



Chatbots: a better customer experience

Chat-driven programs, used through instant messengers, called chatbots, are a viable solution to enhance the whole business. Chatbots automate customer service through artificial intelligence, leaving the company more time to concentrate on other key business areas. Significant benefits of the method are multiple-languages and good user experiences.

There is a lot of good feedback from the chatbot platform built by Kwork Innovations Ltd, and the chatbot is always tailored to suit your business needs.

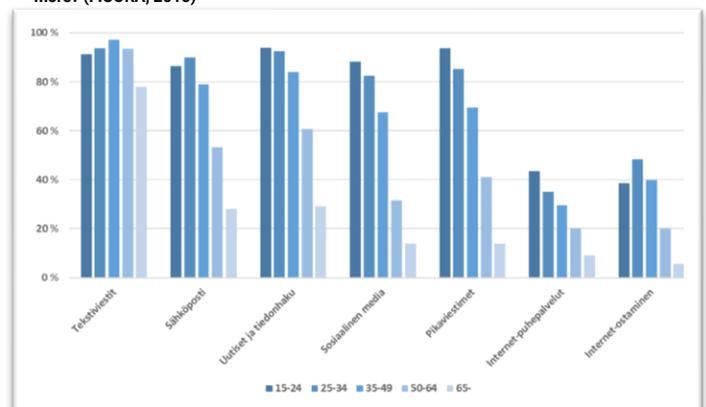
Service on the desired platforms

The popularity of instant messengers has exploded. According to FICORA's 2016 statistics, the prevalence of instant messaging is similar to email and text messages. Almost anyone of us uses Facebook Messenger, Skype, or WhatsApp. The business side of Slack, Microsoft Teams and Lync / Skype for Business has become more and

more popular. Chatbot can be built to work, for example, via Skype and Facebook Messenger.

Chatbot can also be thought of as a technology and can also be integrated into graphical user interfaces or forms. In the background, a "chatbot" that runs across the

Which of the following services do you use on a mobile phone at least once a month or more? (FICORA, 2016)



different paths may be spin-off, although it is graphically displayed as a search field on a web site.

Workshop: Chatbot as a complement to the service experience

Kwork has directed its customers with workshops that discuss the chat platform from the perspective of different user groups, gain practical experience of using the chatbot during the service process and finding new applications. It has been discovered in the workshops that the user experience will start at its best even before the use of the service and on the other hand it will continue after the service. Also, communication with the main user (e.g. customer or vendor) also potentially affects the stakeholders.

Quick experiments and clear feedback

The best features of Chatbots include relatively quick implementation and easy deployment, as well as the promptness of feedback. In Chatbot, user goals are clearly visible in a written form that makes it ideal, for example, for web pages and mobile applications: where online shopping has to resort to the time spent on the site, mouse movements and separate feedback inquiries, the chatbot user writes his wishes in a human comprehensible form.

Chatbot development is flexible: new features can be added to the text-based interface without fear of complicating the user interface. On the other hand, this is also a challenge: users can ask the chatbot for a variety of activities and it is useful to think about the chatbot as a constant development.

Multi-languages

Functional multi-language implementation is important for many customers. Even if Chatbot is implemented in one language, it is possible to build a support for multiple languages. In the initial stage, the bot is able to understand the languages sufficiently. Linguistic

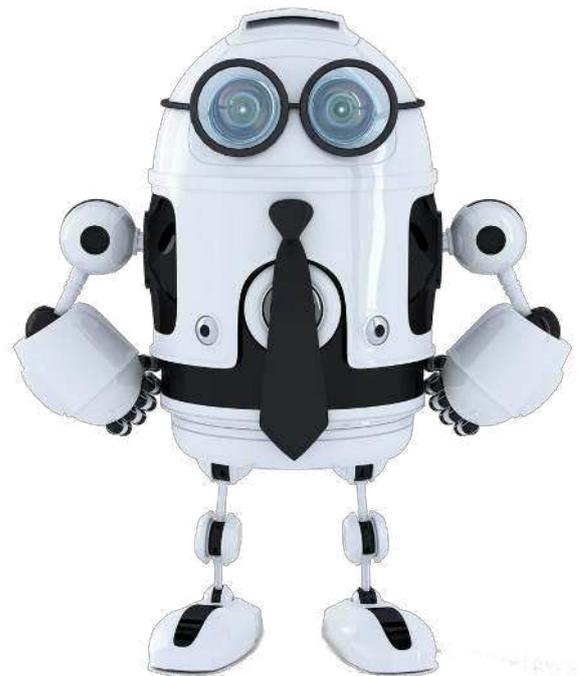
understanding makes it easier for the program to make more specific questions when needed.

Chatbot can consist of, for example, three language components: functional module, question module and personality module.

The *Functional module* takes care of the service events. Artificial intelligence seeks to identify the user's target within a sufficient confidence interval. Particularly important for this module is a precise understanding, so after identifying the target, it is sensible to design the dialogues as guided. Therefore, users are asked and secured all the relevant facts of the event.

The *Question module* is responsible for answering customer service questions. The purpose of this module is to find the right question-answer pair using the keywords.

The *Personality module* was added to the program based on Kwork's earlier findings. Users often want to ask the bot how to go, who you are or what is the purpose of life. Answering swearing and unhappiness is also handled with a personality module.



Integration with sensors, interfaces and XML data

Introducing the chatbot API interface, technology can be utilized in multidimensional, taking into account both internal and external users. Chatbot can integrate, for example, with location information, XML batches, booking information, and motion sensors to estimate, among other things, the utilization rate that enables chatbot to recommend suitable functions.

More than text

More and more instant messaging supports user interface elements in addition to text, such as easy-to-use buttons. The user's location can be determined using the GPS signal, and image recognition tools can be used to interpret user-transmitted images.

In the future, voice chat can be added to chatbots, and the user can talk. In the future, the bot can, in its internal use, also provide its answers aloud, and in some cases also in customer use. The biggest challenge is the unpleasant sound quality of existing audio generators - but the user experience can be improved by combining recordings.

Reactive, predictive and proactive properties

In the simplest way, chatbot responds to user inputs: provide information, answer questions, or send feed forward. Usage cases can also be categorized as predictive and proactive.

Predictive actions provide information that is likely to be of interest to the user. Chatbot could even evaluate the menu of the restaurant's reservation status when inquiring or telling the store's stock situation when asked.

Proactive actions start by following the external feeds and actively contact when needed. Such could be, for example, the announcement of the delivery stage or the active provision of complementary products.

The workshops have also highlighted the common use cases that chatbot can facilitate. These may include, for example, facilitating the core communication of a working group or, for example, committing or defending the service situation.

