Characteristics of Highly Effective Enterprise Virtual Assistants

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7 Key Characteristic Categories

- Conversational Ability
- Knowledge Breadth
- Embodiment
- Persona
- Search Prowess
- Transactional Ability
- Analytics
The Spectrum of Capabilities

- For each key characteristic, there is a spectrum
- Your business requirements may be satisfied by something at the lower end or in the middle
Conversational Ability

- Canned responses
- Pattern matching
- Breadth of topics
- Keyword matching
- Contextual understanding
- Memory
- Answers on the fly
Knowledge Breadth

- FAQs: Static canned responses
- Access to external data sources
- Full web search
- Static, limited knowledgebase
- Broad, evolving knowledgebase
Embodiment

- 3D animated character
- Lip-synched animation
- Animated image
- Animated human character
- Static image
- Search box
Persona

Generic assistant | Branded Persona
---|---
Named assistant | Brand representative

Name referencing brand | Personality
---|---
Image referencing brand
Search Prowess

Literal, limited search

- Narrowing options
- Understands intent
- Rates probability of best answer
- Handles complex search that includes pricing

Contextual, extended search

- Multiple possible results
- Search across website
- Literal search

Literal, limited search

- Search across website
- Multiple possible results
Transactional Ability

Simple processes; eg. order checks

No transactional processing

Automate simple transactions

Complete purchase; eg. airline ticket

Update account information

Automate complex transactions
7 Key Characteristic Categories

Conversational Ability
Knowledge Breadth
Embodiment
Persona

Search Prowess
Transactional Ability
Analytics
Example 1: Dominos Dom

Conversational Ability

Knowledge Breadth

Embodiment

Persona

Search Prowess

Transactional Ability

Analytics
Example 2: Sgt. Star

Conversational Ability
Knowledge Breadth
Embodiment
Persona

Search Prowess
Transactional Ability
Analytics
Example 3: Kyla
Colorado Health Exchange

Conversational Ability

Knowledge Breadth

Embodiment

Persona

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Transactional Ability

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