IBM WATSON

SOA Al Research Project Team

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Contents

- 1. <u>Introduction to IBM Watson</u>
- 2. <u>Use Cases</u>
- 3. <u>IBM Watson Assistant API</u>
- 4. Watson V2 API
- 5. Advantages and Limitations of IBM Watson API
- 6. <u>Authentication</u>
- 7. <u>Security and Data Protection</u>
- 8. Watson Assistant bot
- 9. <u>Integration</u>
- 10. <u>Twilio API interface</u>
- 11. <u>Text Speech and Speech to Text</u>
- 12. <u>References</u>

Introduction

- IBM Watson is a suite of AI technologies developed by IBM that includes natural language processing, machine learning, and computer vision capabilities.
- Watson offers a range of services such as data discovery, chatbot building, data science, and healthcare applications. It has been used in various real-world applications for diagnosing diseases, analyzing feedback, optimizing operations, and personalizing experiences.
- IBM Watson API is a powerful set of tools and services that provide developers with the ability to leverage artificial intelligence (AI) and machine learning (ML) capabilities in their applications. With a wide range of functionalities, including natural language processing, speech and audio analysis, data insights, IBM Watson API offers exciting possibilities for various industries.
- In this PowerPoint presentation, we will explore the applications, benefits, and limitations of IBM Watson API.





IBM Watson Health

Applications and Use-cases

- IBM Watson API has various applications and use cases in industries like customer service, healthcare, finance, retail, and more.
- Applications of IBM Watson API include natural language processing (NLP), virtual
 assistants and chatbots, speech and audio analysis, image recognition, data insights and
 analytics, and personalized recommendations.
- IBM Watson API can be used for tasks such as sentiment analysis, language translation, speech recognition, image recognition, data visualization, and predictive analytics.
- Industries can benefit from IBM Watson API by enhancing customer experiences, improving business processes, and enabling data-driven decision making.
- IBM Watson API offers advanced capabilities but requires proper planning, data preparation, and technical expertise for optimal results.
- Despite the potential advantages, limitations such as training data requirements, language support, and customization complexity should be considered when using IBM Watson API.

IBM Watson Assistant API

- IBM Watson Assistant API is a cloud-based service that allows developers to create and deploy conversational interfaces, such as chatbots and virtual assistants.
- Developers can use the IBM Watson Assistant API to create custom dialog flows that guide the conversation between the user and the virtual assistant. These dialog flows can include various components, such as intents and entities, that help the virtual assistant understand the user's requests and respond accordingly.
- The IBM Watson Assistant API also provides various integrations with third-party platforms, such as Facebook Messenger, Slack, and Twilio, allowing developers to deploy their virtual assistants on these platforms without the need for additional development work.

V2 API

- The Assistant v2 API provides runtime methods your client application can use to send user input to an assistant and receive a response.
- Endpoint URLs: Identify the base URL for your service instance.
- All Watson services use Secure Sockets Layer (SSL) (or Transport Layer Security (TLS)) for secure
 connections between the client and server. The connection is verified against the local certificate
 store to ensure authentication, integrity, and confidentiality.
- If you use a self-signed certificate, you need to disable SSL verification to make a successful connection.
- To disable SSL verification for a curl request, use the --insecure (-k) option with the request.

Advantages of IBM Watson API

- 1. **Diverse functionalities**: IBM Watson API offers a wide range of capabilities, including natural language processing, speech and audio analysis and more, making it versatile for various applications.
- 2. **Scalability and flexibility:** IBM Watson API is designed to be highly scalable and flexible, allowing developers to adapt and customize the services to their specific needs, making it suitable for businesses of different sizes and industries.
- 3. **Integration with IBM Watson ecosystem:** IBM Watson API seamlessly integrates with other tools and services within the IBM Watson ecosystem, providing a unified and streamlined workflow for building intelligent applications.

Limitations of IBM Watson API

- 1. **Data Requirements**: IBM Watson API requires a substantial amount of data for training and customization, which can be a challenge for businesses with limited data availability or smaller datasets.
- 2. **Language Support:** While IBM Watson API supports multiple languages, the level of accuracy and performance may vary across different languages, which can impact its effectiveness in certain language contexts.
- 3. **Customization Complexity:** Customizing IBM Watson API for specific use cases may require advanced technical expertise and understanding of machine learning concepts, making it complex for businesses with limited ML expertise.

Authentication

IBM Cloud services use IBM Cloud Identity and Access Management (IAM) to authenticate. With IBM Cloud Pak for Data, you pass a bearer token.

Your application might use more than one Watson service. You can grant access between services and you can grant access to more than one service for your applications.

For IBM Cloud services, the method to grant access between Watson services varies depending on the type of API key.

Error handling: Watson Assistant uses standard HTTP response codes to indicate whether a method completed successfully. HTTP response codes in the 2xx range indicate success. A response in the 4xx range is some sort of failure, and a response in the 5xx range usually indicates an internal system error that cannot be resolved by the user. Response codes are listed with the method.

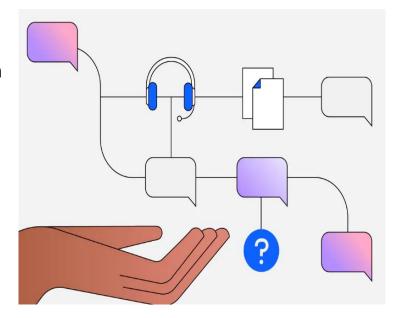
Security and Data Protection Methods

- 1. IBM Watson API adheres to industry standards like GDPR, HIPAA, SOC 2, ISO 27001, and PCI DSS.
- 2. Follows best practices from OWASP for web application security.
- 3. Aligns with NIST Cybersecurity Framework.
- 4. IBM's privacy principles and data protection policies are followed.
- 5. Provides a secure and trustworthy platform for developers to build AI-powered applications.

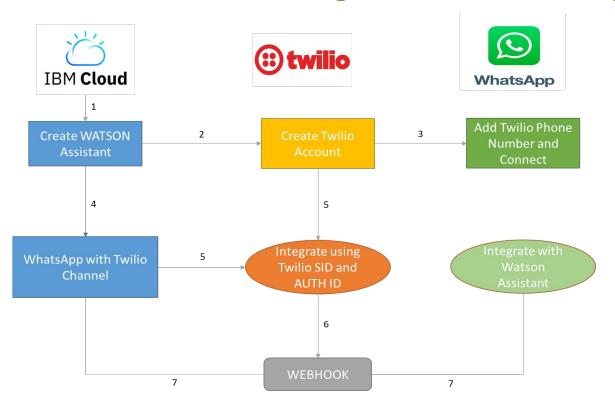
Watson AI chatbot that's easy to use

IBM Watson Assistant is built on deep learning, machine learning, and natural language processing (NLP) models to understand questions, find or search for the best answers, and complete the user's intended action through conversational AI.

Watson also uses intent classification and entity recognition to better understand customers in context and transfer them to a human agent when needed.

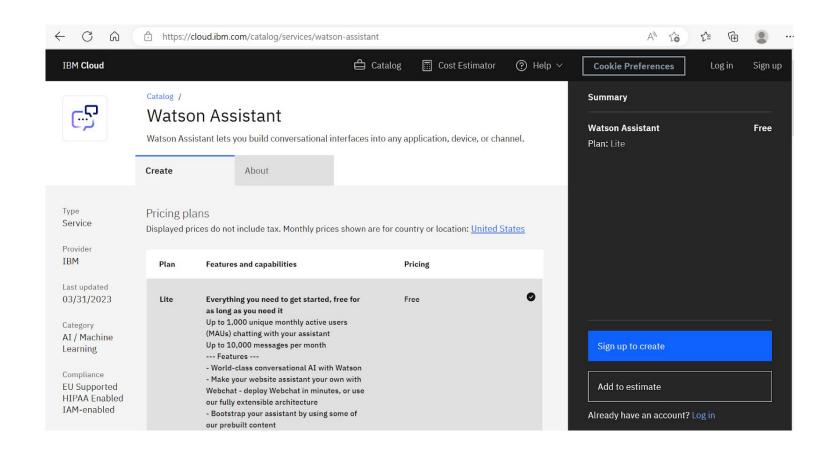


Watson Assistant API Integration with WhatsApp

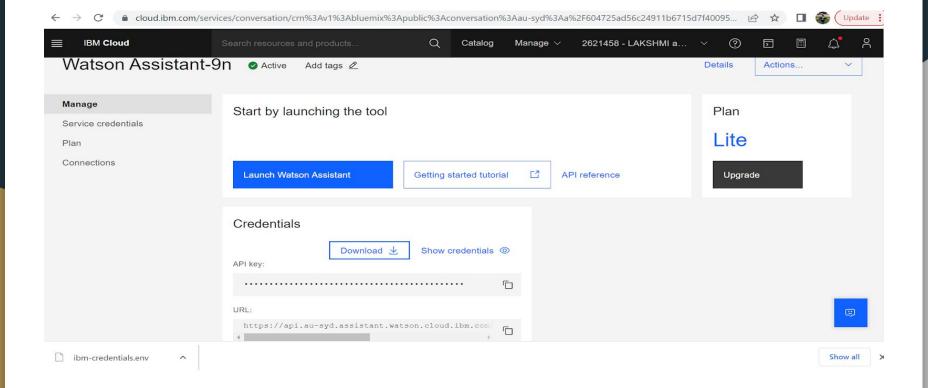


Creation of Watson Assistant

- Log in to IBM Cloud account at https://cloud.ibm.com/login.
- Click on the "Catalog" button at the top of the page.
- In the search bar, type "Watson Assistant" and select the service from the results.
- Select the region, organization, and space where you want to create the Watson Assistant service instance.
- Choose a pricing plan that suits your needs. The Lite plan is free and allows you to create one Watson Assistant instance.
- Click on the "Create" button.



 Once your Watson Assistant instance is created, click on the "Launch Watson Assistant" button to open the Watson Assistant tool.



• Once your Watson Assistant is launched, enter all the required details to create a assistant/bot.

Welcome to the new Watson Assistant

-> Create your mist assistant

Let's get your assistant up and running. Name your assistant, add a description, and choose a language. In following steps we'll gather more information, show you basic customizations, and give you a preview of what your assistant will look like.

Assistant name

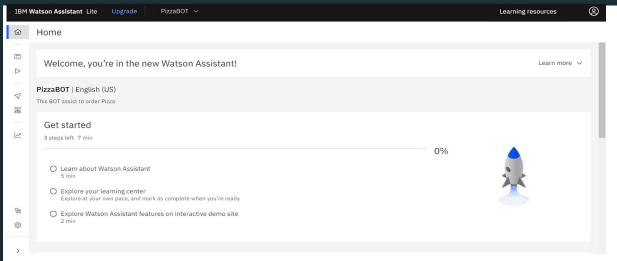
PizzaBOT

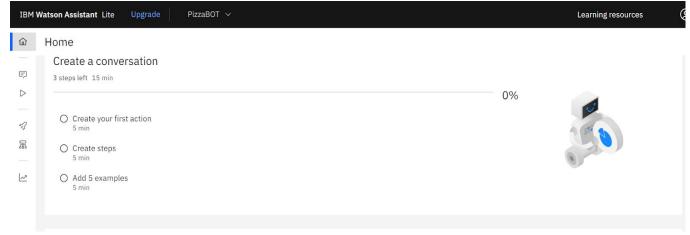
Your assistant name will be kept internally and not visible to your customers

Description (optional)

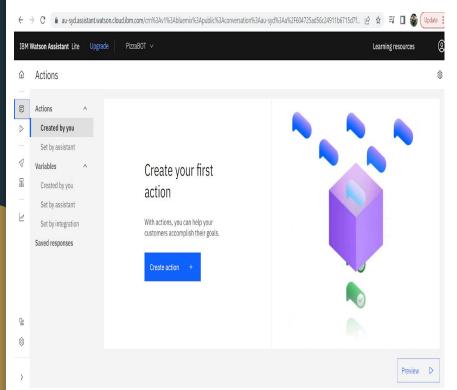
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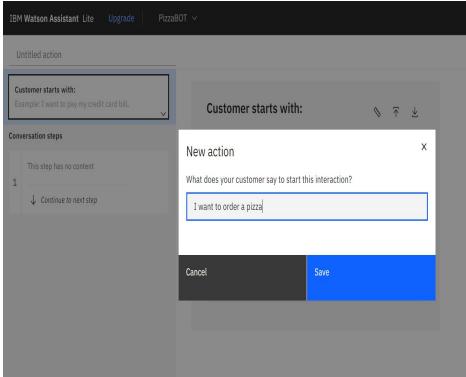
This BOT assist to order Pizza



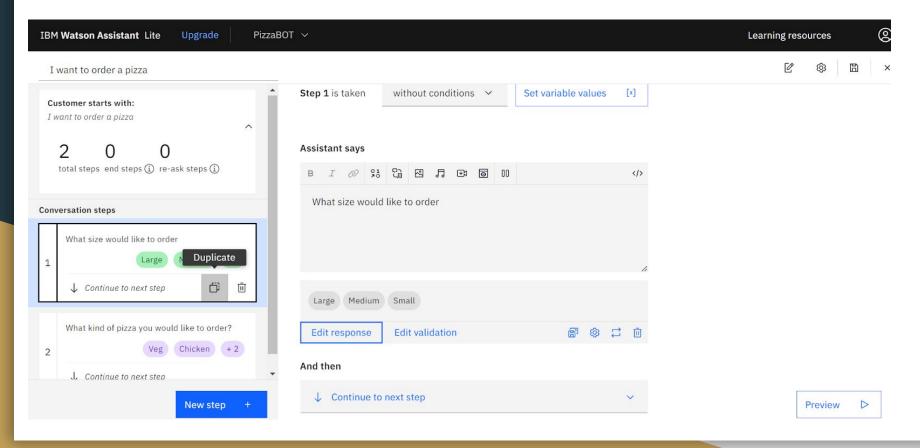


Creating test bot

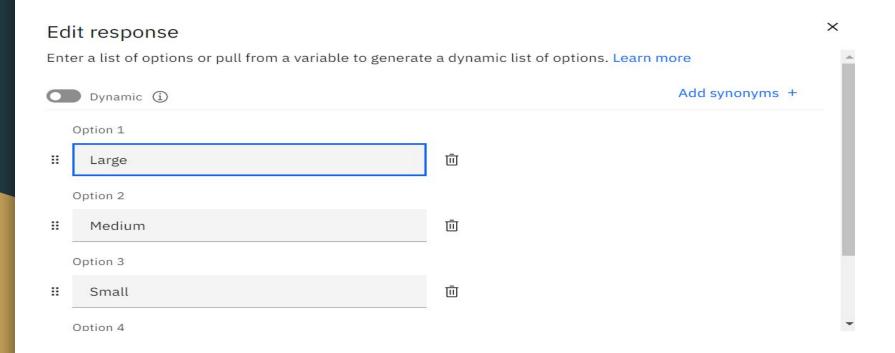




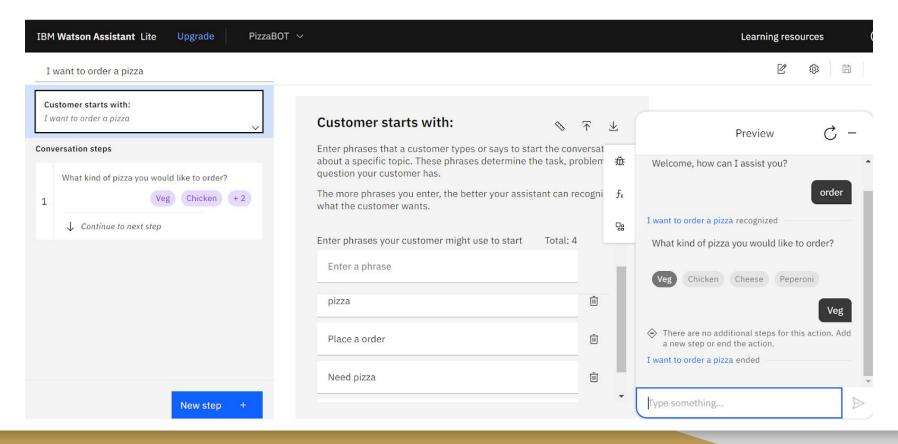
Conversation steps



Edit response

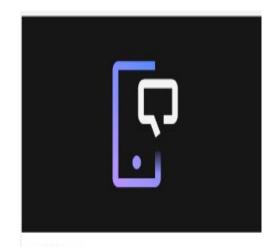


Preview



Adding Integration

- To publish your Watson Assistant bot to customer channels, you need to add channel integrations.
- By default, Watson Assistant provides a web chat integration that allows embedding the bot in a website for customer assistance.
- Other channel integrations are available in the Integrations catalog for additional deployment options.
- To add integrations, go to the Integrations page, click the integrations icon, and scroll to see the available options.
- Watson Assistant's web chat integration is an engaging and extensible front-end client that supports rich responses like images, videos, and suggestions, and also handles live agent escalation for advanced conversational scenarios.





Twilio

- Twilio is a cloud communications platform that provides APIs (application programming interfaces) for developers to establish communications.
- Twilio can be used to send **SMS**, **WhatsApp**, **Voice**, **Video**, **email**, and **even IoT**, across the customer journey. All you need to do is integrate its API with your software.



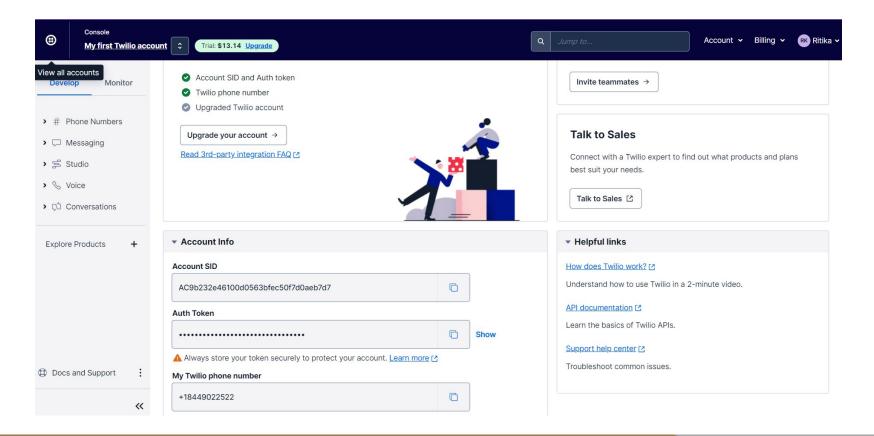


Twilio WhatsApp API

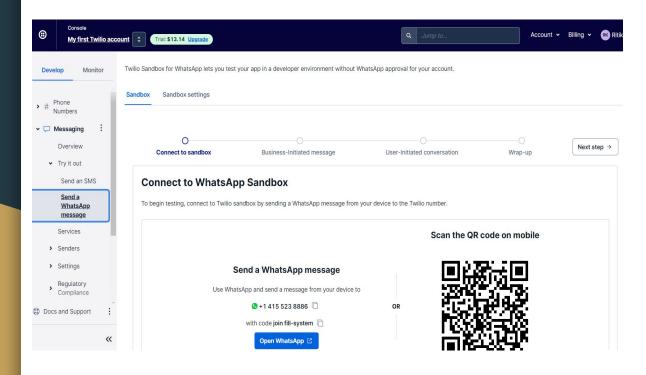
- Twilio provides a WhatsApp API that enables businesses to integrate WhatsApp messaging into their customer engagement strategies. This API allows businesses to send notifications, alerts, and customer support messages over WhatsApp, as well as to receive and respond to customer messages.
- The Twilio API for WhatsApp supports a variety of message types, including text messages, images, and documents. Businesses can also use the API to automate responses to common customer inquiries and provide real-time customer support over WhatsApp.



Twilio Account

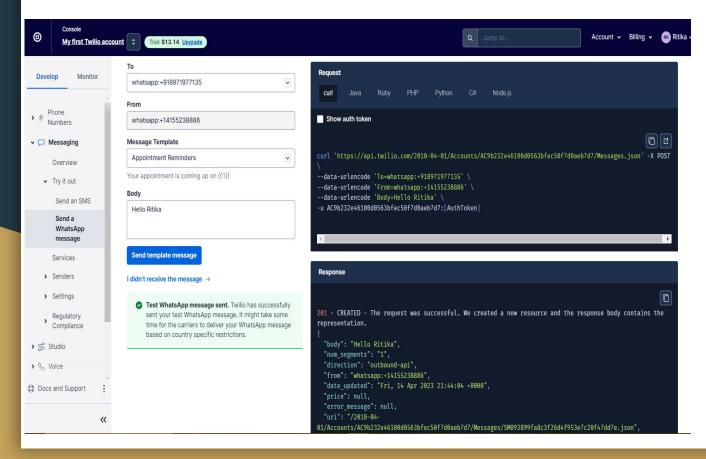


Connection to WhatsApp Sandbox





WhatsApp Sandbox - Request and Response



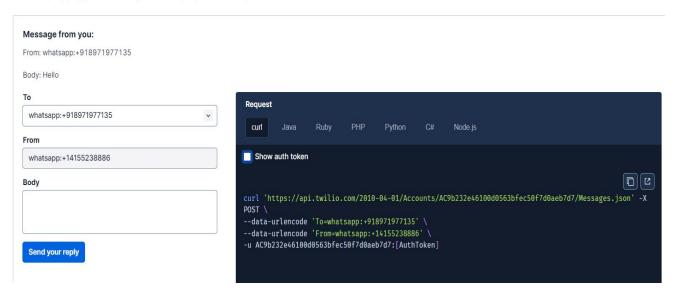


User Initiated Conversation

Start an user-Initiated conversation

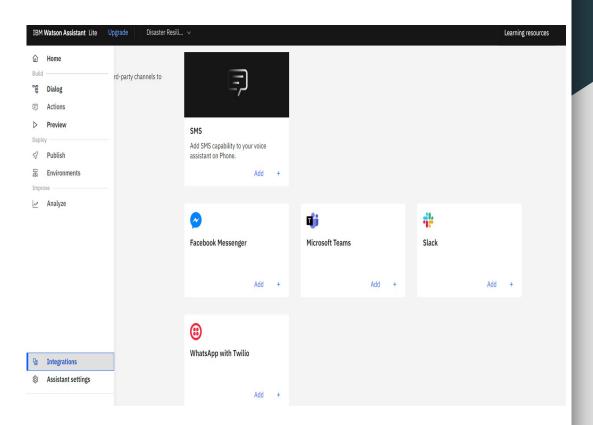
When your customers message you first, outside of an existing conversation window, you can reply without having to use templates. This user-initated conversation lasts for 24 hours from when the customer sent the first message.

To test this, simply reply to the WhatsApp notification you just received on your device to start a 24-hour conversation window.

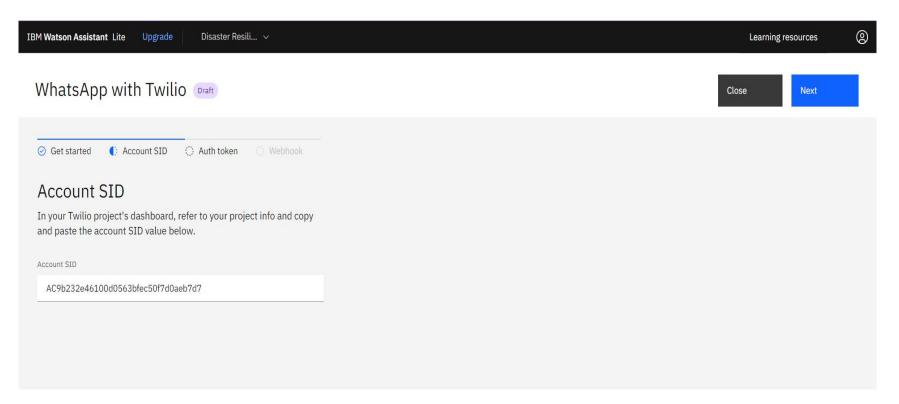


Integration - Watson Assistant & Twilio

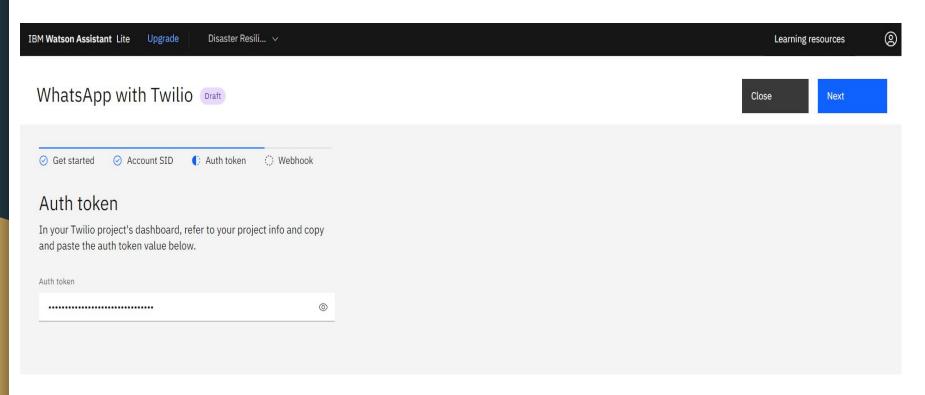
- Navigate to your Watson Assistant service in IBM Cloud.
- 2. Click Integrations on the left side
- 3. Select WhatsApp with Twilio.



Enter Account SID

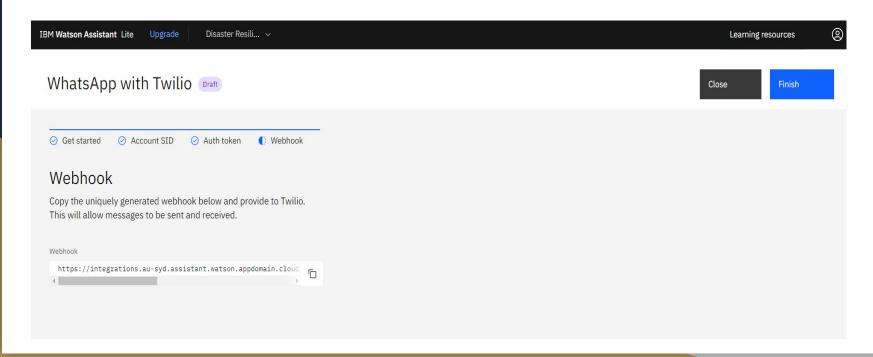


Enter Auth token



Webhook automatically generated in Watson Assistant

https://integrations.au-syd.assistant.watson.appdomain.cloud/public/twiliowhatsapp/255543e5-a625-445f -a459-e53540ade66c/message?version=2022-12-05



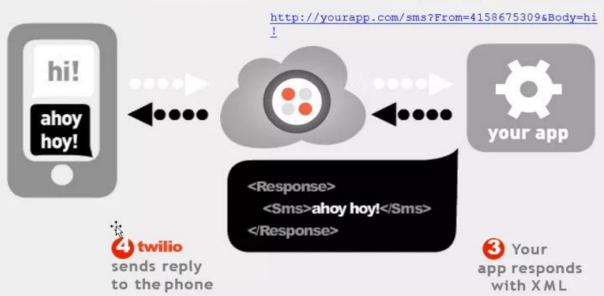
Webhook

- A webhook is a way for two different web applications to communicate with each other in real time automatically.
- In technical terms it is a user-defined HTTP callback that is triggered when a specific event occurs on an external system or service. When the event is triggered, the webhook sends a POST request to a specific URL on the receiving application, which can then take further actions based on the data that was sent.
- Webhooks are commonly used in many different types of applications, including chatbots, marketing automation, and social media integrations. They can help automate repetitive tasks, reduce manual data entry, and streamline workflows.



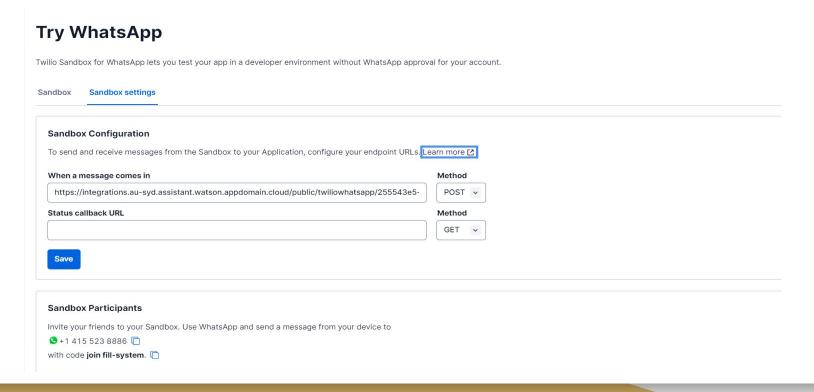
Phone sends SMS to your twilio phone number

twilio makes
an HTTP request
to your app



Enter the webhook URL

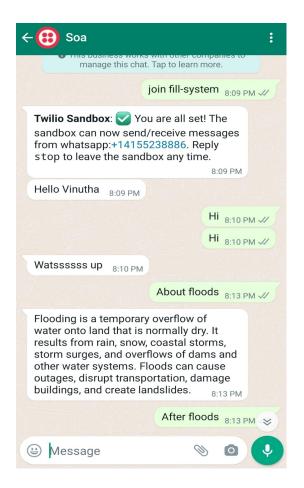
• When an end user sends a WhatsApp message, Twilio sends a webhook (a request to a URL that is specified) to your application. In the Sandbox, you can configure that webhook URL in the **When a Message Comes in** field:



WhatsApp demo

When customers send a WhatsApp message, Twilio sends a webhook to your application.





Overview of the WhatsApp Platform with Twilio

- The WhatsApp Platform with Twilio is a communication tool that combines WhatsApp's popularity and Twilio's messaging capabilities.
- Businesses can use the platform to connect with customers, send automated messages, notifications, and engage in two-way conversations.
- It enhances businesses' customer communication strategy, allowing them to provide customer support, send transactional updates, and drive engagement.
- The platform aims to improve customer satisfaction by leveraging the wide reach and popularity of WhatsApp.

Customer Service Automation

- Al-powered chatbots and virtual assistants can answer customer queries 24/7.
- Allows businesses to deliver 24/7 support without human intervention consistently.
- Improves response time, reduce errors, and provide a better customer experience.
- Chatbots are also often used by sales teams looking for a tool to support lead generation.
- Chatbots can quickly validate potential leads based on the questions they ask, then pass them on to human sales representatives to close the deal.
- Chatbots automate workflows and free up employees from repetitive tasks. A chatbot can also eliminate long wait times for phone-based customer support



What is Watson Text to Speech?

- IBM Watson Text to Speech is an API cloud service that converts written text into natural-sounding audio in multiple languages and voices.
- It can be integrated into existing applications or used within IBM Watson Assistant for improved customer interactions.
- It enhances customer experience and engagement by providing audio options and interacting with users in their native language.
- It promotes accessibility by offering audio options for users with different abilities and prevents distracted driving by providing hands-free listening.
- It automates customer service interactions, reducing hold times and improving customer satisfaction.

Watson Health Care Manager

IBM Watson changed the healthcare system to new heights.

- It reads the billions of medical images and data produced by the health equipments with the help of Merge. Analyze patterns of millions of similar conditions to predict the diseases.
- New drugs takes decades of analysis before it is introduced for the usage. Watson AI use the prior knowledge and analyse the effectiveness and its side effects of the drug.
- IBM partnered with Boston Children hospital in studying the pediatric rare diseases.
- Watson AI capable of analyze the genomic data(DNA).
- Text/audio read capabilities it analyze scientific literatures and records to learn in creating the patterns.
- IBM partnered with Manipal hospitals in treating the cancer patients. It helps in treating 200k patients annually.
- Watson interface with Nutrino app in providing the personalized nutrition recommendations and tracking mechanism.

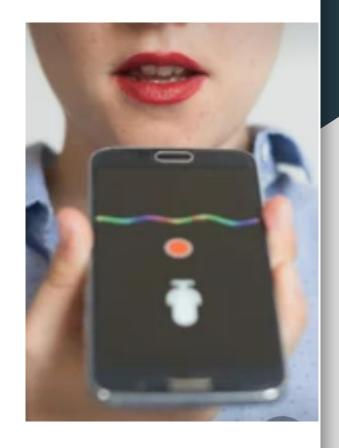
Humana Case Study

- Used Voice Assistant to handle customer support and queries.
- Significant speech customization with seven language models and two acoustic models.
- Achieved a 90-95% sentence error rate accuracy level on key data inputs.
- Reduced workload on outsourced call centers and improved customer experience.

Speech Analyzer:

Tone: Fear, Anger, Joy & Sadness

Personality: What kind of person, habits, interests & thoughts



Text to Speech

Get the CURL commands with API Access key and URL

```
curl -X POST -u "apikey:Z7vbKOUS3_5FJSBNFdVdZ9dikJVM30GlphZT8fT4nKyD" --header "Content-Type: application/json" --header "Accept: audio/flac" --data {"\"text\":\"This is text to speech test samples by LNR\"}" --output text2speech.flac
```

"https://api.us-east.text-to-speech.watson.cloud.ibm.com/instances/5621f680-42fb-4b3d-a627-73e75b8
92f4a/v1/synthesize?voice=en-US_MichaelV3Voice"

Output file created for the given path

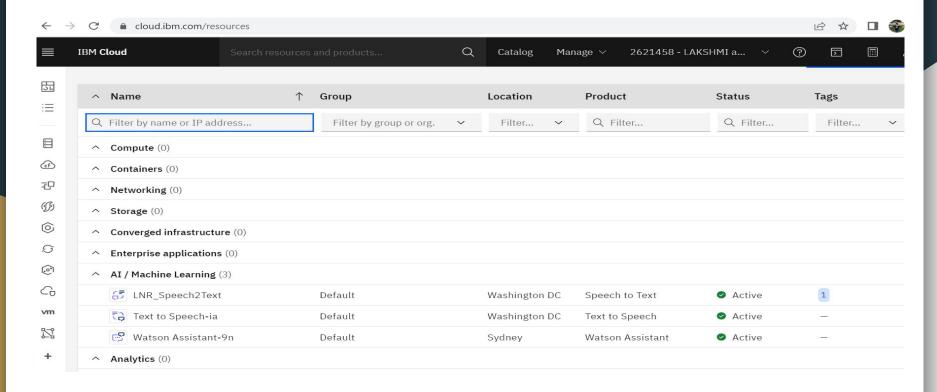
```
04/06/2023
           07:49 AM
                                    UneDrive
                      <DTK>
03/14/2023
           07:10 AM
                      <DIR>
                                    Pictures
02/18/2023 06:15 PM
                      <DIR>
                                    Postman
03/29/2023 11:15 AM
                      <DIR>
                                    Postman Agent
03/14/2023 07:10 AM
                                    Saved Games
                      <DIR>
03/14/2023 07:10 AM
                      <DIR>
                                    Searches
04/08/2023
          06:57 PM
                                 108 speech
04/08/2023
           07:03 PM
                              57,796 speech.flac
04/09/2023 11:04 PM
                              83,938 speech2text.flac
04/09/2023 11:06 PM
                              84,018 text2speech.flac
03/14/2023
           07:10 AM
                                    Videos
                      <DIR>
              7 File(s)
                             226,296 bytes
             31 Dir(s) 375,983,734,784 bytes free
C:\Users\reddy>
```

Speech to Text

Get the CURL commands with API Access key and URL

curl -X POST -u "apikey:pnWv5yC2J3hYPTv_BXf6idwLXclCvpMOFuwAPTSb0RH8" --header "Content-Type: audio/flac" --data-binary @C:\Users\reddy\Downloads\audio-file.FLAC "https://api.us-east.speech-to-text.watson.cloud.ibm.com/instances/5870800a-f433-45eb-bfc1-0c54635 74def/v1/recognize"

Watson resource dashboard



References

- https://www.ibm.com/products/watson-assistant
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- https://www.ibm.com/cloud/watson-speech-to-text
- https://www.twilio.com/docs/whatsapp
- https://www.markheath.net/post/basic-introduction-webhooks

THANK YOU:)