

AI Journey : - from Chatbot to Callbot

Sept. 2019

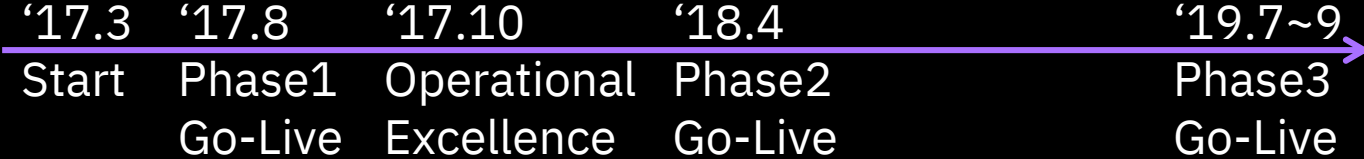
Bomshik Kim, Hyundai Card

Data and AI Forum by IBM

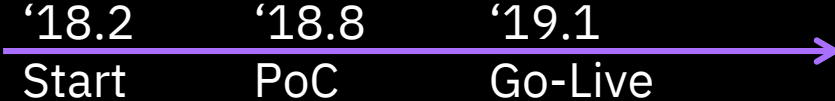
IBM

History

Chat-
bot



Call-
bot



Questions

- Watson 한국말 잘 알아 들어요?
- Watson 이 좋아요, Google Dialog Flow가 좋아요? MS Luis 는 어때요?
- 콜센터 녹취가 있으면 데이터가 충분한 것 아닌가요?
- 우리회사는 Q&A 엄청 잘 정리되어 있는데 금방 만들수 있는거 맞죠?
- 명색이 인공지능인데 자료를 부으면 자동으로 Q/A 가 만들어지는 것 아니에요?
- 틀린 답변도 자동으로 개선되는거 아니에요?

Myth of Artificial Intelligence

프로젝트 시작 전

AI 기술 (자연어 처리)	기타 개발
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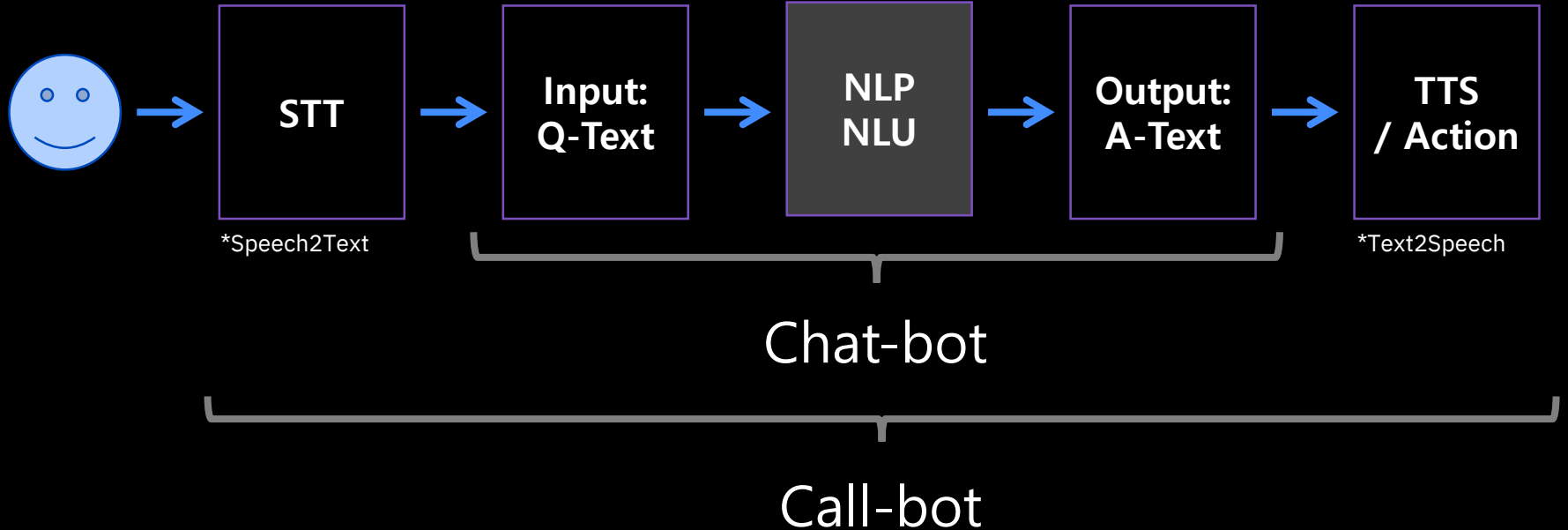
프로젝트 시작 후

인간의 노력과 근면성	AI 기술
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현시점

NLP/NLU	Bot Builder	Conversational UX/UI	Monitoring Tool
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AI Agent : Process



AI Agent : Intent Catching

Questions

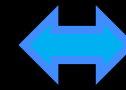
- 내 포인트 얼마죠?
- 포인트 얼마나 남았나요?
- 포인트 얼마 남았는지 궁금합니다.
- 사용 가능한 포인트는 얼마예요?
- ...

Intent

보유 포인트량을
알고싶다

Answer

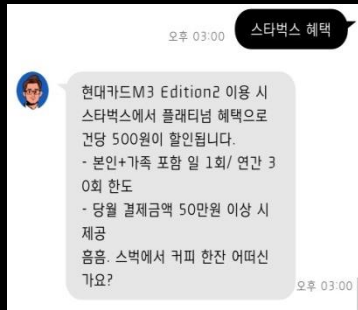
고객님의
보유 포인트는
000점 입니다.



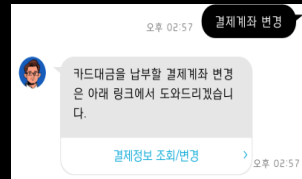
Chat-bot UX/UI

Static UI

Text

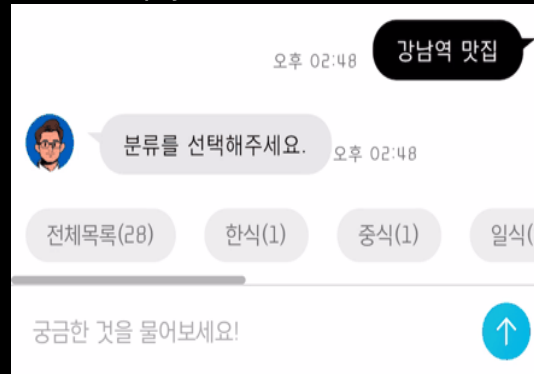


Link

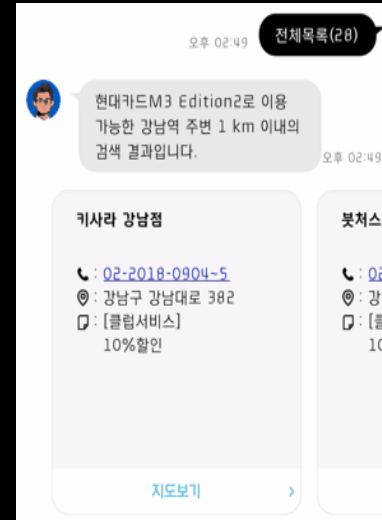


Dynamic UI

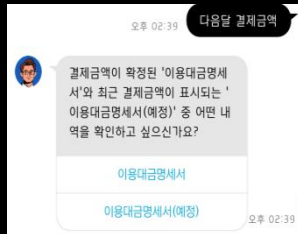
Quick Reply



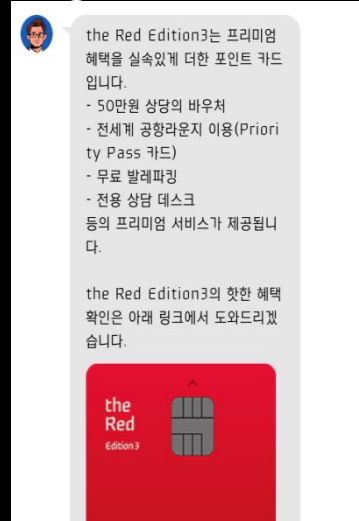
Carousel



Button

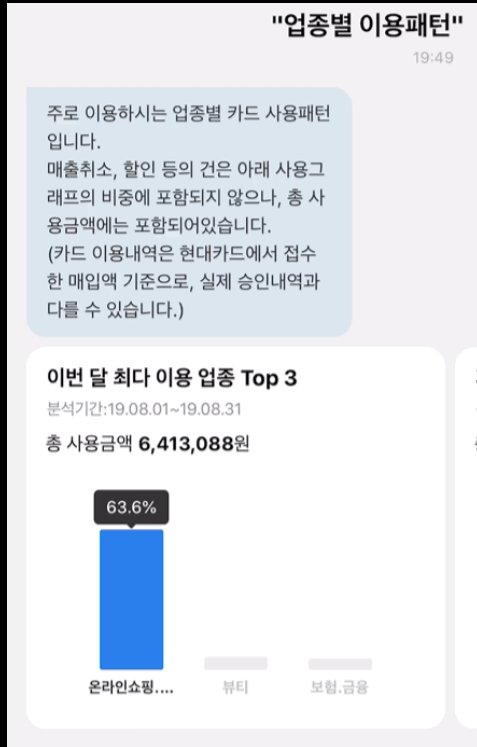


Image

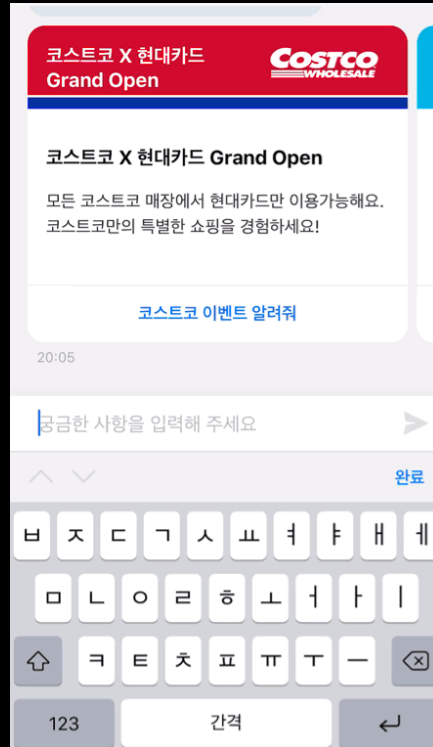


Chat-bot UX/UI

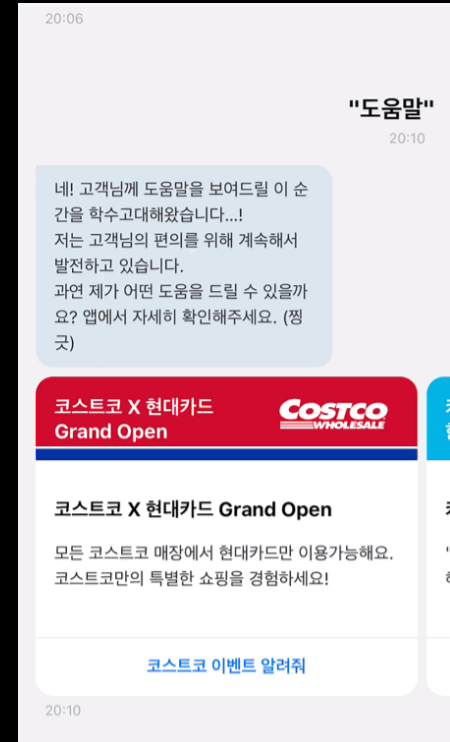
Graph



Auto-Complete




Helper



Conversational UX

#변경 & @명세서

오후 02:41 명세서 변경


 이용대금명세서(청구서)는 우편/E-mail/모바일(스마트폰)/현대카드 홈페이지를 통해 수령 및 확인할 수 있습니다.
아래 링크에서 '명세서 수령방법 변경'을 클릭하세요!

결제정보 조회/변경 >

오후 02:41

#변경 & @비밀번호

오후 02:42 비밀번호 변경

 어떤 비밀번호를 변경하고 싶으신가요?

카드 비밀번호


현대카드 홈페이지 비밀번호

앱카드 결제 비밀번호

오후 02:42

#변경

오후 02:43 변경

 청구지 주소, 전화번호, E-mail 등 개인정보 변경은 아래 링크에서 도와드리겠습니다.
단, 고객님의 본인에 한해 개인정보 변경이 가능합니다.

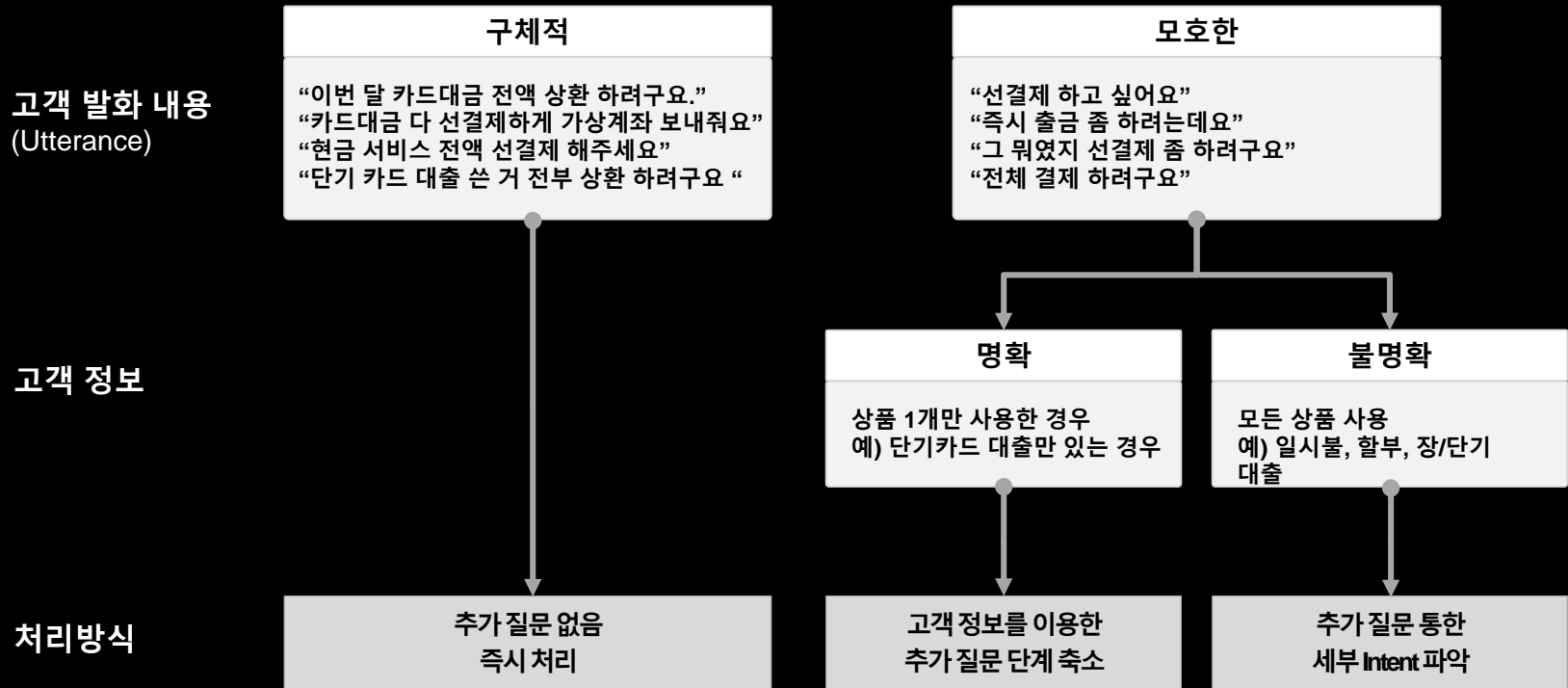
개인정보 변경 >

오후 02:43

Call-bot



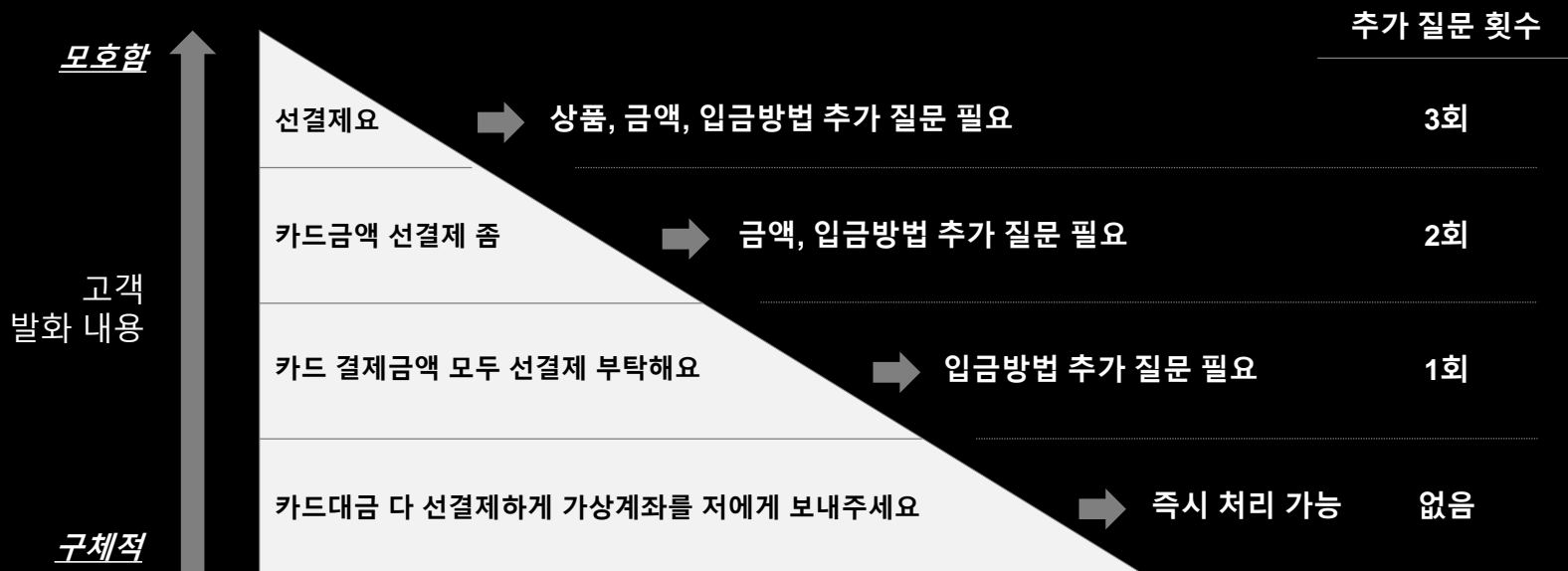
Call-bot : Dialog Analysis



Call-bot : Dialog Analysis

추가 질문

- 고객 발화 내용의 모호함 정도에 따라 추가 질문 횟수가 늘어남
- 선결제에 필요한 정보(상품, 금액, 입금 방법 등)를 획득하기 위한 최소한의 질문은 필요



Lessons Learned (1/2)

- 자연어 처리 기술은 일부분일 뿐
 - UX/UI, Bot Builder, Question-Answer 관리, Training Data
 - 대화설계 능력이 진정한 자산
- Data를 얻기 위한 노력
 - 서비스 런칭 시점 결정의 딜레마
 - 데이터는 당신이 생각 했던 것 보다 더 중요하다
(Digital Industry에서는 Data는 New Oil, AI는 Electricity)
- 대고객 정보전달 방식 패러다임의 변화
 - 무엇을 물어보는가 → 어떻게 답 할 것인가
 - 무엇을 물어보는가 → 어떻게 물어보는가 → 어떻게 답 할 것인가

Lessons Learned (2/2)

- 일하는 방식의 변화
 - 전통적인 SI Project vs AI Project
 - 先易後難
 - MVP (Minimum Viable Product)
 - Plan – Do – See vs Lean Startup (로켓 만들기 vs 드론 만들기)
- AI 서비스를 성공적으로 만들려면?
 - 서비스 출시 후, 단기간내 성능 향상이 관건
 - Acceptance of AI : 기술에 대한 이해를 시작으로, 사람에 대한 깊은 이해로
 - 내가 가진 “오늘의 기술” vs 내가 바라는 “내일의 기술”

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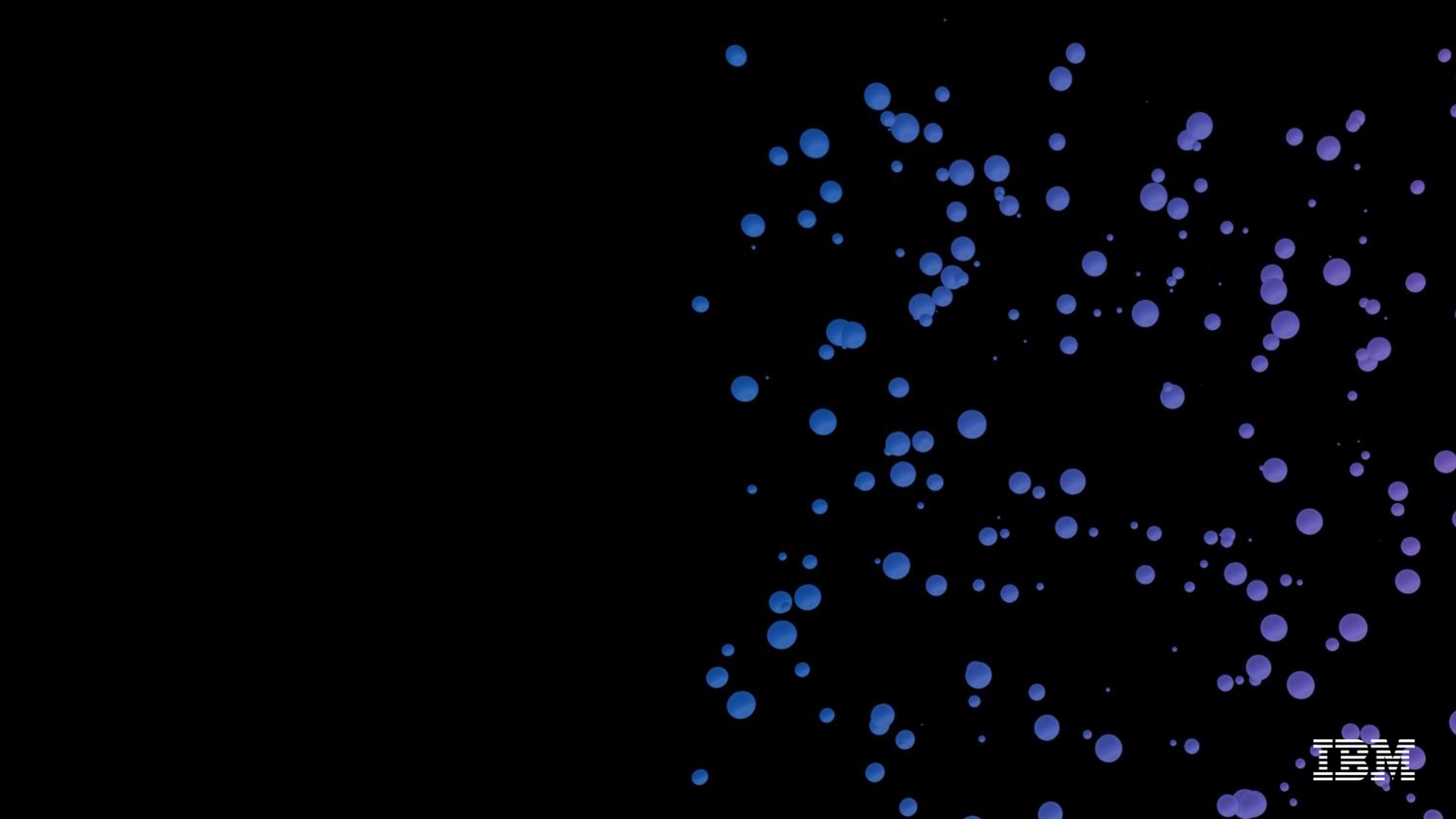
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