5 Key Learnings From Having Built more than 100 Chatbots

Conversational Interaction Conference, San Jose, Feb 2018
Chatbots for consumer and enterprise

Conversational AI to drive customer engagement

5 Million Chats per month, reaching 30 Million Devices

One of the world’s largest chatbot platforms, started in 2013
Technology

Omni Channel

Feature - Rich AI Platform

- Proprietary Named Entity Recognition (NER) engine designed ground up for chat bots (1st in the world)
- Advanced domain recognition and sentiment analysis algorithms to ensure response accuracy of ~95%
- Sequence2Sequence & Deep Learning techniques enable self learning bots

Tools that Scale

Chat-level Bot Analytics
Bot Builder
Agent Chat Interface
100+ bots live

Utility

Virtual Assistant

eCommerce

Lead Generation

Customer Support
Products & Solutions

**Consumer**
- FLIGHTS
  - CHEAPEST FLIGHTS
  - OR GET 100% CASHBACK
  - BOOK NOW

- Cabs
  - FLAT Rs.50 cashback on your first 3 Cab rides!
- Reminders
  - Set Wake Up Calls, To-Do List, Meeting Reminders :)
- Flights
  - Cheapest flight guaranteed or 100% cash back.
- Recharge and Bills
  - Recharge and pay bills in less than 30 seconds!
- Nearby
  - Find the nearest ATM, train stations, bus stops and more!

**Advertiser**

- Reminders
  - You're all set
  - I'll message you every 2 hours from 10:00 AM to 8:00 PM
  - Would you like to know more about staying hydrated?

- A great drink to stay hydrated on a busy day is Aquarius. It's a delicious lemon-flavoured hydration drink from Coca-Cola.
  - Would you like to know more about Aquarius?

- Health Benefits
- Nutrition Facts
- Interesting Facts

**Enterprise**

- Chat Support
  - 24/7 Available
- http://www.tatadocomo/chat

- Tata Docomo
  - Access Free wifi.

- Modoco
  - Hello! Welcome to TATA Docomo wifi. How may I help you?
  - Connection Issues
    - Resend OTP
    - Wifi Plans

- Say Hi!
what do we know, what have we learnt.
1. Simple Use Cases

Bots work great for tasks where websites and apps are too cumbersome.
2. Structured Bots

Structure helps clarify intent and leads to faster task completion.
3. Content

Crisp, clear, engaging content is the difference between good and great.
Chat based prompts are finally smart notifications

There are cheaper flights available from Mumbai to Delhi. Would you like to see options?

Hi Aakrit. Good morning! No items on your to-do list today. Let me know what you’d like help with.
5. Continuous Chat

Upsell for Conversion on post task complete is 10x better
# What works and what not?

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<thead>
<tr>
<th>Yes</th>
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<tr>
<td>Surveys</td>
<td>Long Tail Customer Support</td>
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<td>Quizzes</td>
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A chat bot is not a machine masquerading as an individual, but actually an interface. The success of the chat bot is dependent on how the interface is designed using various smart design elements.

*It's as much a design problem as it is a machine learning problem.*