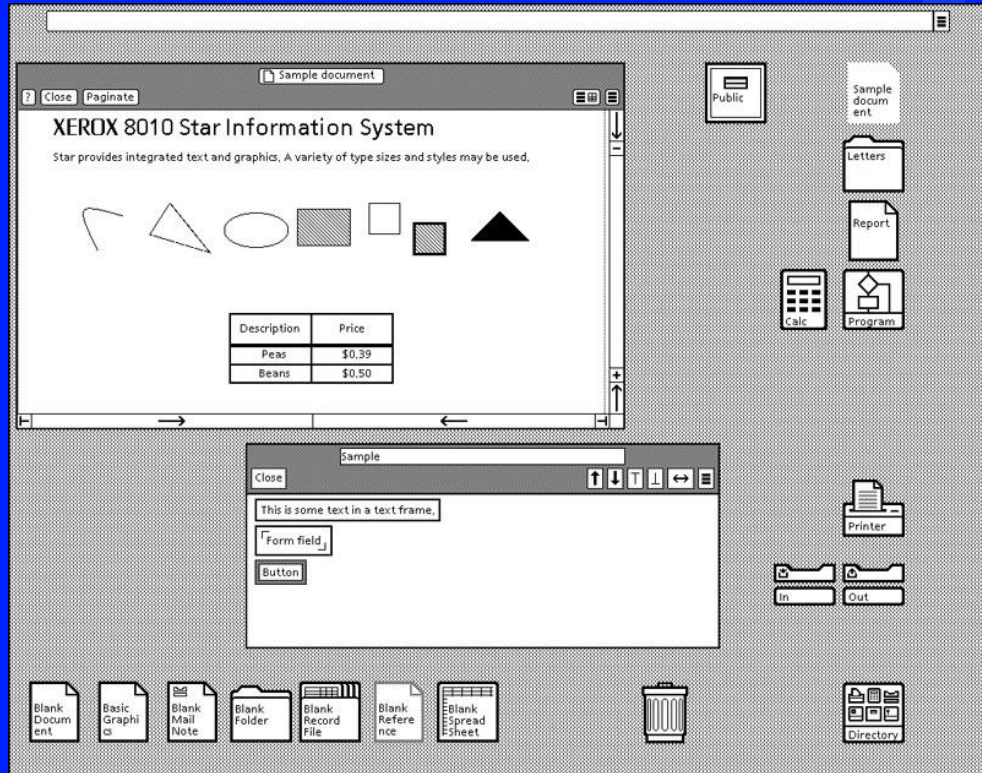# OpenDialog

Automation Through Conversation™

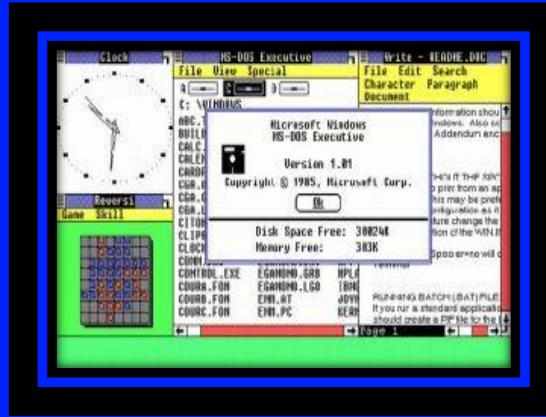### Let's Chat About Bots

22nd November 2022

History

o The first commercially available computer with a Graphical User Interface

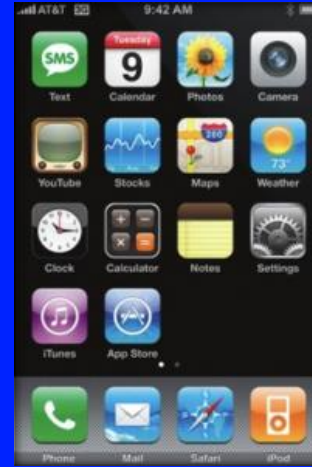o Xerox Star Circa 1981

o The GUI is born

The GUI

o Windows 1 - 1985

o Windows 95

o Windows XP - 2001

o Windows 10 - 2015

In the world of smartphones
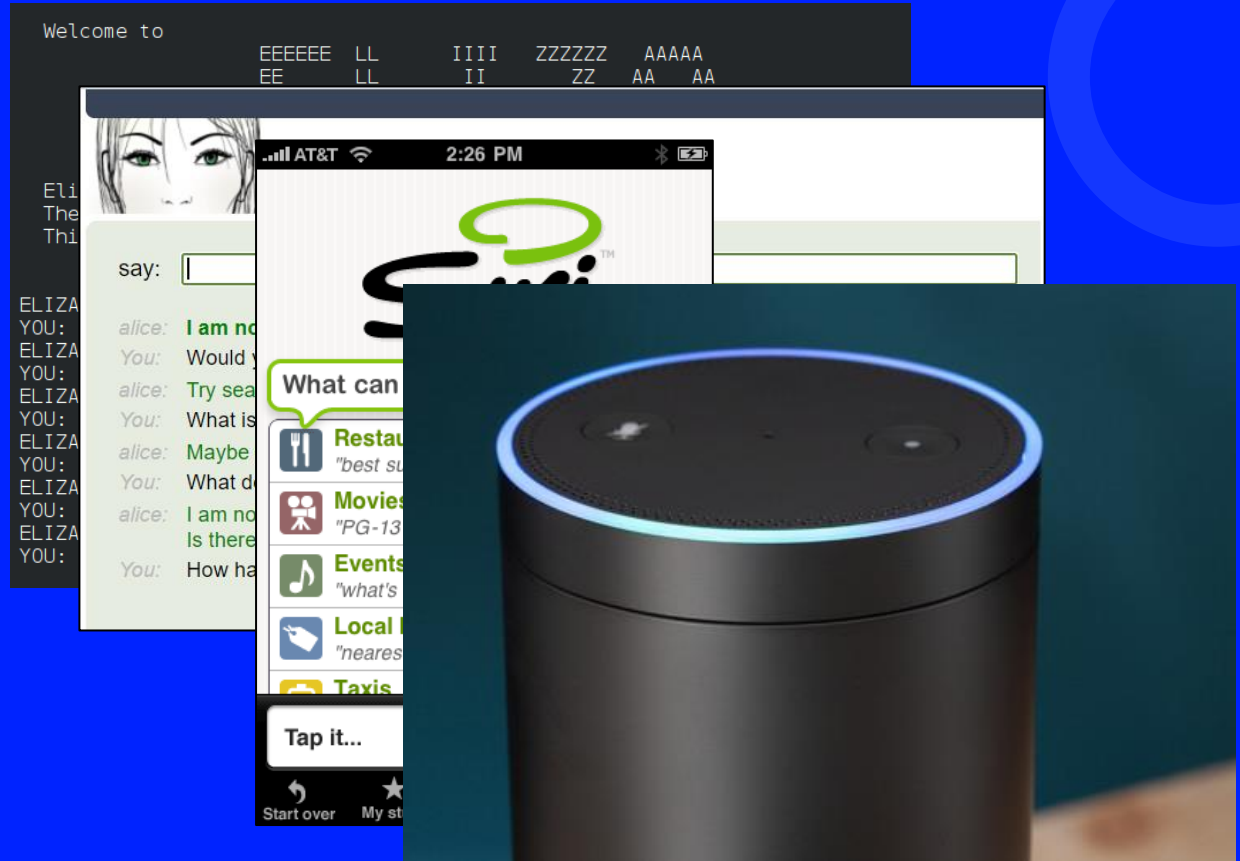
o   IOS and Android - 2007

o   IOS 15 & Android 13 – 2022

Meanwhile

- ELIZA circa 1966

- ALICE circa 1995

- Siri circa 2010

- Alexa circa 2014

Why conversational interaction?

- I don't have to navigate

- I don't have to think

- The computer does the work

The Goal:

Completion of complex outcomes through a rich natural conversational interaction

Automation through Conversation

Why now?

Natural Language Understanding

Context First Design

AI Powered Conversation Engine

OpenDialog

Hi Terry, welcome back. What can I help you with today?

OK

I need to return an item

I can see your last purchase was a dog collar on 15th November. Is that the item in question?

Enter your message

Send
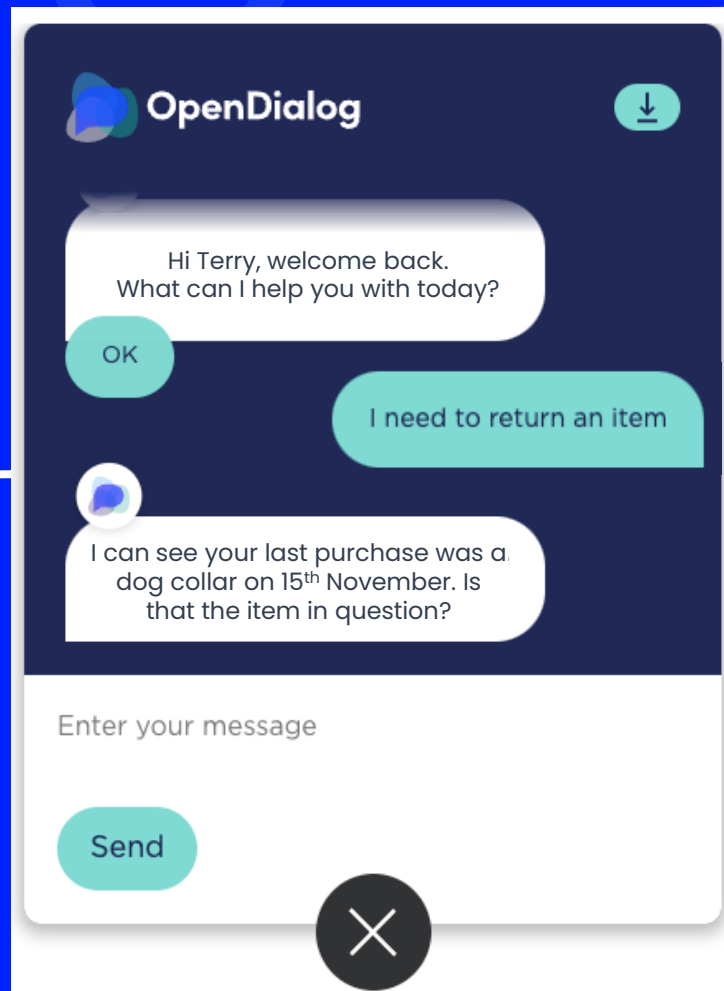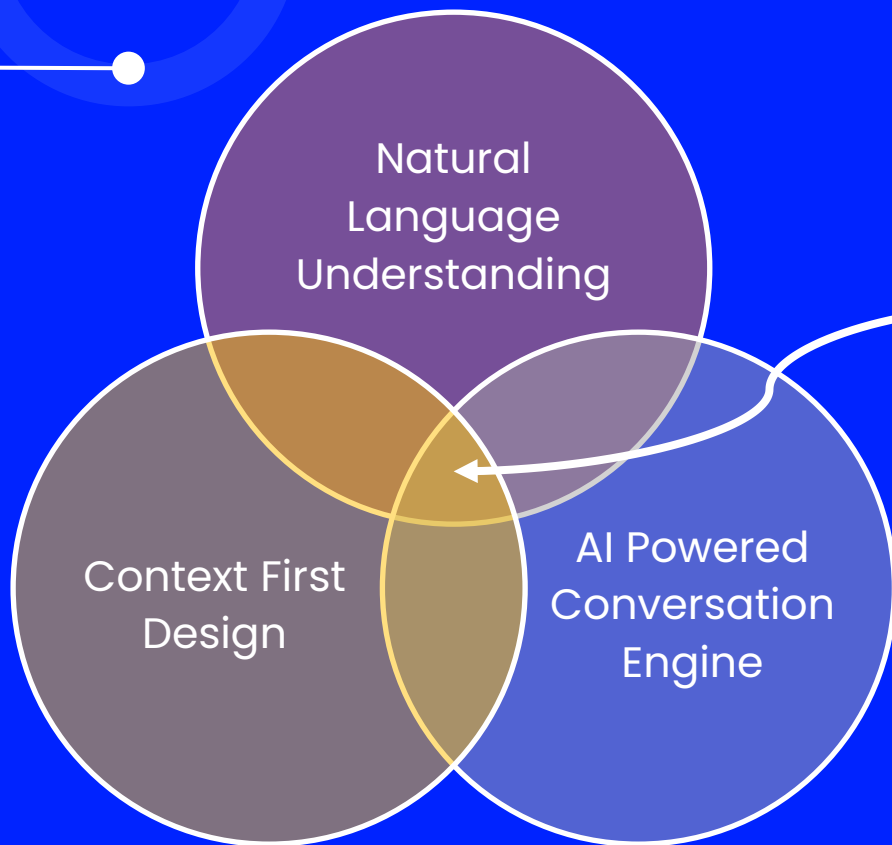
Conversation in Customer Experience

The Future of Customer Engagement

- o By 2031 over **30% of all agent interactions** will have been automated[1]

- o By 2027 chatbots will become the **primary service channel** for 25% of organisations[2]

- o Conversational AI will **reduce** contact center agent labor **costs** by **$80bln** in 2026[3]

- o The Customer Experience underpins **brand choice**, **loyalty**, and **customer satisfaction** – getting it right is critical

So what do customers expect?

o A **hyper-personalized** digital customer experience

o Instant **24/7** availability

o A **multi-modal** interaction, on my terms

o **Completion** of a desired outcome

What might they get?

Verify ID — Chat window 1:

Chat started at 5:47 PM

How can we help with your item?

JL Customer Service Team

Are you a chatbot?

Chat started with Verify ID

OK, let's find your details on our system.

What's your first name?

Verify ID • 5:48 PM

Type your message...

Verify ID — Chat window 2:

Are you a chatbot!

Chat started with Verify ID

OK, let's find your details on our system.

What's your first name?

Verify ID

I'd like to talk to a person

What's your last name?

Verify ID

Type your message...

Verify ID — Chat window 3:

What's the first line of your address?

Verify ID

Agent

And your postcode?

Verify ID

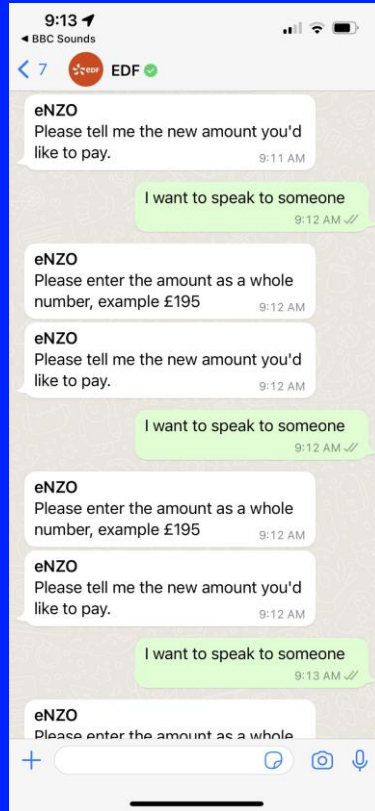Help

Lastly, what's your email address?

Verify ID

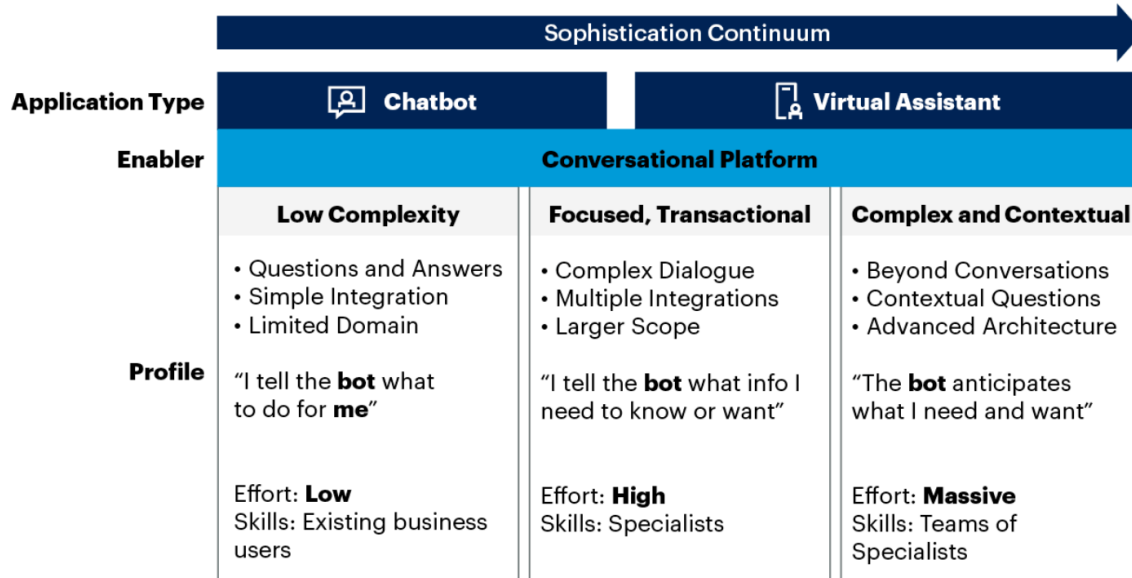Type your message...

What might they get?

Why bad bots?

Solution Approaches

	Sophistication Continuum →	
Application Type	🗪 **Chatbot**	🗪 **Virtual Assistant**
Enabler	**Conversational Platform**	
	Low Complexity	**Focused, Transactional**	**Complex and Contextual**

Profile	**Low Complexity**	**Focused, Transactional**	**Complex and Contextual**
	• Questions and Answers • Simple Integration • Limited Domain "I tell the **bot** what to do for **me**" Effort: **Low** Skills: Existing business users	• Complex Dialogue • Multiple Integrations • Larger Scope "I tell the **bot** what info I need to know or want" Effort: **High** Skills: Specialists	• Beyond Conversations • Contextual Questions • Advanced Architecture "The **bot** anticipates what I need and want" Effort: **Massive** Skills: Teams of Specialists

Source: Gartner
721480_C

Gartner

Tips for avoiding bad bots

#1 Start with why

#2 Pick the right tool for the job

#2 Design your conversations
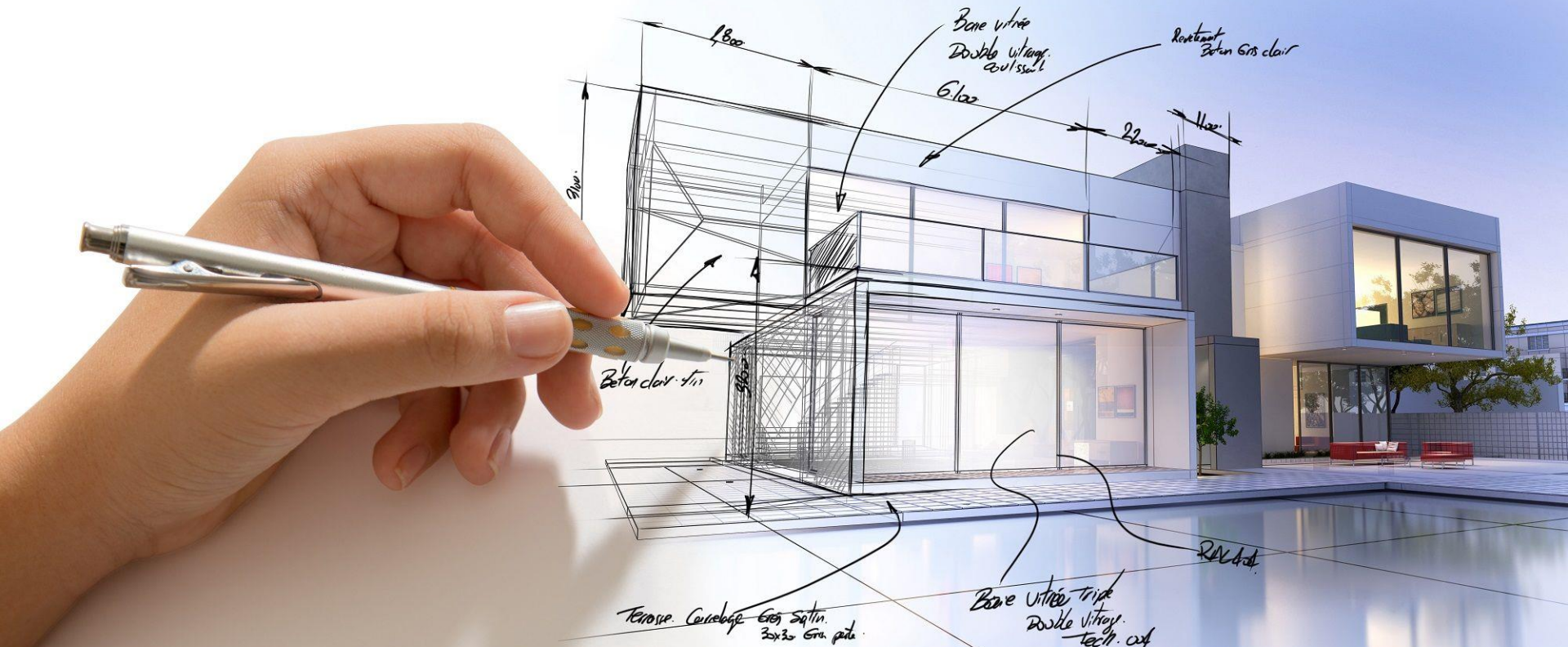
#3 Hyper-personalise

#5 Create elegant error handling

#6 Implement continual improvement

Results can be amazing

Vodafone

- Automated voice and chat based virtual assistants for customer support

- Market-leading Customer Experience

- Completion rates of **42.9%** in 2022

- 32 million conversations per month, in 14 languages, across 16 countries

- Significant investment in AI, Machine Learning and Data Science experts

The Cyber Helpline

The Cyber Helpline

Supporting victims of cybercrime

- o UK Based Not For Profit Organization

- o Provides **24/7** support to victims of cyber crime

- o Implemented **OpenDialog** Virtual Assistant to reduce agent workload

- o **83%** of all contacts resolved with no human interaction

- o Virtual Assistant is executing the work of **192** volunteers

"We need to provide a service 24/7 and the only way to do this is with virtual assistants and using people where we genuinely need them."
Rory Innes - Founder & CEO The Cyber Helpline