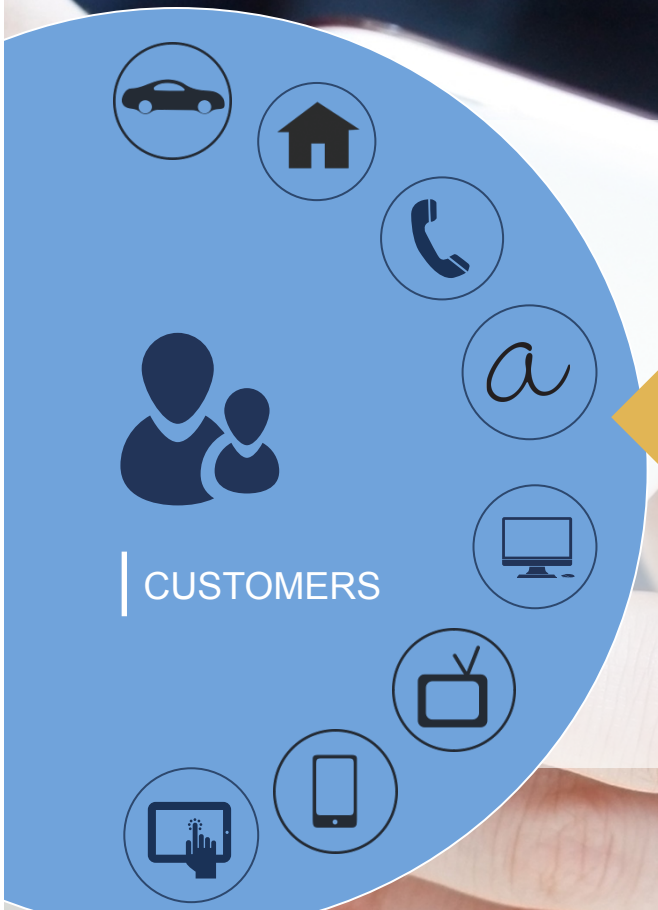
interactions™
Mobile Voice
Conference 2015
The Intelligent Connection

UNIVERSAL CONVERSATIONAL INTERFACE



CUSTOMERS

Inbound

Outbound

TALK, TEXT OR GESTURE

HOW CAN I HELP YOU?

ADAPTIVE UNDERSTANDING™

- Customer care
- Mobile virtual assistants
- Transcription
- Technical Support
- Smart home
- Connected car
- IoT

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INTERACTIONS + AT&T WATSON

- In December 2014, Interactions closed on the acquisition of the globally-renowned AT&T Watson research and technology division.

- **VISION**

  Bring to market a universally accurate, natural language interface that works seamlessly across devices, applications and systems

  - Provide flexible market alternative
  - Enable highly intuitive interfaces that work

- **THE INTERFACE OF THINGS**

  Powering the coming wave of speech and multi-modal devices and services.

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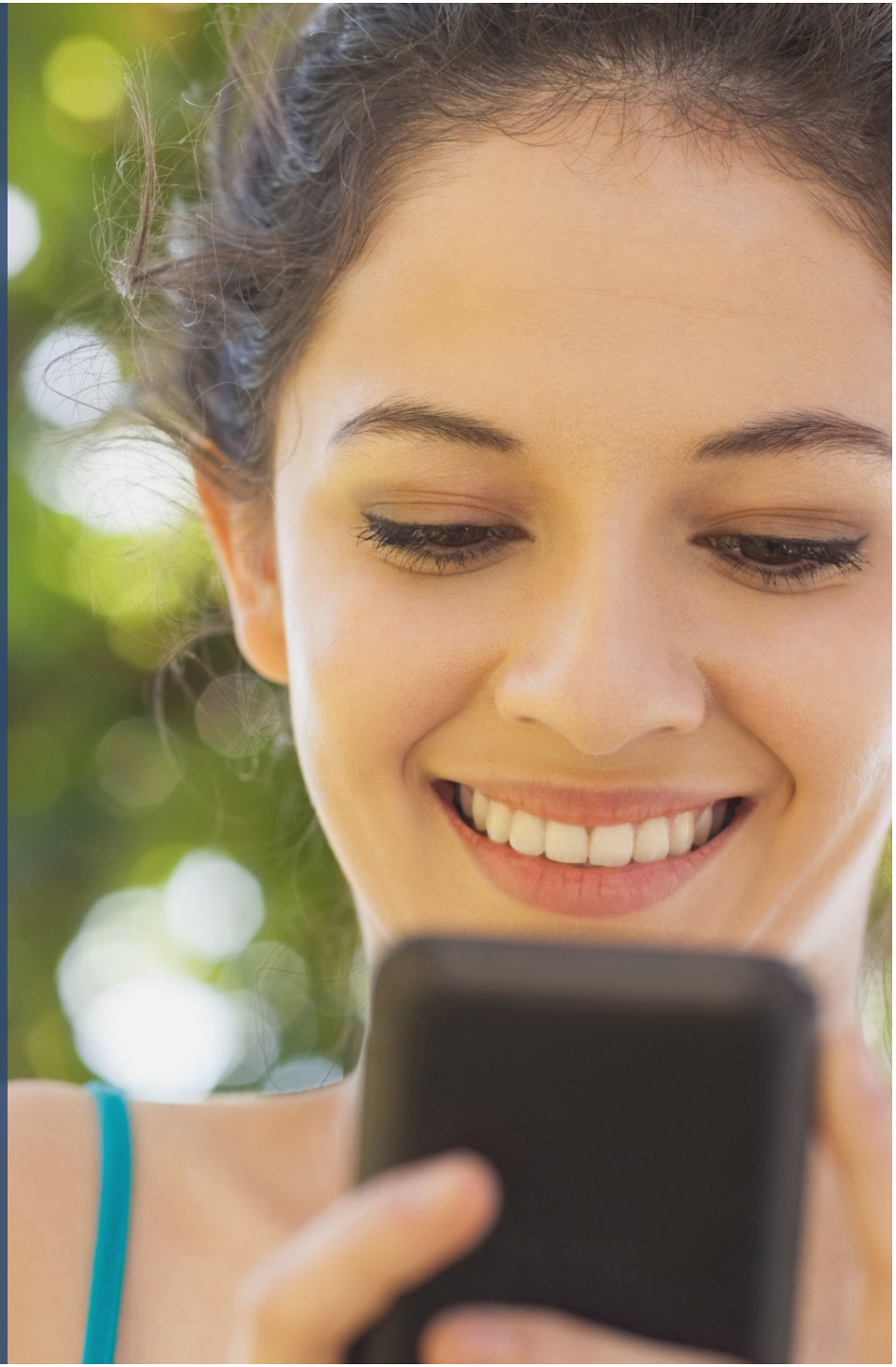
Making A Call Center Feel Like A Personal Assistant

- Is this a worthy goal?
- What are the positive attributes we wish to carry forward
  - Personalized
  - Intuitive
  - Easy
  - Fun
- Challenges



Challenges Creating Natural Language Interfaces

- Errors
  - Task Impacting
  - Word level
  - NLP level

- Reliability and robustness across large user populations and real world noise conditions
- Broad dialog and application capabilities to meet user requests
- Cost and complexity of designing and building
- Reacting to changing business and user needs

Best Practice Approaches

- Design
  - Holistic customer centric design
  - True natural language dialogs
  - Multimodal and Multi-channel
- Advanced Technologies
  - Integrated ASR & NLU to minimize errors
  - Machine Learning at both the ASR and NLU level
  - Adaptive Understanding that combines AI with real human understanding
- Development
  - Consider deployment as the start of the application life cycle not the end
  - Refinement
  - Fast reaction to changing business and customer needs

KEYS TO SUCCESS

- Intuitive
- Easy
- Functional
- Natural

Example

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