CONVERSATIONAL BUILDING BLOCKS
WHAT IT TAKES TO BUILD GREAT CONVERSATIONAL EXPERIENCES

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Conversational AI
Twilio
Communications API Platform

- SMS
- Voice
- Chat
- Video
- Wireless
- Fax

Twilio
TWO BIG CHALLENGES

SCALING YOUR OPERATION WHILE IMPROVING YOUR CUSTOMER EXPERIENCE

IMPROVING AGENT EFFICIENCY WITHOUT HURTING CUSTOMER EXPERIENCE
WHAT'S GOING ON IN THE MARKET?

Consumer behavior is changing.
People are getting used to talking to computers.

There is an emergence of messaging channels
Explosion of consumer messaging apps that vary across ages and countries

AI is everywhere.
Consumers expect it.
Consumers expect the systems they interact with to be smart by default.
Consumer behavior is changing.

People are getting used to talking to computers.

There is an emergence of messaging channels.

Explosion of consumer messaging apps lower the barriers for consumer interaction.

AI is everywhere. Smart by default.

Consumers expect the systems they interact with to be smart by default.

Speech recognition is back but VoiceXML grammars are hard to build, hard to maintain and do not scale beyond voice.

Inbound volume grows by orders of magnitude with new messaging channels and becomes really hard to manage.

Companies can't wait multiple years to get the benefits of their AI investments.

NOW WHAT?
Conversational Apps

AI

Comms

APIs
Conversational Apps

Applications, devices and systems that interact with users in human terms.
Conversational Apps

Smart Assistant Apps

Natural Language IVRs

Chatbots

Smart Devices

SMS Dialogs
CONVERSATIONAL BUILDING BLOCKS
CONVERSATIONAL BUILDING BLOCKS

**APIs**

- **<Records>**
  - Systems of Records

- **<Knowledge>**
  - Knowledge graph

**Dialog**

- **Dialog engine**

**Intent Recognition**

- Natural Language Understanding

**Responses**

- Human-like natural language responses

**Channels**

- Voice, Messaging, Video

**Ecosystems**

- Alexa, Google Home, Facebook

**Analytics**
Plan for omni-channel

Decouple the intelligence layer from the channels and ecosystems

Important design differences between channels
Spend time and effort on your intent and entity modeling

You are never done. Build a process into your workflows

A/B Test every change
Who’s the user, and where are they coming from

What are they trying to do

At what stage are they, and what is known so far
How to sound human ->

natural language generation

Differentiate system of record
vs. knowledge responses

Key integrations / systems you need
Integrate with your business logic.

Visualize both the user behaviors and the quality of the experience.

Whatever you do, don’t go into it blind.
Understand

Create intelligent, reliable and scalable conversational apps like Smart IVRs, Messaging Bots or Assistant Apps to enhance your customer engagement.
Understand

Train once, reply everywhere
Deploy omni-channel conversational apps and bots across Voice, Messaging and Smart Assistants.

Enterprise-grade, your data is your data.
Twilio complies with the most rigorous data standards. As an enterprise platform data is treated very different than in consumer platforms.

Built-in intelligence with deep customization
Understand has built-in intelligence to accelerate your deployments while being fully customizable for your business needs.
THREE TAKEAWAYS

DECOUPLE THE INTELLIGENCE FROM THE CHANNELS

THINK OF THE TECHNOLOGY, INTEGRATIONS AND PROCESSES TO BE SUCCESSFUL

REMEMBER WHERE WE STARTED:

MEASURE YOUR CUSTOMER EXPERIENCE & OPERATIONAL EFFICIENCY
Thank you

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