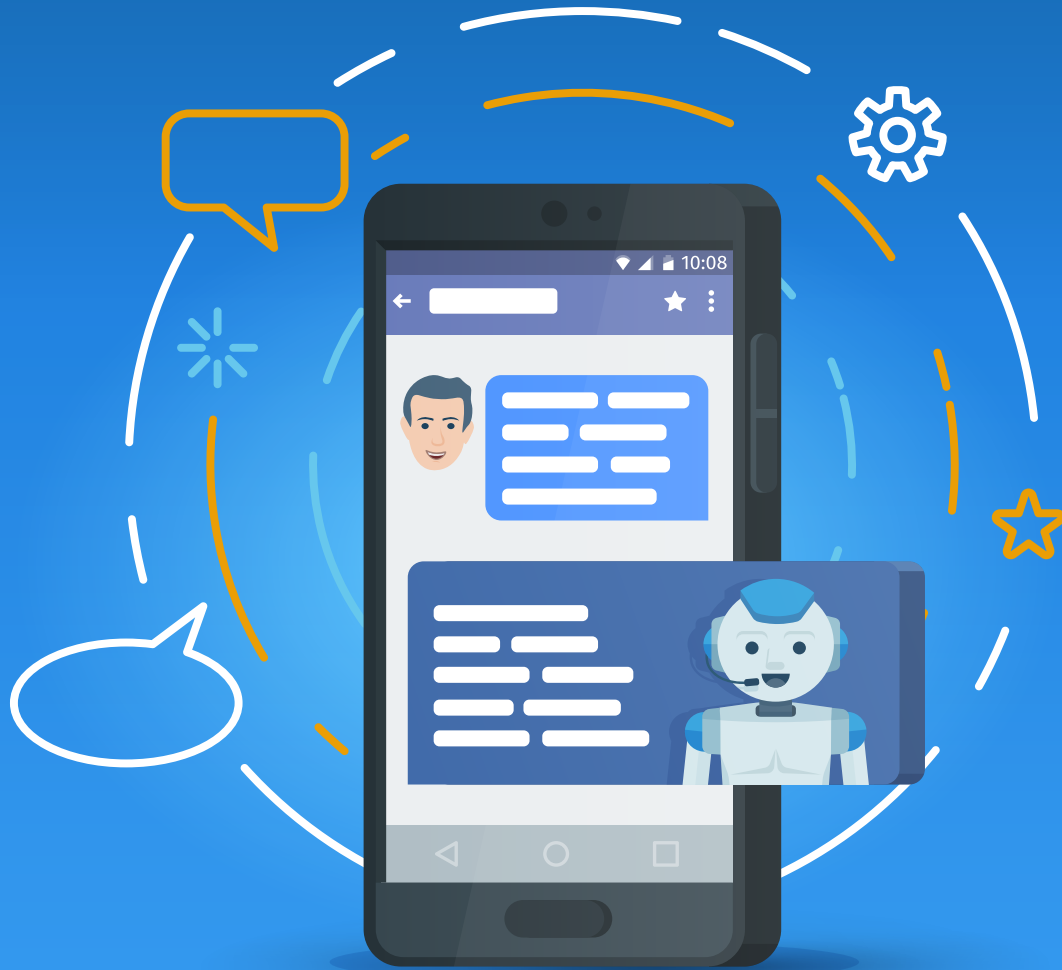


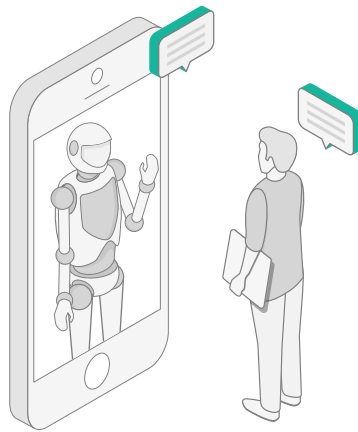
intrigo

Part of **Accenture**



Conversational UI

Author: Allu Narendranath



What is Conversational UI and why is it so important?

Conversational UI is a user interface that can process language – both written (Chatbots) and speech (Voice Assistants). This technology has become important in today's day and age because technology is learning how to interact with us. It is very logical in the sense that spoken language is the original interface of humans and Graphical User Interface (GUI) is middle ground, which helps fulfill the need of humans to interact in spoken language.

Why is the shift happening from social networks like Facebook and Instagram to instant messaging platforms like WeChat and Messenger? This is because social platforms are used to interact with friends and family, and instant messaging platforms provide opportunities to have direct conversations with them, so the shift is very natural.



How will businesses be impacted by Conversational UI?

Let's say we want to order food, what do we do? We rely on food delivery applications, such as Zomato or Uber Eats. If we need to book a cab, we rely on ridesharing applications, such as Lyft or Uber. Basically, we are able to go to different interfaces, which provide specific services. However, problems start arising when a person has too many applications that they use for different services. Maintaining these applications or browsing through different websites becomes tedious and cumbersome over time and can result in App Fatigue. Conversational UI brings together all of these services that serve specific functions through a conversation. So, all one has to do now is speak to a Virtual Assistant, that can perform all of these functions.



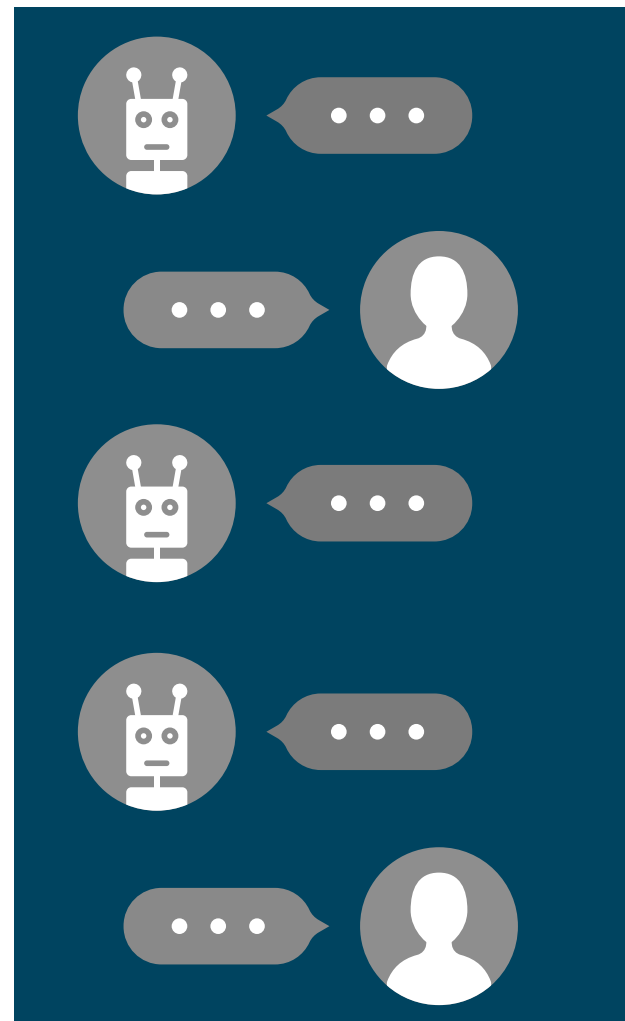
How can businesses leverage the Conversational UI?

The strategy of companies building separate websites and applications and then attracting users to these is very expensive and has limited success for most. Instead of relying on that strategy, companies can reach customers where they already are i.e., the messaging platforms like WhatsApp, Messenger, and WeChat. Apart from that, chatbots support integrations with existing channels businesses currently use like Slack, Skype, Twilio, Web, and Mobile App.

Need for Chat-Bot Strategy:

Chatbots should not be viewed as just an interface but as part of an AI strategy for companies which provides enormous cost benefit for enterprises. One of the main advantages of Enterprise AI chatbot is that it learns by itself. Since there is so much structured data (ERP, CRM, HRMS) and unstructured data (emails, policy documents, operational data, third party data, and social media) being generated in an enterprise, it can be put to good use in answering both internal (account management and billing,) and external queries (customer service and sales) of the enterprise. Let's take the example of an automobile firm that has deployed a chatbot to handle customer service. Chatbots have the ability of handling majority of the requests and also the ability to forward requests to live agents. These live agents can be sales, R&D, or any other department depending upon the nature of the request. The R&D team can use this knowledge to better design the product and thus provide more value to the customer.

Let's take another example of a company that has all data including the skill sets of candidates required for various roles, HR policies, and company policy documents. It can churn this data to screen profiles of candidates, automatically mail or message the candidates, resolve their queries regarding the company's profile or pay structure, etc. If both parties are still interested, the chatbot can even schedule an interview at a time that is convenient for both the HR personnel and the prospective candidate. SGT STAR is a recruitment chatbot that has fielded more than 11 million questions up to date, which is equivalent of what 55 army recruiters can do in their lifetime. The scale at which it can do this is mind boggling!



Conversational UI impact in various Industries:

As per Gartner, an average customer will chat more with bots than their spouse by 2020. This simple statement captures how much chatbots will influence every aspect of our lives. Let's look briefly at how chatbots are influencing various industries and organizational functions.

Health Care:

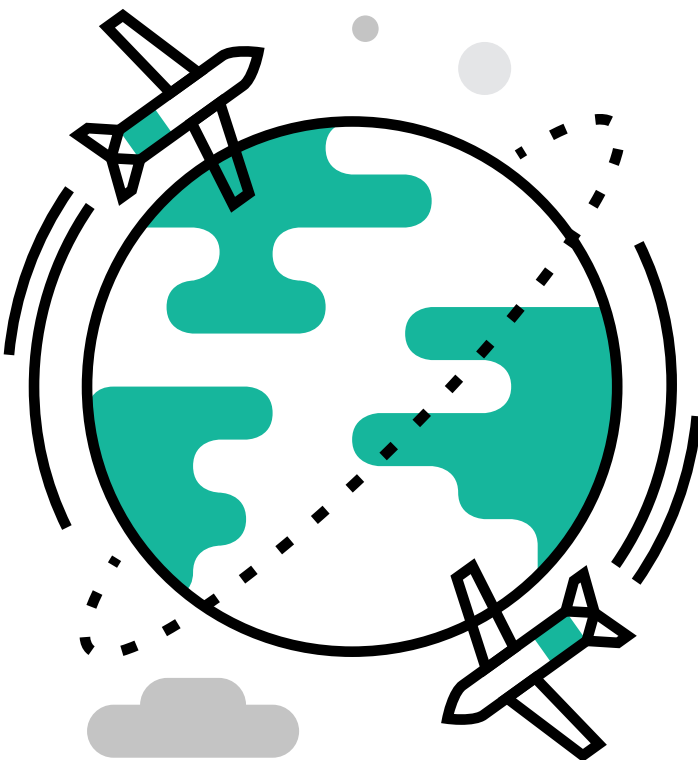
Health care is an industry where empathy plays a critical role. Chatbots can revolutionize this industry with 24/7 support and personalized experience towards patients. Let's look at an example below.

Depression and mental health issues are a major problem occurring in the world. As per Stanford Research, the United States alone is spending approximately \$200 billion for mental health related problems. Additionally, approximately two thirds of patients are not even consulting therapists. Woebot, a therapy chatbot developed by Alison Darcy, combines deep domain expertise, data science, and user experience and uses cognitive behavioral theory to reduce anxiety and depression level of patients. It is generating over two million messages and connecting with patients across 120 countries. In addition, it is also accessible to everyone that only has Messenger installed in their phones.



Travel:

Chatbots can greatly simplify business processes and improve the user experience. For example, KLM Royal Dutch airlines have a bot built on their Messenger platform. The customers can check flight confirmations, check in, get their boarding passes, etc. just using a chat messenger application. Snap Travel is another messenger chatbot which has the ability to search over a hundred travel sites and come up with options for hotels that best fit the budget range and the dates of the user.



Financial Services:

All over the world, banks are investing a lot to improve the customer experience. Traditional banks are facing heat from all directions including having to deal with customers that are demanding personalized experiences, increased competition from Fintech companies to come up with innovative products, and increased regulatory and compliance requirements. Chatbots can play a huge role in improving the customer experience and adherence to compliance requirements at large scales and at a low cost. For example, for a bank to rope in a B2B client, it would involve a lengthy compliance process and several interactions with office staff. Chatbots can reduce this leadtime, so that all the necessary compliance requirements would be carried out via the chatbot interface. These can be checked against the bank's back-end systems connected via API. Moreover, the bank would not have to spend money on updating the applications on Android, iOS, and on redesigning the websites because the bot can sit on all these platforms without any investments in redesigning or redeveloping work.



Insurance:

The chatbot can help in solving the typical problems customers face in the industry are finding the right insurance policy, fill claims and submit documents that are needed. For example, ABIE, an insurance chatbot, asks customers a set of questions and based on the responses, it suggests a list of insurance policies for the customer. Customer can ask queries regarding these policies, which are answered in real time. The chatbot then sends an email with information about the policies and the payment gateway link. Customers are also able to provide suggestions that can help user experience further down the line.



Conversational UI impact in various domains:

Customer Service:

According to Gartner, 85% of all customer service interactions will be powered through chatbots by 2020. Some might be skeptical about the figure, but a transition to chatbots is imminent. For example, one can deploy a chatbot, which will authenticate the user through voice recognition and remove the instances of having to remember multiple passwords and forgetting passwords. All of the customer calls coming to the chatbot can be classified, and if the chatbot is not able to answer some of the requests, it will route the high priority customers to the most capable agents. The chatbot can then listen to the conversation and in turn develop its capability to answer similar questions encountered. Chatbot Analytics can be used to measure whether customer satisfaction levels and efficiency have improved as per desired levels.

Marketing:

Chatbots can greatly improve the Click Through Conversion Rate (CTR), act as a customer touch point, provide ability to qualify leads based on questions and responses, and divert traffic to the company website to generate more sales. For example, Whole Foods observed that 50% of the recipe searches happen in the store. So, it created a chatbot within Messenger that guides customers in finding recipes. It also has many filters and emojis present, which greatly improves the customer's ability to find the right recipes. For example, let's say a customer uses a watermelon emoji in the chat, the bot uses that to suggest all of the recipes that the customer can make with it. This customer traffic is then diverted either to the store or the company website, which ultimately helps increase sales.



Supply Chain:

Chatbots will have a great impact in supply chain, mainly in the procurement and logistics space. For example, SAP Ariba is developing an e-Procurement bot that will help both the buyers and suppliers in the P2P (Procure to Pay) process. If the supplier invoice contains errors, the buyer rejects the invoice thus causing payment delays and affecting liquidity. This bot would facilitate easy communication between both supplier and buyer to resolve these issues. UPS has developed Casey, a chatbot which can be accessed through Skype, Messenger, Amazon Alexa, and OK Google. Customers can easily keep track of their shipment's status, nearby locations of UPS centers, and shipping rates for packages by using these platforms.

A typical IT architecture of enterprise contains core ERP, CRM, and various planning applications like SAP IBP. This presents an opportunity, where many firms can build chatbots specific to Enterprise Applications. For example, Intrigo has built a chatbot to make use of the emerging opportunities because of the recent shift to the cloud supply chain planning applications. This chatbot can query and edit the data from the SAP IBP application. If a sales assistant wants to know demand information for a specific product for a customer, the assistant can easily obtain the information using the chatbot through simple user interface. In addition, the assistant could also enter sales input figures gathered to the IBP application. These input numbers can be further reviewed by the sales manager, who can take corrective actions to reduce the instances of inflated numbers from sales assistants.

Email : info@intrigosys.com

