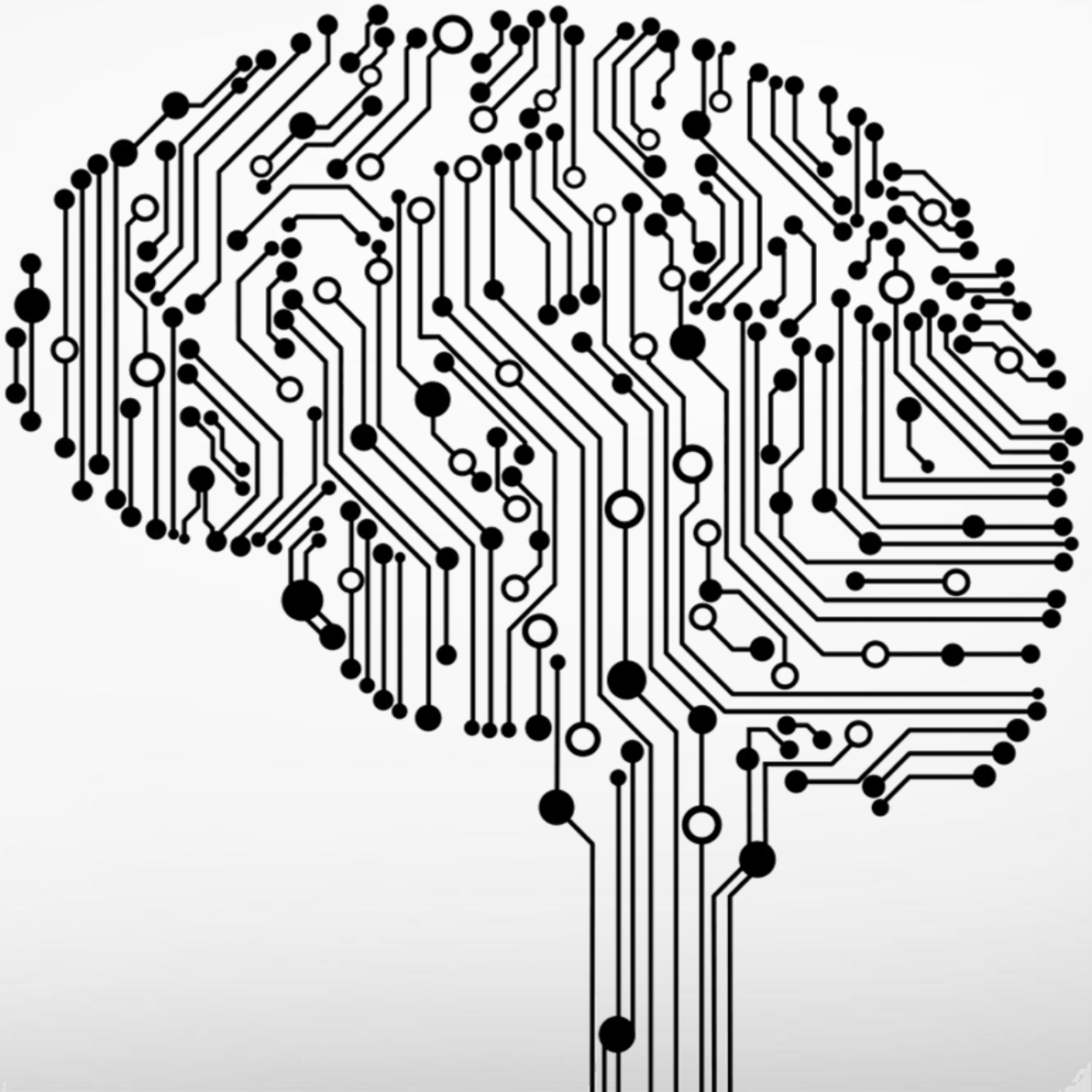
Microsoft

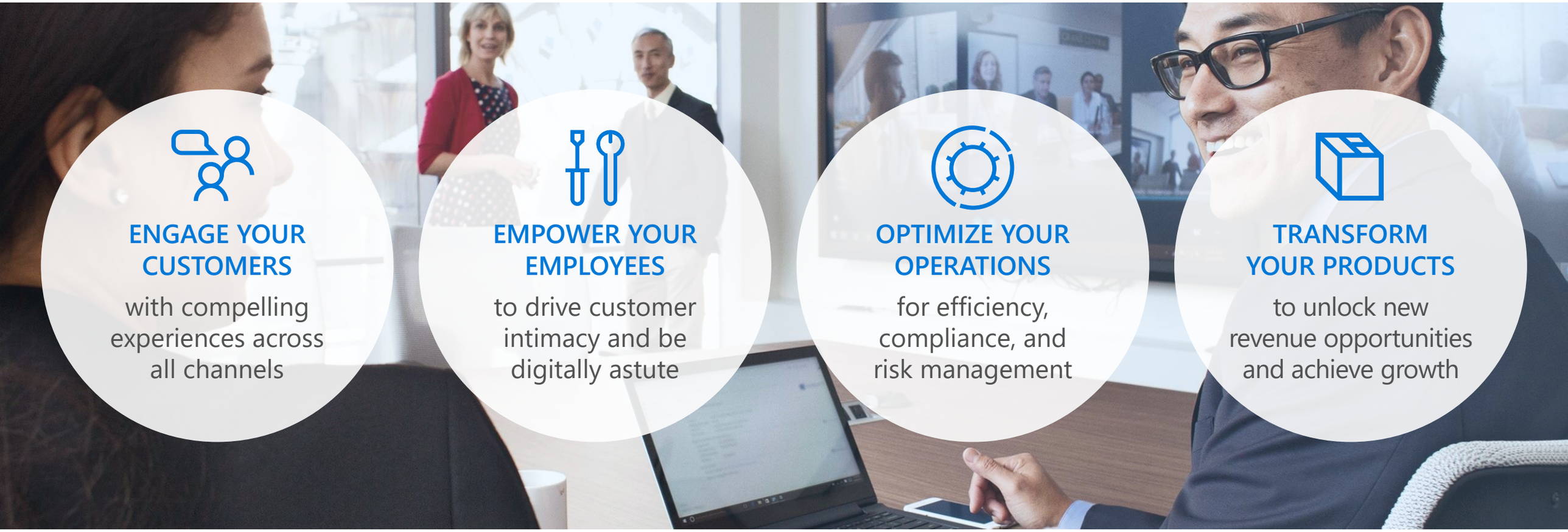
Conversation as a Platform:
Smart Bots



Joël Quimper
Stratège technologique

Charles Verdon
Stratège en innovation par les données

Digital transformation is essential to sustaining a competitive advantage



ENGAGE YOUR CUSTOMERS

with compelling experiences across all channels

EMPOWER YOUR EMPLOYEES

to drive customer intimacy and be digitally astute

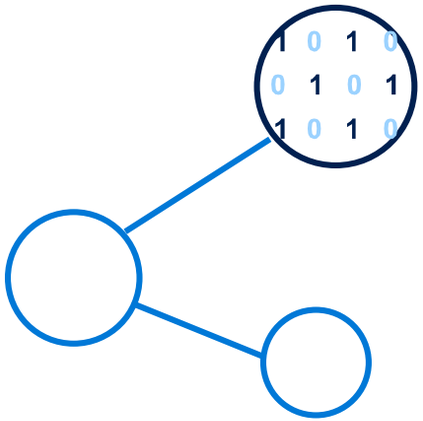
OPTIMIZE YOUR OPERATIONS

for efficiency, compliance, and risk management

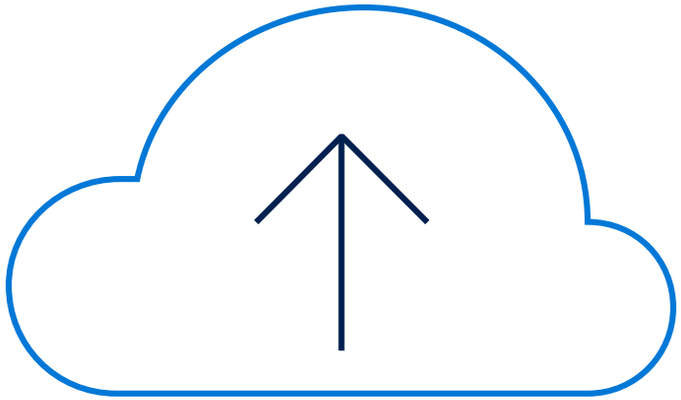
TRANSFORM YOUR PRODUCTS

to unlock new revenue opportunities and achieve growth

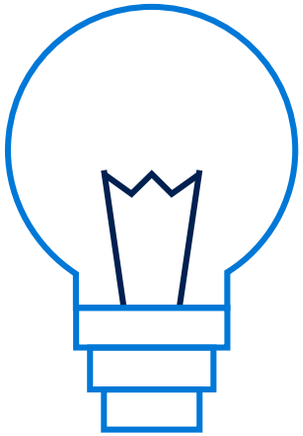
Business is being transformed by three trends



Big Data



Cloud



Intelligence

Microsoft AI

For every person and every organization



Agent



Applications



Services



Infrastructure

Microsoft AI Portfolio

People



Agent



Applications



Services

Cortana Intelligence

- Cognitive Services
- Azure Machine Learning
- Bot Framework



Infrastructure

Bots & Conversational UI represent a once-in-a-decade technology shift and business opportunity

1980's: PC

- GUI interface
- User installs programs

1990's: Internet

- Search
- User "visits" websites
- Query & response interactions

2000's: Mobile

- Social
- User download Apps from App Stores
- Add'l signals enable new scenarios

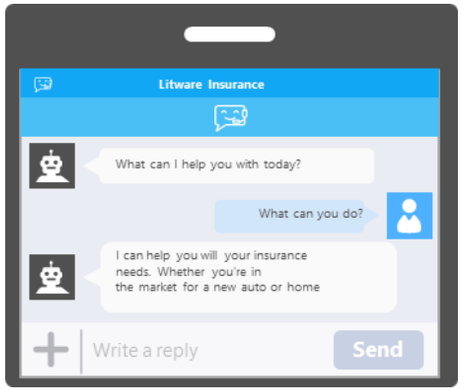
2010's: Conversational UI

- Bots & Agents
- People only use ~5 apps regularly; most time is spent in messaging apps
- User can interact with companies in the same natural way they interact with friends
- Streamlines away app installation, login & lengthy payment flows

Microsoft Confidential

Microsoft Smart Bots

CUSTOMER



Deepen engagement through natural and personalized conversations at scale

Machine Learning

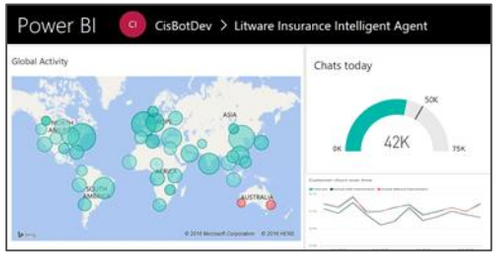
Uncover new insights by reasoning over new customer interaction data

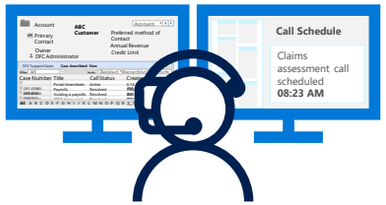
Business Systems Integration

Big Data

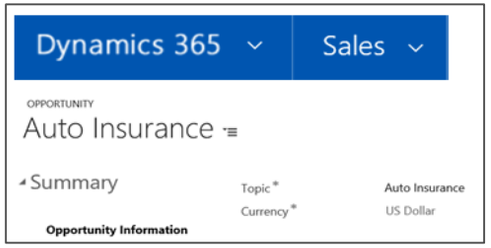
Improve efficiencies by augmenting business processes

VP OF OPERATIONS

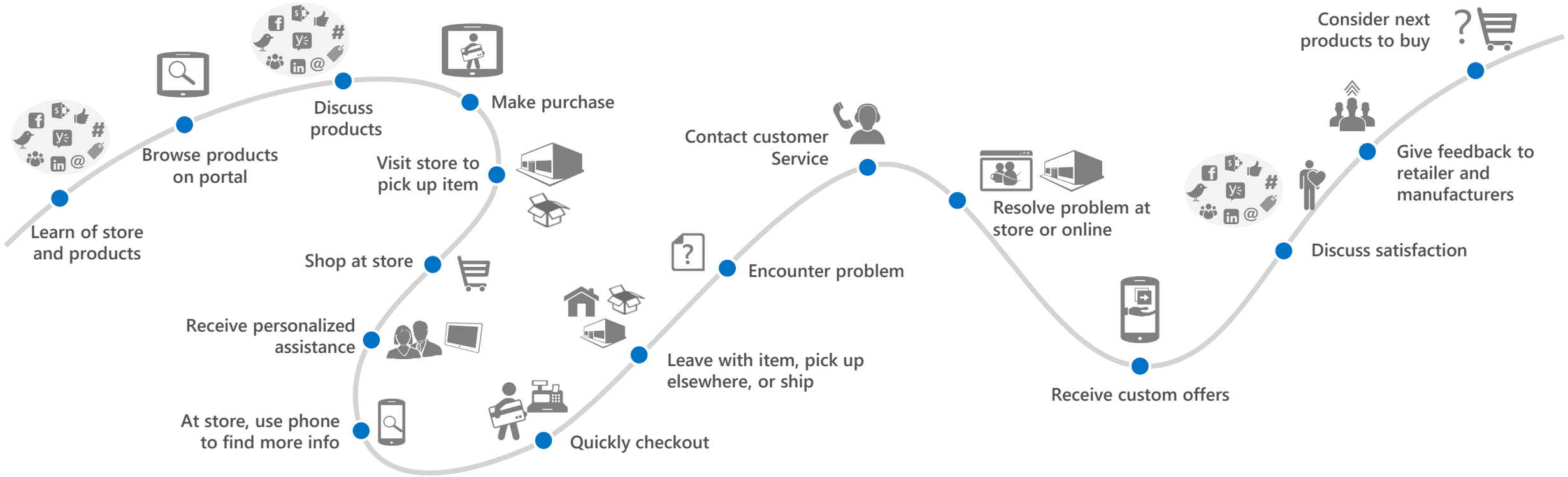




CONTACT CENTER AGENT



Smart Bots in your Customer Experience Journey



Smart Bots Hotspots

Before Purchase

- Proactive offers and discounts based on active promotions
- Upsell products and services based on specific customer profile (projects and past purchases)
- Offer financing and credit
- Store information: location and opening hours

In Store

- Reduce employee needs by answering common store layout and product questions
- Recommend and upsell related products
- Create VIP experience and find best qualified employee to guide with project
- Gain real-time understanding of customer interactions

After Sale

- Customer satisfaction survey
- Give suggestion for next purchase
- Send proactive offers
- Share experience on social media
- Get information about line of credit, payments

Microsoft deployed AI chatbots across our own customer service and support operations*

Virtual Agent



- More successful self-help interactions
- Higher customer satisfaction
- Fewer transfers by agents

Agent Assistant



- Lower minutes per incident
- Higher customer satisfaction
- Train & improve the engine

- 100% of our US traffic to our support site sees our virtual agent
- 5,000 agents receive the agent-facing experience
- Expanding across other product specific sites (e.g. Xbox, Office)

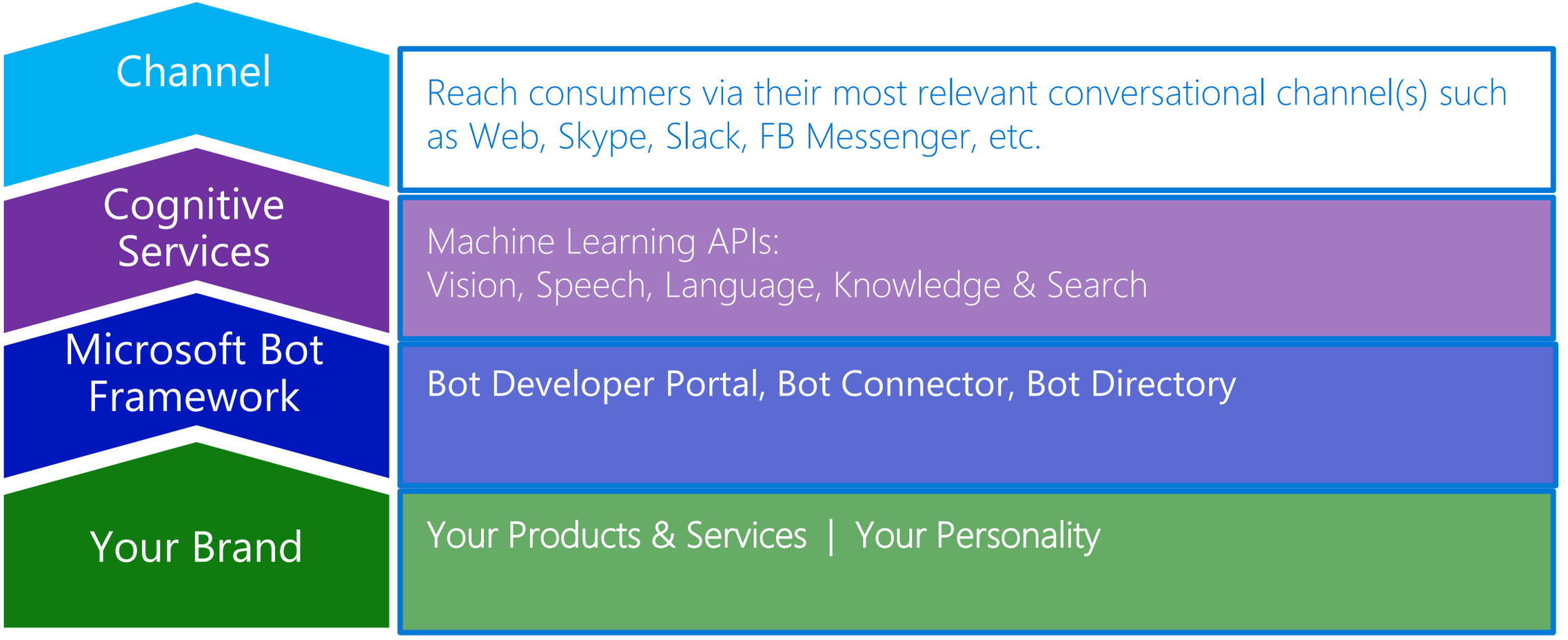
*Leveraged advanced AI engine specifically designed for customer service scenario, i.e. Project Toronto

Demo

Litware insurance



Microsoft has built the **most comprehensive set of tools and services** for **building** bots, making them **smart**, and **publishing** them across multiple conversational canvases.

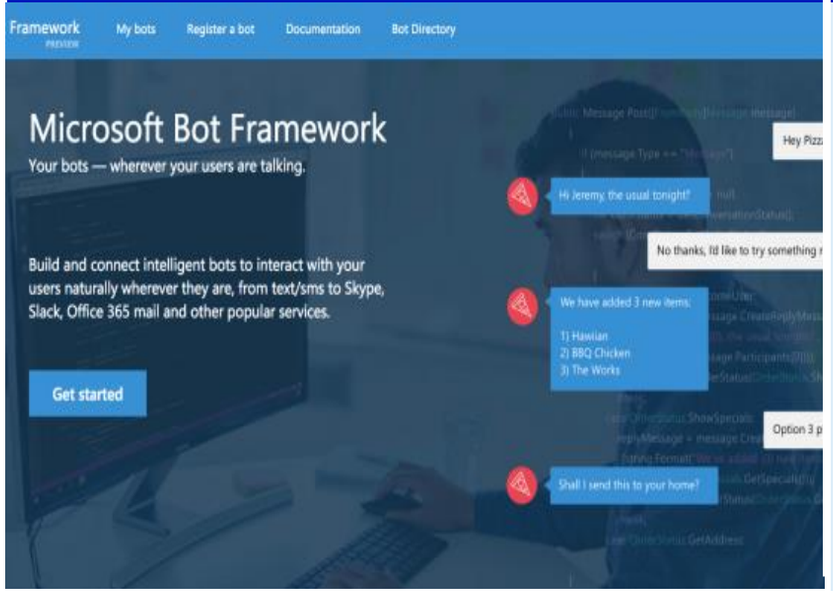


Microsoft Bot Framework

Build once, publish **across platforms** and drive **discoverability**

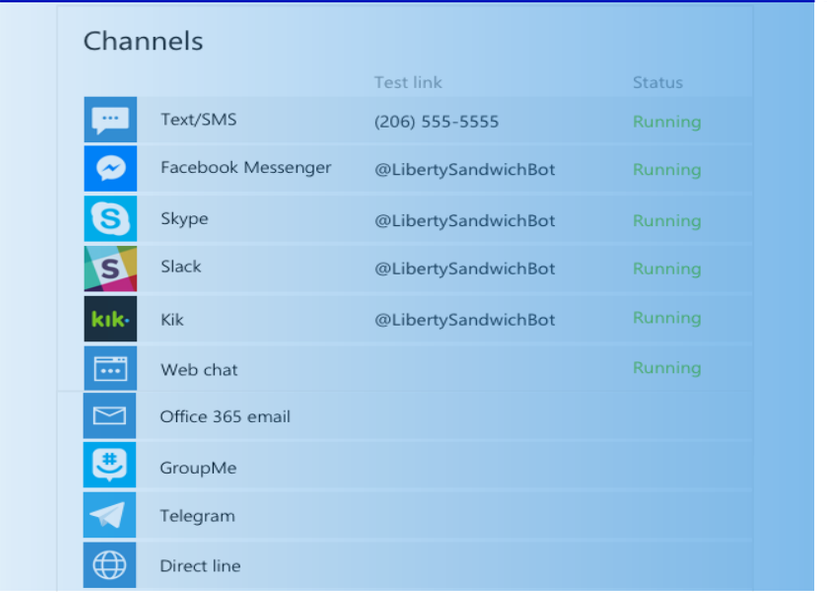
Bot Developer SDKs

Open source SDKs make it possible to bring your bot to life in minutes



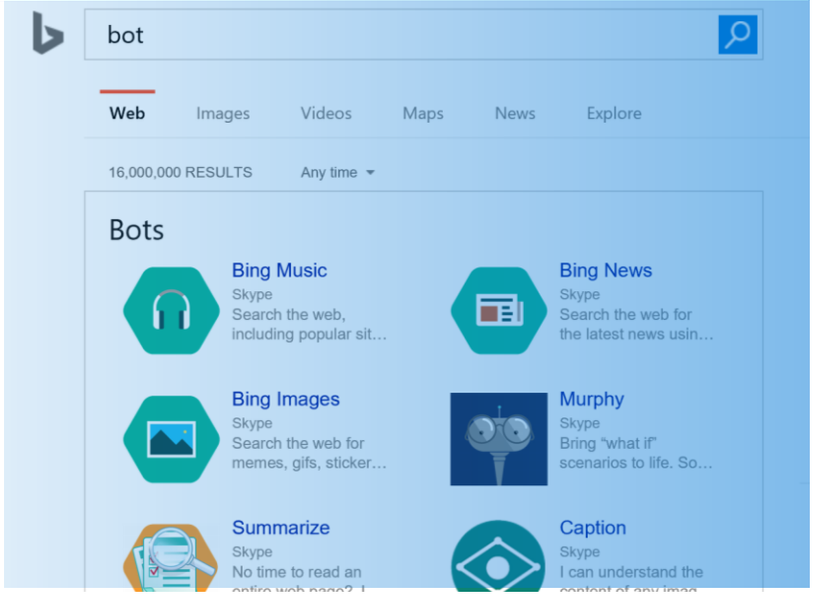
Bot Connector

Connect your bot to any or all of the top conversational experiences to reach >1B users



Bot Directory

Make your bot discoverable via Bing, Cortana and other Microsoft surfaces



ENGAGING EXPERIENCES WITH CONVERSATION AS A PLATFORM



Customer Service

Customer Opportunity

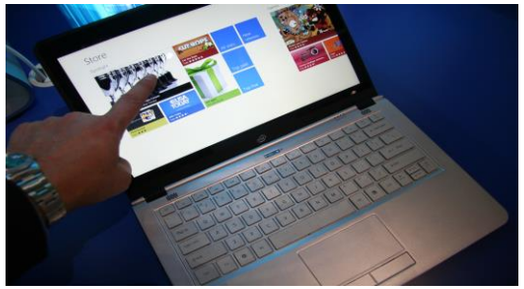
Amazing service means every interaction matters. 84% of of consumers use web or mobile self-service to find answers. Average annual agent turnover rate is 27%. 73% of customers say valuing their time is the most important element of good service.

Scope

- FAQ
- Account inquiries
- Open account
- Report fraud

Key Potential Benefits

- Reducing operating cost
- Improve customer satisfaction



Shopping Experience

Customer Opportunity

New channel for businesses to reach customers anywhere, on any platform or device, engage with customers in a natural way, expose products & services via messaging platforms

Scope

- Find the right product
- Information about product
- Recommend product

Key Potential Benefits

- New revenue sources
- Improve customer satisfaction
- Improve customer retention



Help Desk

Customer Opportunity

Similar to external customer services, the opportunity is to be able to resolve typical support issues without interacting with a human. In addition to reducing cost, this also leads to more flexibility since support session can progress based on user's preference and schedule.

Scope

- Problem troubleshooting
- New user on-boarding
- Password reset

Key Potential Benefits

- Reducing operating cost
- Improve employee satisfaction



Knowledge Worker Assistance

Customer Opportunity

Finding information in internal knowledge repositories can be time-consuming and frustrating. Intelligent bot can not only hide complexity of accessing multiple data sources but also help user narrow down the search via guided dialog.

Scope

- Product information
- Find the right document
- Find the right expert

Key Potential Benefits

- Improve employee productivity
- Reducing operating cost
- Improve customer satisfaction

Microsoft AI Portfolio

People



Agent



Applications



Services

Cortana Intelligence

- Cognitive Services
- Azure Machine Learning
- Bot Framework



Infrastructure

Microsoft Cognitive Services

Give your services a human side

Cognitive Services

Vision

From faces to feelings, allow your apps to understand images and video

Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent

Language

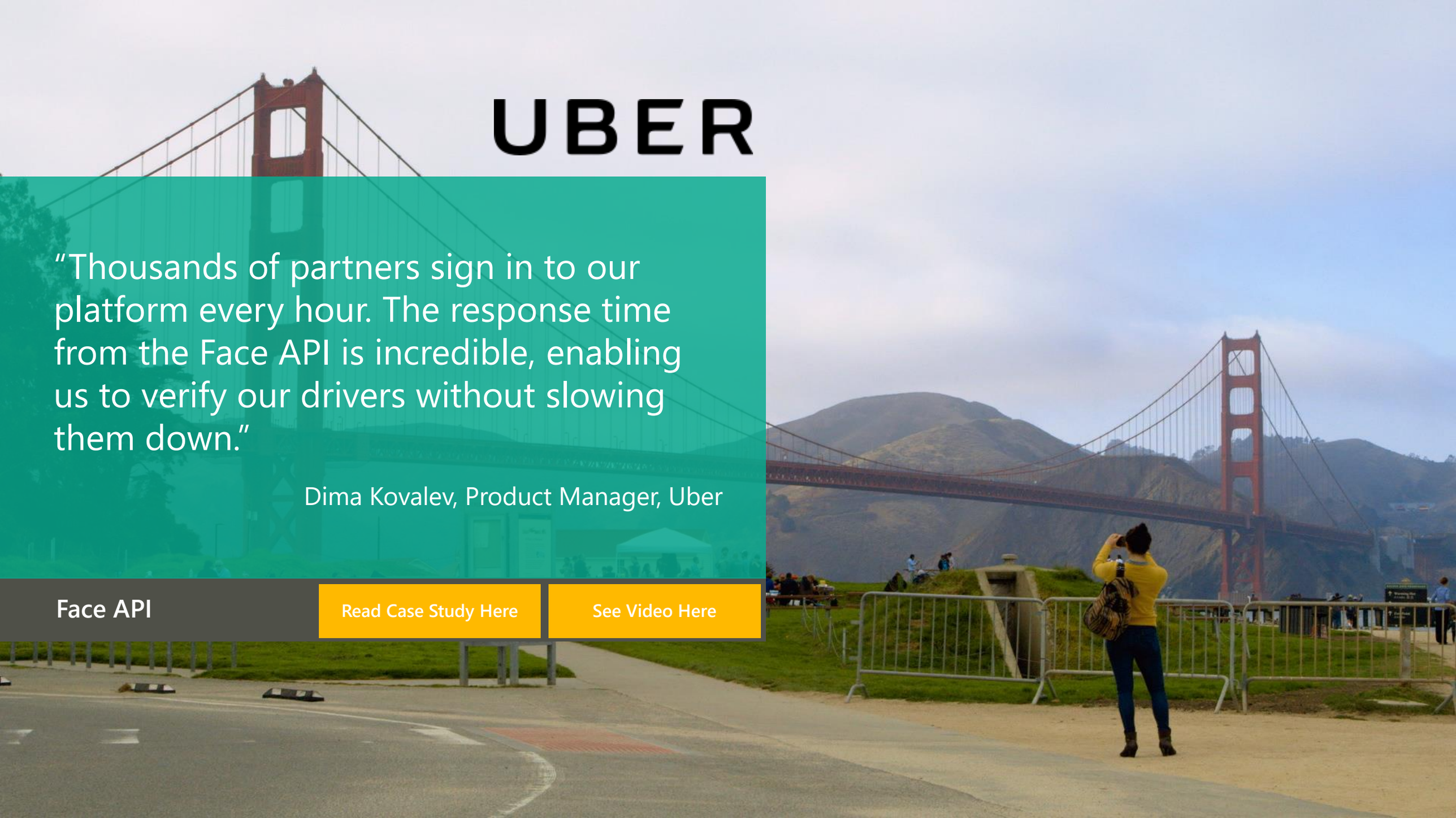
Process text and learn how to recognize what users want

Knowledge

Tap into rich knowledge amassed from the web, academia, or your own data

Search

Access billions of web pages, images, videos, and news with the power of Bing APIs



UBER

"Thousands of partners sign in to our platform every hour. The response time from the Face API is incredible, enabling us to verify our drivers without slowing them down."

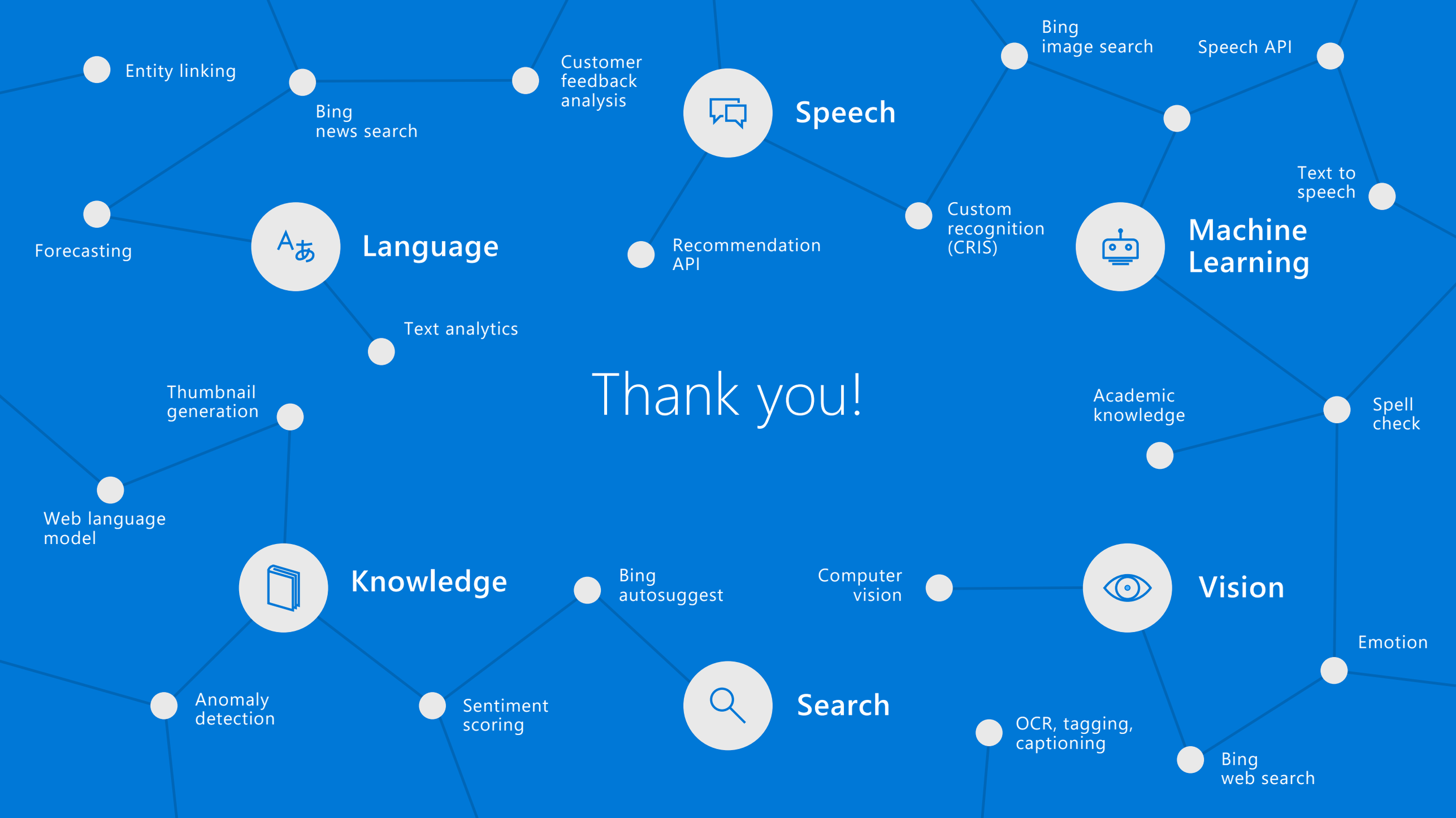
Dima Kovalev, Product Manager, Uber

Face API

Read Case Study Here

See Video Here




Entity linking
Bing news search
Customer feedback analysis
Speech
Bing image search
Speech API
Forecasting
Language
Recommendation API
Custom recognition (CRIS)
Text to speech
Machine Learning
Text analytics
Thank you!
Thumbnail generation
Academic knowledge
Spell check
Web language model
Knowledge
Bing autosuggest
Computer vision
Vision
Emotion
Anomaly detection
Sentiment scoring
Search
OCR, tagging, captioning
Bing web search

Microsoft

Thank you!

www.microsoft.com/cognitive

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