Is your Virtual Assistant really intelligent?

A framework to measure success and ROI of Intelligent Virtual Assistants (IVAs)
Hello!

Current — VP Strategic Partnerships

Was — Co-Founder/CEO

Ex — Head of Studios at Imperson
About Haptik
Pioneers in Conversational AI since 2013

3 Billion+
Chat + Voice Conversations

145+
Live Implementations

> $10 Million*
ROI Delivered for customers in the last 1 year

* Based on agent man hours saved or increase in Sales across all Haptik clients
Trusted by Fortune 500 Brands —

Retail & QSR
- Coca-Cola

Financial Services
- Zurich
- Kotak Life

Digital & Media
- Viacom
- The Grammys

E-Commerce
- Samsung
- HP
- OYO

CogX
Best Innovation in Chatbots 2019

Frost & Sullivan
Conversational AI Company of The Year 2018

AI TIME JOURNAL
Top 25 Companies in 2018

MIT Technology Review
Innovators 35 Under 35

Jio Digital Life
$100 million strategic investment from Reliance Jio
Intelligent Virtual Assistant

More than just a chatbot or voicebot: AI that speaks human

**FAQ automation**
- First type of chatbot
- One-way Q&A
- Goal was accuracy of answers

**Defined Chat Flows**
- “If-then” logic to enable guided flows
- Complex multi-turn Q&A
- Goal was automation

**IVA**
- Deep domain knowledge
- Handle support and increase sales
- Goal is ROI

**Dynamic Data Input**
- Integration with CRM systems
- Solve support queries end-to-end (live agent handover)
- Goal was CSAT
But how do you measure intelligence?
What do you really care about?

Upgrading customer experience, while driving ROI
IVA Score

An industry first framework to measure success of an intelligent virtual assistant
Multiple factors defining the success of the bot

Standard market metrics like retention, avg. time spent, revenue, etc are not applicable

Multiple factors defining the success of the bot

Usually only 2% users share feedback of their experience

Automation is useful but limited due to ML capabilities: false positives, etc.

Why IVA Score?

Improving Customer Experience and not just automating
IVA Score Framework

Classify each conversation into 3 statistical buckets

- Conversation
  - Task Complete
  - Drop Off
  - Happy Flow, Good/Satisfactory Chat
  - Low User Intent
  - IVA Fail
  - User sent 1 or 2 Messages & Chat in Waiting
  - Positive
  - Neutral
  - Negative
    - User Repetition
    - Bot Repetition
    - Curse Words
We need your location to find a center near you. Tap on the button below.

Cool.. Let me check the nearest center.

Ashwamesh Services within 0.9km

View Details

You’re welcome. It was a pleasure helping you.

Find nearby Centre

Select Location: 401, A-Wing, Cello Triumph, IB Patel Rd, Jay Prakash Nagar, Goregaon, Mumbai

Thank you

You’re welcome. It was a pleasure helping you.
Negative

Bot Repetition

User Repetition

Curse Words
Sure! Our lab is one of the most trusted service providers for diagnostic & healthcare tests

Which information are you looking for?

I will need the name of the test to share any information related to it

Please select test name

Check Info for a test

Price related info
Example Calculation

For a customer support IVA for one of the world’s largest hotel chains

<table>
<thead>
<tr>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
<th>IVA Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>76%</td>
<td>14%</td>
<td>10%</td>
<td>66%</td>
</tr>
</tbody>
</table>

- 4% User Repetition
- 3% Bot Repetition
- 2% Neg. Sentiments
- 1% Neg Feedback
### IVA Score

Comparison between actual live implementations

<table>
<thead>
<tr>
<th>IVA Client Ex.</th>
<th>Good</th>
<th>Neutral</th>
<th>Bad</th>
<th>IVA Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Chain</td>
<td>76%</td>
<td>14%</td>
<td>10%</td>
<td>66%</td>
</tr>
<tr>
<td>FMCG Co.</td>
<td>71%</td>
<td>22%</td>
<td>8%</td>
<td>63%</td>
</tr>
<tr>
<td>Bank</td>
<td>61%</td>
<td>24%</td>
<td>15%</td>
<td>46%</td>
</tr>
<tr>
<td>Healthcare Co.</td>
<td>44%</td>
<td>43%</td>
<td>14%</td>
<td>30%</td>
</tr>
<tr>
<td>Telecom Provider</td>
<td>34%</td>
<td>43%</td>
<td>23%</td>
<td>11%</td>
</tr>
</tbody>
</table>

- High % of exploring users without real intent
- Requires further analysis on reasons behind poor experience
Thank you!

To Find Your IVA Score
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