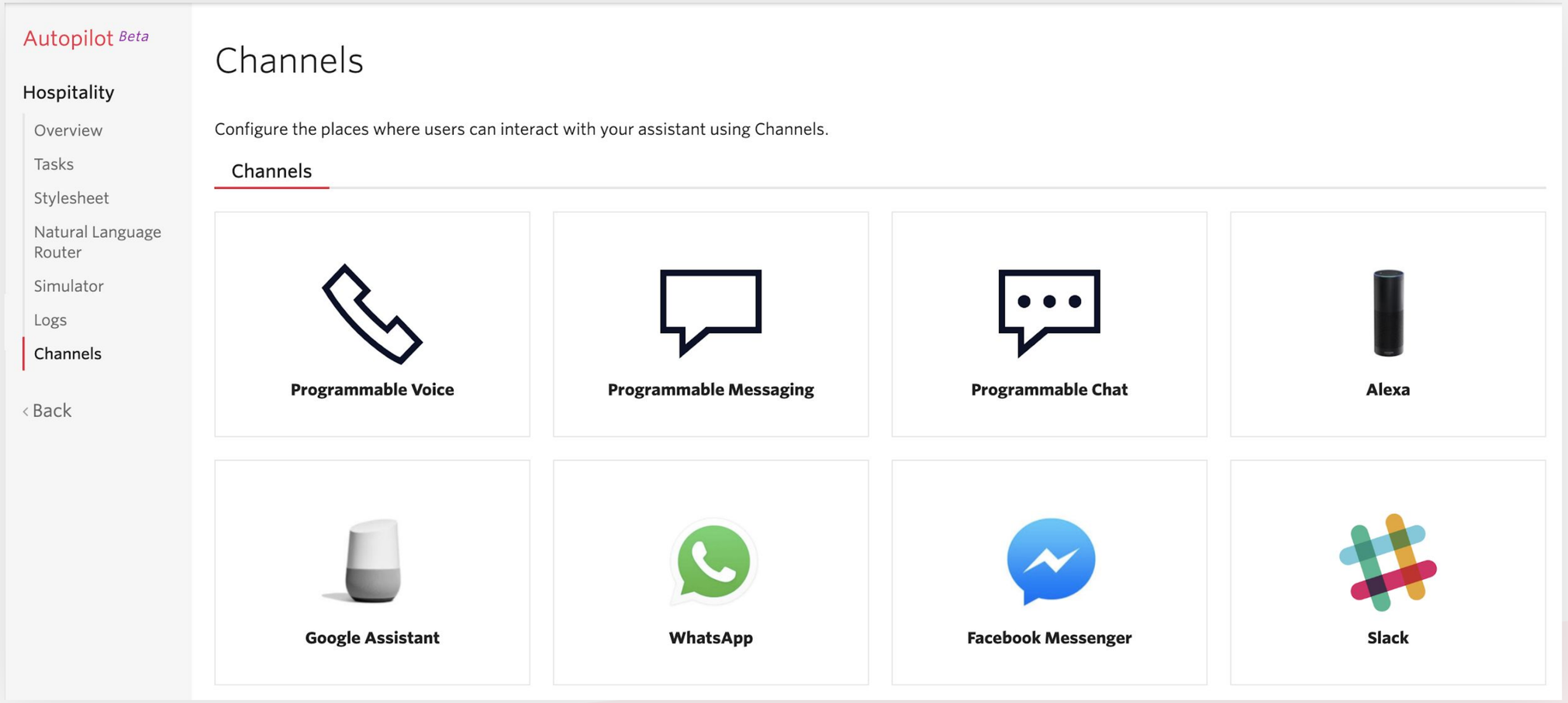
Connect the bot to a channel



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Chat with us at booth 409!

Pranav Deshpande & Elaine Lee