

# Characteristics of Highly Effective Enterprise Virtual Assistants

Amy Stapleton

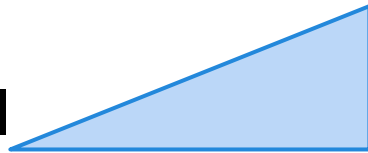
Author of the Virtual Agent Chat Blog

Intelligent Factors, LLC

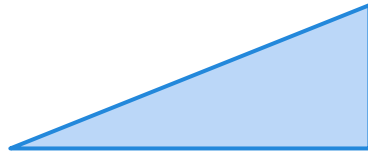


# 7 Key Characteristic Categories

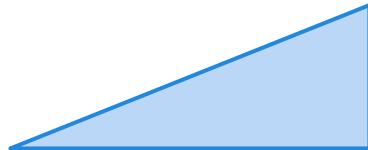
Conversational  
Ability



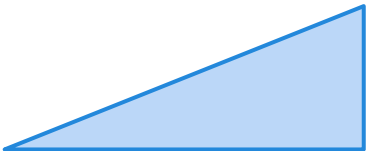
Knowledge  
Breadth



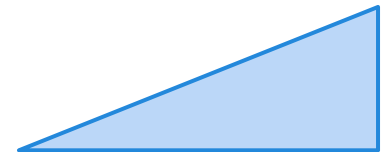
Embodiment



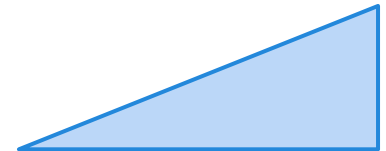
Persona



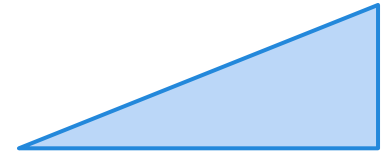
Search  
Prowess



Transactional  
Ability

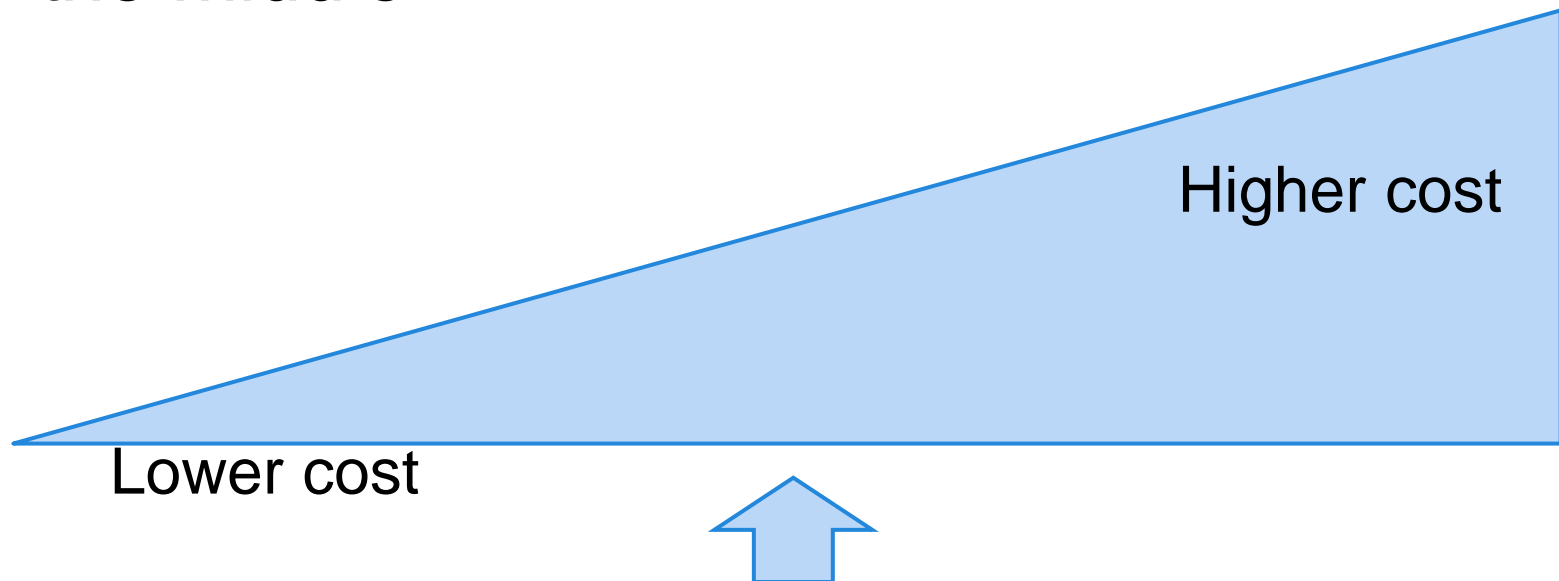


Analytics

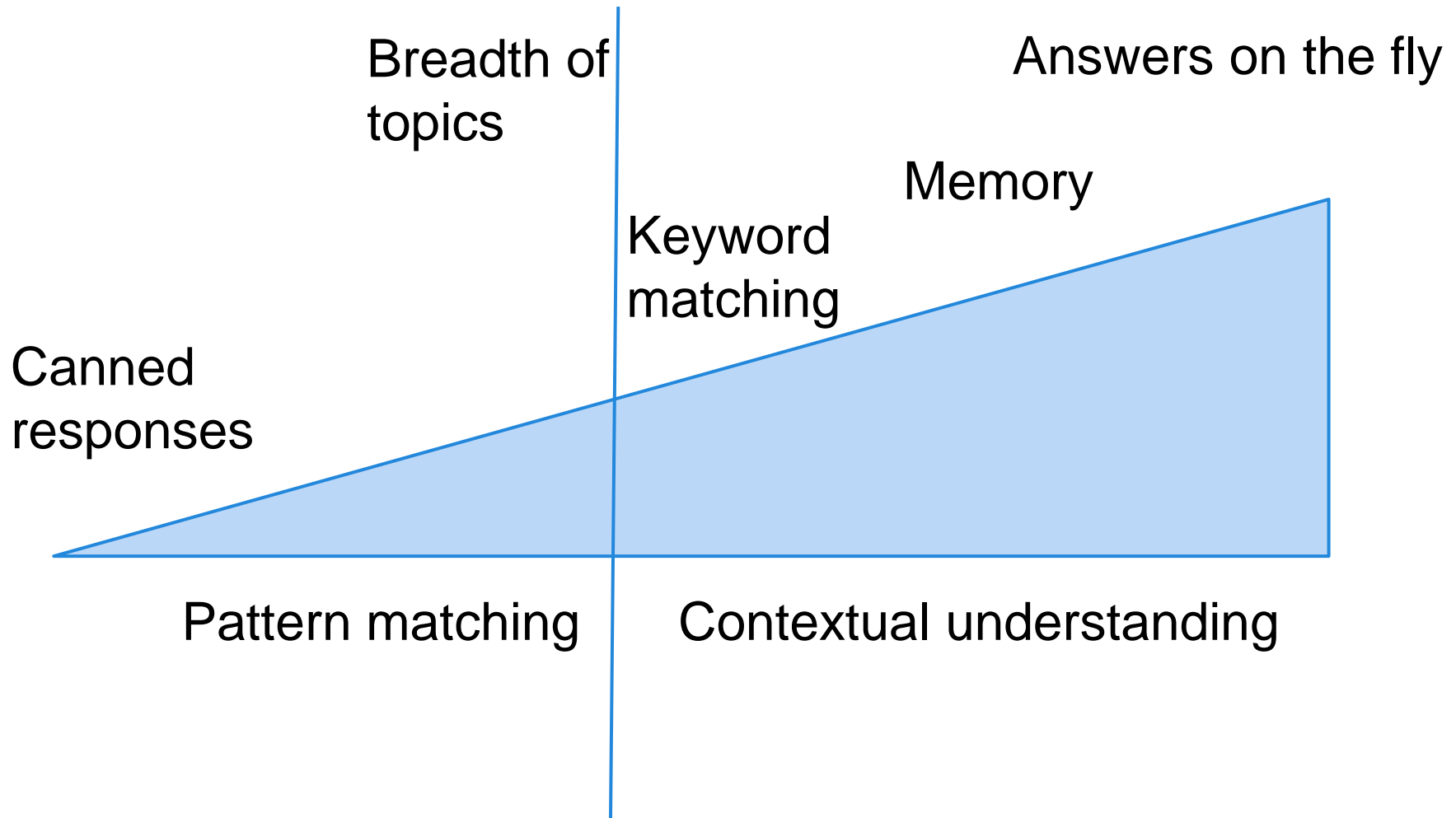


# The Spectrum of Capabilities

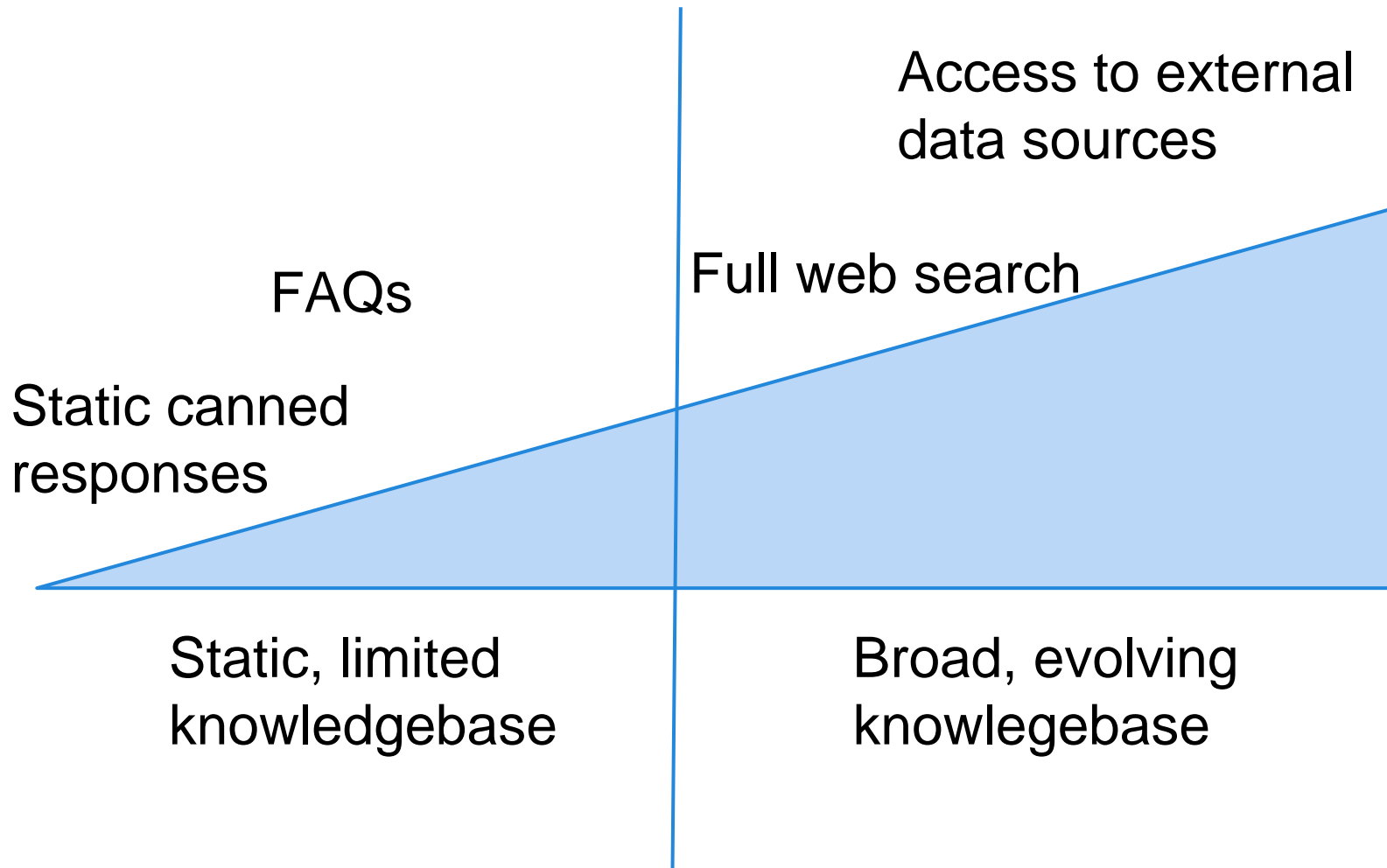
- For each key characteristic, there is a spectrum
- Your business requirements may be satisfied by something at the lower end or in the middle



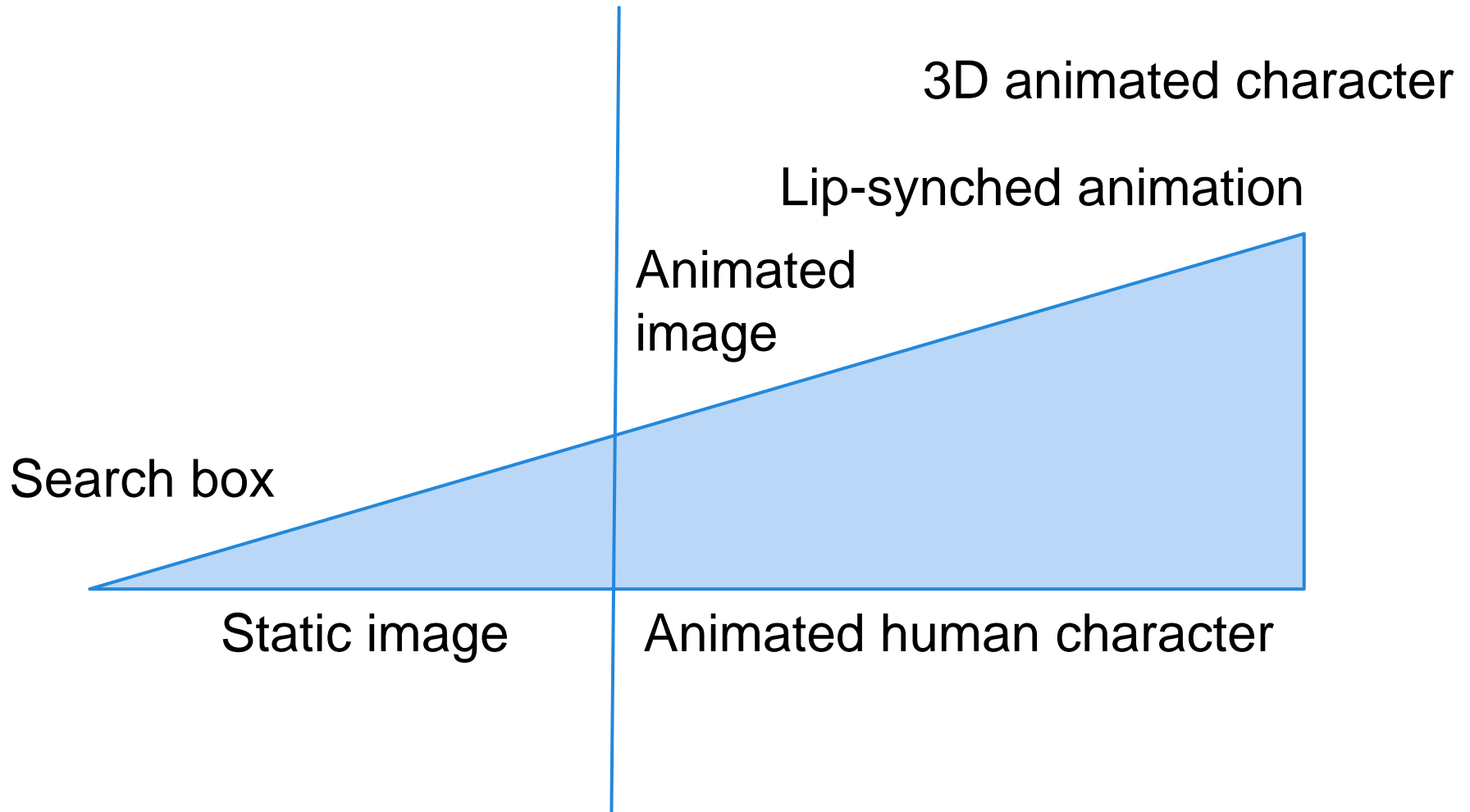
# Conversational Ability



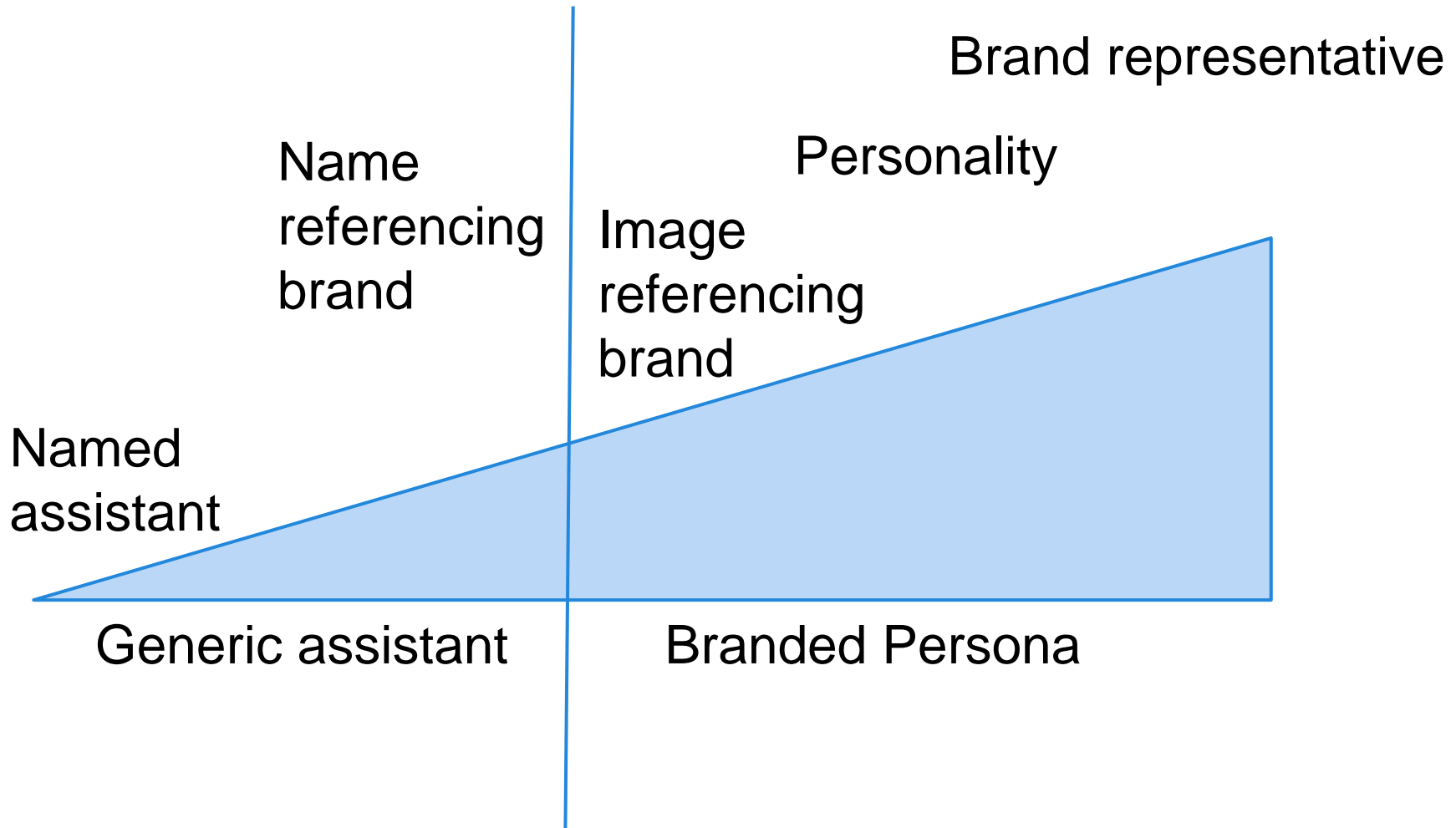
# Knowledge Breadth



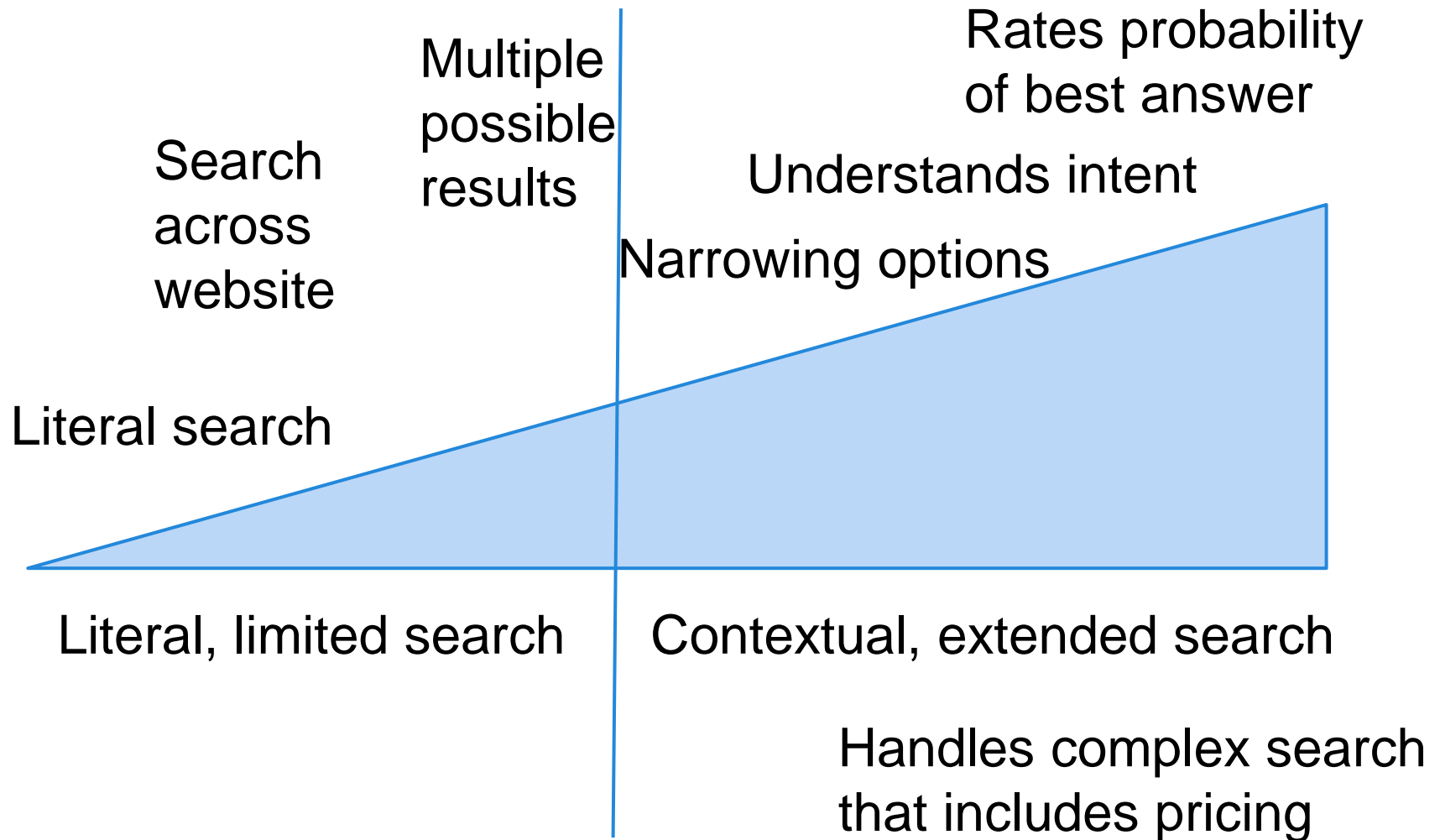
# Embodiment



# Persona

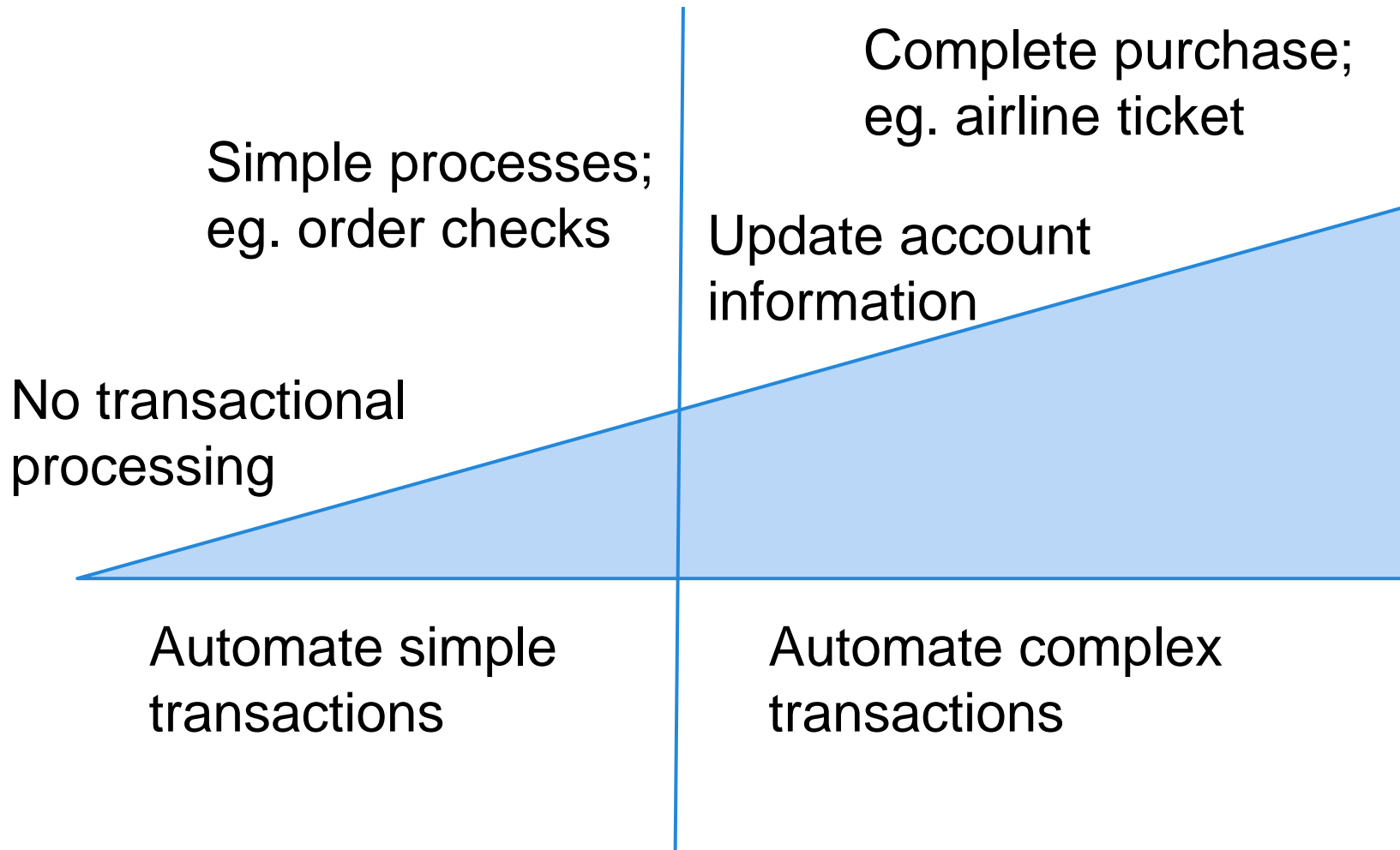


# Search Prowess

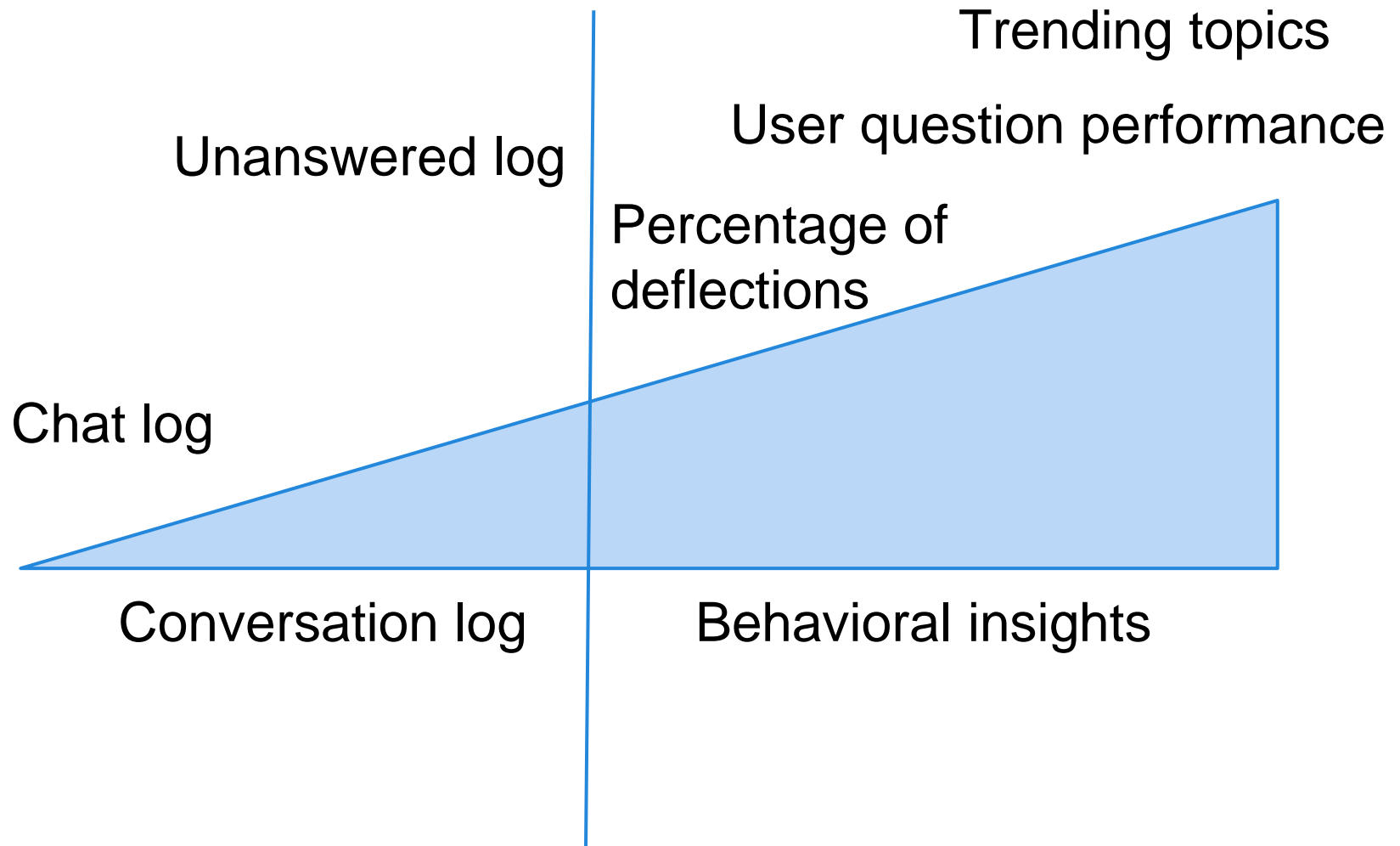




# Transactional Ability

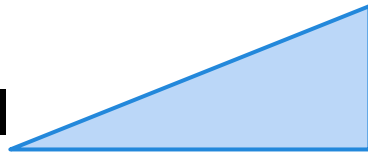


# Analytics

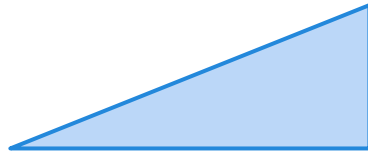


# 7 Key Characteristic Categories

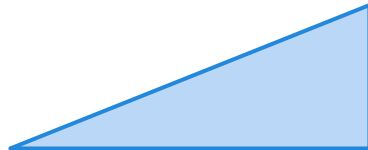
Conversational  
Ability



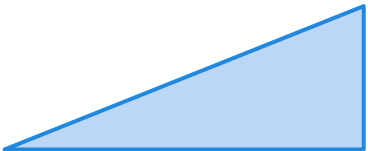
Knowledge  
Breadth



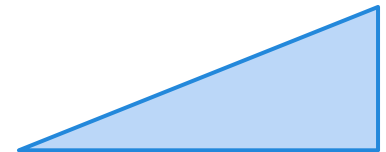
Embodiment



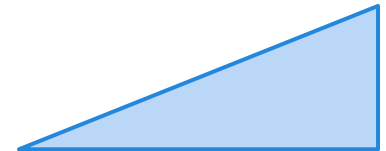
Persona



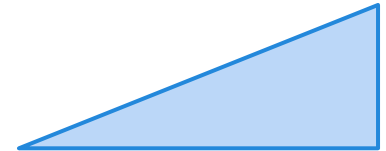
Search  
Prowess



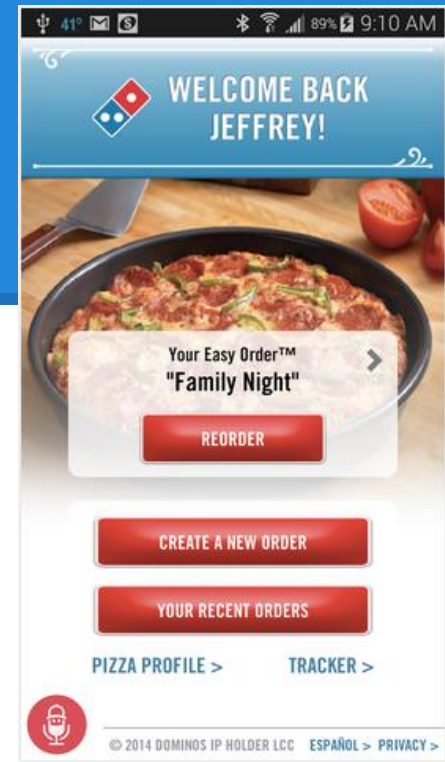
Transactional  
Ability



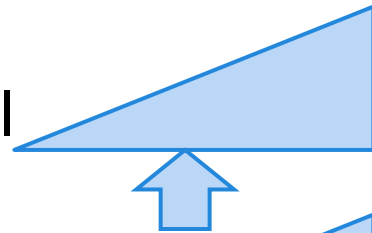
Analytics



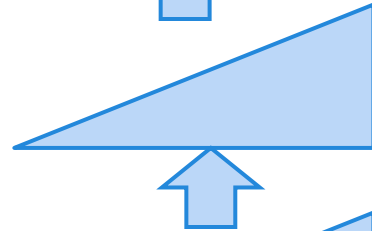
# Example 1: Dominos Dom



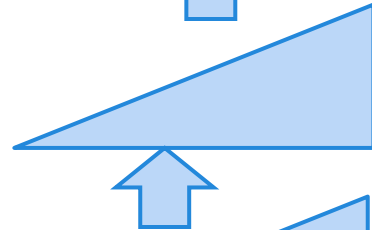
Conversational  
Ability



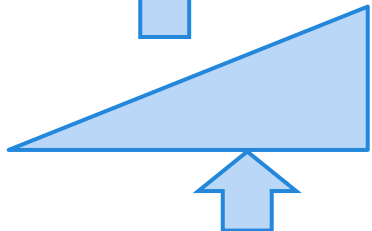
Knowledge  
Breadth



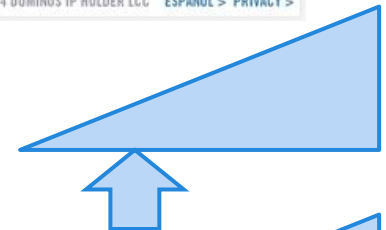
Embodiment



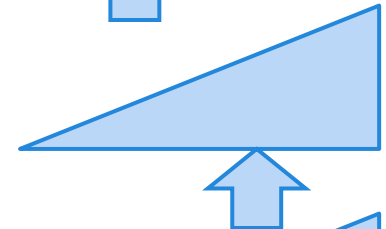
Persona



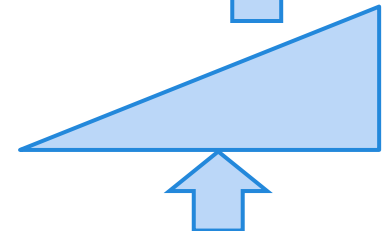
Search  
Prowess



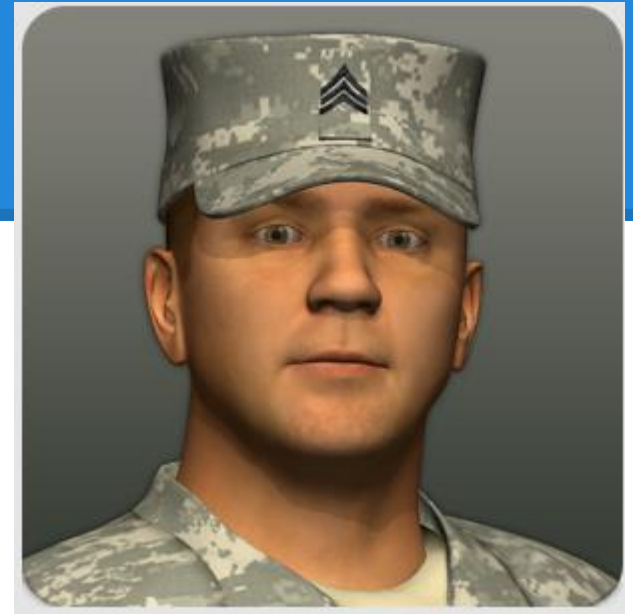
Transactional  
Ability



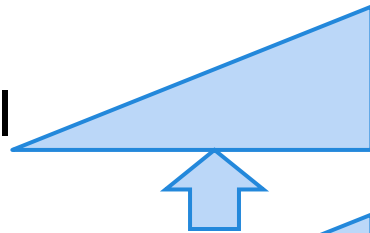
Analytics



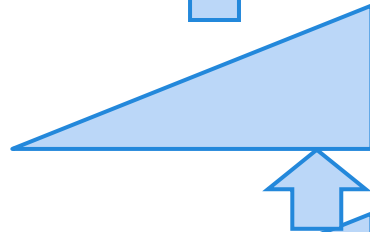
# Example 2: Sgt. Star



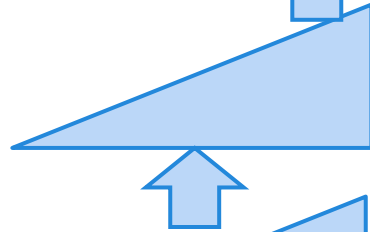
Conversational  
Ability



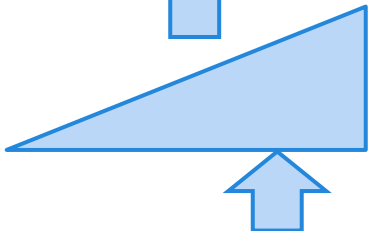
Knowledge  
Breadth



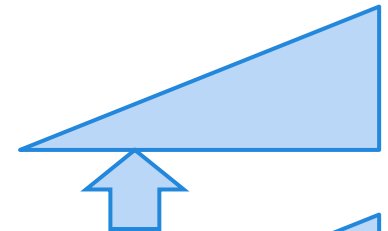
Embodiment



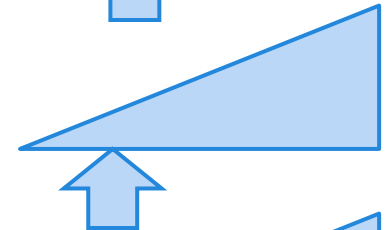
Persona



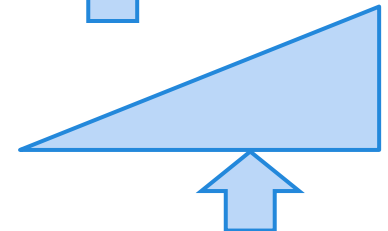
Search  
Prowess



Transactional  
Ability



Analytics

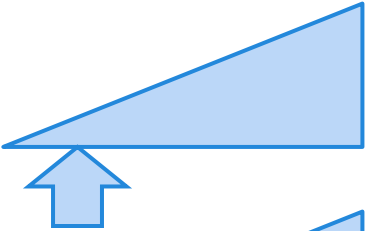


# Example 3: Kyla

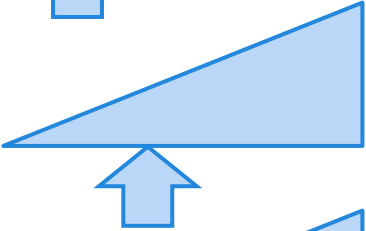
## Colorado Health Exchange



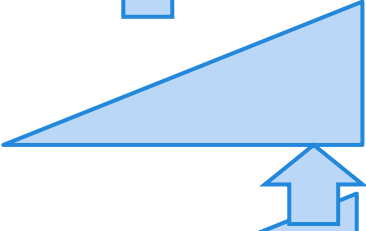
Conversational  
Ability



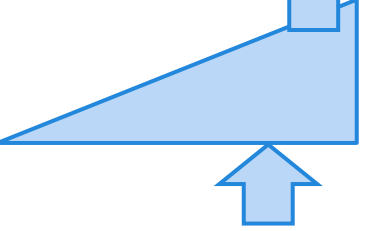
Knowledge  
Breadth



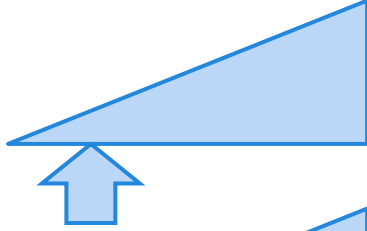
Embodiment



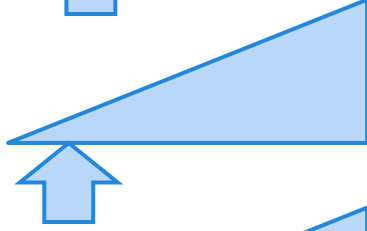
Persona



Search  
Prowess



Transactional  
Ability



Analytics

