



## CONVERSATION

# Automate customer interactions on any channel or device

In today's connected world, sending a message to a friend has become commonplace. Consumers crave that same kind of interaction with their favorite brands. Yet, companies struggle to deliver this. Conversational interfaces that automate response while mimicking real human written interaction, or “chatbots,” can be hard to build and even harder to integrate with existing platforms, and that leaves many organizations unable to capitalize on this valuable opportunity.

Using the new Watson Conversation service, business users with developers can create a bot powered by natural language understanding in minutes, not months. Dramatically simplified tooling makes conversational app development quick and easy. The same interface can be deployed via many channels, delivering a friction-free and consistent user experience whether over mobile device, via messaging platform like Slack, or even through a physical robot.

Enhance end user experience with Watson Conversation's advanced intent and entity identification capabilities. Backed by the latest advancements in machine learning, Watson Conversation understands the myriad ways a consumer may refer to a task or object, and can respond with confidence accordingly. This reduces the potential for frustration due to misunderstanding and misdirection. Best of all, the system learns through use, improving responses over time.

Watson Conversation is part of the Watson Developer Cloud, a suite of flexible cognitive application programming interfaces (APIs). Watson Developer Cloud makes it easy to accelerate application development with an array of software development kits, code examples, and tooling created for developers, by developers, and in use by tens of thousands across 20 industries, with over a billion API calls processed per month.\*

- **Bots built in minutes, not months**
- **Simple and easy-to-use tooling for developing a customized conversational interface**
- **Consistent experience across multiple channels (mobile, messaging, robot, etc.)**

## Service

- Conversation

## Potential uses

- Add a chatbot to your website that automatically responds to customers' most frequently asked questions
- Build Twitter, Slack, Facebook Messenger, and other messaging platform chatbots that interact instantly with channel users
- Allow customers to control your mobile app using natural language virtual agents

**Experiment with Conversation today:**

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