

February 5th, 2018



Training the Digital Virtual Agent

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The Digital Virtual Agent

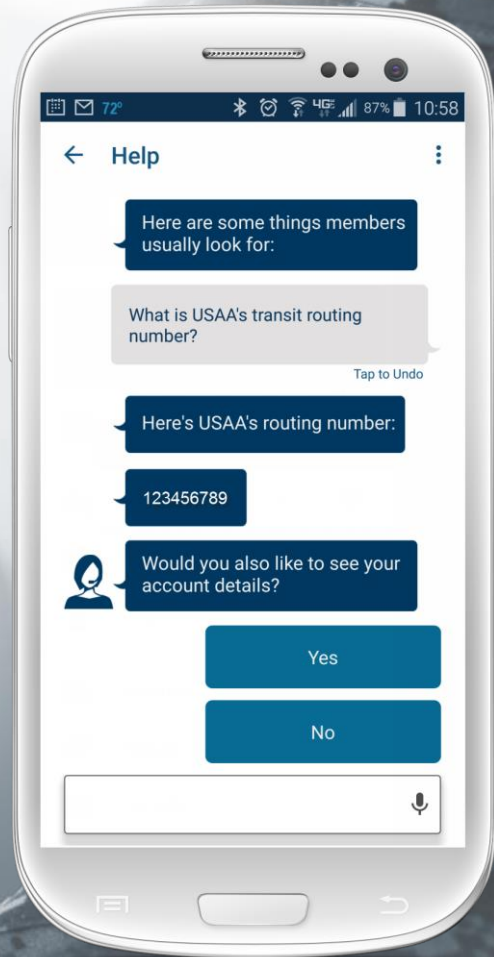
>900k

members per month
engage with the
digital assistant.

The digital agent
has

>2M

conversations per
month.





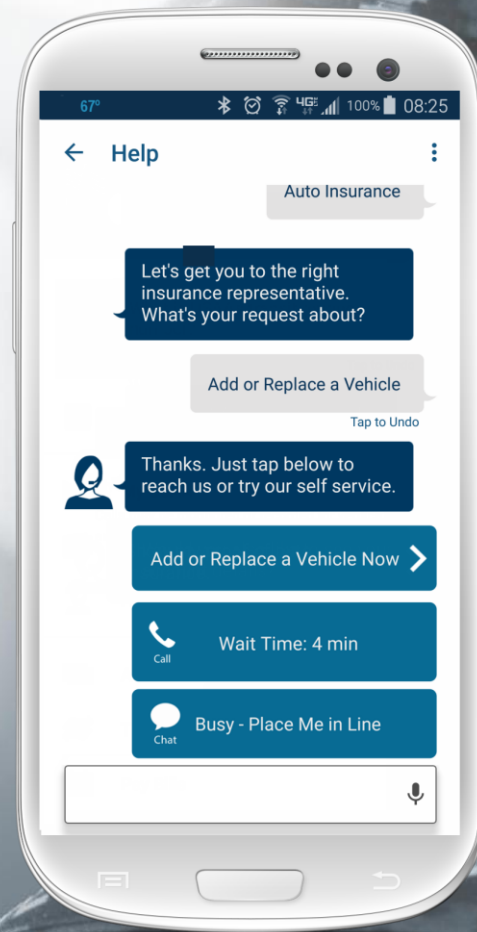
The Digital Virtual Agent

89%

Containment rate i.e.
89% members that
engage the digital
agent, do not escalate
to a live representative.

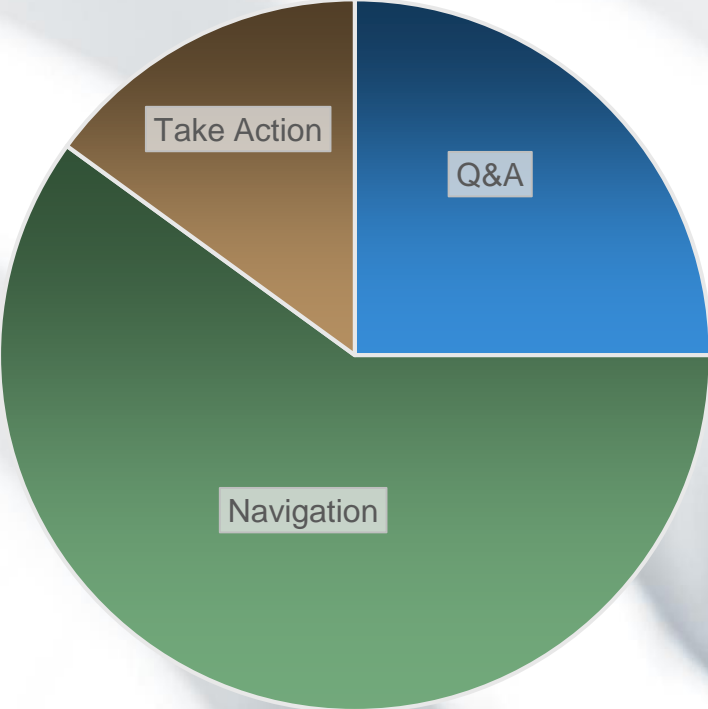
The digital agent
accurately routes to
live member contacts.

90%





Digital Virtual Agent Interactions





Interaction Types

Understanding

Questions and Context – NLU+



Responses

“Simple”

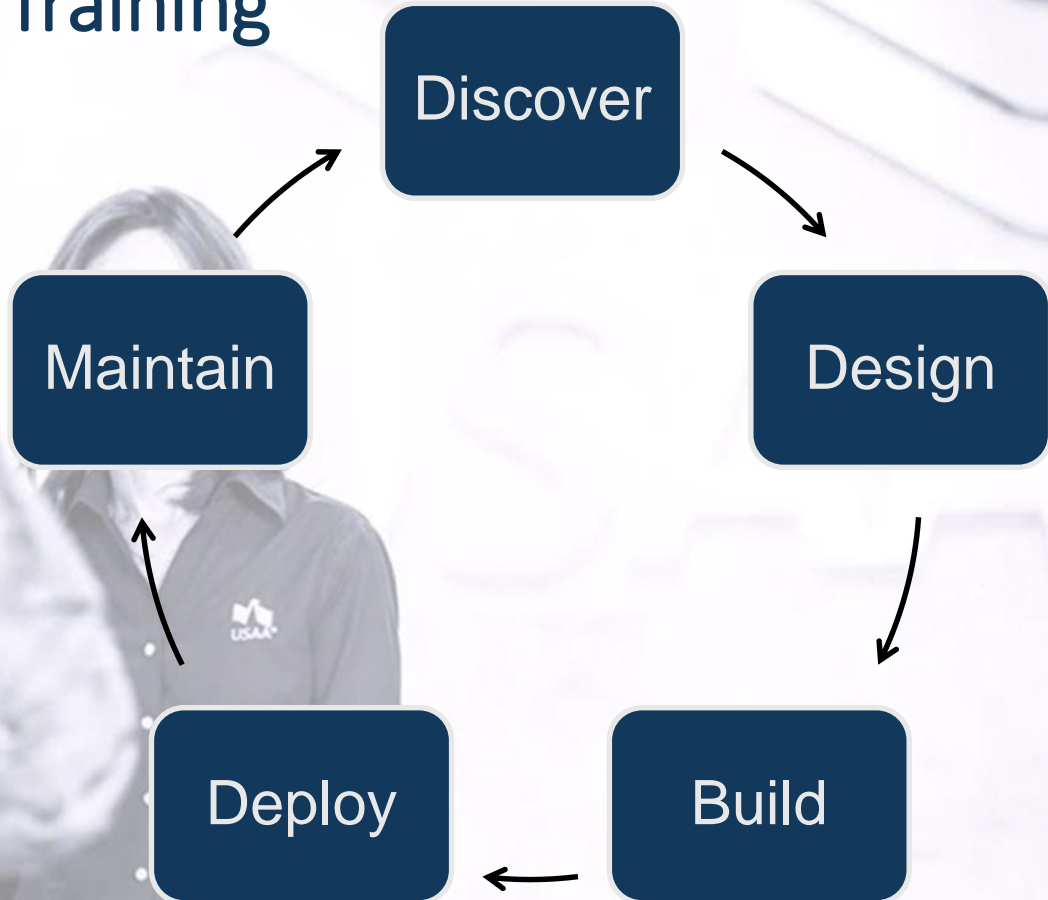
Complex – Account

Complex – Dialogue

Transactional



The Phases of Training





Conversational Development Team

Infrastructure Development
& Integration

UI Development
& Integration

UI / UX Design



Team Leadership

Quality Assurance
& Risk / Compliance

Data Science
& Analytics

Conversational Design
& Development



AI Toolkits and Frameworks

Differences in toolkit features influence process.



Where AI & ML Enhance Training

Recognition & “Understanding”

What is my checking account balance?

“Simple” Responses

You can find balance information [here](#).



Where AI & ML Enhance Training

Conversational Analytics

Tuning and New Opportunity

User Interface (UI)

Topic Hints, search suggestions, positioning



Human Interaction Needed for Training

Complex Responses

Database interactions , conversational dialogue

Transactional

Card replacement, updating contact info



Thank you...

