UNIVERSAL CONVERSATIONAL INTERFACE

CUSTOMERS

TALK, TEXT OR GESTURE

Inbound

Outbound

HOW CAN I HELP YOU?

ADAPTIVE UNDERSTANDING™

- Customer care
- Mobile virtual assistants
- Transcription
- Technical Support
- Smart home
- Connected car
- IoT

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In December 2014, Interactions closed on the acquisition of the globally-renowned AT&T Watson research and technology division.

**VISION**

Bring to market a universally accurate, natural language interface that works seamlessly across devices, applications and systems

- Provide flexible market alternative
- Enable highly intuitive interfaces that work

**THE INTERFACE OF THINGS**

Powering the coming wave of speech and multi-modal devices and services.
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THE INTERFACE OF THINGS

Powering the coming wave of speech and multi-modal devices and services.

- Is this a worthy goal?
- What are the positive attributes we wish to carry forward
  - Personalized
  - Intuitive
  - Easy
  - Fun
- Challenges

Making A Call Center Feel Like A Personal Assistant
Challenges Creating Natural Language Interfaces

- Errors
  - Task Impacting
  - Word level
  - NLP level

- Reliability and robustness across large user populations and real world noise conditions

- Broad dialog and application capabilities to meet user requests

- Cost and complexity of designing and building

- Reacting to changing business and user needs
Best Practice Approaches

• Design
  – Holistic customer centric design
  – True natural language dialogs
  – Multimodal and Multi-channel

• Advanced Technologies
  – Integrated ASR & NLU to minimize errors
  – Machine Learning at both the ASR and NLU level
  – Adaptive Understanding that combines AI with real human understanding

• Development
  – Consider deployment as the start of the application life cycle not the end
  – Refinement
  – Fast reaction to changing business and customer needs
KEYS TO SUCCESS

- Intuitive
- Easy
- Functional
- Natural

Example