

IBM Watson Assistant

Driving customer engagement and satisfaction

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Our Vision

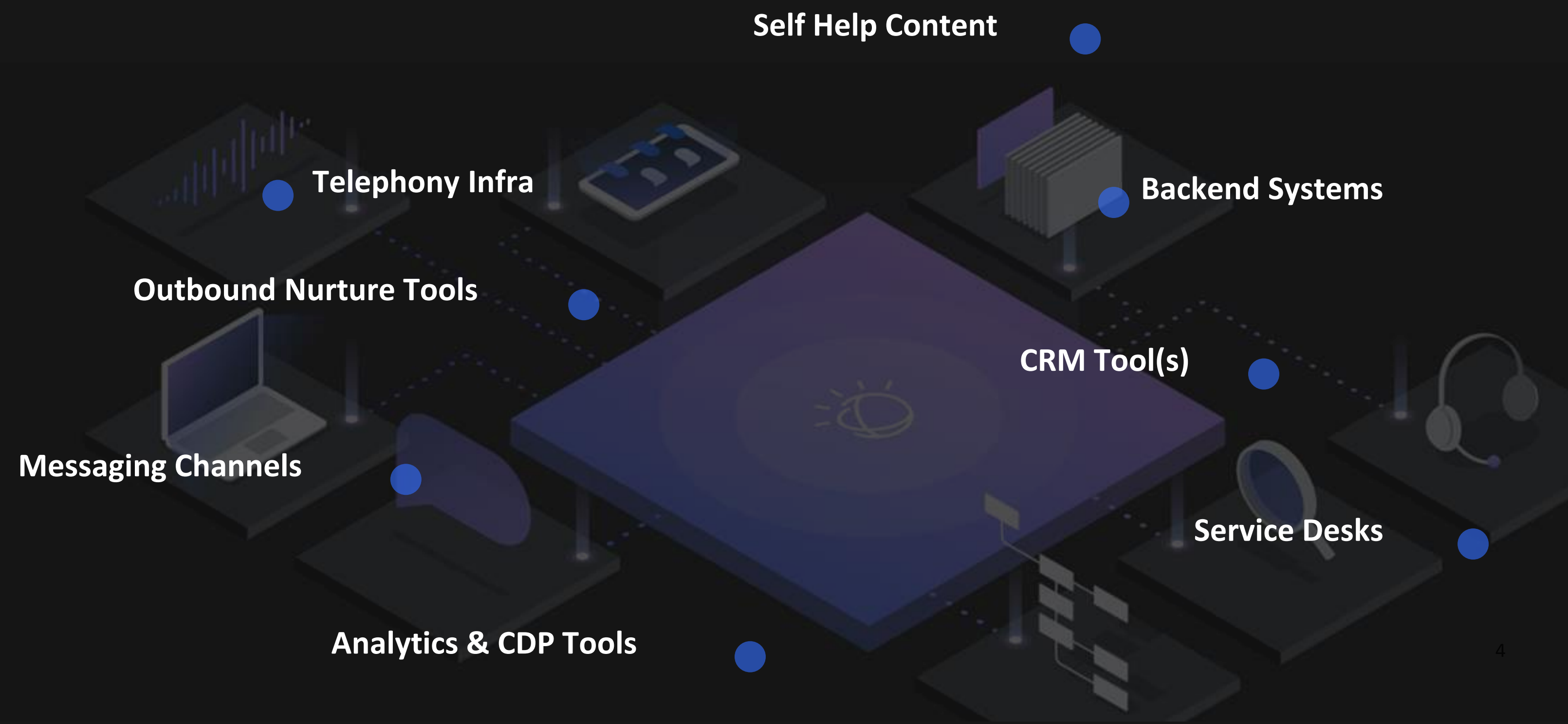
For a given company, their customers have a trusted, personalized and complete assistant for all inbound and outbound communication



Our Vision

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***



Our Vision

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
- CRM Tool(s)
- Self Help Content
- Analytics & CDP Tools
- Outbound Nurture Tools
- 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)

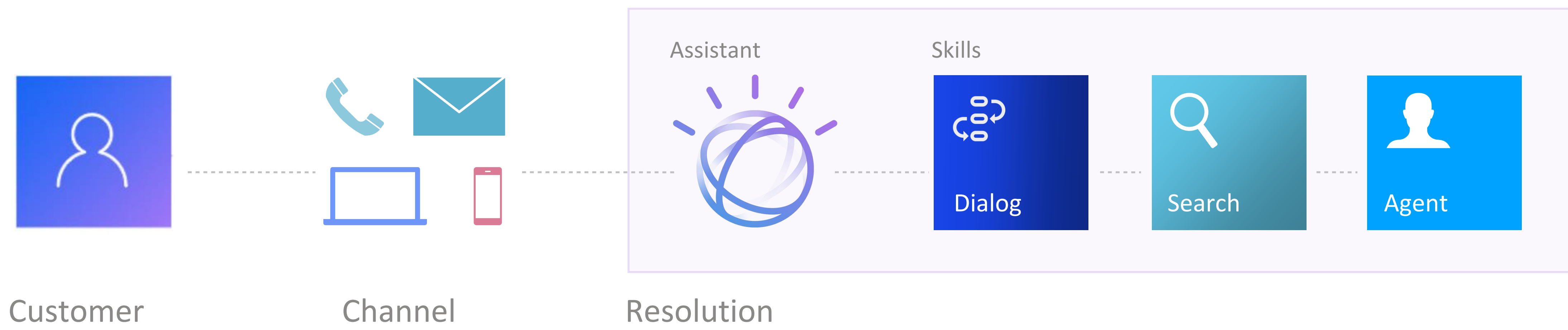
Intelligent Assistant

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

IBM Watson Assistant Plus trial | 26 days left Upgrade

Learning center ? ⓘ

< | #Information_Store

Last updated: a few seconds ago ⬇️ 🗑️ 🔍 Try it

Intent name

Information_Store

Name your intent to match a customer's question or goal

Description (optional)

Add a description to this intent

User example

Type a user example here

Add unique examples of what the user might say. (Pro tip: Add at least 5 unique examples to help Watson understand)

Add example

Recommended examples

User example recommendations makes it easier to identify new phrasing for your intents. Watson Assistant will recommend new user examples. Learn more

Show recommendations

Annotate entities What's this?

<input type="checkbox"/> 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	

Showing 1–22 of 22 examples

1 ▾ 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

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Learning center ?

← | @paymentType

Last updated: a few seconds ago

Try it

Entity name

@paymentType

Name your entity to match the category of values that it will detect.

Value

Type a value

Synonyms

Type a synonym

+

Add value

Recommend synonyms

Dictionary (4)

Annotation (0) Beta

<input type="checkbox"/> 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

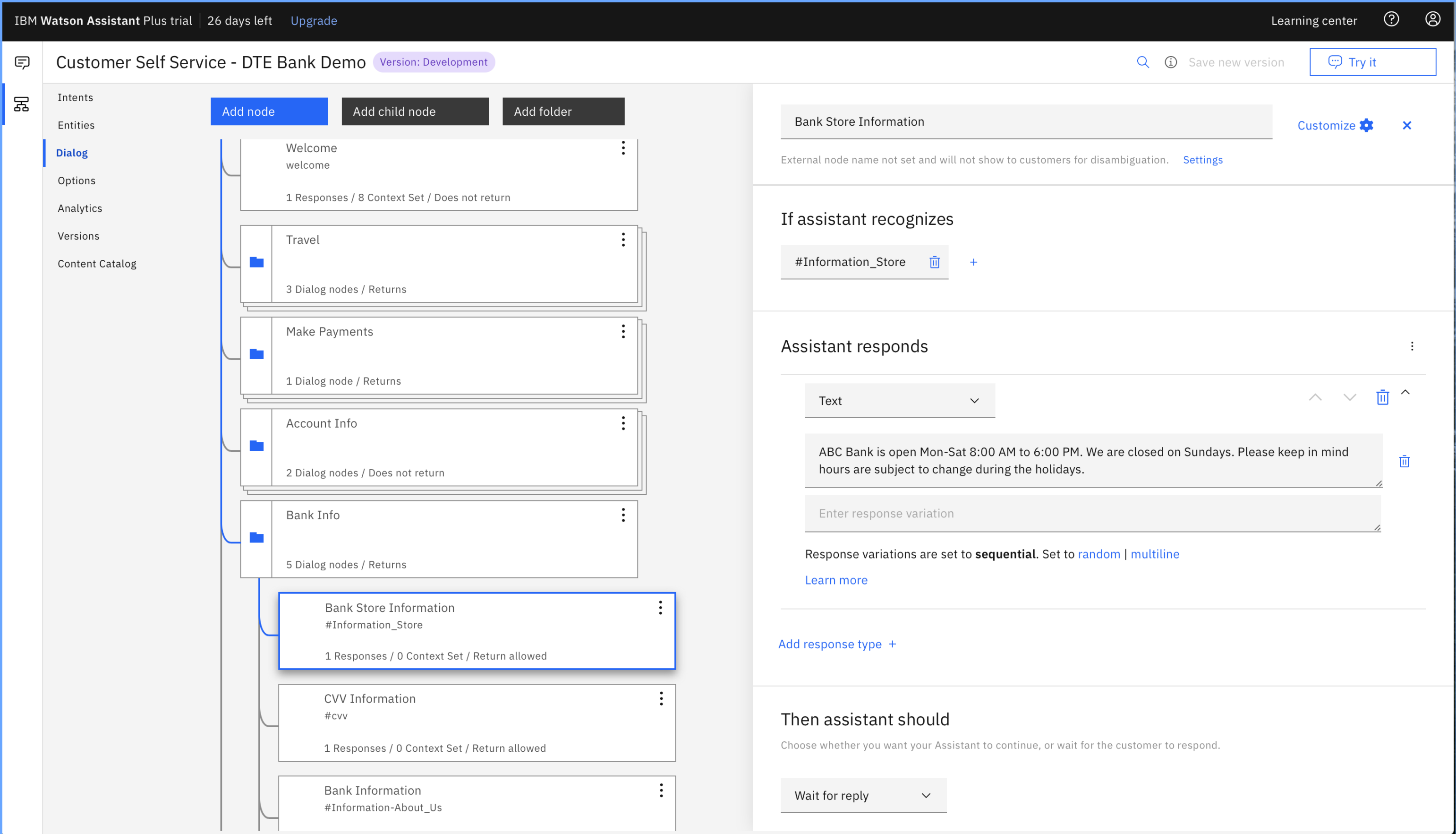
Showing 1–4 of 4 values

1 1 of 1 pages

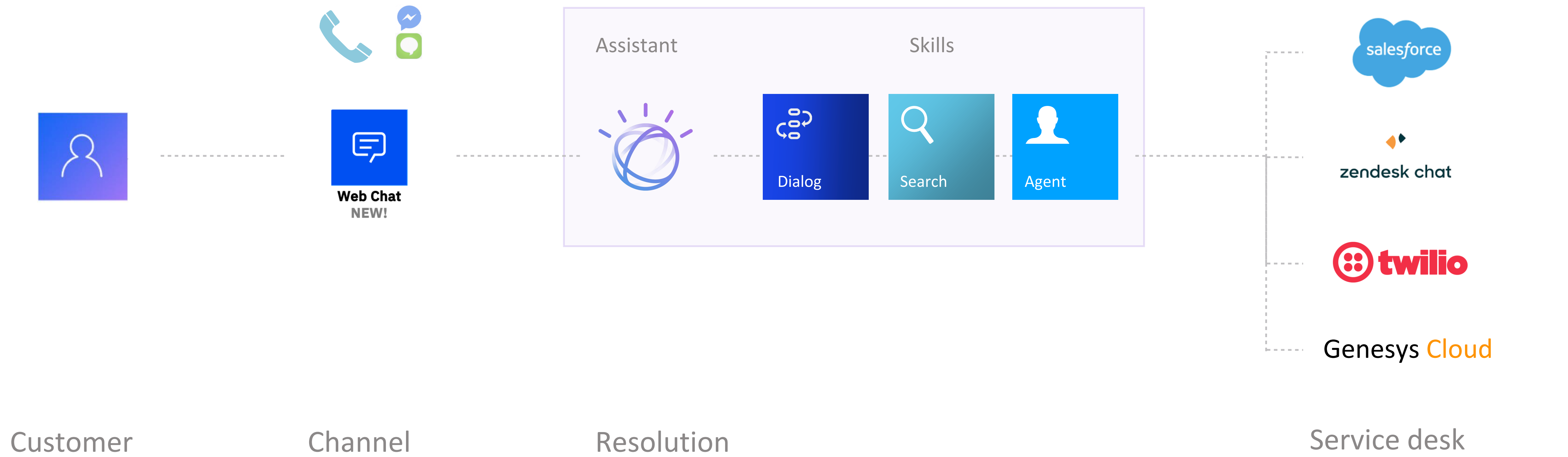
Watson Assistant: Dialog builder

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



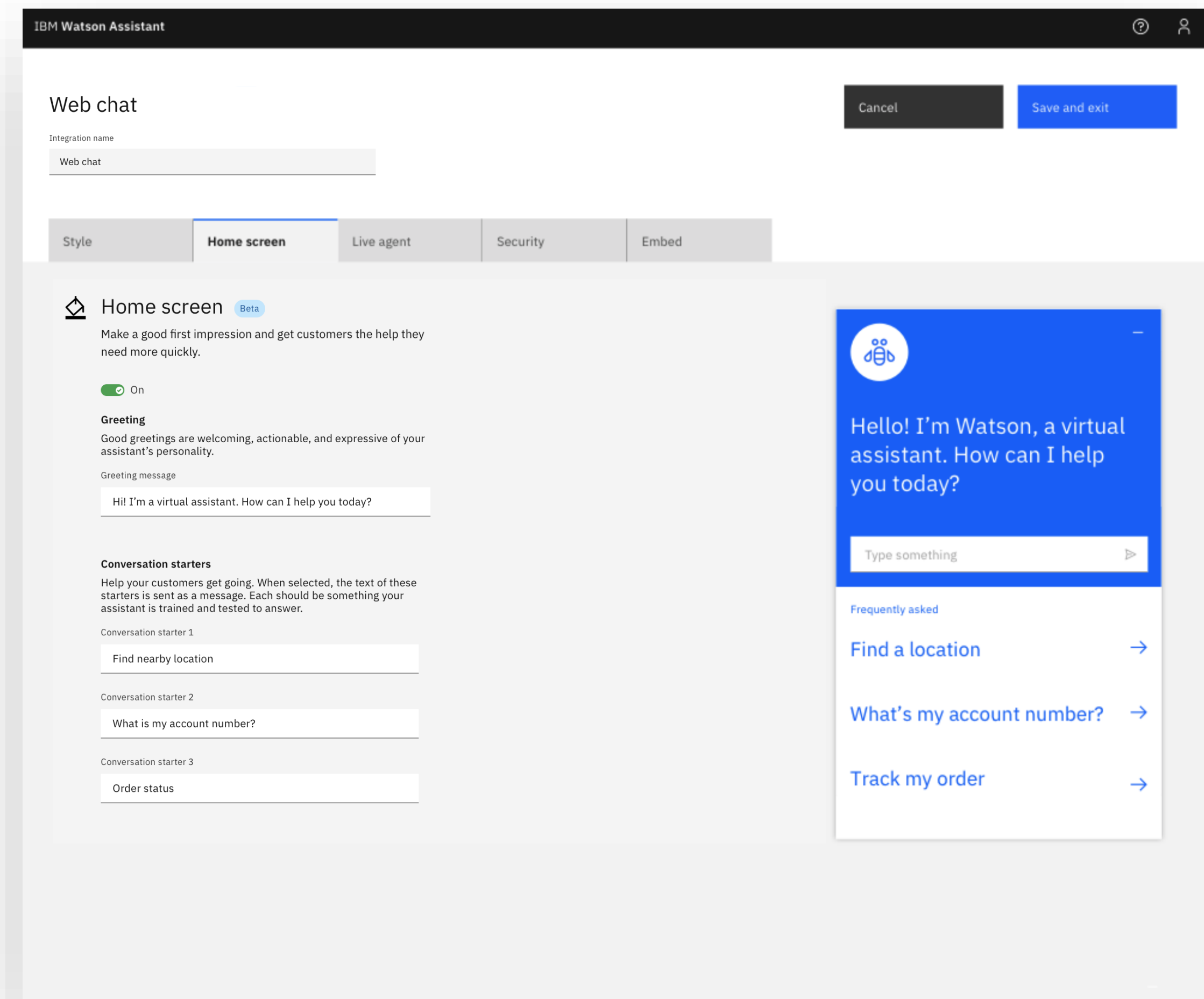
What is web chat?



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



Web Chat in action

Increasing customer engagement with your virtual assistant

Customers want a company-approved support experience

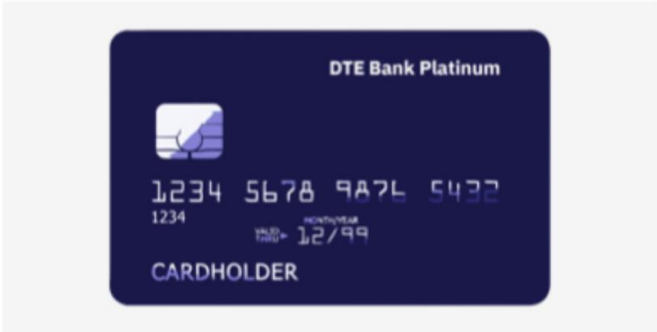
DTE Bank

Credit CardsBankingLendingInvesting

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...➤

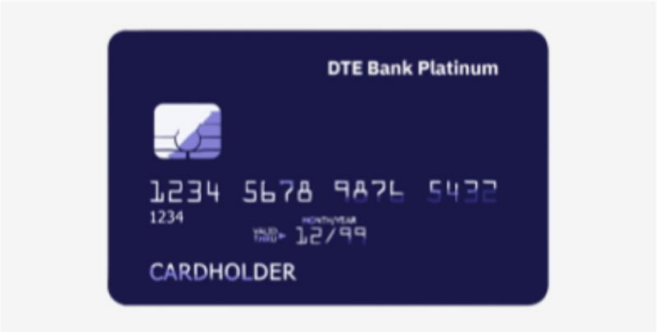
DTE Bank

Credit CardsBankingLendingInvesting

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

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

Type something...➤

Get started

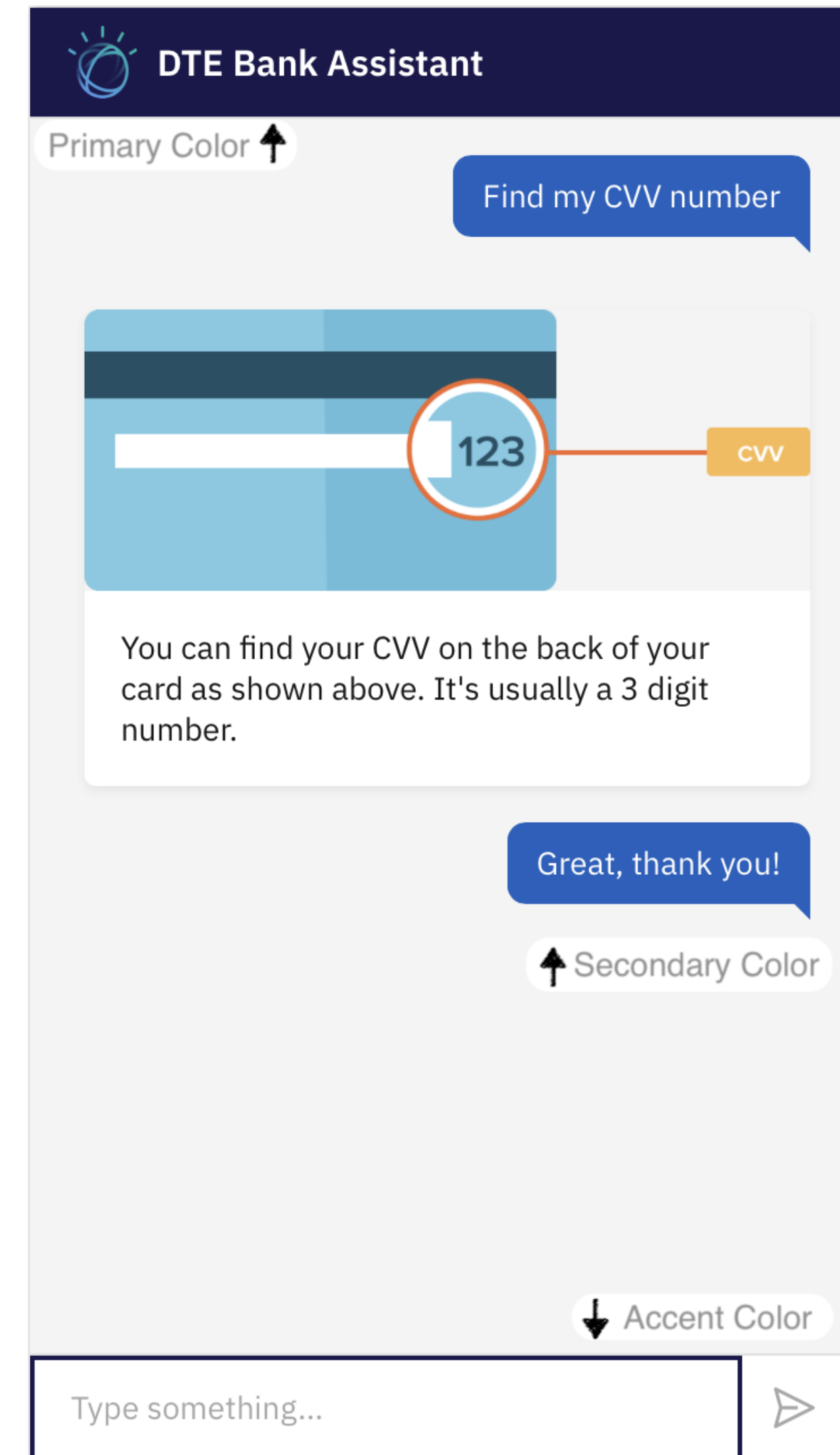
Account balance➔

Find my CVV number➔

Activate my card➔

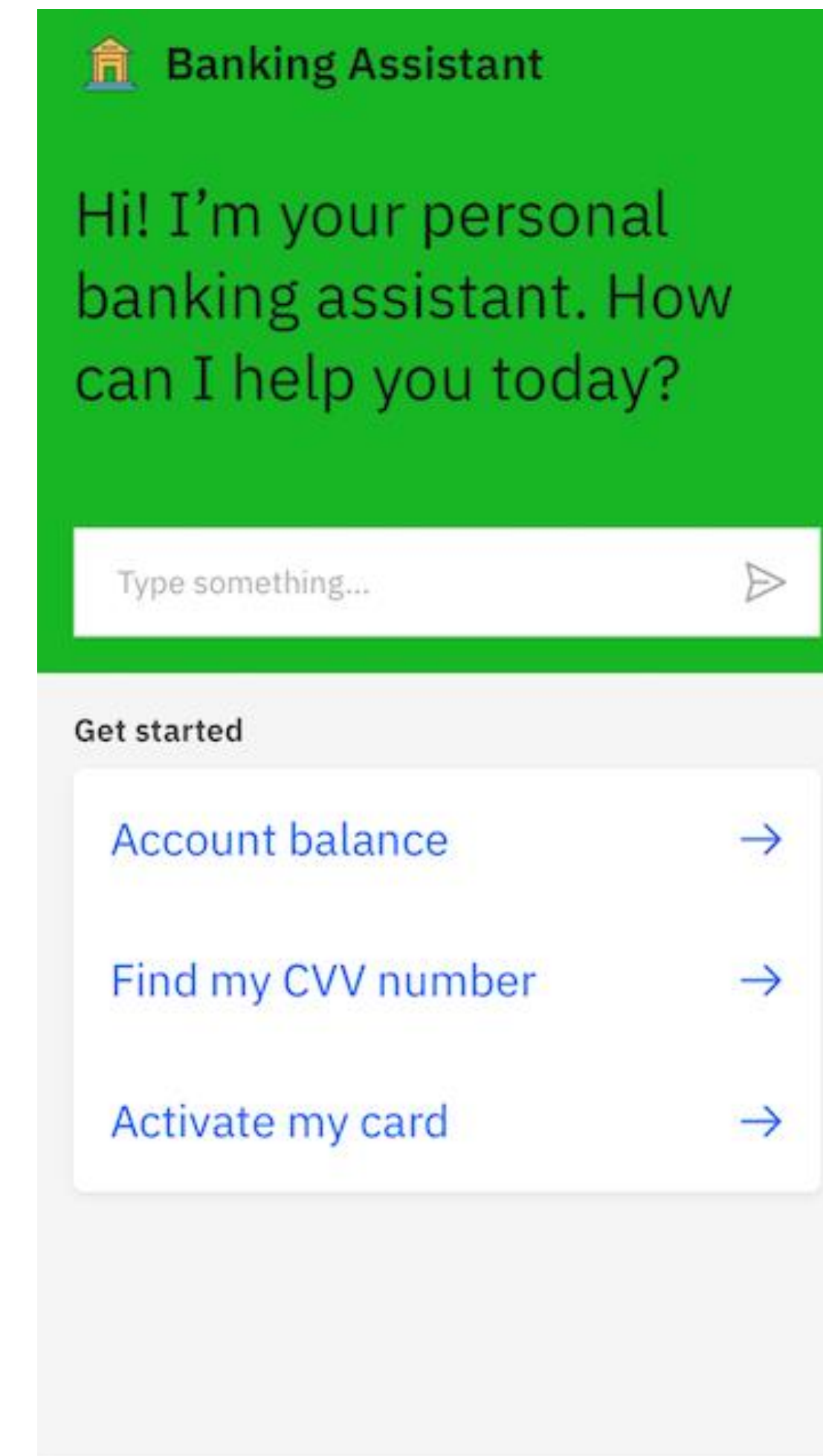
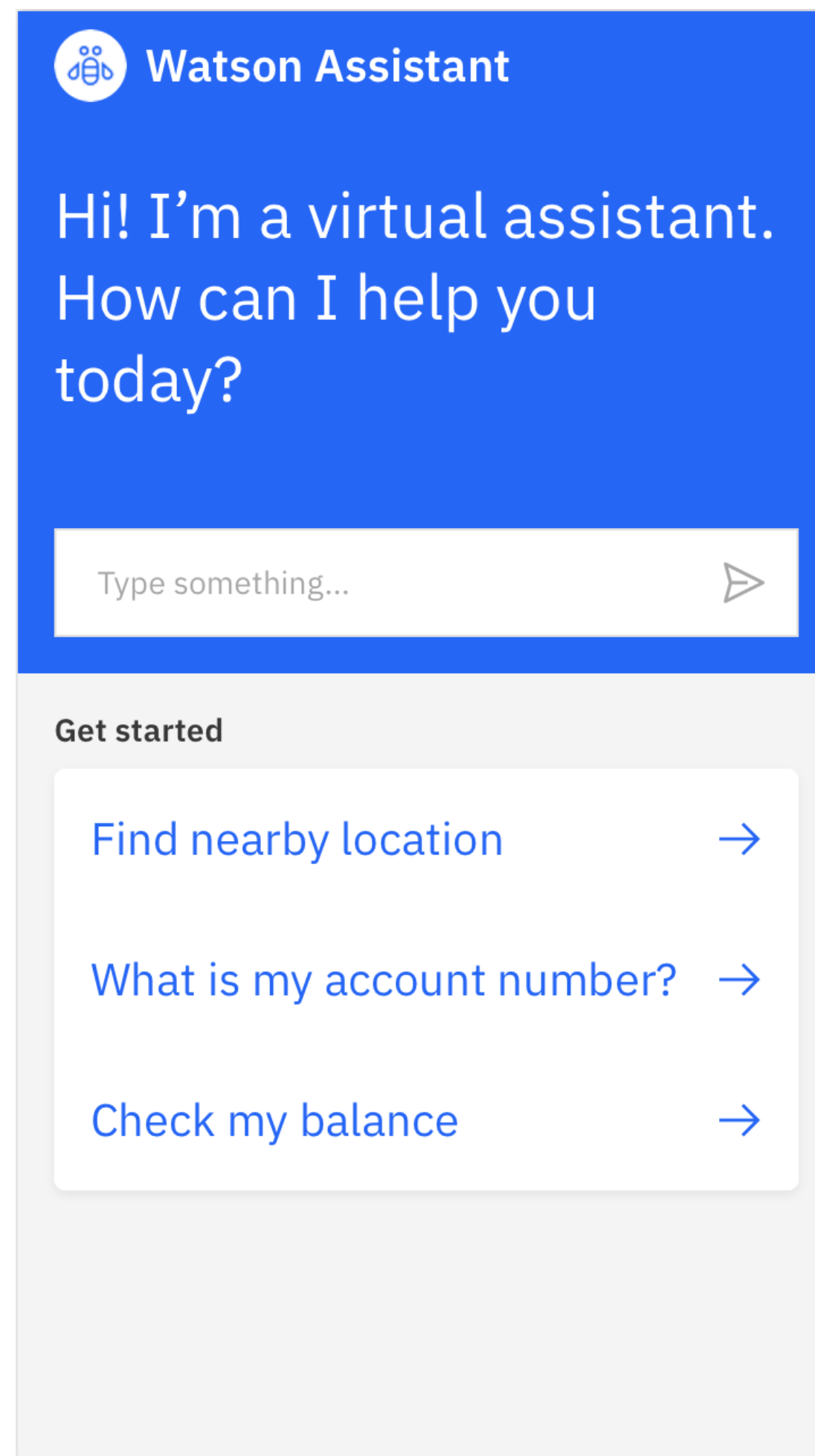
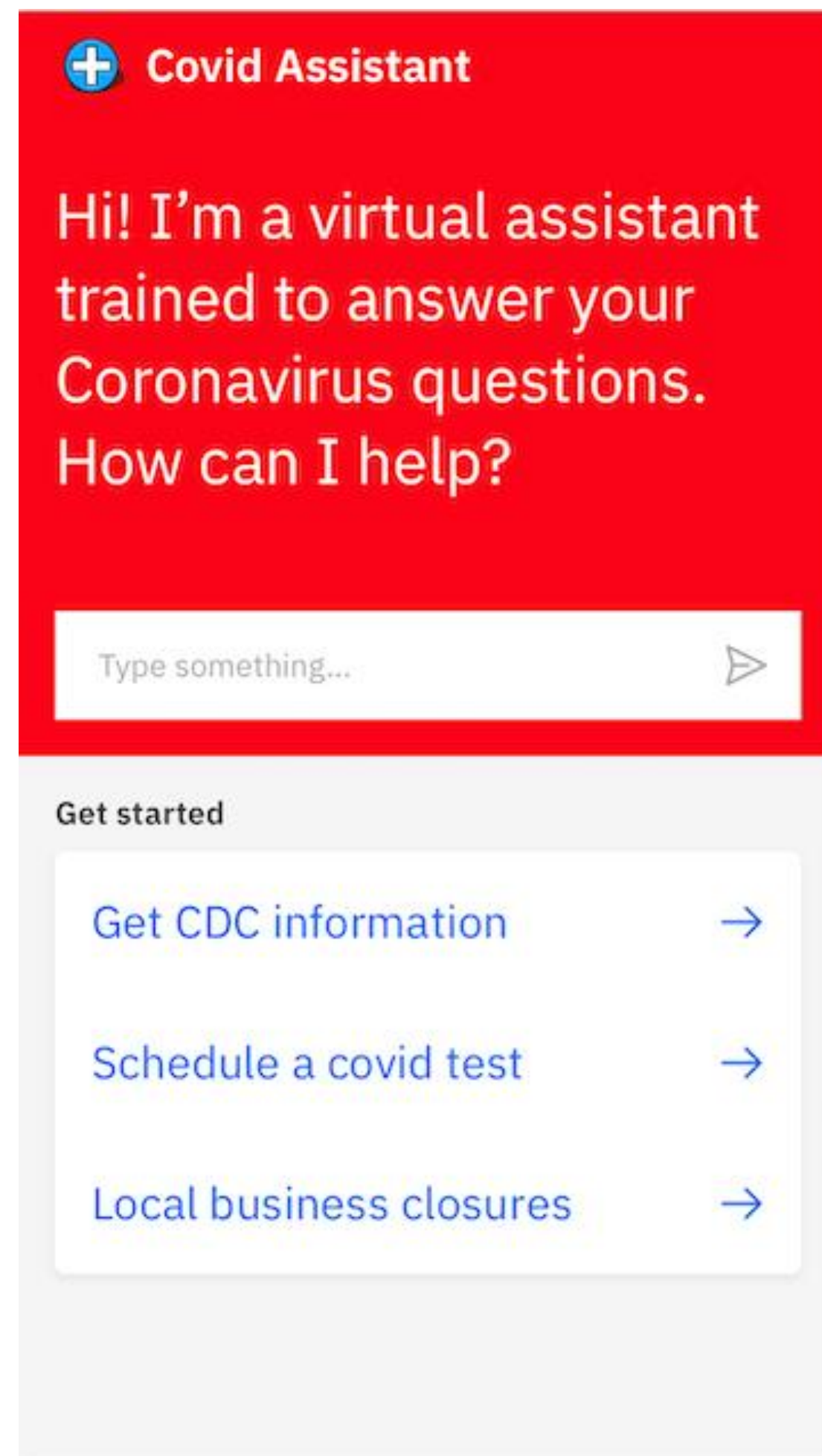
IBM Confidential 2020

Out-of-the-box theming



Configuring your theming

Drive first-time engagement with home screen



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

Watson Assistant

You'd like to pay a bill?

how can i pay

Payments can be made with a Visa, Mastercard, PayPal or at the post office!

Pay Bill

Login to Your Account

Payment Help

Extend Payment

Connect to Agent



Type something...



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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Customer Self Service - DTE Bank Demo

Version: Development

Intents

Entities

Dialog

Options

Webhooks

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Analytics

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Content Catalog

Autolearning

Beta

Plus

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

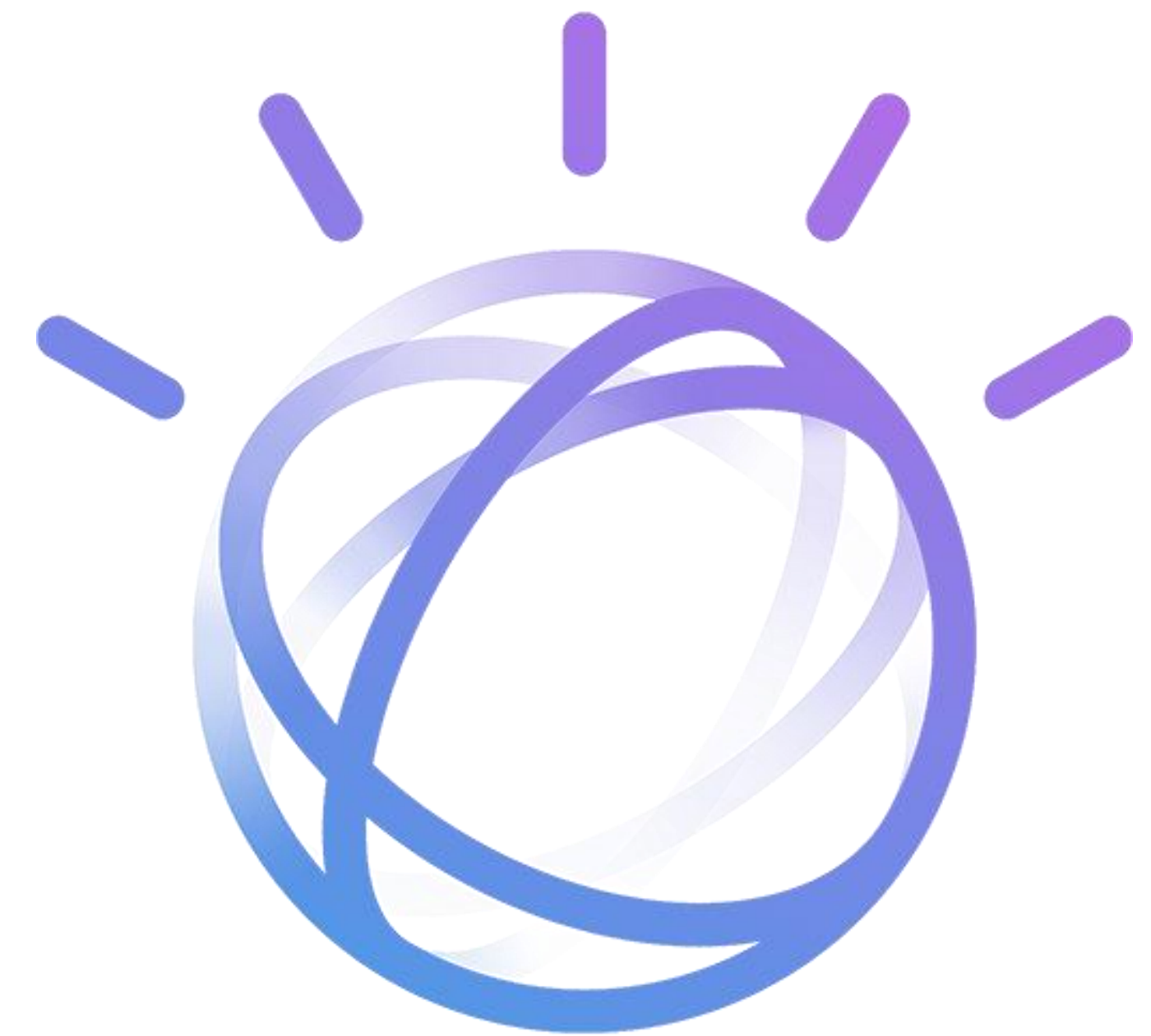
Use the Customer Effort Notebook to analyze how autolearning is connecting your customers to the solutions they need faster and with greater ease. [Learn more](#)

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

To continue the discussion and interact with the Watson community, join IBM Watson Apps: ibm.biz/watsonassistantcommunity



Documentation and further help:

WA Docs: cloud.ibm.com/docs/assistant?topic=assistant-deploy-web-chat

Customizing Web Chat: web-chat.global.assistant.watson.cloud.ibm.com/docs.html

Contact Info: arnesh.batlaw@ibm.com