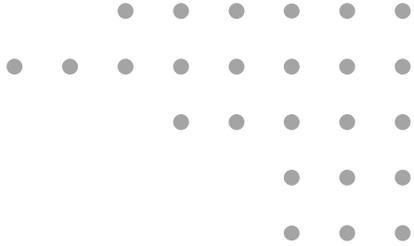


04

Core Concepts



The state of Conversational AI has quickly evolved from rules based Q&A bots to intent driven machine learning AI assistants. AI assistants have matured into solutions that are an essential part of corporate strategy. Understanding the core concepts is an essential step to deploying Conversational AI to your enterprise.

Subchapters

- Evolution of Conversational AI
- Key Conversational Definitions
- Breaking Down a User Utterance

In the past, AI assistants could be described as

- Rules based
- Linear
- Text communication
- Scripted responses

Virtual assistants have evolved over time to help meet your business needs. They now:

- Use machine learning
- Are intent driven
- Are a multi-modal form of communication
- Can be deployed across channels

Key Conversational Definitions

Utterance

Something the user says, also known as the user example. An utterance is what we want the solution to understand

Intent

A specific goal or idea conveyed in the utterance. It's what the user wants to do or wants to happen.

Entity

A term or object which provides context for an intent. If the intent is to locate something nearby, the entity might be the name of a restaurant or a facility you are looking for

Dialog

Leverages conditional and "tree" logic to process the intents you want your conversation to handle. Dialog is broken into connected nodes.

Dialog Node

A node containing, at minimum, a condition and a response. Conditions determine which node comes next in a conversation, and responses determine what Watson returns back to the user.



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Route 100
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August 2018

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