Building Skills that Retain Customers

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Retention is a reflection of skill quality
Driving Retention

Starts at the beginning...

Ideation & Design
Build & Test
Market & Optimize

...and should never stop

It's never too late to start!!
Three Characteristics of a Successful Skill

Low friction
High-quality content
Mechanisms that prompt repeat usage
Behavior Design

The Fogg Behavior Model shows the necessary conditions for a user to take an action when three factors are involved: Motivation, Ability, and Prompts.

Source: BehaviorModel.org
Friction will deter users from coming back to the skill
Friction

How can friction manifest?

Friction Can Manifest Itself In a Number of Ways With Factors Both Within The Skill and Outside

In-Skill Friction Points

› Functional bugs
› Usability issues
› Invocation issues
› Recognition (language model) issues
› Confusing/poorly crafted prompts or responses
› Overly verbose/repetitive prompts or responses

External Factors

› Product Availability
› API Connectivity
› Change in Marketing
› Changes in Voice-Over Talent
Customer Reviews

"It is not allowing me to sign in or create another account."

The skill doesn’t work with Canadian zip codes.

"This game only allows me to answer the first question and then it doesn’t understand or accept my 2nd answer."

"At first it worked great. I enjoyed it. Now the screen has gone black and the pictures are gone. Very sad."

Add new stories plz!

"It randomly forgets my address."

"Notification does not work."

I got answer right but it said i was wrong.

"This skill is terrible, it even goes on endless loops with ‘what do u want?’ regardless of what you ask."

"Fix the volume."

"It is not allowing me to answer the first question and then it doesn’t understand or accept my 2nd answer."
### Intent History (Build Tab)

#### Unresolved Utterances

<table>
<thead>
<tr>
<th>Utterance</th>
<th>Confidence</th>
<th>Intent</th>
<th>Slot(s)</th>
<th>Dialog Act</th>
<th>Interaction Type</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>make a bear sound</td>
<td>HIGH</td>
<td>MakeAnimalSoundIntent</td>
<td>animal</td>
<td>MODAL</td>
<td></td>
<td>Map</td>
</tr>
<tr>
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<td>MakeAnimalSoundIntent</td>
<td>animal</td>
<td>MODAL</td>
<td></td>
<td>Map</td>
</tr>
<tr>
<td>can you scream like a goat</td>
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<td>MakeAnimalSoundIntent</td>
<td>animal</td>
<td>MODAL</td>
<td></td>
<td>Map</td>
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<tr>
<td>make a random animal sound</td>
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<td>MODAL</td>
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<td>Map</td>
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<tr>
<td>make a pikachu noise</td>
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<td>MakeAnimalSoundIntent</td>
<td>animal</td>
<td>MODAL</td>
<td></td>
<td>Map</td>
</tr>
</tbody>
</table>

#### Resolved Utterances

- matching 4,047 utterances total
- Showing 10 utterances
RetentionPolicy

Retention metrics are calculated on a weekly basis, on Mondays, at UTC midnight, using data from all locales for your skill. For each cohort, up to 12 weeks of retention data is available.

### Retention Table

<table>
<thead>
<tr>
<th>Week</th>
<th>Count</th>
<th>Total</th>
<th>Percent</th>
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<td>X,XXX</td>
<td>100%</td>
<td>14.4%</td>
</tr>
<tr>
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<td></td>
<td>13.8%</td>
</tr>
<tr>
<td>3</td>
<td>XXX</td>
<td></td>
<td>13.2%</td>
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<td>4</td>
<td>XX</td>
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<td>12.6%</td>
</tr>
<tr>
<td>5</td>
<td>X</td>
<td></td>
<td>12.0%</td>
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<tr>
<td>6</td>
<td></td>
<td></td>
<td>11.4%</td>
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<tr>
<td>7</td>
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<td></td>
<td>10.8%</td>
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<td>8</td>
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<td>10.2%</td>
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<td>9</td>
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<td>9.6%</td>
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<tr>
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<td>8.4%</td>
</tr>
<tr>
<td>12</td>
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<td></td>
<td>7.8%</td>
</tr>
</tbody>
</table>

### Retention Chart

The chart shows the retention rate for different cohorts over a period of 12 weeks.
Interaction Path Analysis
High-quality content prompts customers to use skills. It needs to be framed, contextualized and designed for engagement.
Situational Content & Personalization
Tailor quality content based on the actions of your users

› Design for the 1st and 100th time

› Reward your loyal customers

› Personalize based on data
Keep It Fresh
Optimize customer experience with dynamic and quality content

› Timing is key

› Consider external dynamics - seasons, events, etc.

› Use high quality audio

› Refresh your content
Design Prompts for both first-use initiation and repeat interaction
Prompts

Prompts should be thought of in two ways:

In-Skill Prompts

In-skill gamification elements and techniques that promote and cultivate customer usage and reengagement.

External Prompts

Out of skill elements, often related to a larger ecosystem, that drive awareness and usage, such as marketing, notifications, SMS, and more.
In-Skill Prompts
In-Skill prompts are diverse and often rooted in gamification techniques

Development & Accomplishment
Unpredictability & Curiosity
Ownership & Possession
Social Influence & Relatedness
Loss & Avoidance
Scarcity
Creativity & Feedback
Epic Meaning & Calling
External Prompts

External prompts also have the power to influence a customer’s motivation

Marketing
Advertising, Social

Email
Newsletters

SMS
Text-Based Alerts

Alexa Mechanisms
Proactive Events & Reminders
Timing Your Prompts

Depending on your content, your prompt needs to be timed accordingly to the user journey

Examples of situational timing

› **Routines**
  - Going to bed, brushing teeth, eating

› **Entertainment**
  - Watching a show on TV, game night

› **Promotional**
  - CTA on product box or email

› **Social**
  - Streak counters, social check-ins
Case Study: Sleep Sounds

Low Friction

• Robust, single command invocation
• On repeat usage, takes user right to the audio

Quality Content

• User can choose the sound they want each night
• Dozens of high-quality sound recordings

Prompt

Every night before the user goes to sleep
Case Study: Jeopardy

Low Friction

• Introductions personalized to the user history
• Quickly instructs the user on how to play, then gets to the game
• Question prompts are robust, and handle requests like “wait” and “repeat”

Prompt

Users can play the game after watching the show

Quality Content

• Daily content updates
• Utilizes TV host’s voice whenever possible
Let’s get started!

Design new skills with retention in mind

Review analytics, brainstorm with your teams and optimize existing skills for retention:

✓ Remove friction
✓ Optimize content
✓ Add motivators

Experiment and iterate!
Thank You!

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