



All in favour, say (A)I

Pausefest, 2019



Dev Mookerjee
CTO, Asia Pacific
IBM Watson



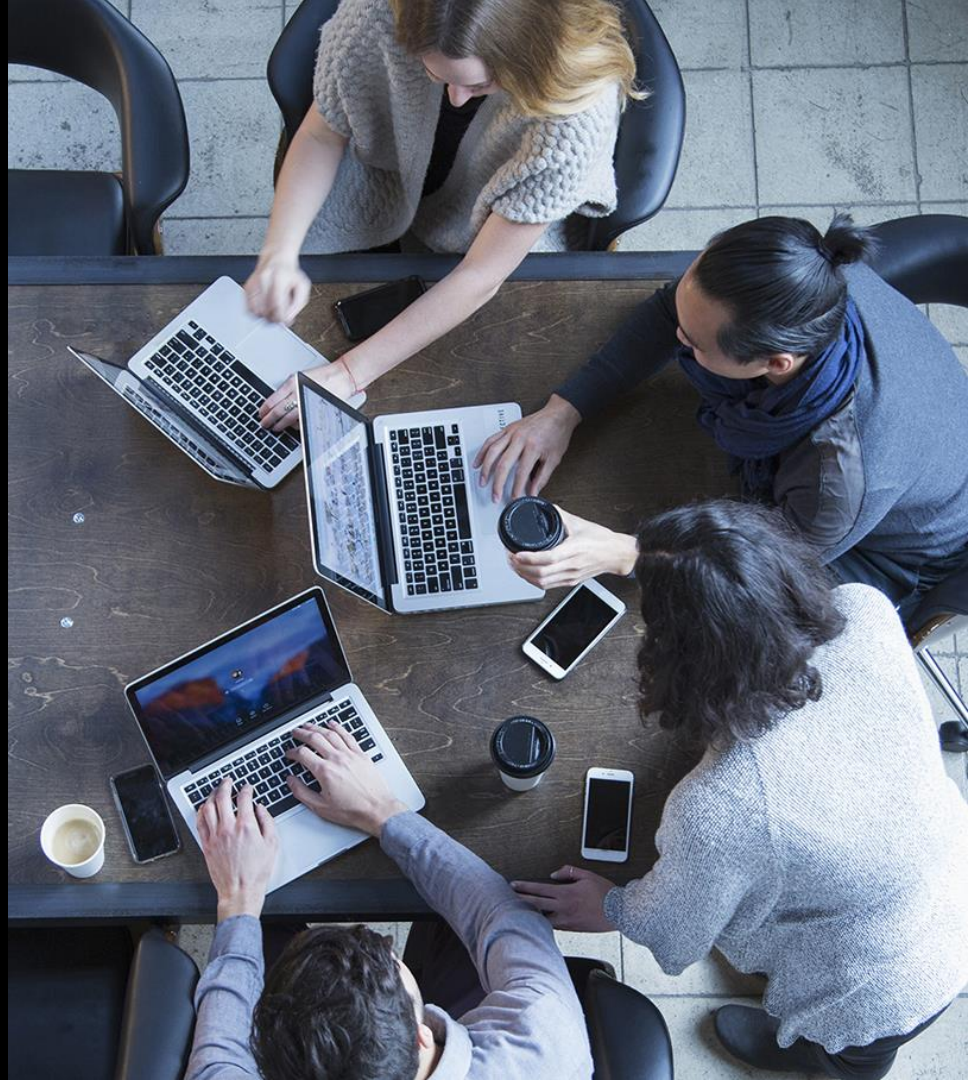
70%

of consumers will choose messaging
over calling if given the choice



64%

of consumers expect real-time responses at any time



Chatbots will save businesses more than

\$8b

per year by 2022



The typical **Millennial** exchanges an average of

67

text messages per day.

BUSINESS INSIDER

Americans now spend around

5X

longer in messaging apps each day than on voice calls.

nielsen
.....

WhatsApp and Facebook Messenger alone carry

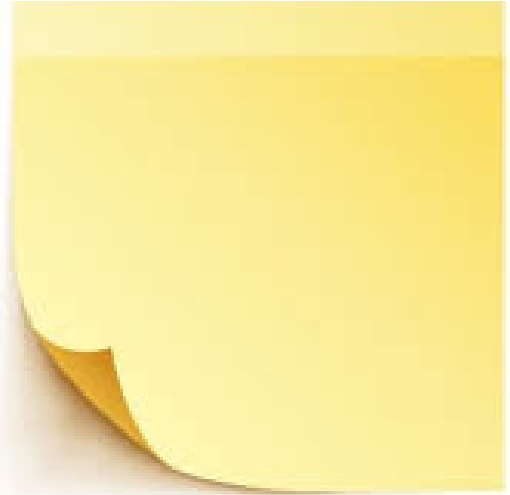
22

trillion messages per year.

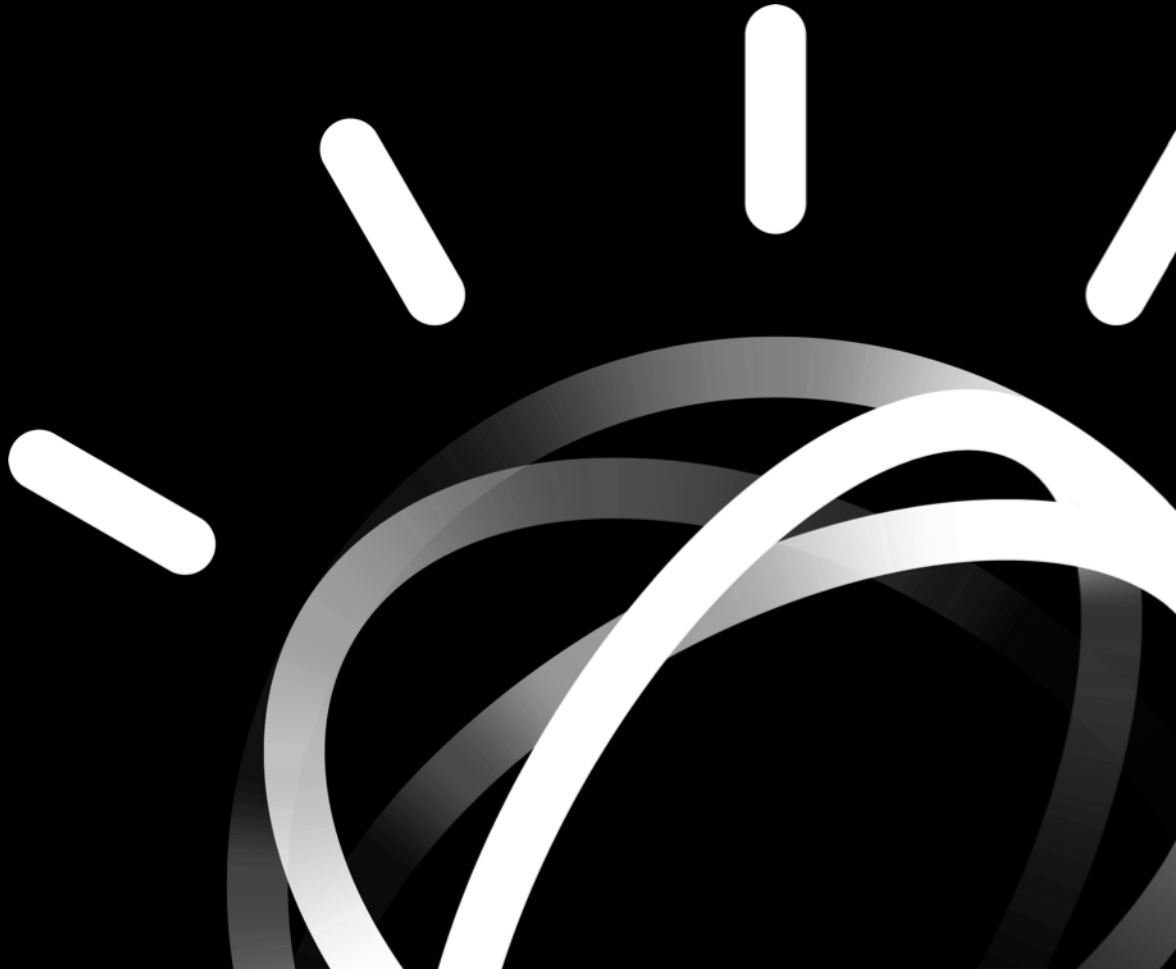
facebook.

Why we're here:

1. Strengthen your understanding of **how chatbots work**.
2. Identify a the possible **use cases** for your organisation.
3. Brainstorm the key factors involved in **bringing it to life**.



What is a chatbot?
How does it work?



Chatbots (or ‘virtual assistants’) allow businesses to improve end-users customer service.

Chatbots
understand
the user’s intent

- Handcrafted rules unable to scale and do not benefit from data
- Leverages state of the art Deep Learning techniques to derive intent
- Learns over time based on usage

Intent Password Reset

“ I forgot my password...”

“ How do I get a new password? ”

“ Can't login into your site... ”

“ My login isn't working, please help... ”

“ Can you reset my password? ”

**“ I’m frustrated,
I haven’t been
able to login
into your online
billing system ”**

Extract other key information from a question

Intent

Password Reset

Entities

Online Billing System

Emotional Tone

Anger

Context

Bill Smith, 47 / Gold Member

Context

Mobile

IBM Watson: AI Science made easy

A good virtual assistant
needs to be more than a
controlled dialog engine!

1
2

Language

Speech

Conversation

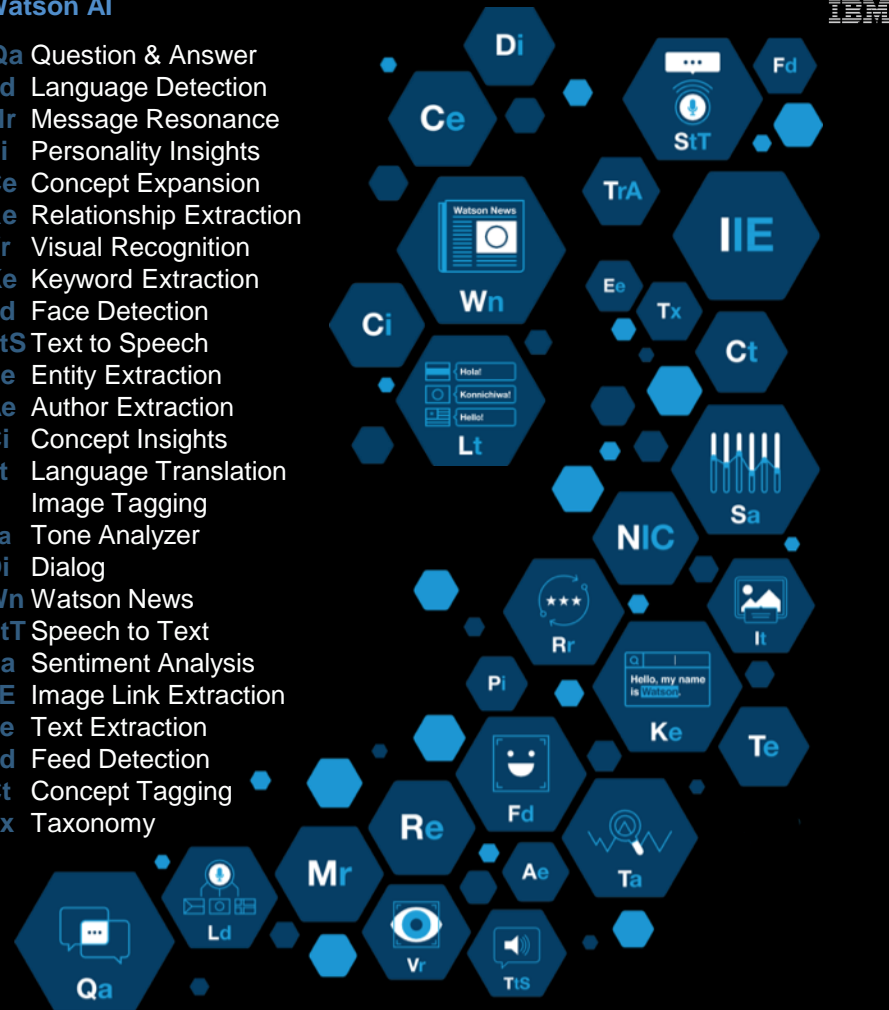
Discovery

Vision

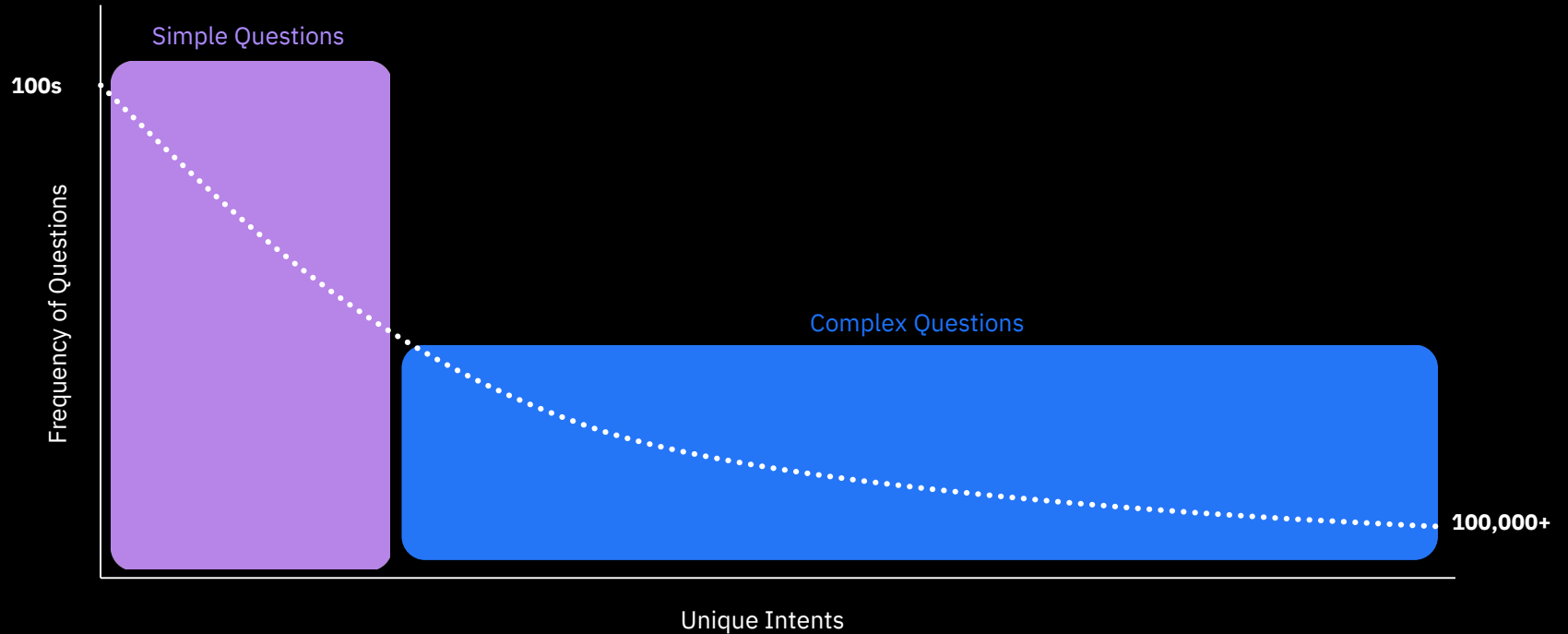
Empathy

Watson AI

Qa Question & Answer
Ld Language Detection
Mr Message Resonance
Pi Personality Insights
Ce Concept Expansion
Re Relationship Extraction
Vr Visual Recognition
Ke Keyword Extraction
Fd Face Detection
TtS Text to Speech
Ee Entity Extraction
Ae Author Extraction
Ci Concept Insights
Lt Language Translation
It Image Tagging
Ta Tone Analyzer
Di Dialog
Wn Watson News
StT Speech to Text
Sa Sentiment Analysis
IIE Image Link Extraction
Te Text Extraction
Fd Feed Detection
Ct Concept Tagging
Tx Taxonomy



Layer additional solutions to address more complex enquiries.



“ My exhaust is making a rattling sound, how do I troubleshoot the problem? ”

“ How do I turn on the headlights ”

“ How do I turn on my device ”

“ My device won't power on. I am concerned if I do a reset that I will lose my data. What should I do? ”



In an age when elegant technology interactions have become key factors in many consumer decisions, financial institutions must strive to digitally differentiate themselves from the competition.

RBS recognized that although its customer service representatives were crucial to a customer's journey, they spent too much time handling problems that are easily resolved, increasing wait times and negatively affecting satisfaction ratings. RBS used the IBM Watson Watson Assistant to build a conversational solution called Cora. The chatbot weaves automated assistance seamlessly with human intervention, creating a hybrid solution that serves as a virtual assistant.

Cora

has reduced the length of agent/customer conversations by 20%

200+

Cora's knowledge base has more than doubled since launch and now contains 200+ question topics per brand

40%

of customer questions Cora can answer after just a few months

2x

The average contact center agent can now spend up to twice as much time on the more complex problems and questions that matter most to customers

UBank, the Australian digital only bank, is aiming to disrupt the banking industry to deliver a simpler, better, smarter customer experience.

In striving to do more, RoboChat was born—the first chatbot in Australia to help customers with their online home applications. “Essentially, RoboChat is set up as an additional staff member providing a specific set of skills within our current live chat capability,” says Jeremy Hubbard, Head of Digital and Technology for UBank.

6 weeks

in a six week long process, a 12-person team from Ubank and IBM trained the AI in three key areas:

- Product details
- Risk and compliance
- Off topic, “chit chat” questions, which the bot is frequently asked

40 topics

for core home loan use natural language to respond to customers, along with hundreds of associated questions

Ideation:

3 Primary Use Cases

Customer Care

Through the Watson Assistant, IBM can decrease call center operations cost, while improving the customer experience and developing new revenue streams

Employee Productivity

Simplify access to common questions and tasks through enterprise channels

Conversational Commerce

Provide guided buying experience for prospective customers to purchase goods and services through the mobile or messaging channel of their choice

Use our Expert Assistants to build your Virtual Assistant

To explore your use case with a **3 Hour Discovery Workshop** or to attend a **'lunch and learn'** session with IBM's Vice President of Emerging Technology, email shirleya@au1.ibm.com