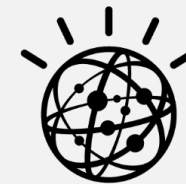




TALKING COMPUTERS AS SALES AGENTS

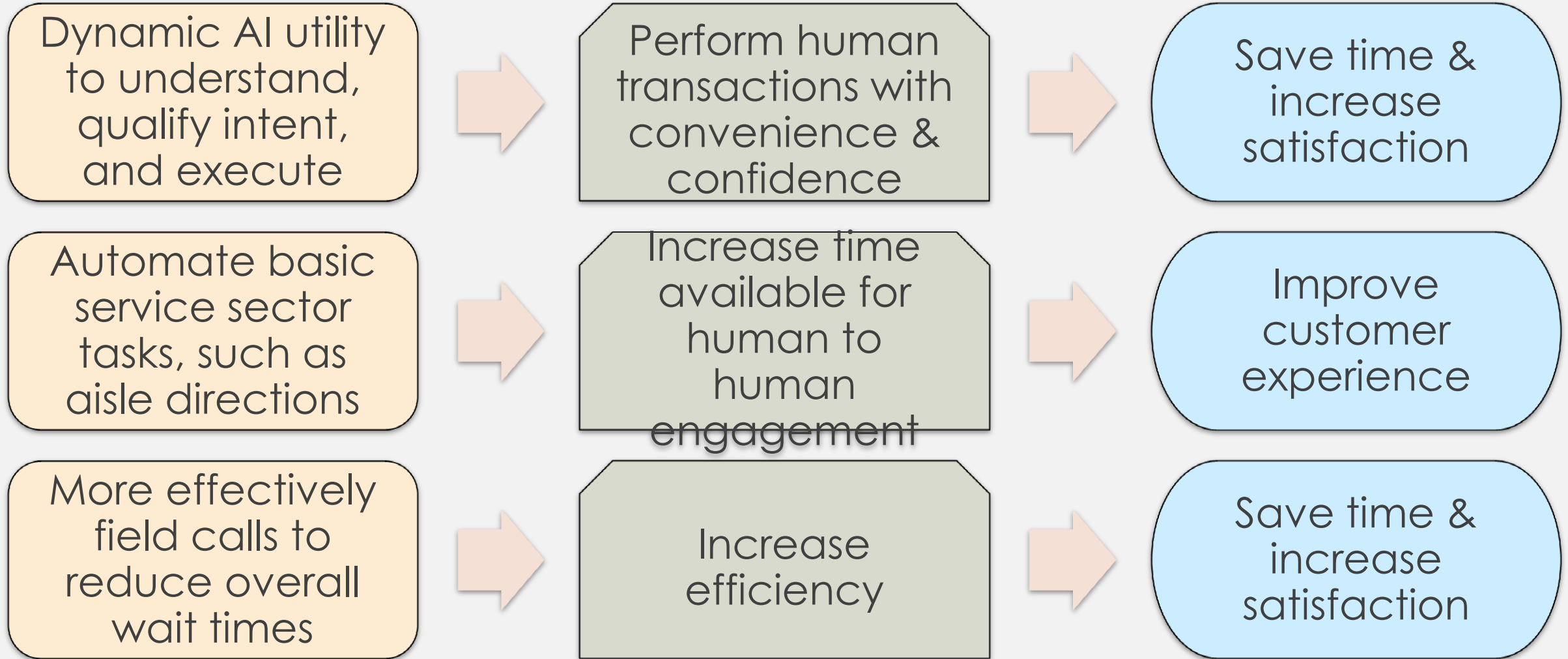
JEH DARUVALA
JEH@YACTRAQ.COM



KEY DRIVERS OF VIRTUAL AGENTS

- Far more cost effective than people in many situations
- Potentially, far more knowledgeable than people
- Compelling UX cases for safety or convenience; in the car, hands-free, accessibility, etc.
- Traditional UI (keyboard/mouse/touch) can be limited in the case of IOT
- AI 'personalities' – 2D vs. 3D
 - Siri may be helpful, but is limited to simple search and 'remind me' transactions – 2D
 - A digital assistant that can understand context, qualify intent, and execute human transactions – 3D

HUMAN VALUE OF VIRTUAL AGENTS



THE IMPORTANCE OF CONTEXT

A 3D AI personality must be able to understand context to be able to qualify intent.

Without context, there is no framework for intelligence.

CORETRAQ

How can you give speech systems the capability to understand context?

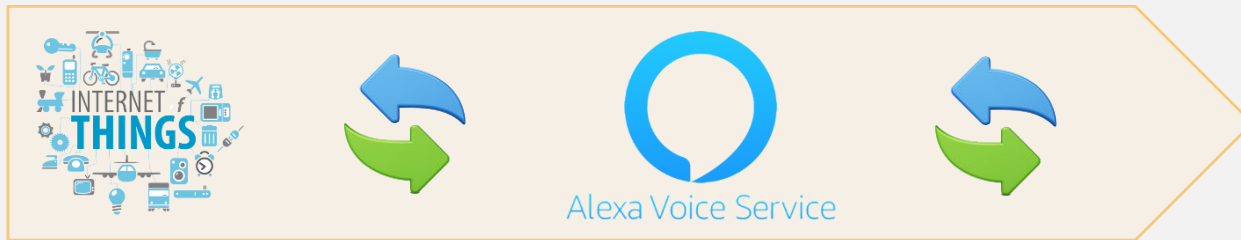
With [CoreTraq](#) – Yactraq's custom vocabulary platform for speech systems.

- [CoreTraq's](#) Custom Conversational Capabilities allow speech technology to understand context through:
 - Machine Learning
 - Class Based Language Models
 - Synthetic Data Generation
 - Human Augmented Training Data

BUILDING ON EXISTING PLATFORMS

- Existing platforms can utilize CoreTraq to understand context and increase the level of AI personalities, thereby increasing their human value
- CoreTraq's machine learning driven custom vocabularies can build on and integrate other platform components to power speech systems
- Use cases:
 - Amazon Echo (Alexa)
 - IBM Watson
 - Open Source – SIRIUS

USE CASE: AMAZON ECHO (ALEXA)



CoreTraq CCCs allow:

- Alexa's personality to grow more into 3D
- Skills to grow so you can
 - Have a conversation with Alexa on the next book you want to buy
 - Order food for delivery
 - Buy movie and event tickets
 - Make restaurant reservations

- User can issue Ask or Tell requests
- "Skills" are essentially back-end services
- A service is implemented as a set of "Intents"
- User defined and built-in intent/s
- User defined text or audio as response
- 50k custom terms

USE CASE: IBM WATSON



- **CoreTraq** Custom Conversational Capabilities can train Watson's Dialog API to understand product context and vendor specific vocabulary.
- **CoreTraq** converts the Dialog API chatbox into a talking computer that consumers can engage with through speech.

USE CASE: IBM WATSON – DIALOG API EXAMPLE

Watson: Hi! I can help you order a pizza, what size would you like?

Customer: I'd like a large

Watson: What toppings are you in the mood for? (Limit 4)

Customer: Cheese and pepperoni

Watson: Do you prefer pickup or delivery?

Customer: Delivery

Watson: Ok, I have one Large Cheese & Pepperoni pizza for delivery. Is that correct?

Customer: Yes

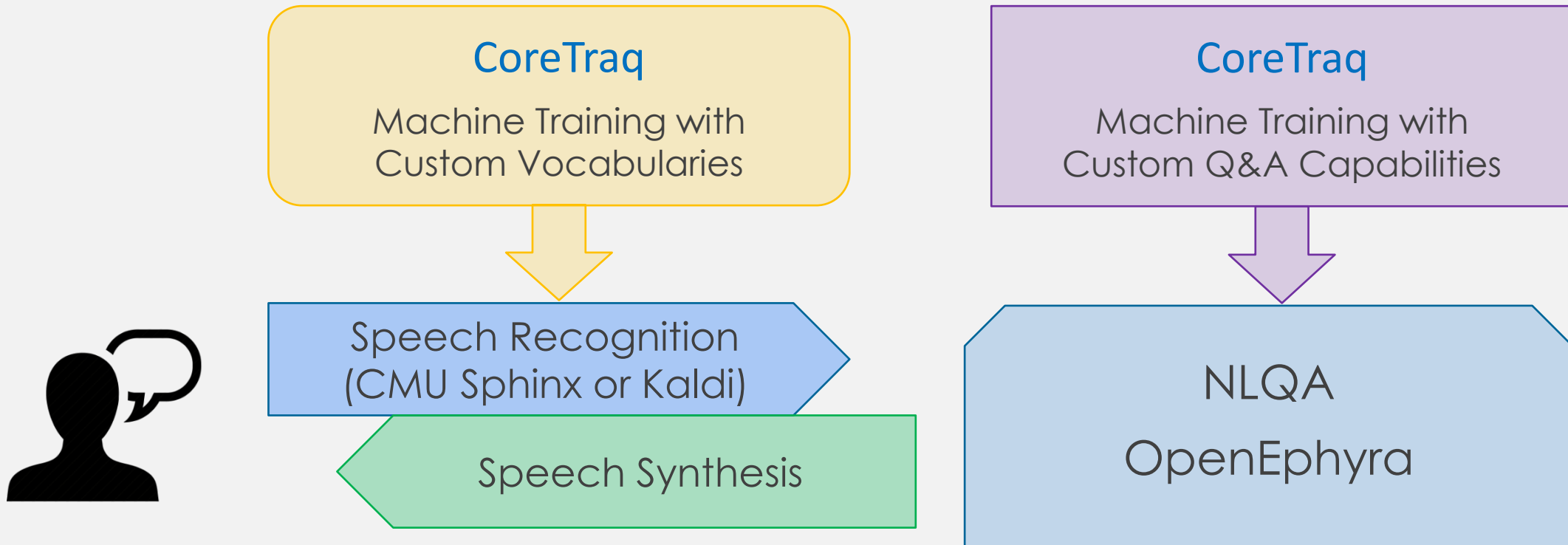
Watson: Sounds good! Your pizza will be ready in 20 minutes. Do you want to order another?

Customer: No, thanks!

Watson: Okay, thank you for your order! Just let me know if you want to place another order.

- Consumer dialogs with talking computers require customization specific to each vendor that go beyond Watson's general vocabulary.
- Product terms, context, and logistical terms must be defined for each vendors specific business.

USE CASE: OPEN SOURCE - SIRIUS



- **CoreTraq** Custom Conversational Capabilities can train open source Q&A systems to understand product context and vendor specific vocabulary, and convert chatbots to talking computers