Twitter: @gmishra
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Happy Birthday Alexa!
AUM
By 2020, customers will manage 85% of their relationship with the organizations without interacting with a human*

*Source: Gartner Customer 360 Summit 2011
By 2020, 50% of searches would be Voice Based Search. *Source: Alibaba, Google*
Bots | Access is getting Cheaper

Google Home Mini: $49.00
Amazon Echo Dot: $49.99
Amazon Echo: $99.99
Amazon Echo Plus: $129.00
Google Home: $149.99
Harman Kardon Invoke: $150.00
Sonos One: $199.00
Apple Home Pod: $349.00
Google Home Max: $399.00

* Coming Soon
Source: Company Websites
Bots | Digital Assistants on the Rise

* figures do not include enterprise usage | Source : Tractica
But, let's face it! Bots are frustrating...
And there are other worries!
But, we’ve to be ready for the future!
Web based Content Vs Conversational Content

- High Verbosity Tolerance
- Screen based -- Visual
- Hyperlinked content -- Maintains relationship to different content
- Complex Information architecture

- Low Verbosity Tolerance
- Zero User Interface (Verbal and Aural)
- No multi-directional flow (mostly uni-directional)
- Context precedes the content
Why Voice Content Strategy is important?

- Building great content is expensive and difficult
- Content writers can’t write content for 2 different platforms (expensive and impractical)
- Conversational Legibility of content -- Can listener understand this.
- Search
- Unidirectional flow vs link rich pages
How these Bots work?

Alexa, tell plan my trip I need a vacation

I’d like to take a trip next Friday.

PlanMyTripIntent {value: “2017-12-20”}
FAQ Example!

Old: How long can I receive benefits?

New: How long can I receive employment benefits?

Old: Are benefits taxable?

New: Are employment benefits taxable?
Old: You can receive payments through either a debit card or direct deposit. Learn more about payments

New: You can receive payments through either a debit card or direct deposit

Old: Read more about this

New: In Georgia, the Family Support Registry typically pull payments directly from your paycheck. However you can send your payments through bank account, credit card or Western Union.
Conversational Usability

- Completely new area: Completely aural, not physical or visual like typical interfaces
- No eye-tracking, No thinking aloud
- Retrospective Probing technique

Example Test Cases:

You have a business licence in Georgia, but not sure if you’ve to register it on an annual basis. Talk with Alexa and find out information you need. At the end ask for a phone number for more information.
Voice Search Optimization would be big

59% of US teens use voice search while watching TV
36% of US adults use voice search while watching TV
22% of US teens use voice search while in the bathroom

http://www.androidcentral.com/google-study-over-half-teenagers-use-voice-search-daily

The Mobile Voice Study

55% of teens and 41% of adults use voice search more than once a day
How VSO is different than SEO

- Action oriented search query: Find nearest Gas station, Find best Pizza places in New York
- More real time; most of the queries happen with low proximity to the computers.
- VSO optimize for local search (usually for near me queries)
When these Voice Search happen?

- Asking For Directions
- To call somebody
- To dictate texts
- To get help with homework
- To play a song
- Find out movie times
- Check the time
- Play song or movie!
Basics of Voice Search Optimization

- Optimize For Long-Tailed Keywords – Natural language vs traditional keywords. 3 to 5 words or more...
- Use Question Phrases – Optimize content for who, where, how
- Use More LSI Keywords – Context over Content
- Use Microdata Markup – Use schema.org and Dublin Core to do this.
Basics of Voice Search Optimization

- Optimize local pages; have location data tagged with the content.
- Keep contact information (phone number) available with the local listing.
- Get Mobile Friendly
- Optimize content for Google search Featured Snippet
Featured Snippets: How Google treats Voice
Snippets & VSO Similarities

- Write a topic-specific page.
- Create content that answers a specific question.
- Look for questions that you will be able to answer in great depth.
- When optimizing for voice search, research longer, long-tail keyword phrases.
- Think of semantic keywords, different ways of saying the same thing (i.e., synonyms).
- Use trigger words like “how,” “what” and “best.”
- Understand your customer’s intent, and optimize the content on your pages for every stage in your customer’s buyer’s journey.
- Use conversational language — write like you’re talking to a friend.
- Use Headings (H1, H2, H3, H4).
- Make sure to use unique title and description tags on each page — use keywords in those tags.
- Include keywords toward the front of the very first sentence/paragraph.
- Use the keywords in the page’s universal resource locator (URL).
Bots | Build once and consume everywhere

- Leverage Amazon Lex (Alexa NLP engine and voice synthesis)
- Can be consumed by voice over phone, Social Messengers and Mobile based apps.
- Extensible to other future platforms.
- Uses machine learning to make the bot ask intelligent questions -- Learn from user response.
Bots | And they speak multiple languages

Globally, there is 38% of savings opportunity in your machines portfolio.
- Total Machines: 1321
- Over-utilised machines: 77
- Under-utilised machines: 431

In France, there is 40% of savings opportunity in your machines portfolio.
- Total Machines: 320
- Over-utilised machines: 17
- Under-utilised machines: 114

Thank you for reaching out to me. Let’s get to work!
Bots | Architecture

Typical Architecture of the Chatbot Platform

Source of Records
- Unstructured Source: Social Media, App Store Reviews, etc.
- Emerging and Non-traditional Data Sources
- Structured Source: MIS Surveys, etc.

Platform for Data Lake
- Data Consumption Interface
- Data Processing Layer
- Data Storage Layer: Data Lake

Chatbot Platform
- Insights Delivery Layer
- AI Platform
- Web Layer
- App Layer
- DB Layer

User Interface
- Internet Banking: Account Insights, Your Liquidity, Build Your Wealth
- Java Script
- Mobile Banking: Web View / Rest API
Know More

www.srijan.net

Contact Us

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