Training the Digital Virtual Agent

Brett Knight – Lead Digital Product Manager
The Digital Virtual Agent

>900k
members per month
engage with the
digital assistant.

The digital agent has
>2M
conversations per month.
The Digital Virtual Agent

89%

Containment rate i.e. 89% members that engage the digital agent, do not escalate to a live representative.

The digital agent accurately routes to live member contacts.

90%

Let’s get you to the right insurance representative. What’s your request about?

Add or Replace a Vehicle

Thanks. Just tap below to reach us or try our self service.

Add or Replace a Vehicle Now

Call

Wait Time: 4 min

Chat

Busy - Place Me in Line
Digital Virtual Agent Interactions

- Q&A
- Navigation
- Take Action
Interaction Types

Understanding

Questions and Context – NLU+

Responses

Transactional

Complex – Dialogue

Complex – Account

“Simple”
The Phases of Training

1. Discover
2. Design
3. Build
4. Deploy
5. Maintain

The phases are cyclic, with each phase leading to the next and then back to Discover.
AI Toolkits and Frameworks

Differences in toolkit features influence process.
Where AI & ML Enhance Training

Recognition & “Understanding”

What is my checking account balance?

“Simple” Responses

You can find balance information here.
Where AI & ML Enhance Training

Conversational Analytics
Tuning and New Opportunity

User Interface (UI)
Topic Hints, search suggestions, positioning
Human Interaction Needed for Training

Complex Responses
Database interactions, conversational dialogue

Transactional
Card replacement, updating contact info
Thank you...