

# IBM Watson Assistant

Driving customer engagement and satisfaction

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# Our Vision

For a given company, their customers have a trusted, personalized and complete assistant for all inbound and outbound communication



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*...without needing to abandon existing investments in their **customer care tech stack***



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For a given company, their customers have a trusted, personalized and complete assistant for all inbound and outbound communication

*...without needing to abandon existing investments in their **customer care tech stack***

*...and we have an ecosystem of **software** and **service partners** to support them.*

## OOTB Software Integrations

- Messaging Channels
- Telephony Infra
- Service Desks
- CRM Tool(s)
- Self Help Content
- Analytics & CDP Tools
- Outbound Nurture Tools
- Backend Systems

## Services For Everything Else

- Messaging Channels
- Telephony Infra
- Service Desks
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- Backend Systems

# What is Watson Assistant?

# Solution

A single, intelligent and useful Assistant across all inbound or outbound customer touch points

## One Stop Shop

Consistent, familiar experience across any customer touch point (inbound or outbound)

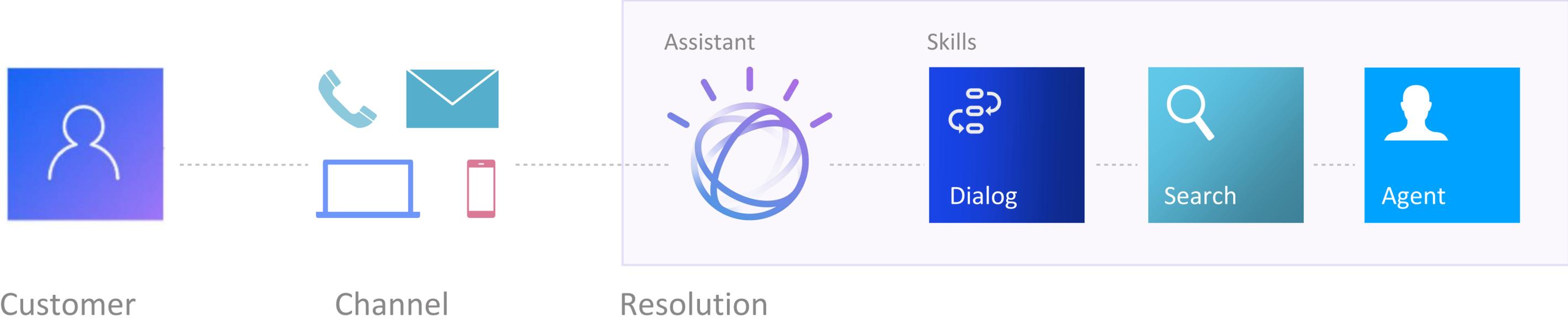
## Intelligent Assistant

Knows when to answer a question, complete a task, hand-off to Human Agent, or route to the appropriate back end tool

## Customer Conversation Infrastructure

Centralized conversation storage and routing, integrates with customers' existing service desk tools and consumers channels

# How it works



# Watson Assistant: Dialog builder

Three main parts of building a chatbot

## **Intents**

a purpose or goal expressed in a customer's input

## **Entities**

a term or object in the user's input that provides clarification or specific context for a particular intent

## **Dialog**

combines intents and entities as conditions to provide responses to a user

# Watson Assistant: Dialog builder

Three main parts of building a chatbot

## Intents

a purpose or goal expressed in a customer's input

The screenshot shows the IBM Watson Assistant Plus trial interface for editing an intent named '#Information\_Store'. The interface includes a header with the trial status and a 'Learning center' link. The main area contains form fields for the intent name, description, and user examples. A 'Recommended examples' sidebar on the right provides guidance on using user examples. Below the form is a table of existing user examples with columns for 'User examples (22)', 'Added', and 'Conflicts (0)'. The examples listed are:

User examples (22) ↑	Added ↓	Conflicts (0) ↓
<input type="checkbox"/> address of your company	2 months ago	
<input type="checkbox"/> and where are locati n your company	2 months ago	
<input type="checkbox"/> Can you helm me with a store location?	2 months ago	
<input type="checkbox"/> How late is your store open?	2 months ago	
<input type="checkbox"/> i need a phone number for a store near me	2 months ago	
<input type="checkbox"/> I'd like the phone number of my local store please.	2 months ago	

At the bottom, there is a pagination control showing 'Showing 1–22 of 22 examples' and '1 of 1 pages'.

# Watson Assistant: Dialog builder

Three main parts of building a chatbot

## Entities

a term or object in the user's input that provides clarification or specific context for a particular intent

The screenshot shows the IBM Watson Assistant Plus trial interface for configuring an entity named '@paymentType'. The interface includes a header with 'IBM Watson Assistant Plus trial | 26 days left | Upgrade' and 'Learning center'. The entity name is '@paymentType', and the fuzzy matching is turned off. The 'Value' field contains 'Type a value', and the 'Synonyms' field contains 'Type a synonym'. Below the input fields are buttons for 'Add value' and 'Recommend synonyms'. The 'Dictionary (4)' tab is active, showing a table of values and their synonyms.

Values (4) ↑	Type	
<input type="checkbox"/> autopay	Synonyms	automatic, auto pay, repeating, recurring, autopay, auto
<input type="checkbox"/> defer	Synonyms	later, postpone
<input type="checkbox"/> installment	Synonyms	partially, installments, part, instalment, instalments, installment, partial
<input type="checkbox"/> now	Synonyms	total, pay it off, pay off, complete, full, now

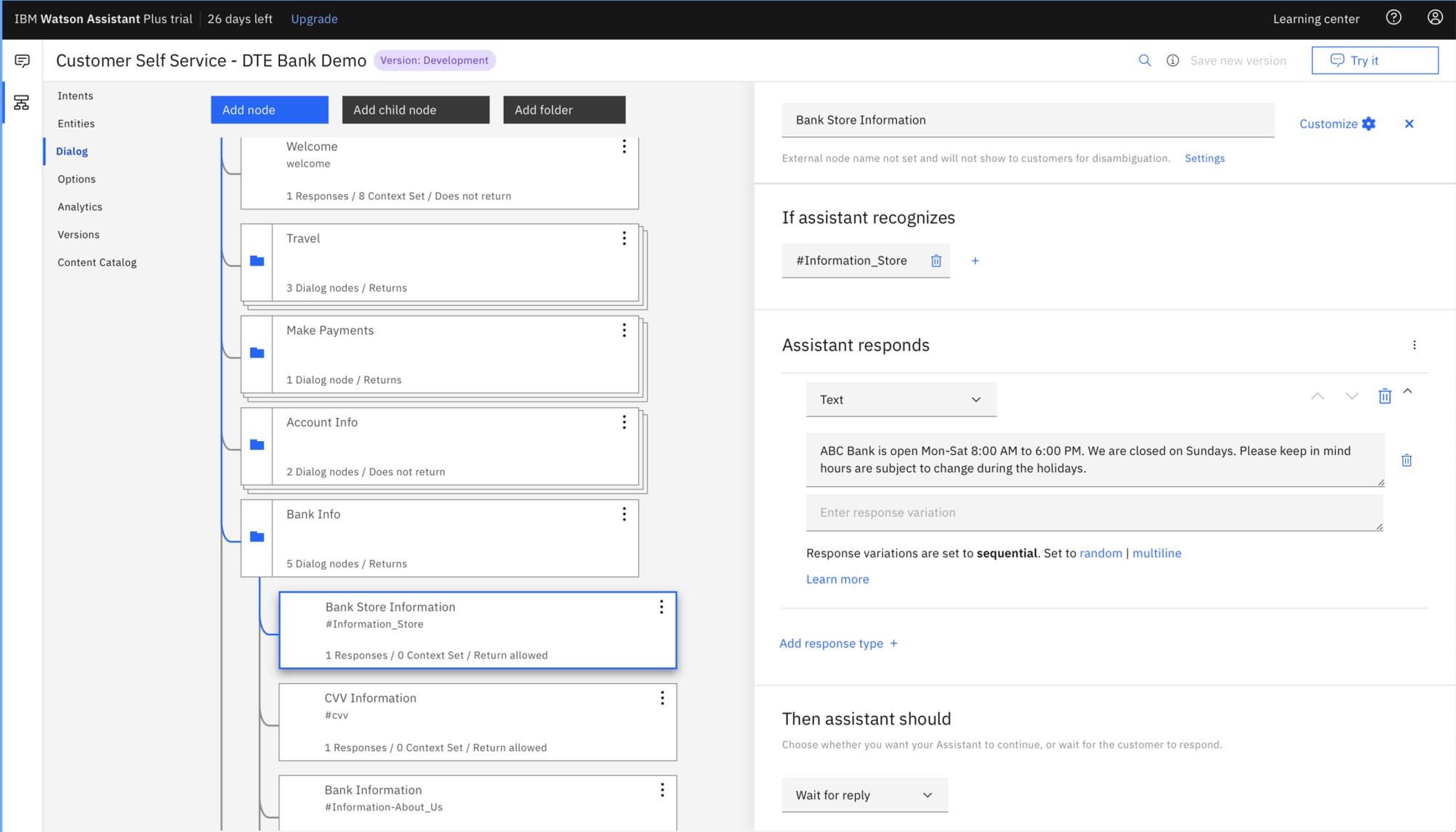
Showing 1-4 of 4 values

# Watson Assistant: Dialog builder

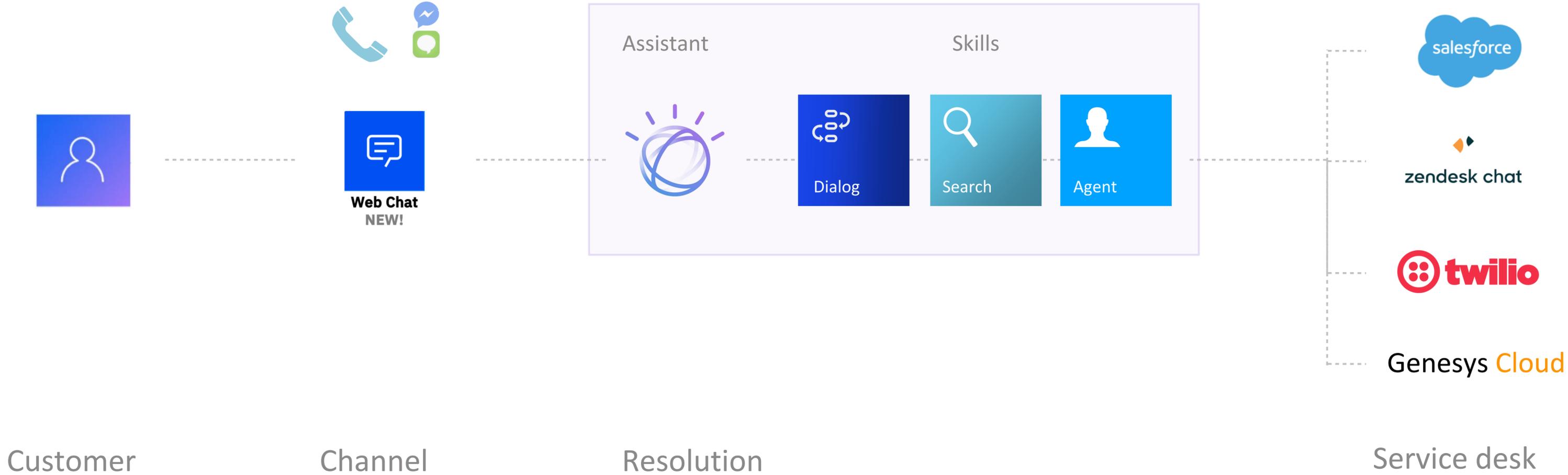
Three main parts of building a chatbot

## Dialog

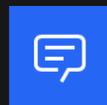
combines intents and entities as conditions to provide responses to a user



# Watson Assistant: One platform for all channels



# What is web chat?



# Optimized for the enterprise

## Key features:

- In less than 5 minutes, rapidly deploy an assistant to your website with a pre-built, familiar, natural language chat interface
- Supports web, mobile, and mobile app
- Align web chat with your brand's identity and drive engagement
- Always give your customers a path to their solution

The screenshot displays the IBM Watson Assistant configuration interface for a web chat. At the top, the title "Web chat" is shown next to "Cancel" and "Save and exit" buttons. Below this, the "Integration name" field is set to "Web chat". A navigation bar includes tabs for "Style", "Home screen" (which is selected), "Live agent", "Security", and "Embed".

The "Home screen" section is currently active and includes a "Beta" badge. It contains a toggle switch set to "On" and a "Greeting" section with a "Greeting message" field containing the text: "Hi! I'm a virtual assistant. How can I help you today?". Below this is a "Conversation starters" section with three entries: "Find nearby location", "What is my account number?", and "Order status".

On the right side of the interface, a preview of the chat interface is shown. It features a blue header with the Watson logo and the text: "Hello! I'm Watson, a virtual assistant. How can I help you today?". Below the header is a text input field with the placeholder "Type something" and a "Frequently asked" section containing three items: "Find a location", "What's my account number?", and "Track my order", each with a right-pointing arrow.

# **Web Chat in action**

# Increasing customer engagement with your virtual assistant

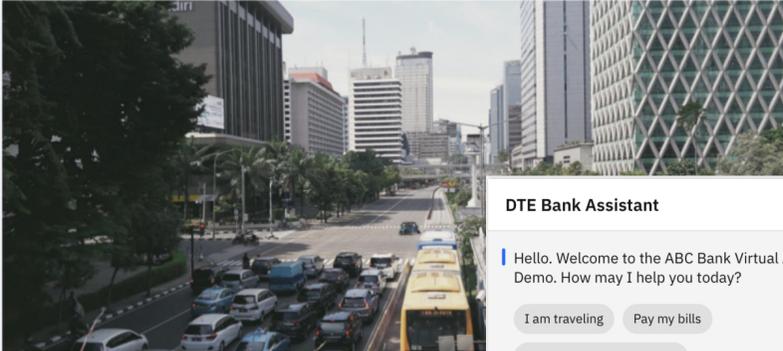
## Customers want a company-approved support experience

**DTE Bank**

Credit Cards Banking Lending Investing

### Choose the right credit card for you

Whether you want cash back, great rewards, or a low intro rate, the choice is all yours.



**DTE Bank**

Credit Cards Banking Lending Investing

### Choose the right credit card for you

Whether you want cash back, great rewards, or a low intro rate, the choice is all yours.



#### No Late Fees Ever



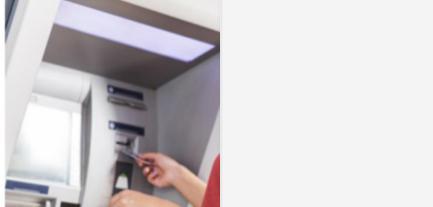
Plus a low intro APR on balance transfers and purchases with the DTE Bank Platinum Credit Card. [Learn more >](#)

#### Get Your Credit Score



Free. Fast. Easy. No commitment. No hassles. [Learn more >](#)

#### Banking Made Easy



Unlimited check writing, \$0 required and over \$60,000 f

**DTE Bank Assistant**

Hello. Welcome to the ABC Bank Virtual Agent Demo. How may I help you today?

I am traveling Pay my bills

Check my account balance

Type something... >

#### No Late Fees Ever



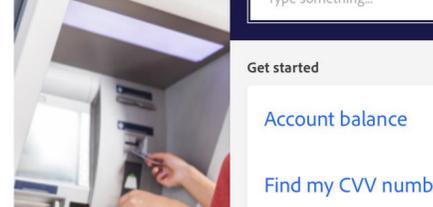
Plus a low intro APR on balance transfers and purchases with the DTE Bank Platinum Credit Card. [Learn more >](#)

#### Get Your Credit Score



Free. Fast. Easy. No commitment. No hassles. [Learn more >](#)

#### Banking Made Easy



Unlimited check writing, \$0 required and over \$60,000 f

**DTE Bank Assistant**

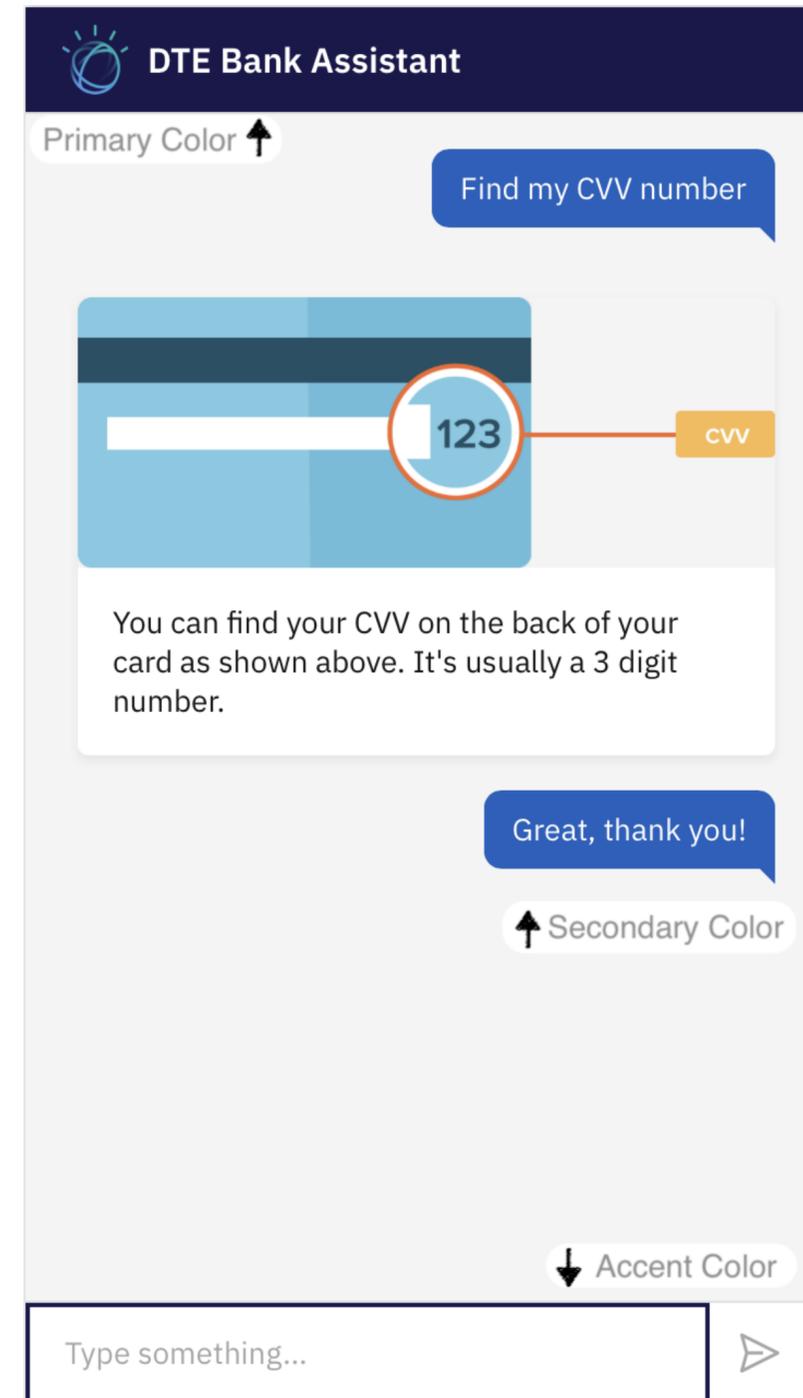
Hi! I am your personal banking assistant. How can I help you today?

Type something... >

Get started

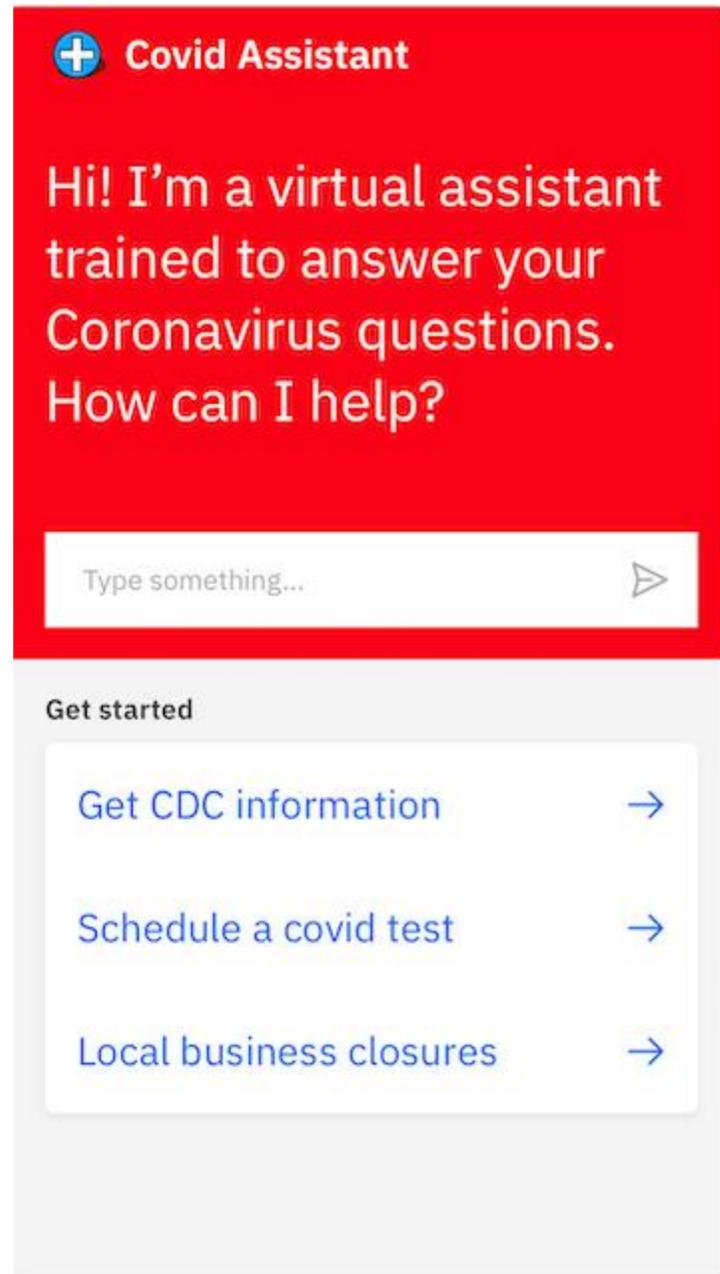
- [Account balance](#) →
- [Find my CVV number](#) →
- [Activate my card](#) →

## Out-of-the-box theming



# **Configuring your theming**

## Drive first-time engagement with home screen



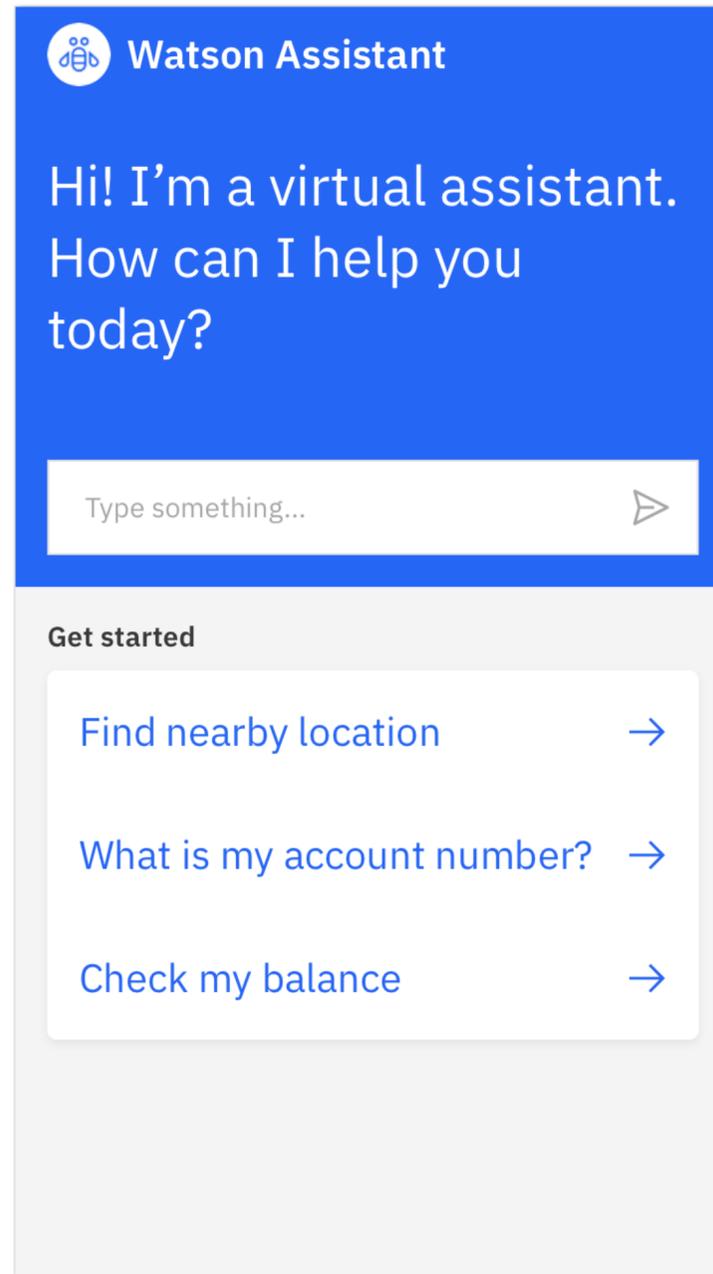
**Covid Assistant**

Hi! I'm a virtual assistant trained to answer your Coronavirus questions. How can I help?

Type something...

**Get started**

- Get CDC information →
- Schedule a covid test →
- Local business closures →



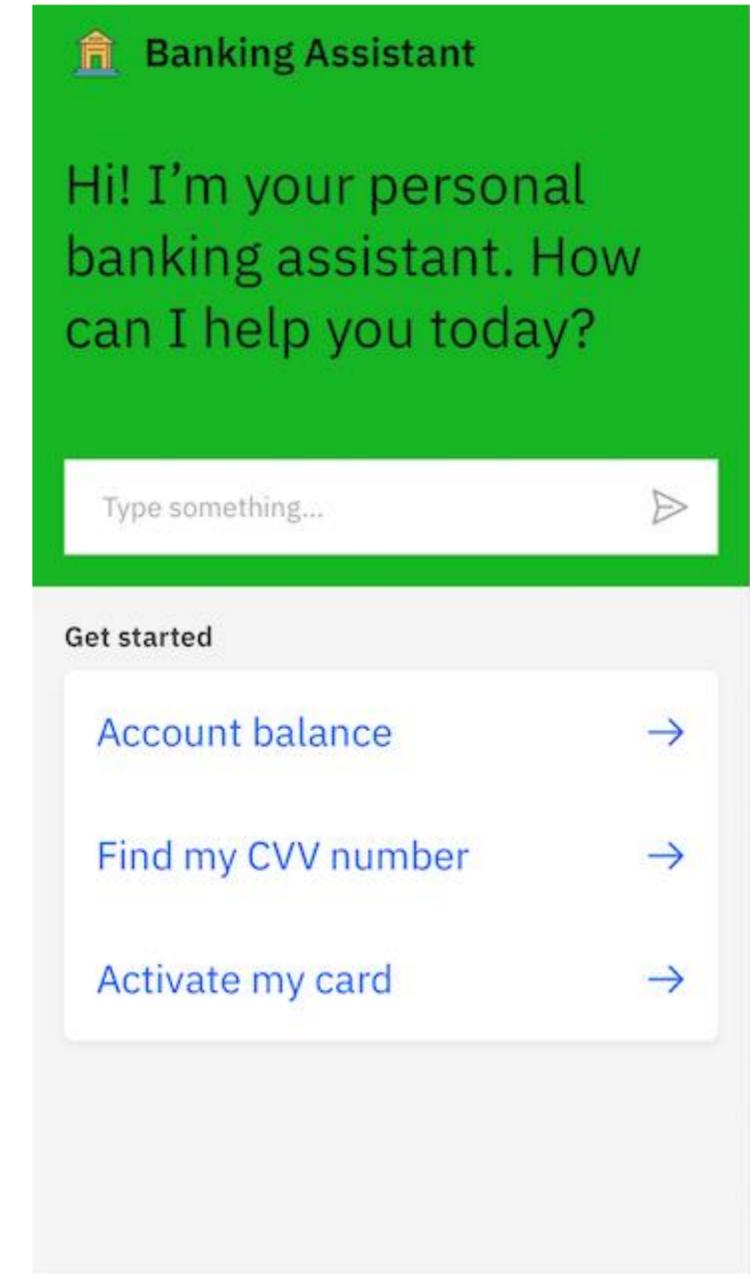
**Watson Assistant**

Hi! I'm a virtual assistant. How can I help you today?

Type something...

**Get started**

- Find nearby location →
- What is my account number? →
- Check my balance →



**Banking Assistant**

Hi! I'm your personal banking assistant. How can I help you today?

Type something...

**Get started**

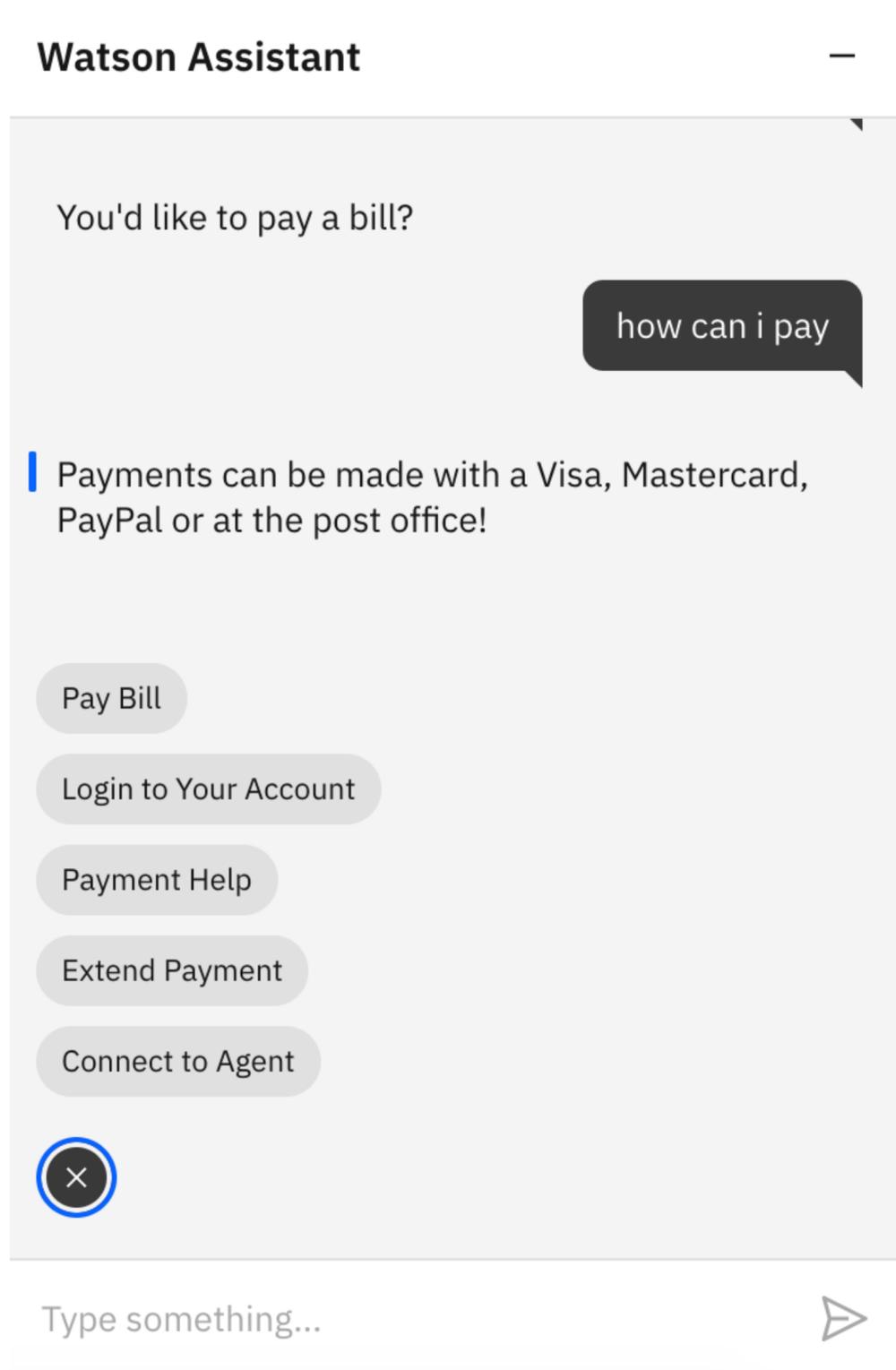
- Account balance →
- Find my CVV number →
- Activate my card →

# **Setting up your home screen**

# Increasing task completion rates

## Suggestions

- Goal: Users will **NEVER** hit a **dead end** trying to solve a problem with a business again
- Ability for users to **repair broken assistant conversations**
- Ability to see more options, search knowledge base, reach an agent



# **Suggestions in action**

# Setting up Suggestions

## Disambiguation & Autolearning

IBM Watson Assistant Plus trial | 26 days left | [Upgrade](#)

Customer Self Service - DTE Bank Demo Version: Development

- Intents
- Entities
- Dialog
- Options
- Webhooks
- Disambiguation**
- Autolearning
- Autocorrection
- Irrelevance Detection
- Analytics
- Versions
- Content Catalog

### Disambiguation

If your skill is confident that more than one dialog node can address a customer's query, disambiguation allows the assistant to ask the customer for clarification. A description of the purpose of each dialog node is displayed as a list of options, and the customer is asked to pick the right one. [Learn more](#)

On

Disambiguation message

Okay! I can help you:

The message your skill will send to the customer before a list of possible options.

Anything else

None of the above

An option customers can pick if none of the suggested nodes are appropriate

Maximum number of suggestions

3

Set a limit for how many suggestions to display at once

**Next step: Set external node names**

Review your dialog to find nodes that customers might need to choose between. For each one, add a description of the node's purpose to the external node name field. This description is what is displayed as the node option label from the disambiguation options list. [Go to dialog](#)

Clickable text to display for each disambiguation option

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### Autolearning

Autolearning improves the quality of your skill over time. It applies insights that it gains from observing customer interactions to help the skill identify and surface correct answers more often. [Learn more](#)

**Select Assistant for Observing**

Currently observing and learning from conversations with:

- Banking Demo Assistant [Change assistant](#)

**Enable Autolearning**

For current skill version

On

Track the impact of autolearning

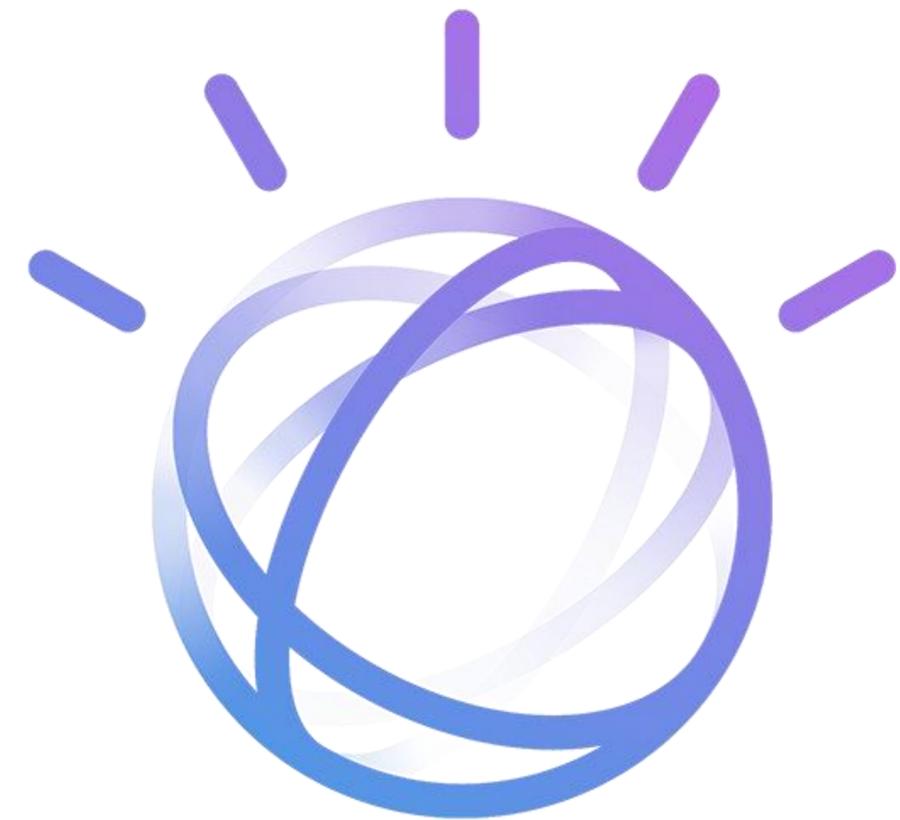
Use the Customer Effort Notebook to analyze how autolearning is connecting your customers to the solutions they need faster and with greater ease. [Learn more](#)

# Taking web chat even further

# Drive customer engagement and satisfaction with the Watson Assistant Web Chat!

Sign up for Watson Assistant here: [ibm.com/cloud/watson-assistant](https://ibm.com/cloud/watson-assistant)

To continue the discussion and interact with the Watson community, join IBM Watson Apps: [ibm.biz/watsonassistantcommunity](https://ibm.biz/watsonassistantcommunity)



Documentation and further help:

WA Docs: [cloud.ibm.com/docs/assistant?topic=assistant-deploy-web-chat](https://cloud.ibm.com/docs/assistant?topic=assistant-deploy-web-chat)

Customizing Web Chat: [web-chat.global.assistant.watson.cloud.ibm.com/docs.html](https://web-chat.global.assistant.watson.cloud.ibm.com/docs.html)

Contact Info: [arnesh.batlaw@ibm.com](mailto:arnesh.batlaw@ibm.com)