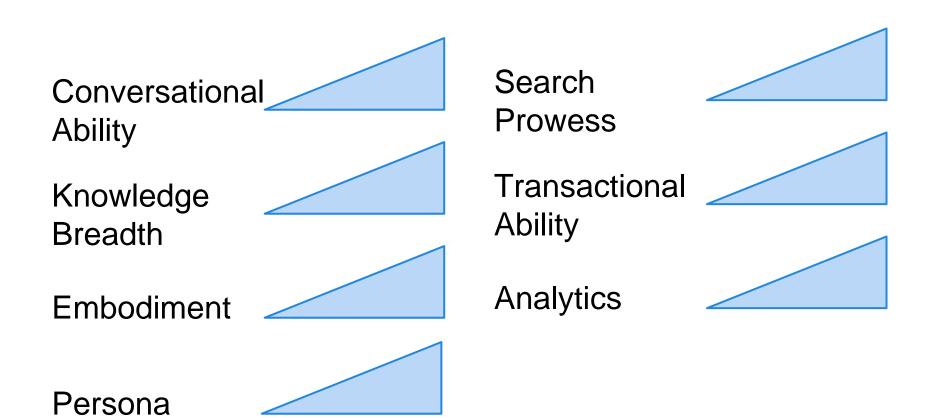
Characteristics of Highly Effective Enterprise Virtual Assistants

Amy Stapleton
Author of the Virtual Agent Chat Blog
Intelligent Factors, LLC



7 Key Characteristic Categories



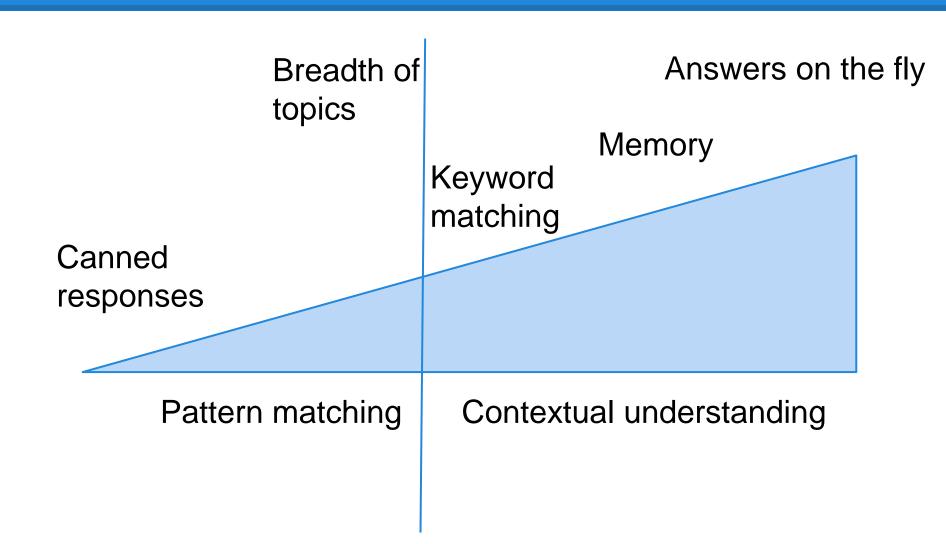
The Spectrum of Capabilities

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

Higher cost

Lower cost

Conversational Ability



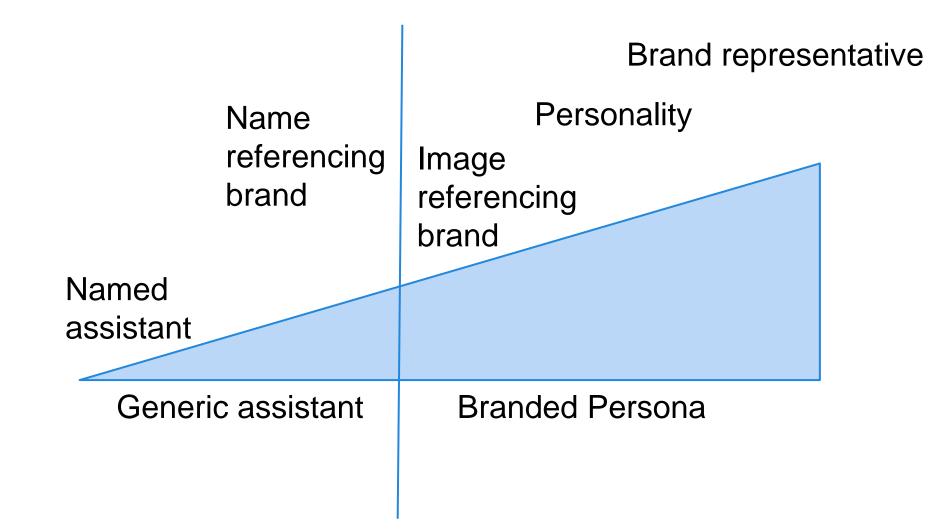
Knowledge Breadth

Access to external data sources Full web search **FAQs** Static canned responses Static, limited Broad, evolving knowledgebase knowlegebase

Embodiment

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

Persona



Search Prowess

Rates probability Multiple of best answer possible Search Understands intent results across Narrowing options website Literal search Literal, limited search Contextual, extended search

Handles complex search

that includes pricing

Transactional Ability

Simple processes; eg. order checks

eg. airline ticket

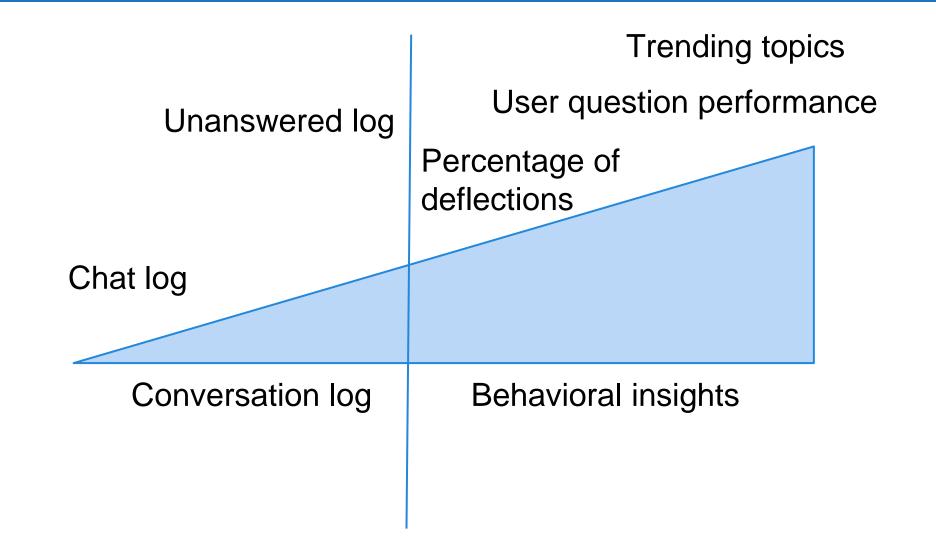
Complete purchase;

Update account information

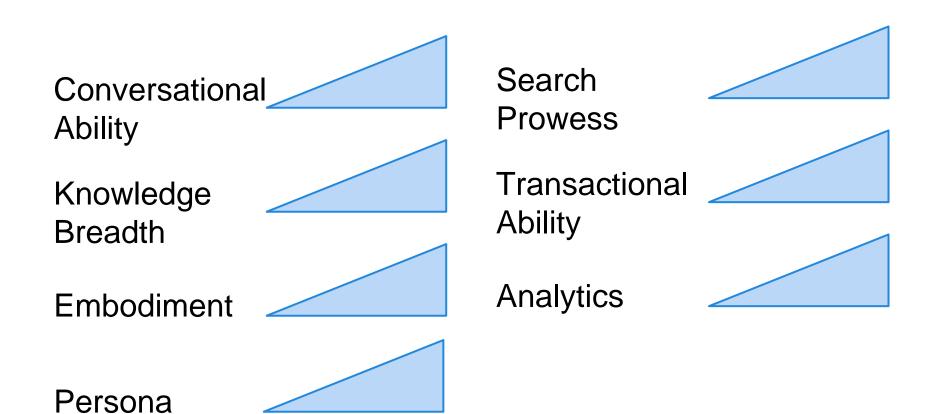
No transactional processing

Automate simple transactions

Automate complex transactions



7 Key Characteristic Categories



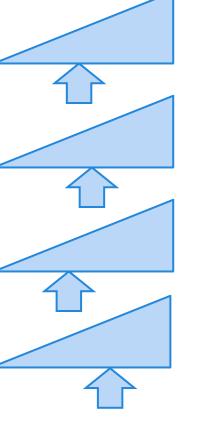
Example 1: Dominos Dom

Conversational Ability

Knowledge Breadth

Embodiment

Persona



Search Prowess

Transactional Ability



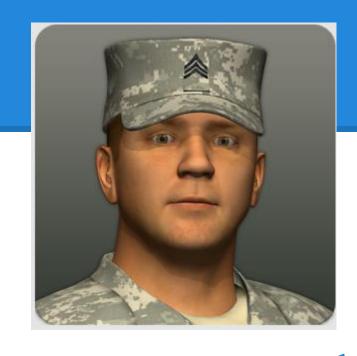
Example 2: Sgt. Star

Conversational_ Ability

Knowledge Breadth

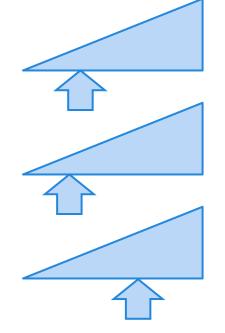
Embodiment

Persona



Search Prowess

Transactional Ability



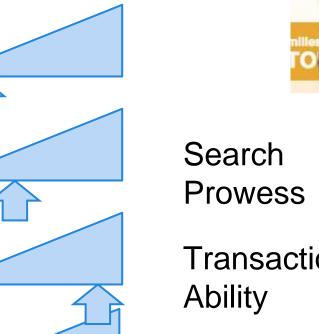
Example 3: Kyla Colorado Health Exchange

Conversational **Ability**

Knowledge **Breadth**

Embodiment

Persona





Transactional

