



Create Skills For Cortana!

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Corporate Overview – ValueMomentum Software Services

- Software & Services Firm
- **Financial Services & Insurance focused**
- Established in 2000 with HQ in NJ, USA
- 150+ dedicated R&D team
- Executive Leadership and Practice Heads based in the US
- Offshore centers are SSAE 16 SOC 2 certified. Clean Rooms for several clients offshore

23%

Compound Annual
Growth Rate since 2000

4

Analysts covering
ValueMomentum
Software & Services

>65

Clients Served in North
America

1,850+

Global employee strength

Top 15

IT Services Vendor for
North American P&C
Carriers by # of customers*

14

>5 Year Customer
Relationships
Average ~8 years

BUSINESS FOCUS



- Banking & Lending
- Capital Markets



- Property & Casualty
- Healthcare
- Life & Annuities



Hi, I'm Cortana

Productive

Cortana helps you honor commitments and manage the important everyday stuff.

Unbounded

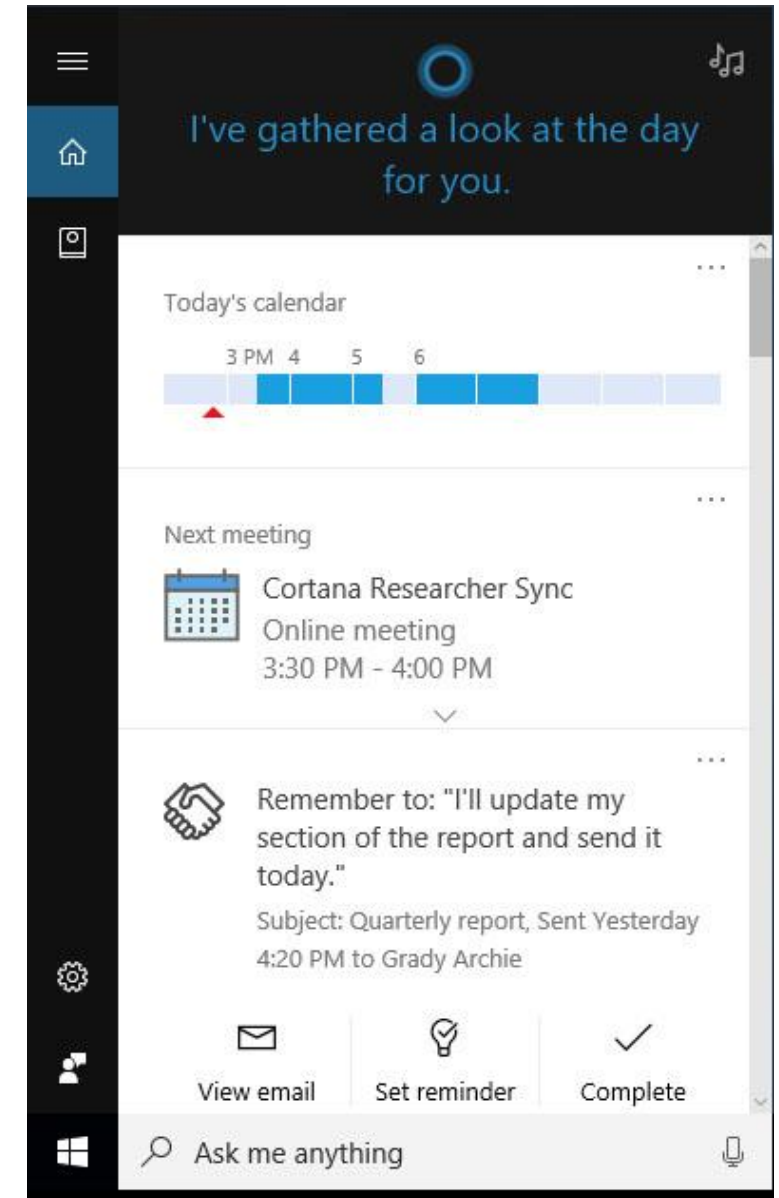
Cortana exists on multiple platforms and device types. She is wherever you are.

Personal

By getting to know you, Cortana can provide tailored and intuitive experiences.

Extensible

Cortana works with her team of experts (that's you) to help users get things done.



Users access Cortana across devices and platforms



Windows Devices



Android, iOS

(Cortana Devices SDK)



Home and Car

Cortana Skills Kit

Developer platform connecting users with experts



Bot Framework
Cortana Channel



Cognitive Services
LUIS



Skill Deployment
Tools

Cortana's knowledge

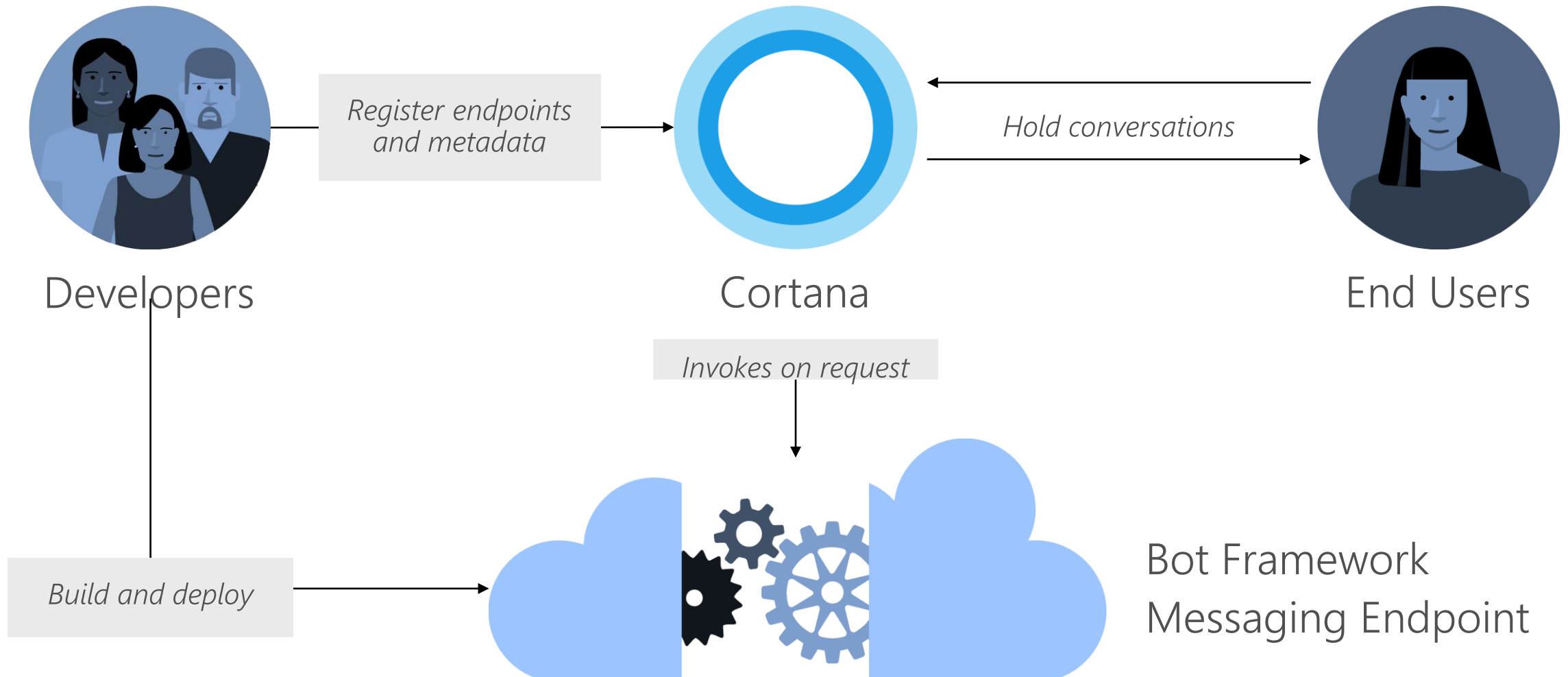
User preferences & habits - e.g.

- Cuisine preferences
- Where I live and work

User context - e.g.

- I'm leaving home
- My next meeting location

A skill is a **unit of conversational intelligence** that enables Cortana to help users using your services.





Create your skill logic using the Bot Framework

- Build a bot using the Bot Builder SDK
- Use Cognitive Services (LUIS) for natural language understanding



Add the Cortana channel

- Register your bot as a Cortana skill
- Configure Cortana-specific data and features



Publish your skill

- Make your skill discoverable by all Cortana users

Skill should solve a **unit** of problem. Good skills iterate on features in order to provide a complete customer experience.

1

CORTANA HELPS YOU FIND INFORMATION

The skill helps users find info and identify tasks to complete.

This is done more quickly than if the user opened an app or website.

2

CORTANA HELPS YOU ACT ON WHAT YOU'VE FOUND

The skill cuts through multiple steps to complete a task.

3

CORTANA TALKS TO YOU LIKE A REGULAR PERSON

The skill has fully fleshed out conversational UX, and knows when *not* to use speech to convey information.

4

CORTANA TAILORS HER EXPERIENCES FOR YOU

The skill uses personalized information in order to provide a custom experience

5

CORTANA LEARNS ABOUT YOU

The skill remembers what you've done, and uses that information for future invocations.

LEVEL OF INTEGRATION

1

PUBLISH TO SELF

Immediate deployment of the skill to the developer's MSA

Used for early testing

2

PUBLISH TO GROUP

Share a skill with one or more MSA users

User consent must be given to have the skill appear

Used for beta testing a skill with users

3

PUBLISH TO WORLD

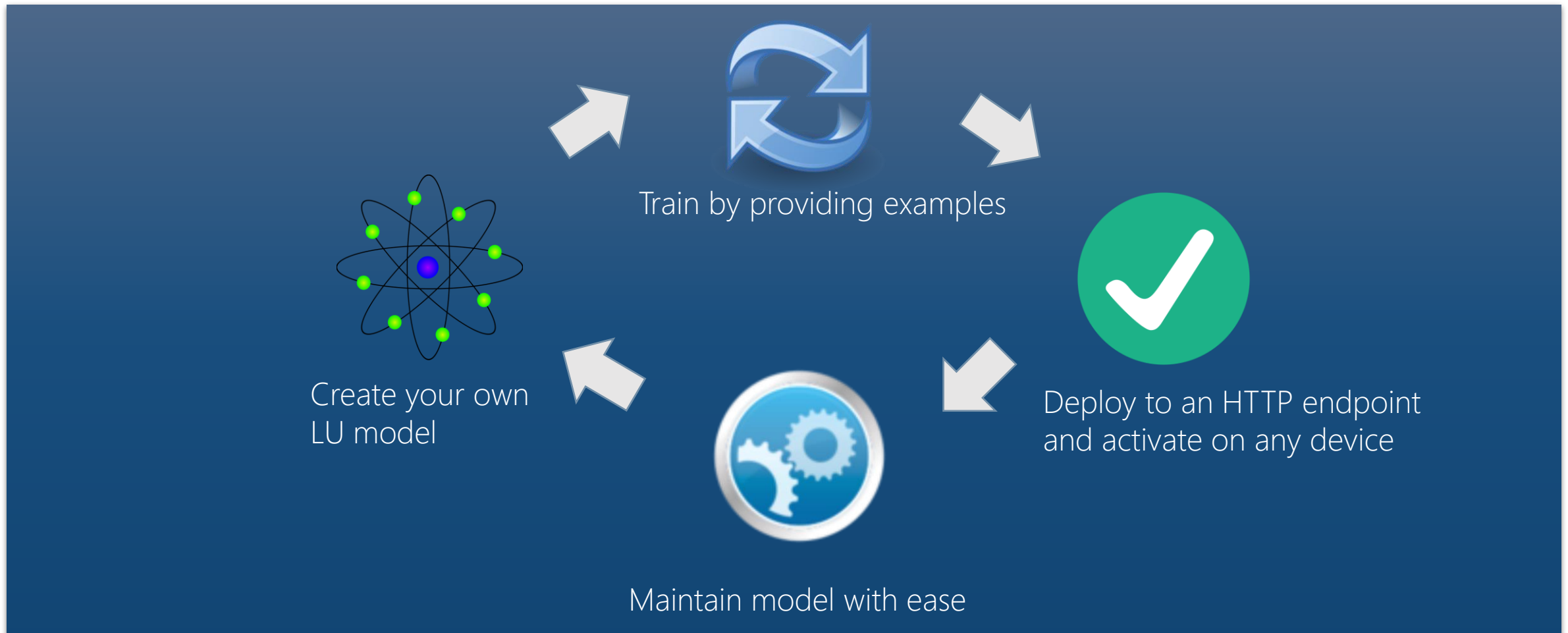
Skill becomes automatically available to all MSA Cortana users in the USA

Requires validation and certification

Skill will appear in Cortana's skill listings

Use Case – Bot Framework + LUIS + Cortana

A Microsoft Cognitive Service that provides developers with an easy way to create language models to allow applications to understand user commands.



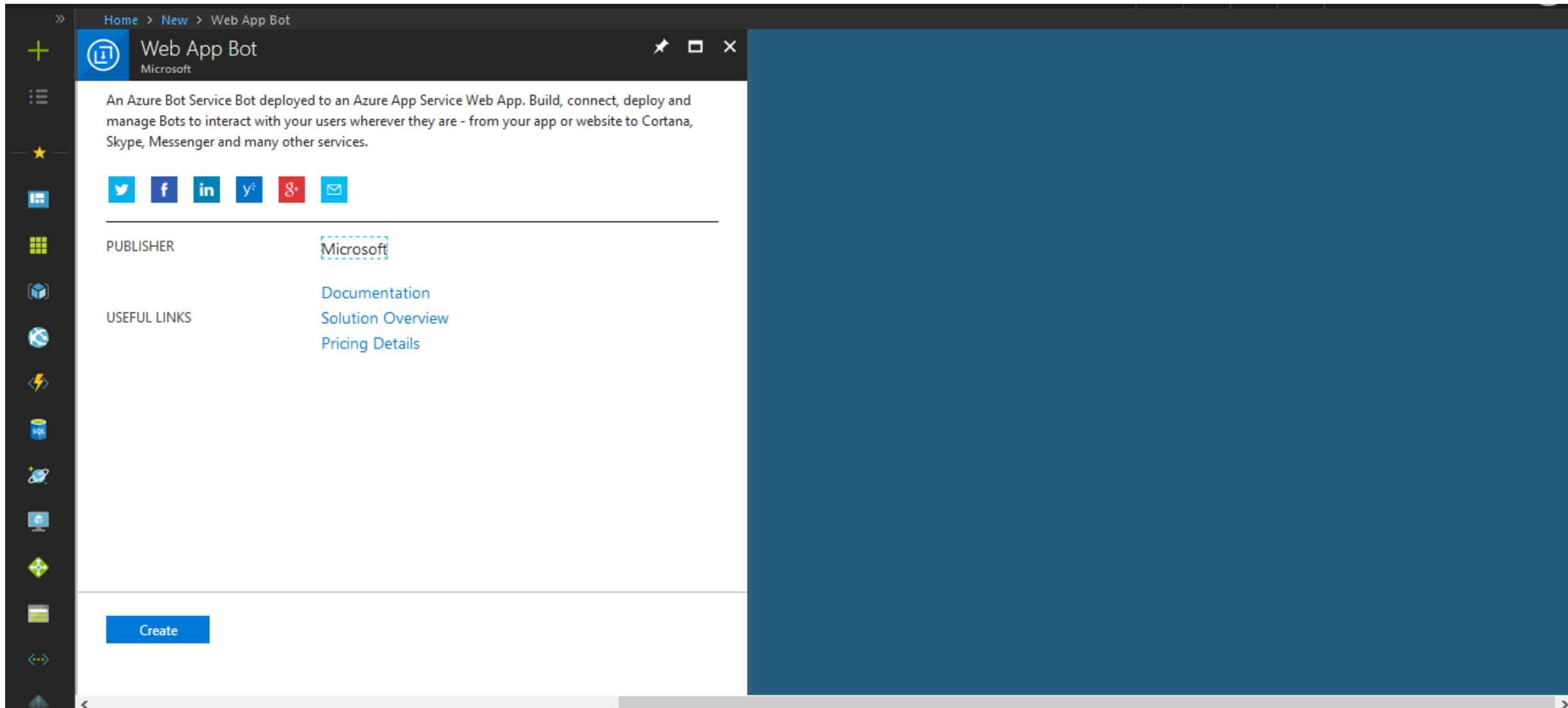


"News about
flight delays"

```
{
  "entities": [
    {
      "entity": "flight_delays",
      "type": "Topic"
    }
  ],
  "intents": [
    {
      "intent": "FindNews",
      "score": 0.99853384
    },
    {
      "intent": "None",
      "score": 0.07289317
    },
    {
      "intent": "ReadNews",
      "score": 0.0167122427
    },
    {
      "intent": "ShareNews",
      "score": 1.0919299E-06
    }
  ]
}
```

Demo

Create a Bot



The screenshot shows the 'Web App Bot' page in the Azure portal. The breadcrumb navigation at the top reads 'Home > New > Web App Bot'. The page title is 'Web App Bot' with the Microsoft logo. Below the title, a description states: 'An Azure Bot Service Bot deployed to an Azure App Service Web App. Build, connect, deploy and manage Bots to interact with your users wherever they are - from your app or website to Cortana, Skype, Messenger and many other services.' Below this description are social media icons for Twitter, Facebook, LinkedIn, YouTube, Google+, and Email. The 'PUBLISHER' section shows 'Microsoft' with a dashed border around it. Under 'USEFUL LINKS', there are links for 'Documentation', 'Solution Overview', and 'Pricing Details'. At the bottom left, there is a blue 'Create' button. The right side of the page is a large, solid blue area.

Create a Bot



Home > New > Web App Bot > Web App Bot

Web App Bot

Bot Service

* Resource group

☒ Create new ☐ Use existing

GABC18 ✓

* Location ⓘ

Central US ▼

Pricing tier ([View full pricing details](#))

F0 (10K Premium Messages) ▼

* App name ⓘ

GABCCortanaLUIS ✓
.azurewebsites.net

* Bot template

Language understanding (C#) >

* LUIS App location

West US ▼

☐ Pin to dashboard

Create Automation options

Download the code for the Bot



The screenshot shows the Azure Bot Service interface for a bot named 'azureqnamakerbot'. The left sidebar contains a navigation menu with options: Overview, Activity log, Access control (IAM), Tags, BOT MANAGEMENT (Build, Test in Web Chat, Analytics, Channels, Settings, Speech priming, Bot Service pricing). The main content area is titled 'Choose how to work with your code' and lists three options: Online code editor, Download source code, and Continuous deployment from source control. Each option includes a brief description and a link to further actions.

Home > azureqnamakerbot - Build

azureqnamakerbot - Build
Web App Bot

Search (Ctrl+/)

Overview

Activity log

Access control (IAM)

Tags

BOT MANAGEMENT

Build

Test in Web Chat

Analytics

Channels

Settings

Speech priming

Bot Service pricing

Choose how to work with your code

Online code editor ⓘ

Make quick changes to your bot code online, run build.cmd in the editor console, and see your changes instantly.

[Open online code editor](#)

Download source code ⓘ

Download your source code and develop locally using your favorite IDE. You can publish your code back to the bot when ready.

[Download zip file](#)

Continuous deployment from source control ⓘ

Step 1: [Download zip file](#)

Step 2: Create a folder/repo for the source files in your preferred service

Step 3: [Configure continuous deployment](#)



Microsoft

Cognitive Services

Sign in

[Language Understanding](#)[Documentation](#)[API](#)[Pricing](#)[Stack Overflow](#)[Azure Blog](#)[Support options](#)[Feedback](#)

Language Understanding (LUIS)

A machine learning-based service to build natural language into apps, bots, and IoT devices. Quickly create enterprise-ready, custom models that continuously improve.

[Login / Sign up](#)

2 tickets from Cairo to Seattle

```
intent = bookFlight  
source = cairo  
destination = seattle  
quantity = 2
```

[Language Understanding](#)[My apps](#)[Docs](#)[Pricing](#)[Support](#)[About](#)

My Apps ?

[Create new app](#)[Import new app](#)

Name	Culture	Created date	Endpoint hits	
FnolLuisApp (V 0.1)	en-us	3/2/2018	109	...
Joshua 2.0 (V 0.1)	en-us	6/16/2016	0	...
PolicyEnquiry (V 0.1)	en-us	3/3/2018	339	...
QnAMaker (V 0.1)	en-us	4/17/2018	44	...

Create new LUIS App

[Language Understanding](#) [My apps](#) [Docs](#) [Pricing](#) [Support](#) [About](#)

My Apps ?

[Create new app](#)[Import new app](#)

Name

FnolLuisApp (v 0.1)

Joshua 2.0 (v 0.1)

PolicyEnquiry (v 0.1)

QnAMaker (v 0.1)

Create new app

Name (Required)

LUIS_Cortana_Demo

Culture (Required)

English

** Culture is the language that your app understands and speaks, not the interface language.

Description

Type app description

Done

Cancel

Create new LUIS Intent

Language Understanding My apps Docs Pricing Support About

QnAMaker (v 0.1) ▾

DASHBOARD BUILD PUBLISH SETTINGS Train Test

App Assets

Intents

Entities

Improve app performance

Review endpoint utterances

Phrase lists

PREVIEW
Prebuilt Domains

Intents ?

Create new intent

Create new intent

Intent name (Required)

Type intent name

Done Cancel

PolicyEnquiry (V 0.1) ▾

DASHBOARD

BUILD

PUBLISH

SETTINGS

● Train

← Test

^ App Assets

Intents

Entities

^ Improve app performance

Review endpoint utterances

Phrase lists

Intents ?

Create new intent

Add prebuilt domain intent

Search intents



Name

Utterances

Cancel

7

...

LastPaymentDetails

10

...

None

0

PolicyDetails

18

...

PolicyStatus

6

...

PremiumDueDetails

8

...

Welcome

6

...

PREVIEW

Prebuilt Domains

Create new LUIS Entity

The screenshot shows the Azure LUIS portal interface. At the top, there's a navigation bar with links: Language Understanding, My apps, Docs, Pricing, Support, and About. Below this, a secondary bar shows 'QnAMaker (V 0.1)' and tabs for DASHBOARD, BUILD, PUBLISH, and SETTINGS. On the right of this bar are 'Train' and 'Test' buttons. The left sidebar contains a menu with 'App Assets' (expanded), 'Intents', 'Entities', 'Improve app performance', 'Review endpoint utterances', and 'Phrase lists'. The main content area is titled 'Entities' and shows a 'Create new entity' button. A modal dialog box is open in the center, titled 'What type of entity do you want to create?'. It has two required fields: 'Entity name' with a text input placeholder 'Type entity name', and 'Entity type' with a dropdown menu. The dropdown is currently set to 'Simple' and is open, showing a list of options: Simple, Hierarchical, Composite, List, and Regex. At the bottom of the dialog are 'Done' and 'Cancel' buttons.

Language Understanding My apps Docs Pricing Support About

QnAMaker (V 0.1) DASHBOARD BUILD PUBLISH SETTINGS Train Test

App Assets

Intents

Entities

Improve app performance

Review endpoint utterances

Phrase lists

Entities

Create new entity

Add prebuilt domains

Name

You haven't created any entities yet.

What type of entity do you want to create?

Entity name (Required)

Type entity name

Entity type (Required)

Simple

Simple

Hierarchical

Composite

List

Regex

Done Cancel

PREVIEW

Prebuilt Domains

PolicyEnquiry (V 0.1) ▾

DASHBOARDBUILDPUBLISHSETTINGSTrainTest

^ App Assets

Intents

Entities

^ Improve app performance

Review endpoint utterances

Phrase lists

PREVIEW

Prebuilt Domains

Name	Type	Labeled Utterances	
Address	Composite	0	...
AutoRenewal	Simple	3	...
BillingAddress	Simple	2	...
ContactAddress	Simple	2	...
EndDate	Simple	4	...
LastPaymentAmount	Simple	3	...
LastPaymentDate	Simple	4	...
LastPaymentDetail	Composite	1	...
LastPaymentStatus	Simple	2	...
PhoneNumber	Simple	2	...

PolicyEnquiry (V 0.1) ▾

DASHBOARDBUILDPUBLISHSETTINGSTrainTest

App Assets

Intents

Entities

Improve app performance

Review endpoint utterances

Phrase lists

PREVIEW

Prebuilt Domains

<input type="checkbox"/> Utterance	Labeled intent ?
<input type="checkbox"/> can i know LastPaymentDate the last payment was done	LastPaymentDetails 0.98 ▾...
<input type="checkbox"/> my last payment LastPaymentStatus	LastPaymentDetails 0.98 ▾...
<input type="checkbox"/> i want to know my last payment details	LastPaymentDetails 0.94 ▾...
<input type="checkbox"/> LastPaymentDate the premium	LastPaymentDetails 0.85 ▾...
<input type="checkbox"/> LastPaymentDate the premium	LastPaymentDetails 0.78 ▾...
<input type="checkbox"/> LastPaymentDate	LastPaymentDetails 0.97 ▾...
<input type="checkbox"/> LastPaymentStatus	LastPaymentDetails 0.98 ▾...
<input type="checkbox"/> what is the LastPaymentAmount i made	LastPaymentDetails 0.99 ▾...
<input type="checkbox"/> LastPaymentAmount	LastPaymentDetails 0.91 ▾...


PolicyEnquiry (V 0.1) ▾

DASHBOARD

BUILD

PUBLISH

SETTINGS

 Train Test

^ App Assets

Intents

Entities

^ Improve app performance

Review endpoint utterances

Phrase lists

PREVIEW

Prebuilt Domains

Labeled Utterances



Search for utterance(s)

Reassign... ▾



Delete utterance(s)

Filters:



Errors

Entity ▾



Entities view



Utterance

Labeled intent ?



what is the LastPaymentAmount i made

LastPaymentDetails 0.99 ▾...



LastPaymentAmount

LastPaymentDetails 0.91 ▾...



how did i LastPaymentAmount

LastPaymentDetails 0.97 ▾...

QnAMaker (V 0.1) ▾

DASHBOARD

BUILD

PUBLISH

SETTINGS

● Train

← Test

Publish app ?

Published version: 0.1

Published date: Apr 17, 2018, 4:12:58 PM (Approximately 2 days(s) ago)

Publish to

Production ▾

Timezone:

(GMT) Western Europe Time, London, Lisbon, Casablanca ▾

☒ Include all predicted intent scores ?☐ Enable Bing spell checker ?[Publish to production slot](#)

Add Cortana as channel to Bot

Home > azureqnamakerbot - Channels

azureqnamakerbot - Channels
Web App Bot

Search (Ctrl+ /)

Overview

Activity log

Access control (IAM)

Tags

BOT MANAGEMENT

Build

Test in Web Chat

Analytics

Channels

Settings

Speech priming

Bot Service pricing

Connect to channels

Name	Health	Published	
Web Chat	Running	--	Edit

[Get bot embed codes](#)

Add a featured channel

Configure Cortana channel

More channels

<https://dev.botframework.com/bots/channels?id=azureqnamakerbot&channelid=cortana>

Add Cortana as channel to Bot

The screenshot shows the Azure Bot Service interface. On the left is a navigation pane with a search bar and a list of options: Overview, Activity log, Access control (IAM), Tags, BOT MANAGEMENT (Build, Test in Web Chat, Analytics, Channels, Settings, Speech priming, Bot Service pricing). The 'Channels' option is selected. The main area is titled 'Configure Cortana' and features a diagram showing a bot icon connected to the Cortana icon. Below this, the text reads: 'Use this bot to power a Cortana skill'. A paragraph explains that adding the Cortana channel makes Cortana aware of the bot's capabilities and allows users to interact with the bot through Cortana's interface. It includes a link to 'Cortana Skills Kit developer docs'. At the bottom is a 'Cancel' button.

Home > azureqnamakerbot - Channels

azureqnamakerbot - Channels
Web App Bot

Search (Ctrl+ /)

Overview

Activity log

Access control (IAM)

Tags

BOT MANAGEMENT

Build

Test in Web Chat

Analytics

Channels

Settings

Speech priming

Bot Service pricing

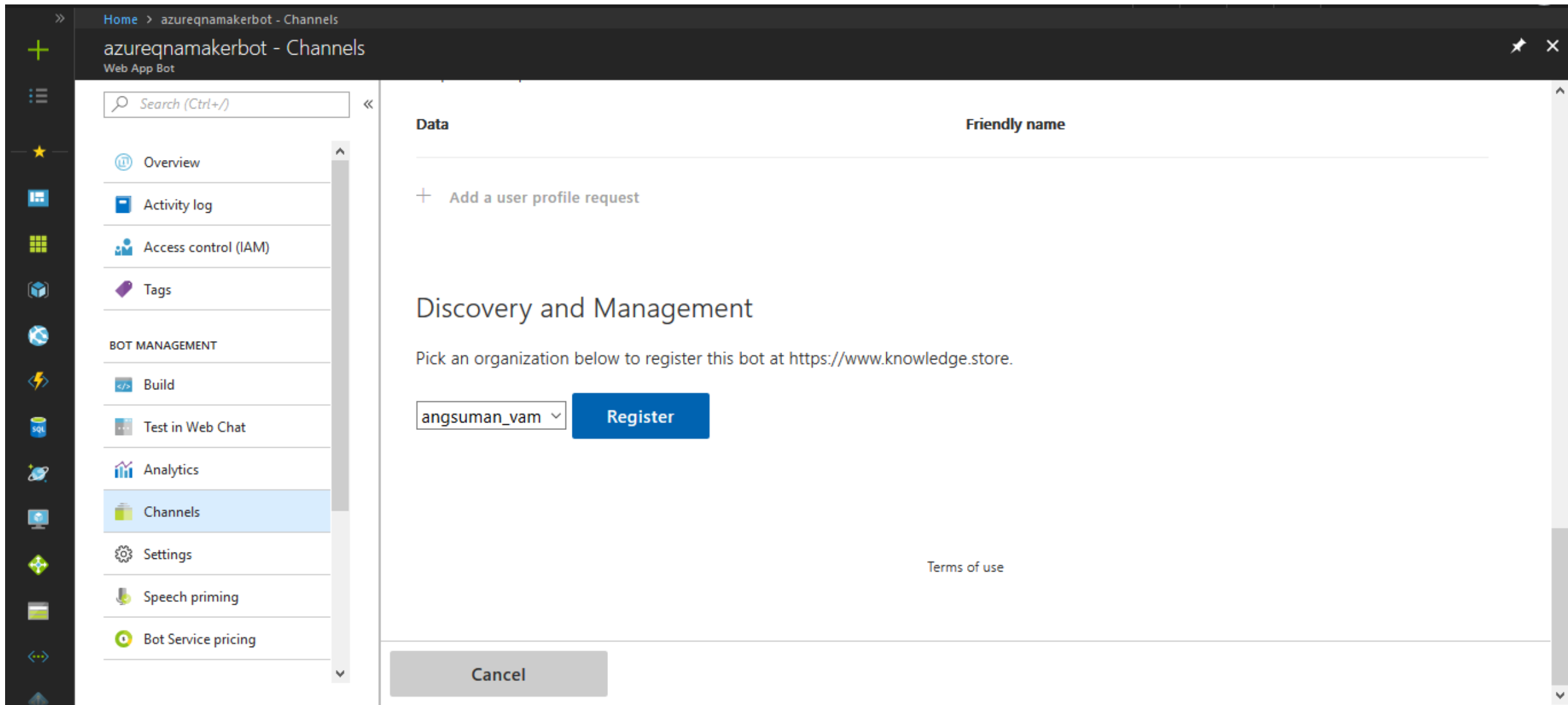
Configure Cortana

Use this bot to power a Cortana skill

Adding the Cortana channel means that Cortana becomes aware of your bot's capabilities as a skill. This registration allows users to invoke and converse with your bot through Cortana's user interface. To learn more about Cortana skills, please take a look at the [Cortana Skills Kit developer docs](#).

Cancel

Add Cortana as channel to Bot



The screenshot shows the Azure Bot Service interface for a bot named 'azureqnamakerbot'. The left sidebar contains a navigation menu with options: Overview, Activity log, Access control (IAM), Tags, BOT MANAGEMENT (Build, Test in Web Chat, Analytics, Channels, Settings, Speech priming, Bot Service pricing). The 'Channels' option is selected. The main content area is titled 'azureqnamakerbot - Channels' and includes a search bar. Below the search bar, there is a 'Data' section with a 'Friendly name' column and a '+ Add a user profile request' button. The 'Discovery and Management' section prompts the user to 'Pick an organization below to register this bot at https://www.knowledge.store.' and features a dropdown menu with 'angsuman_vam' and a blue 'Register' button. A 'Terms of use' link is also present. A 'Cancel' button is located at the bottom of the page.

Home > azureqnamakerbot - Channels

azureqnamakerbot - Channels
Web App Bot

Search (Ctrl+/)

Overview

Activity log

Access control (IAM)

Tags

BOT MANAGEMENT

Build

Test in Web Chat

Analytics

Channels

Settings

Speech priming

Bot Service pricing

Data

Friendly name

+ Add a user profile request

Discovery and Management

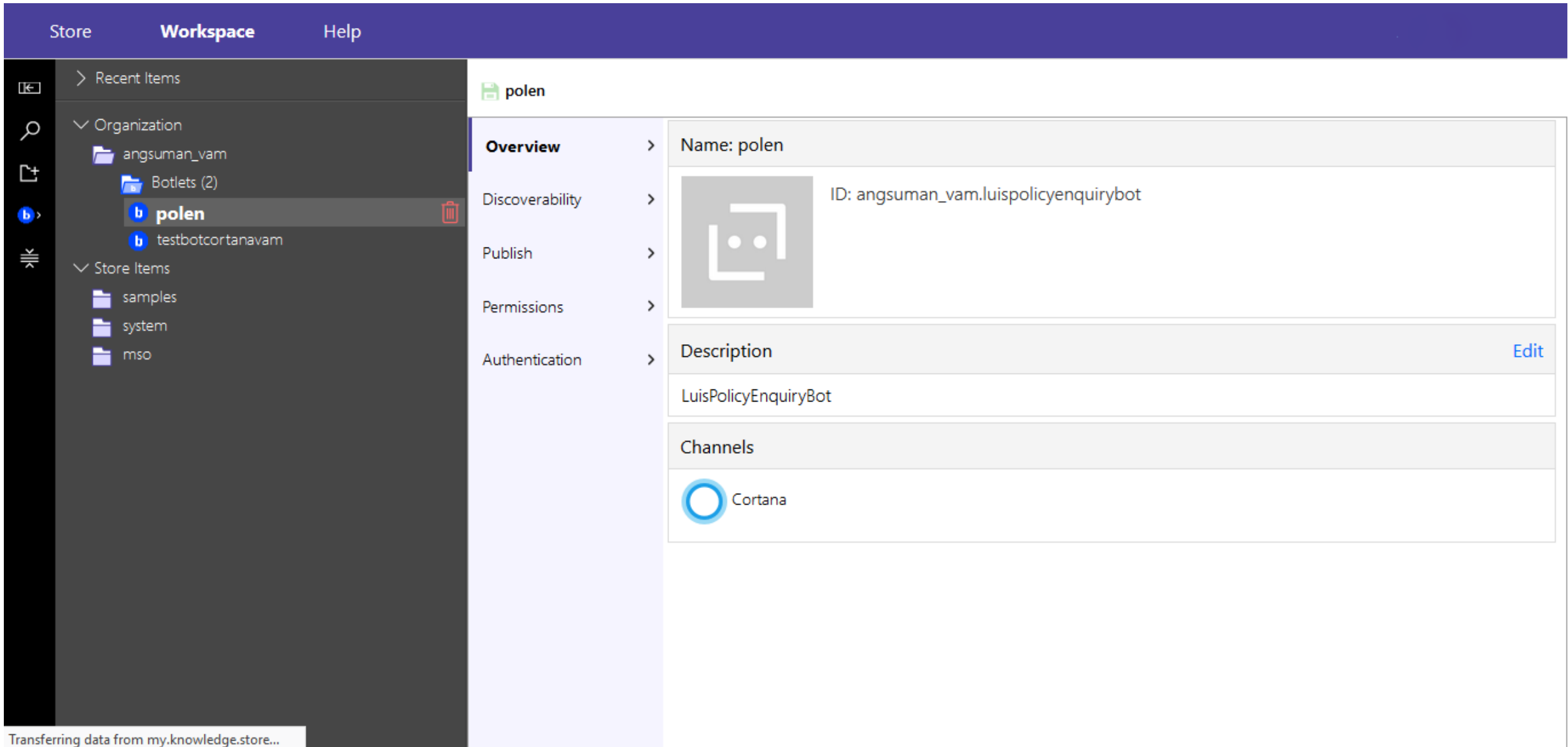
Pick an organization below to register this bot at <https://www.knowledge.store>.

angsuman_vam

Register

Terms of use

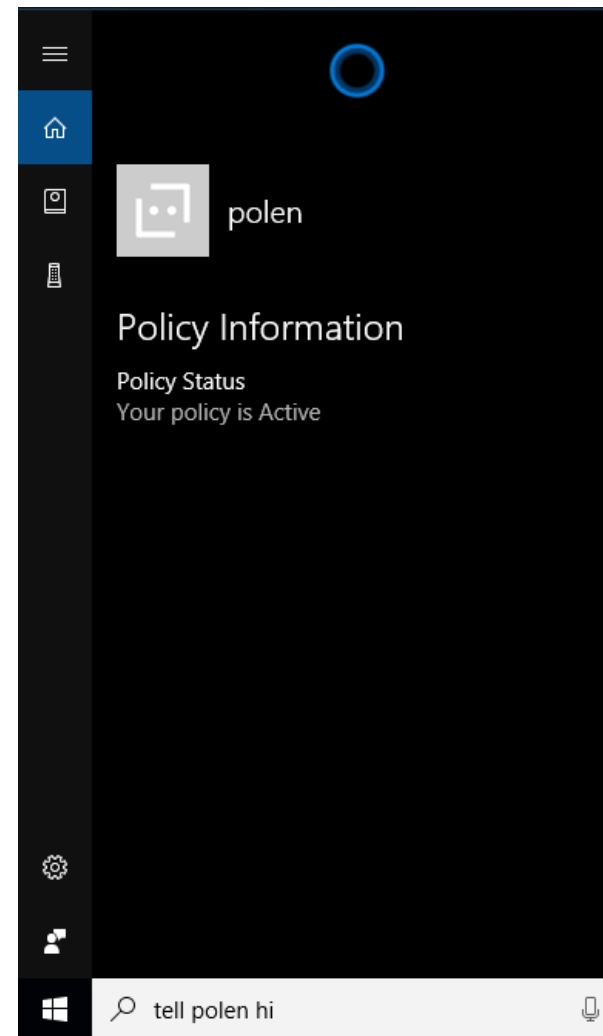
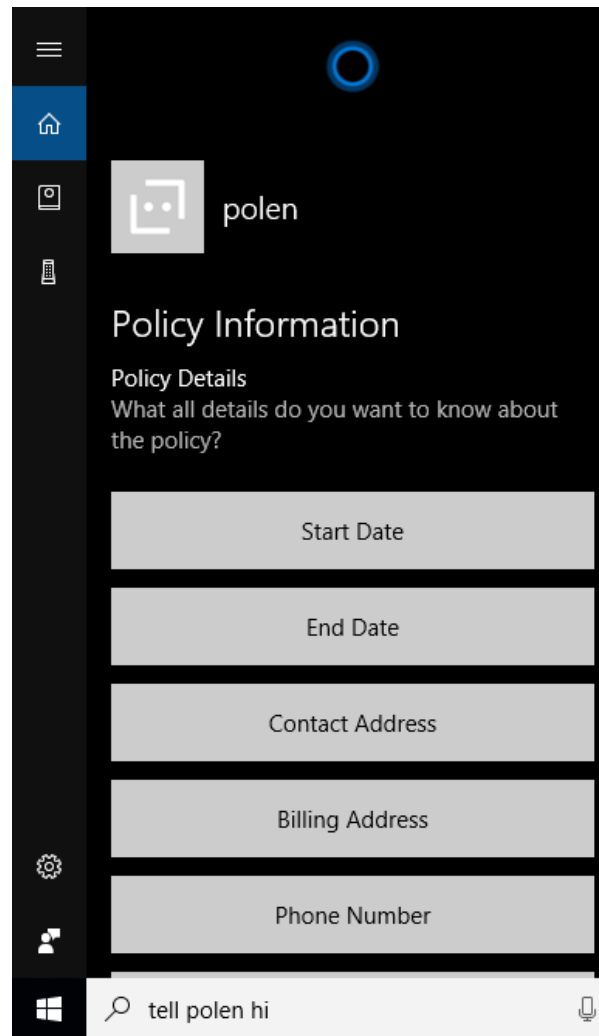
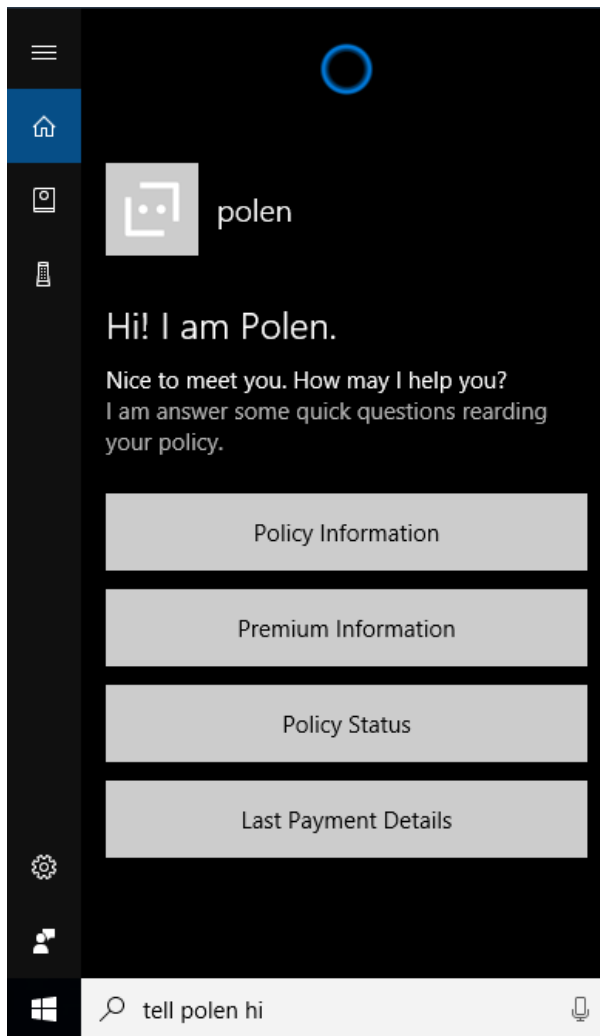
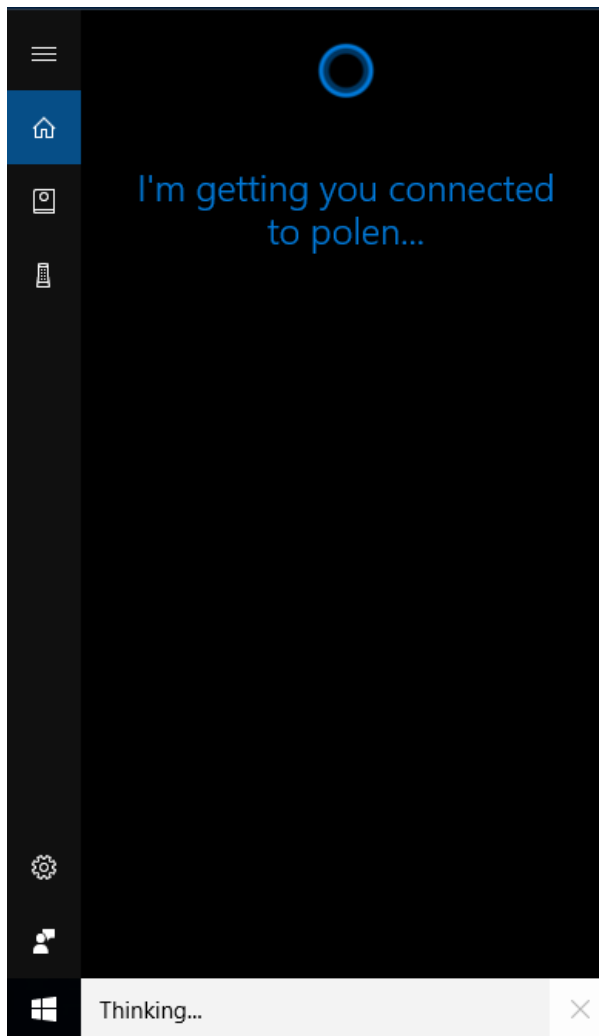
Cancel



The screenshot shows the 'Publish' page in the Azure Bot Service portal. The interface is divided into several sections:

- Navigation Bar:** Store, Workspace, Help.
- Left Sidebar:**
 - Recent Items
 - Organization
 - angsuman_vam
 - Botlets (2)
 - polen** (selected)
 - testbotcortanavam
 - Store Items
 - samples
 - system
 - mso

- Main Content Area:**
- polen** (bot name)
- Overview:** Cortana [Hide channel details](#)
- Discoverability:** (empty)
- Publish:** (active tab)
 - Publish to self:** Published on 4/11/2018, 9:42:23 PM
 - Publish to group:** Published on 4/11/2018, 5:12:43 PM
 - Publish to world:** When your skill is full for production you can make it public. Your skill will be available to Cortana and the Universal Bot Framework review by the Cortana team.
- Permissions:** (empty)
- Authentication:** (empty)





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