Introduction

That was an example of potential wonder of chatbots – Literally extracting customer’s anniversary details from FB, understanding his gender, ethnicity and wife’s name, providing the choice of food and champagne at price range suited to the customer’s expense capability (derived from the hotel room type and details) and delighting the customer with an experience of direct interaction with the Hotel Helpdesk.

Chatbots, the new trending buzzword in the Internet world seems to be building up its momentum with introduction of Messenger Chatbots, Microsoft Bot Framework, etc. and as more and more businesses are realizing its power in providing seamless friendly user experience and have started adopting it. CNN, Hi Poncho, x.ai, Xiaoice … the list seems to be growing by each passing hour across multiple platforms like FB Messenger, Skype, Slack, Amazon Echo and Allo from Google.

The benefits of the chatbot are many fold. As more and more users are hooked to messenger channels rather than social networks, businesses have started realizing the potential of better channel of penetration into customer markets. Organisations have started interacting with customers and potential customers through WeChat, FB Messenger, Skype, Slack, etc. in order to gain their valuable feedback and also to push information to them as well.
Intelligence - the Real Power of Chatbots

However, it is the intelligence built into the chatbots that make them so powerful. The architecture of chatbots comprises 3 primary modules:

1. Message Hook & Request Handler
2. Response Builder & Scheduler
3. Response Dispatcher

Natural Language processing can be provided by providers like Microsoft LUIS, IBM Watson, etc. However, user profiling and targeted response needs a dedicated system and this intelligence provider is already built in Sitecore XP.
Fuelling Sitecore XP’s intelligence into Chatbots

The process includes the following:

1. Create Content (product info, pricing, inventory, commerce hooks, etc.)
2. Define Goals and Profile Cards in Sitecore
3. Create Personas and Categorise Contents based on persona

Once chatbot sends the information about the channel, user and request parameters (obtained after NLP), Sitecore matches the necessary parameters and identifies the correct targeted content for the response and sends that back to chatbot as WebAPI response.

Thus as a user starts interacting with the chatbot, the Sitecore starts building up the profile of the user and starts understanding the needs of the user and categorises as per persona. The parameters can range from geographic location, to time of the day, date and month, seasons, birthdates, change of relationship status, and many other personal traits that become crucial for decision making in any sales opportunity. The system starts sending personalised information to the user without even the user knowing about the profiling being done behind the scene.

This can be further improved with cloud profiling where Sitecore starts reorients its profiling and persona information based on interaction of multiple users across geography and time of the year, age group and gender and starts learning the user behavior... giving rise to the artificial intelligence in it truest sense. The potential is endless and the Sitecore powered chatbot system can become the next AI agent in a user’s daily day life, interacting with them, suggesting on daily activities, information and decision making.
Examples of Chatbots

Travel and Tourism
Here is another potential case study of a chatbot hosted by a travel company’s self-help system...
Examples of Chatbots

Healthcare

This case study shows the potential of chatbots when implemented in the healthcare industry.
Examples of Chatbots

eCommerce
Concluding with the case study of an e-commerce platform helping a customer choose the perfect bottle of wine.
Singapore (HQ)
WS Group Pte. Ltd.
168 Robinson Road, #12-01 Capital Tower, Singapore 068912
Phone: +65 8428 4499

North America
Web Spiders Inc.
22 Cortlandt Street, Suite 1635,
New York, NY 10007
USA
Phone: +1 800 385 1422 / +1 917 373 3950 / +1 917 546 0886
Fax: +1 866 497 4933

UK/Europe
Web Spiders Limited
Faraday Wharf,
Innovation Birmingham Campus,
Holt Street, Birmingham Science Park Aston,
Birmingham, B7 4BB.
Phone: +44 (0) 845 123 2592 / +47 (0) 465 77716
Fax: +44 (0) 870 751 5124

website: www.webspiders.com
email: hello@webspiders.com