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The sweet spot for conversational AI digital assistants

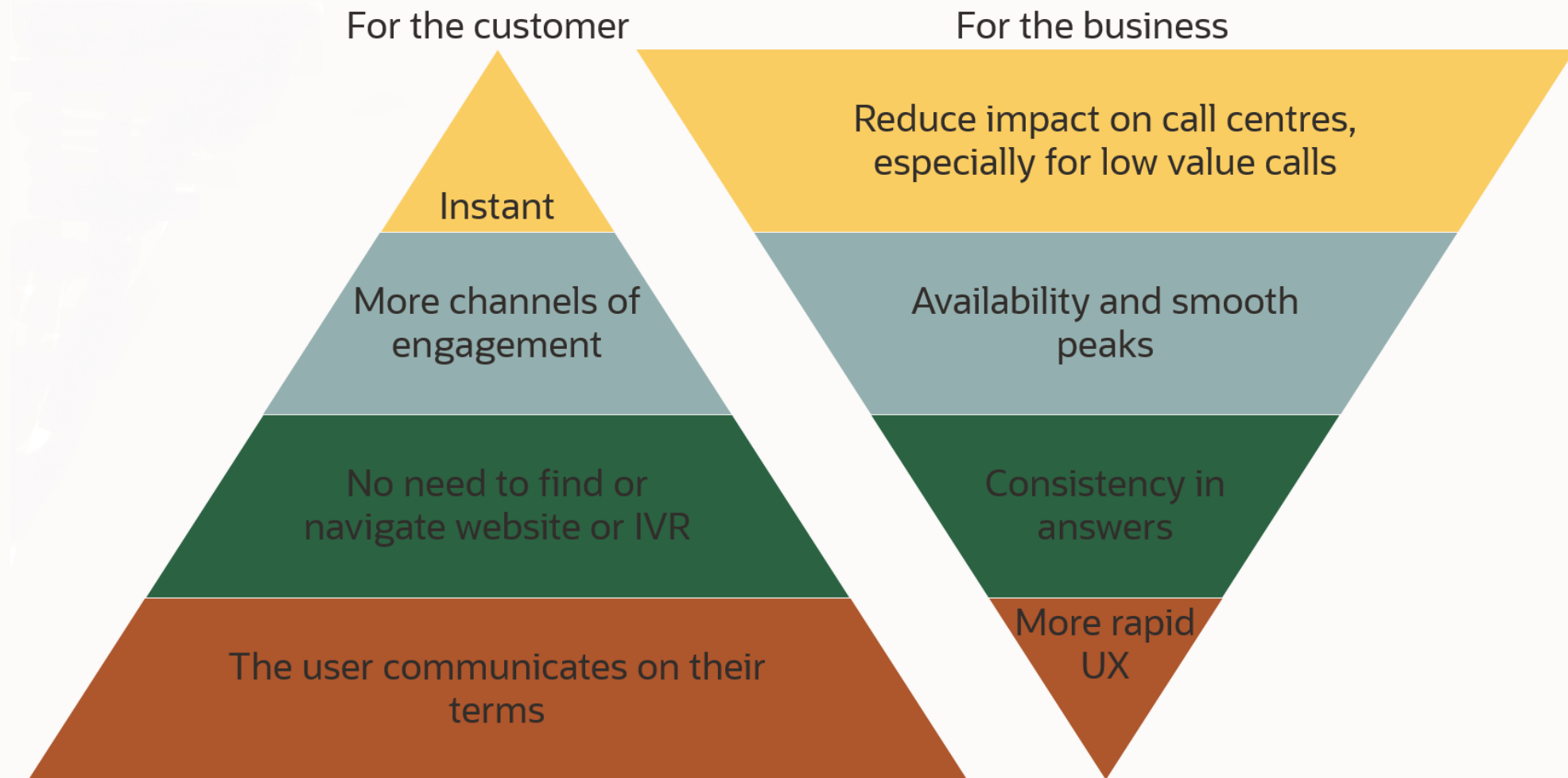
Program agenda

- 1 The benefits of a conversational digital assistant
- 2 What makes a great digital assistant?
- 3 What make a great conversation?

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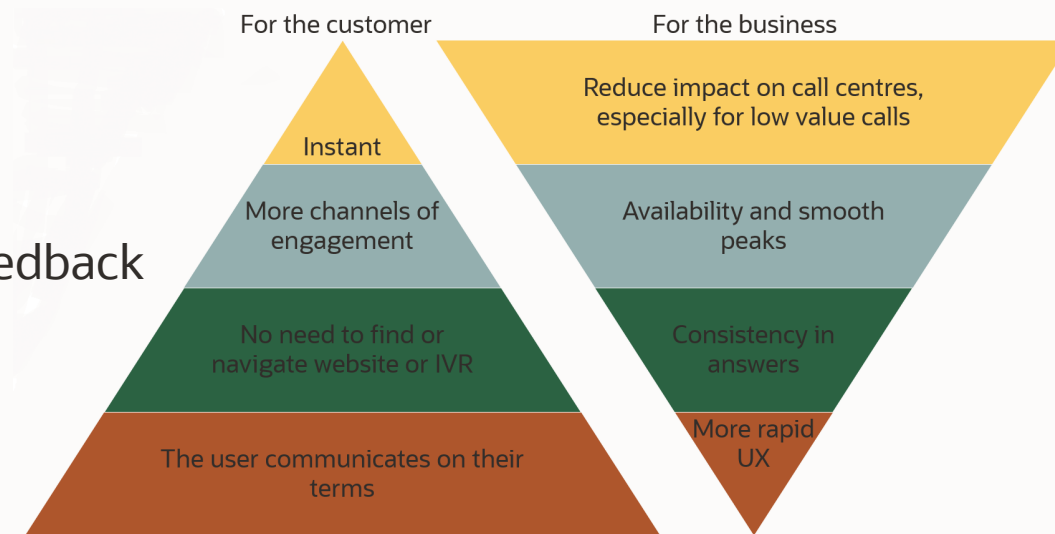
The benefit of conversational digital assistants



The benefit of conversational digital assistants

Conversational sweet spot examples

- Frequently asked questions
 - Business policies and instant answers
 - “Can I expense a movie?”, “Do I qualify for business travel?”
 - “When are you open?”, “Are my children covered for travel?”
 - “If I test positive how long do I have to stay off work?”
- High-frequency simple transactions
 - Book vacation, mail list subscription, give employee feedback
- High load call center questions
 - Where is my order
 - “How do I...”
- Information gathering
 - Customer details before agent handover
 - Sales lead gathering



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If the only tool you have is a hammer then every problem looks like a nail

The benefit of conversational digital assistants

” But not every use case is a conversational sweet spot

Form filling

- Completing a tax return

Complex, long engagements, visual representations

- Booking a family holiday

Engagements which are not truly conversations

- “Command line” professional users
- Front end to search

The benefit of conversational digital assistants

” Although that doesn't mean conversational can't play a part

Tax return

- Answering FAQs
- Navigating through the form

Booking a family holiday

- Casual recommendations and information gathering

Professional command line users

- Voice as a channel
- Open up to new users

Search

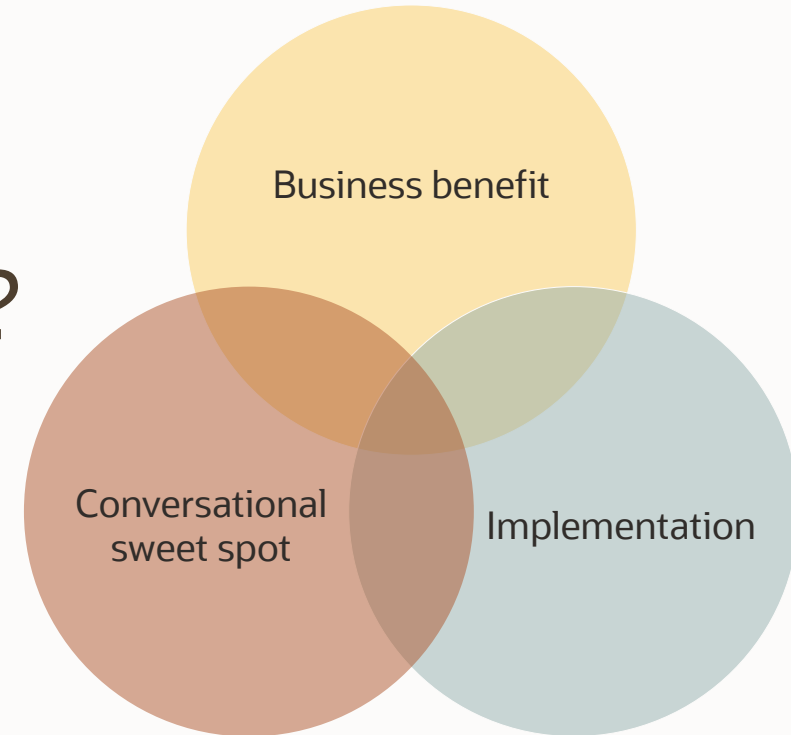
- NLP can give more accurate results
- Pair up conversational FAQ + search

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What makes a great conversational experience?



What makes a great digital assistant?

“Where is my order”

Measurable business value

- Simplifying a task which currently has issues
 - Time to access?
 - Available channels?
- Redistribute or smooth load on the business
- Customer satisfaction

“Book next Friday as a holiday”

Rapidize a common simple task

- Works well as a conversation
 - Natural, but many ways to request time off
 - User communicates in their terms
 - Bot maps how that is handled
 - Coupled with partner use cases
 - Policy, holiday remaining, FAQ public holiday
- Better than a web app
 - No navigation
 - No need to precisely look up dates
 - “Next Friday”, “7 days off starting 29th”

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A great use case still has to be well implemented

What makes a great conversation?

1. It is a conversation, embrace the conversation
 - Buttons are OK to provide quick replies and guidance but not the primary design
 - Embrace the characteristics of human conversation
 - Non-repeating phrases, don't lock in users, resilience, acknowledgement, guidance, personality/brand
 - A good conversation doesn't happen by accident, it has to be designed
2. It has to understand the user
 - Well designed intents with quality training
 - Quality is measured through testing
 - If you code rules into your language, each one is a potential point of failure
3. The user should be in charge
 - Don't expect the user to remember "key words" to make the bot work
 - Most of your effort should go into understanding and designing the unhappy path
 - Expect the unexpected

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