

CHATBOTS PRODUCT DESIGN

How to train your own bot

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PRAGONAUTS

WHAT IF THERE IS AN EMPLOYEE, WHO...

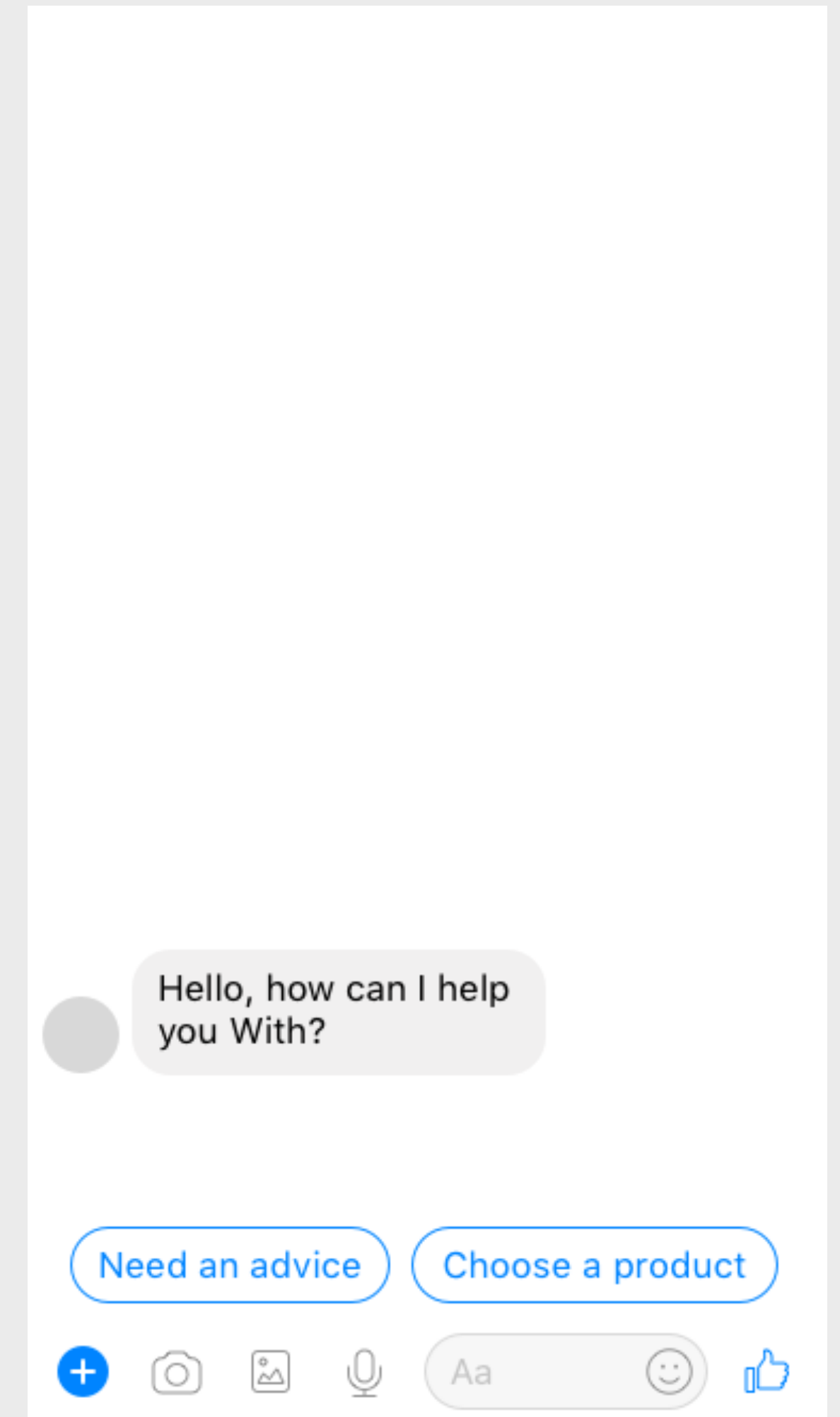
- available 24/7
- remembers everything they learn
- strictly follows the rules
- stays calm under the pressure
- never leaves your company

WHAT ARE YOUR EXPECTATIONS?

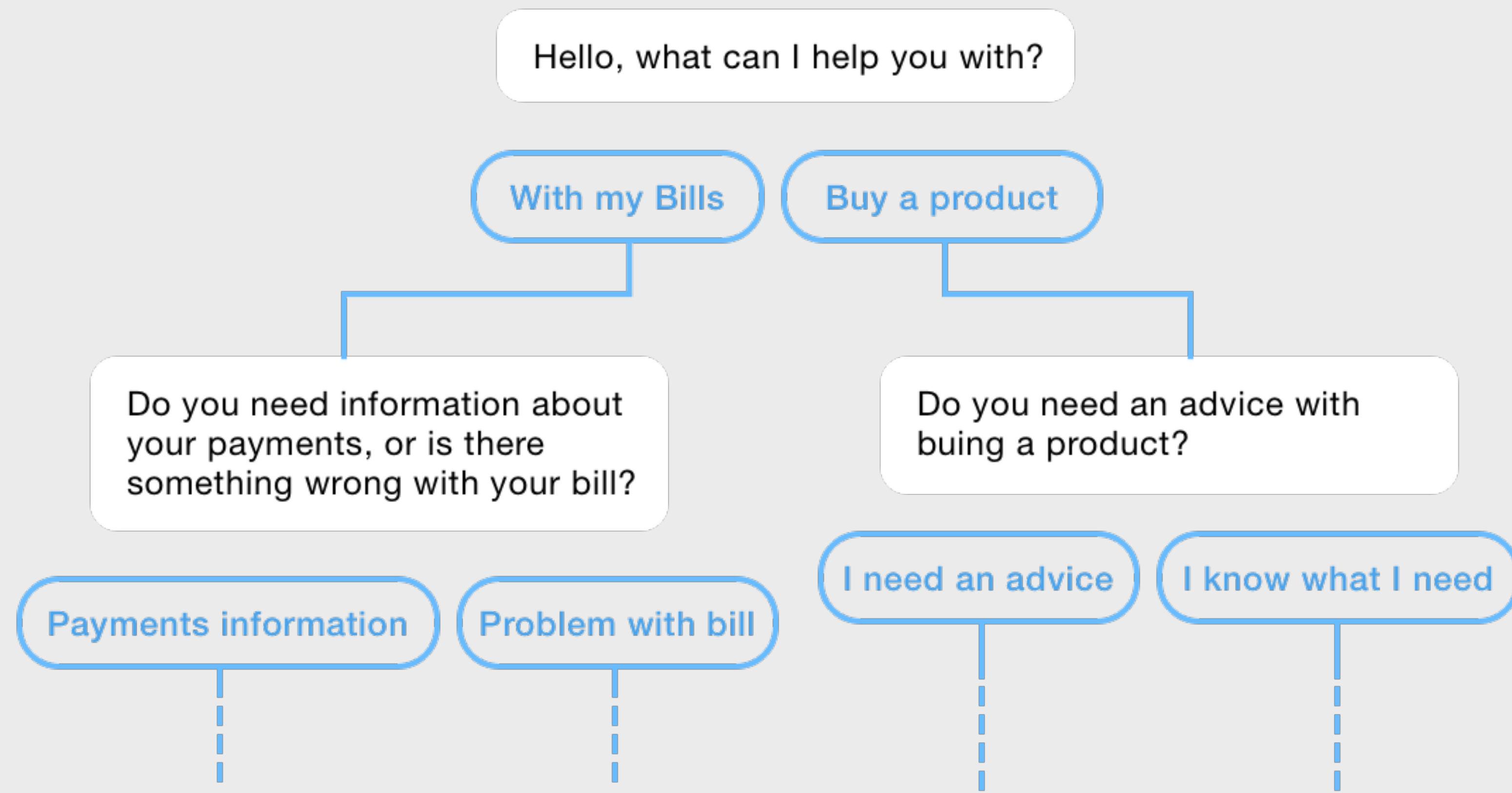


DRIVING EXPECTATIONS

- it's important to set expectations with **suggestions**
- quick replies **moves conversation** forward

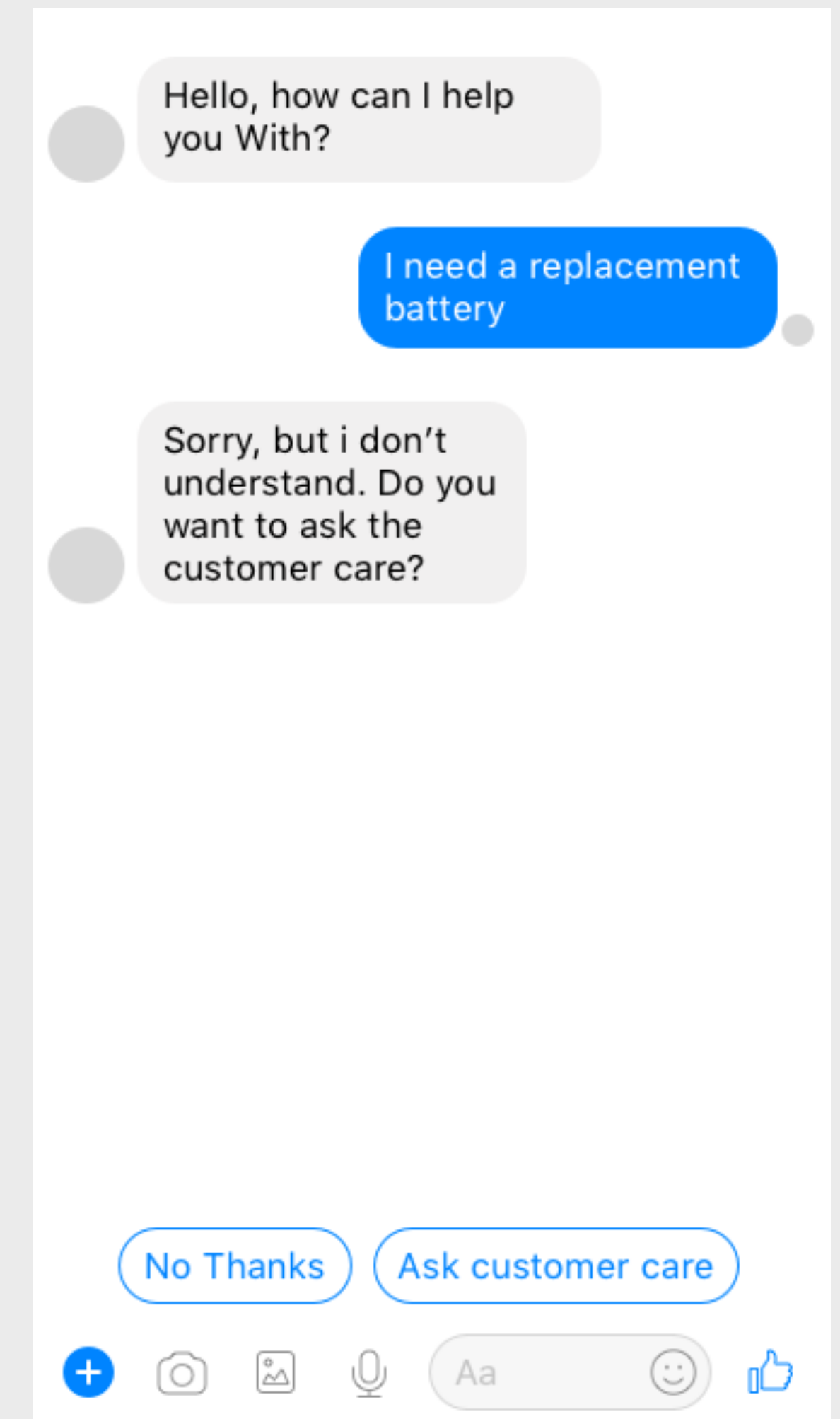


START WITH A DECISION TREE



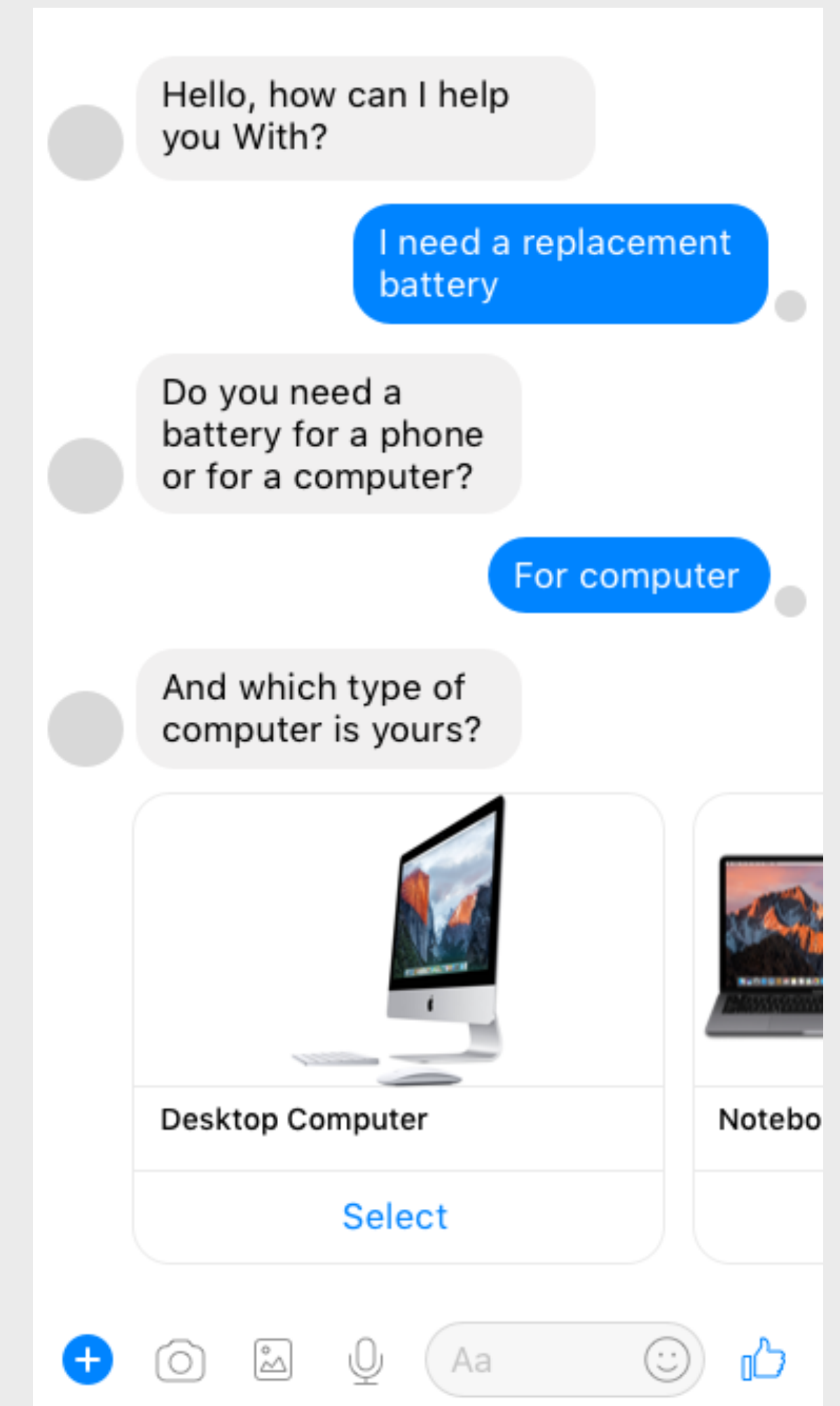
ALWAYS HAVE A FALLBACK

- there are always missing interactions
- bounce user back to the context
- what the bot can't answer, the customer care agent can



KEEP BUILDING MICRO-INTERACTIONS

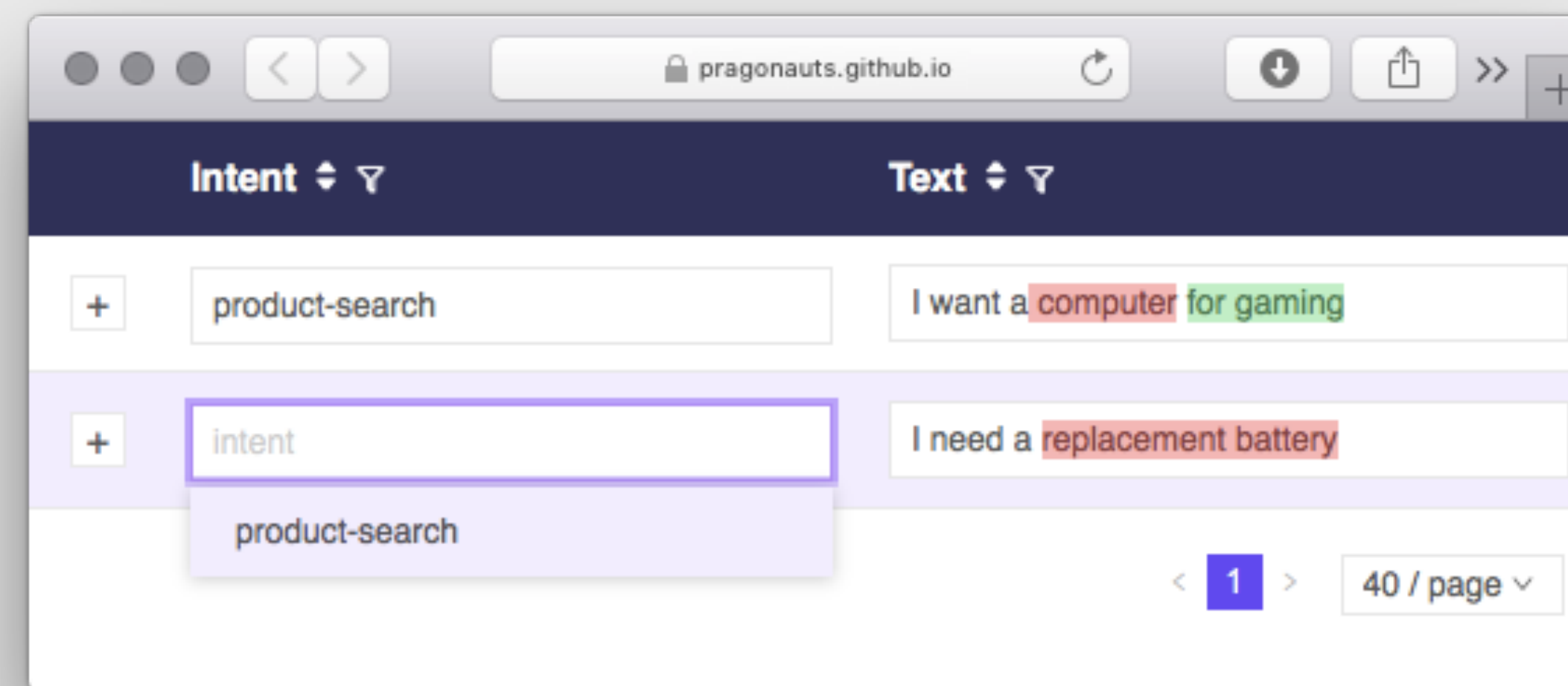
- let your bot continuously learn new interactions
- when the interaction is missing, trainer evaluates the opportunity and teach the bot



MACHINE LEARNING HELPS TO UNDERSTAND BETTER

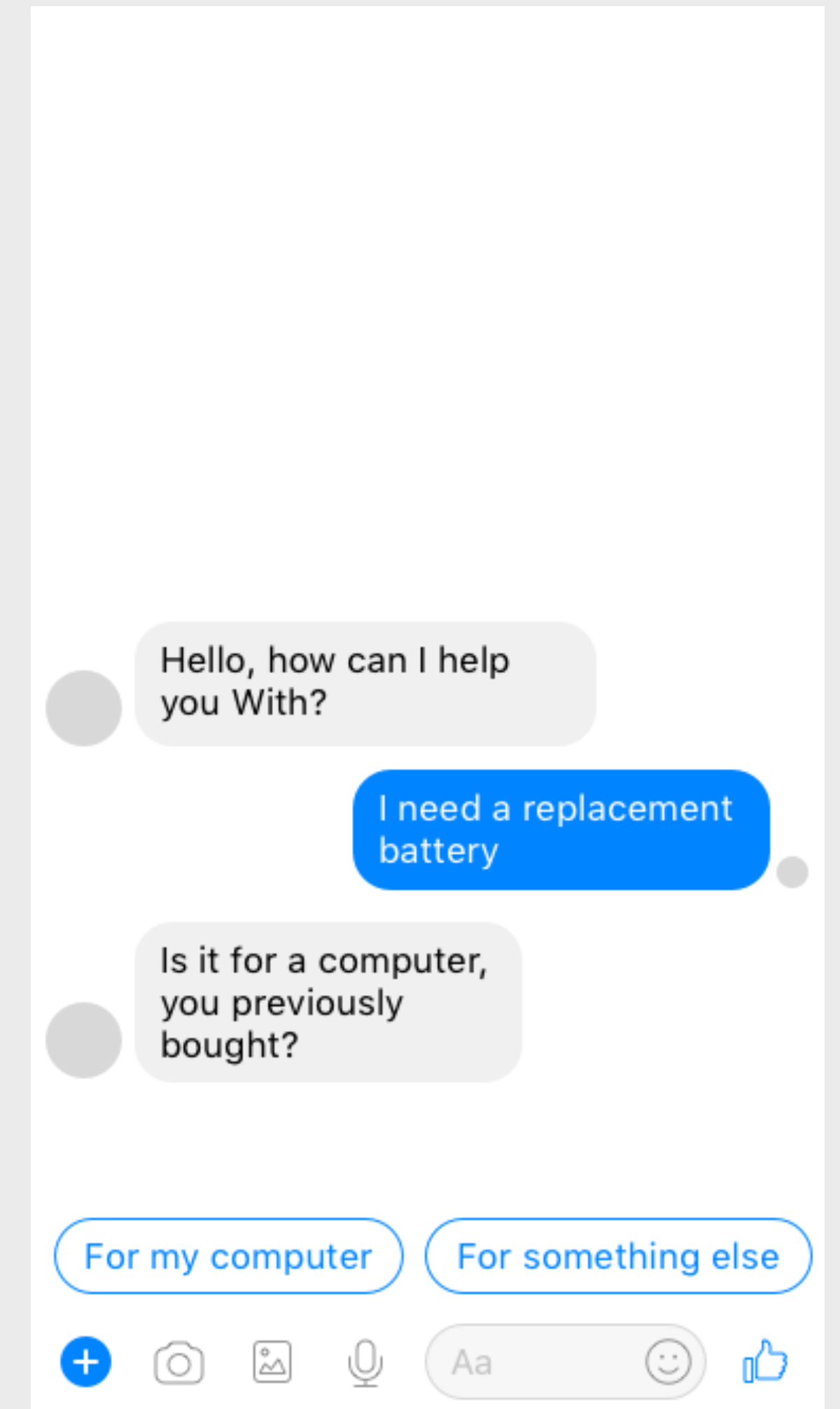
“Augmented intelligence where machines & humans work together will become pervasive”

- Steve Ardire, AI SW Advisor, Meelo Logic

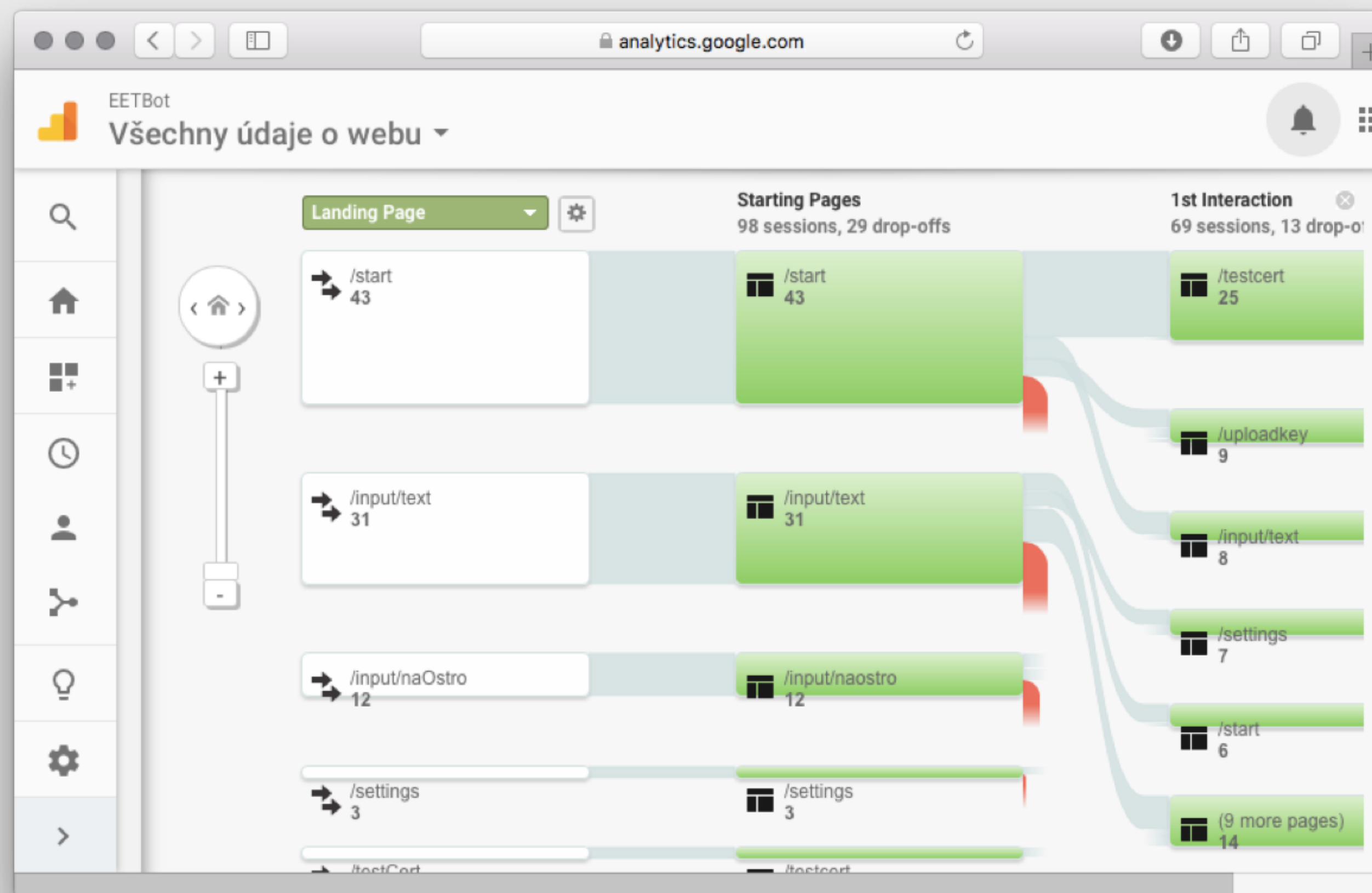


IT'S THE CONTEXT, WHAT MAKES YOUR BOT SMART

- not the artificial intelligence, but context makes your bot smart
- the more information about user you use, the **better experience** you make

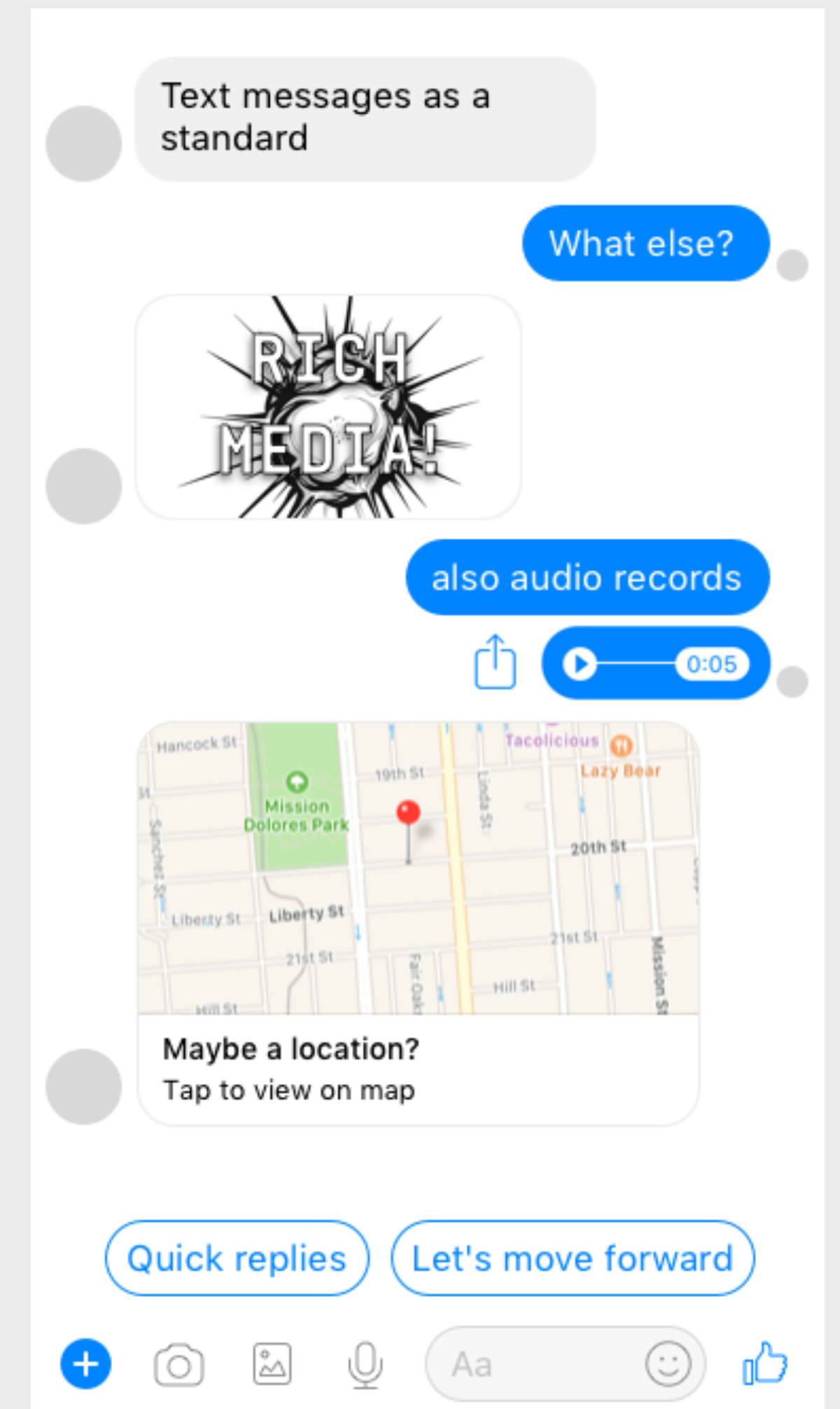


THE MOST MEASURABLE EMPLOYEE YOU EVER HAD



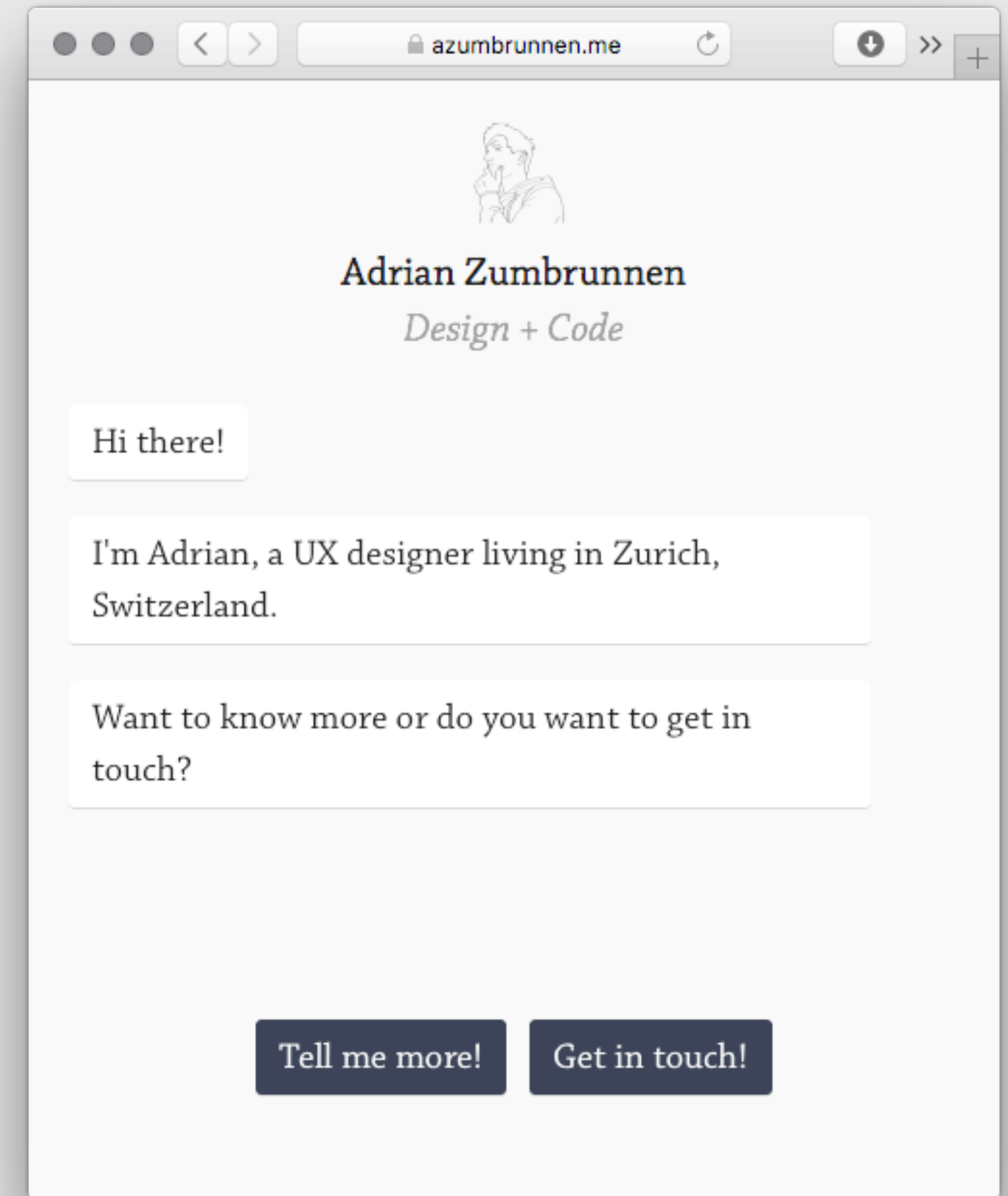
NOT ONLY TEXTUAL CONVERSATION

- images, Videos, Recordings
- locations
- links
- many Facebook templates
 - general template carousel
 - buttons
 - lists, receipts
 - ... (and many more)
- **for everything else there is a webview**



NOT ONLY FACEBOOK MESSENGER

- messaging platforms
 - Facebook Messenger
 - WeChat
 - Viber
 - ... (and many more)
- web chat
- in-app chat
- voice in the future

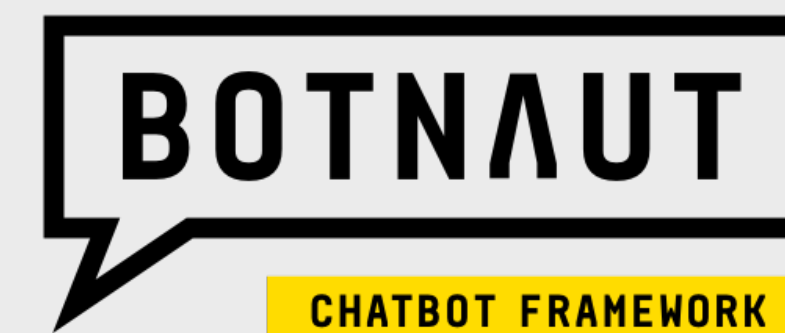



START WITH MVP, TEACH NEW SKILLS CONTINUOUSLY

- release a single purpose bot first
- track and analyse users behaviour
- keep expanding the bot skills and micro-interactions

THANK YOU!

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 botnaut.pragonauts.com