



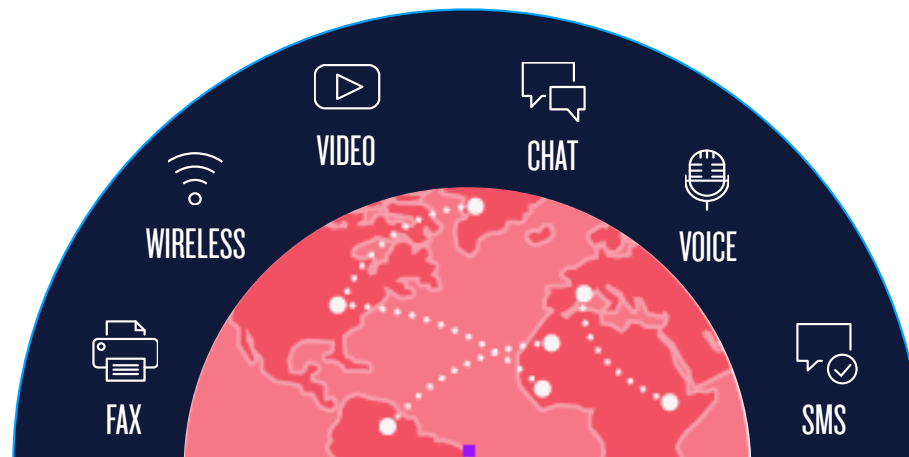
CONVERSATIONAL BUILDING BLOCKS

WHAT IT TAKES TO BUILD GREAT CONVERSATIONAL EXPERIENCES

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Conversational AI
Twilio



COMMUNICATIONS API PLATFORM





TWO BIG CHALLENGES

SCALING YOUR OPERATION WHILE IMPROVING YOUR CUSTOMER EXPERIENCE

IMPROVING AGENT EFFICIENCY WITHOUT HURTING CUSTOMER EXPERIENCE



WHAT'S GOING ON IN THE MARKET?

Consumer behavior is changing.

People are getting used to talking to computers.

There is an emergence of messaging channels

Explosion of consumer messaging apps that vary across ages and countries

AI is everywhere. Consumers expect it.

Consumers expect the systems they interact with to be smart by default.



Consumer behavior is changing.

People are getting used to talking to computers.



Speech recognition is back but VoiceXML grammars are hard to build, hard to maintain and do not scale beyond voice

There is an emergence of messaging channels

Explosion of consumer messaging apps lower the barriers for consumer interaction

NOW WHAT?

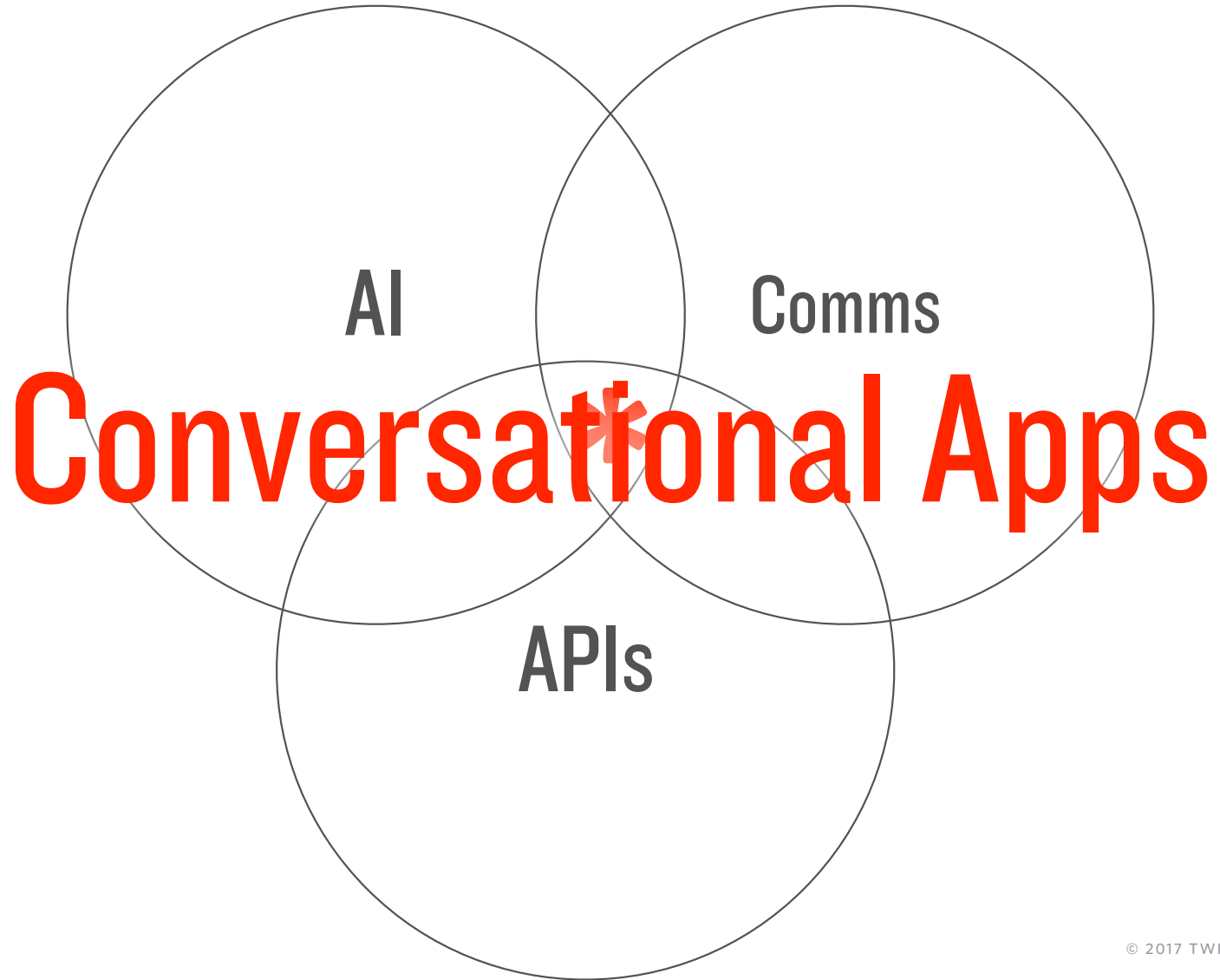
Inbound volume grows by orders of magnitude with new messaging channels and becomes really hard to manage.

AI is everywhere. Smart by default

Consumers expect the systems they interact with to be smart by default.



Companies can't wait multiple years to get the benefits of their AI investments.





Conversational Apps

Applications, devices and systems that interact with users in human terms.



Conversational Apps

Smart Assistant
Apps

Natural
Language IVRs

Smart
Devices

Chatbots

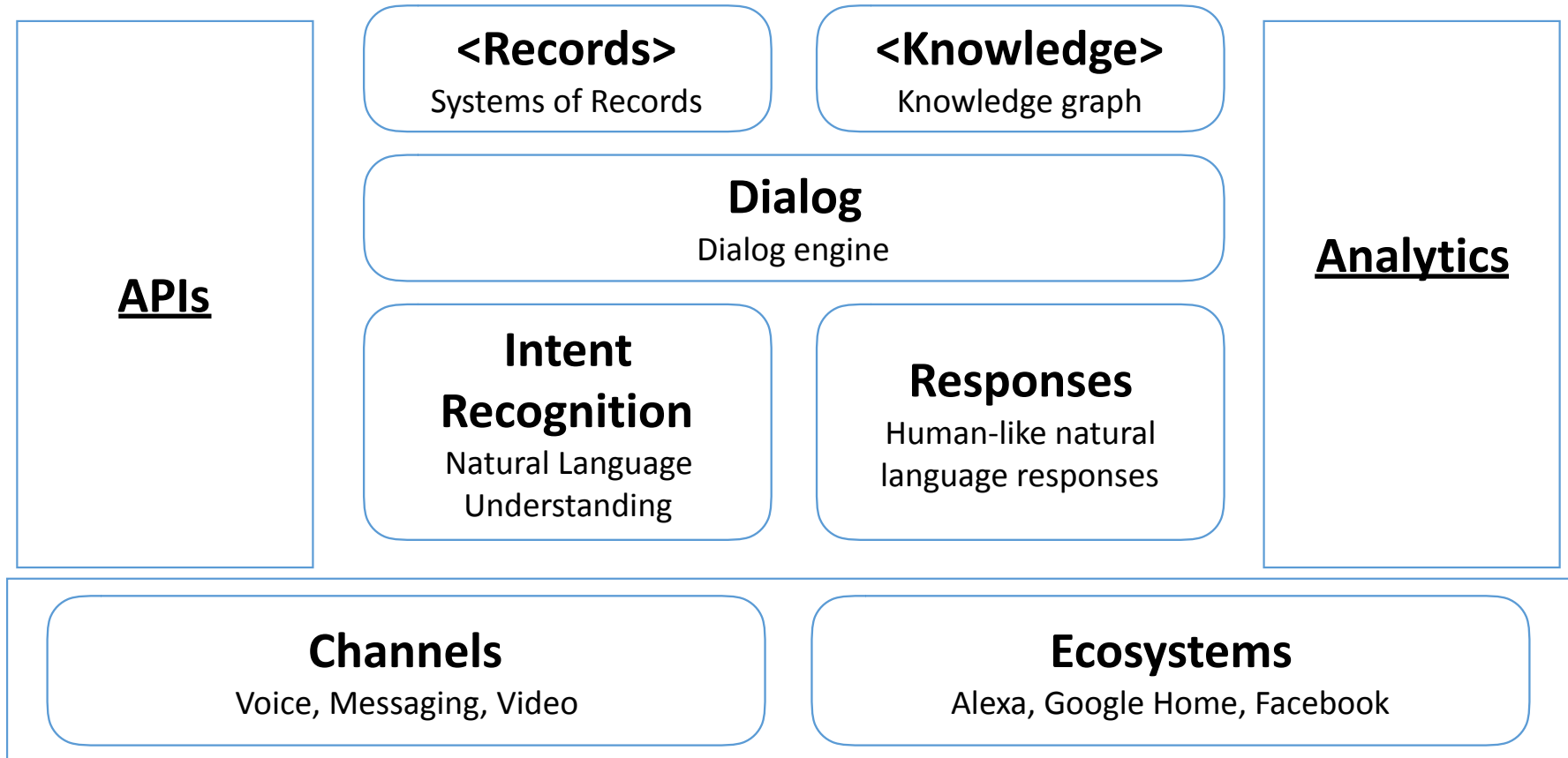
SMS Dialogs



CONVERSATIONAL BUILDING BLOCKS



CONVERSATIONAL BUILDING BLOCKS





CHANNELS & ECOSYSTEMS

Plan for omni-channel

Decouple the intelligence layer
from the channels and
ecosystems

Important design differences
between channels



INTENT RECOGNITION & ENTITY EXTRACTION

Spend time and effort on your
intent and entity modeling

You are never done. Build a
process into your workflows

A/B Test every change



DIALOG MANAGEMENT

Who's the user, and where are they coming from

What are they trying to do

At what stage are they, and what is known so far



RESPONSES

How to sound human ->
natural language generation

Differentiate system of record
vs. knowledge responses

Key integrations / systems you
need



API & ANALYTICS

Integrate with your business logic.

Visualize both the user behaviors and the quality of the experience

Whatever you do, don't go into it blind



Understand

Create intelligent, reliable and scalable conversational apps like Smart IVRs, Messaging Bots or Assistant Apps to enhance your customer engagement.



Understand

Train once, reply everywhere

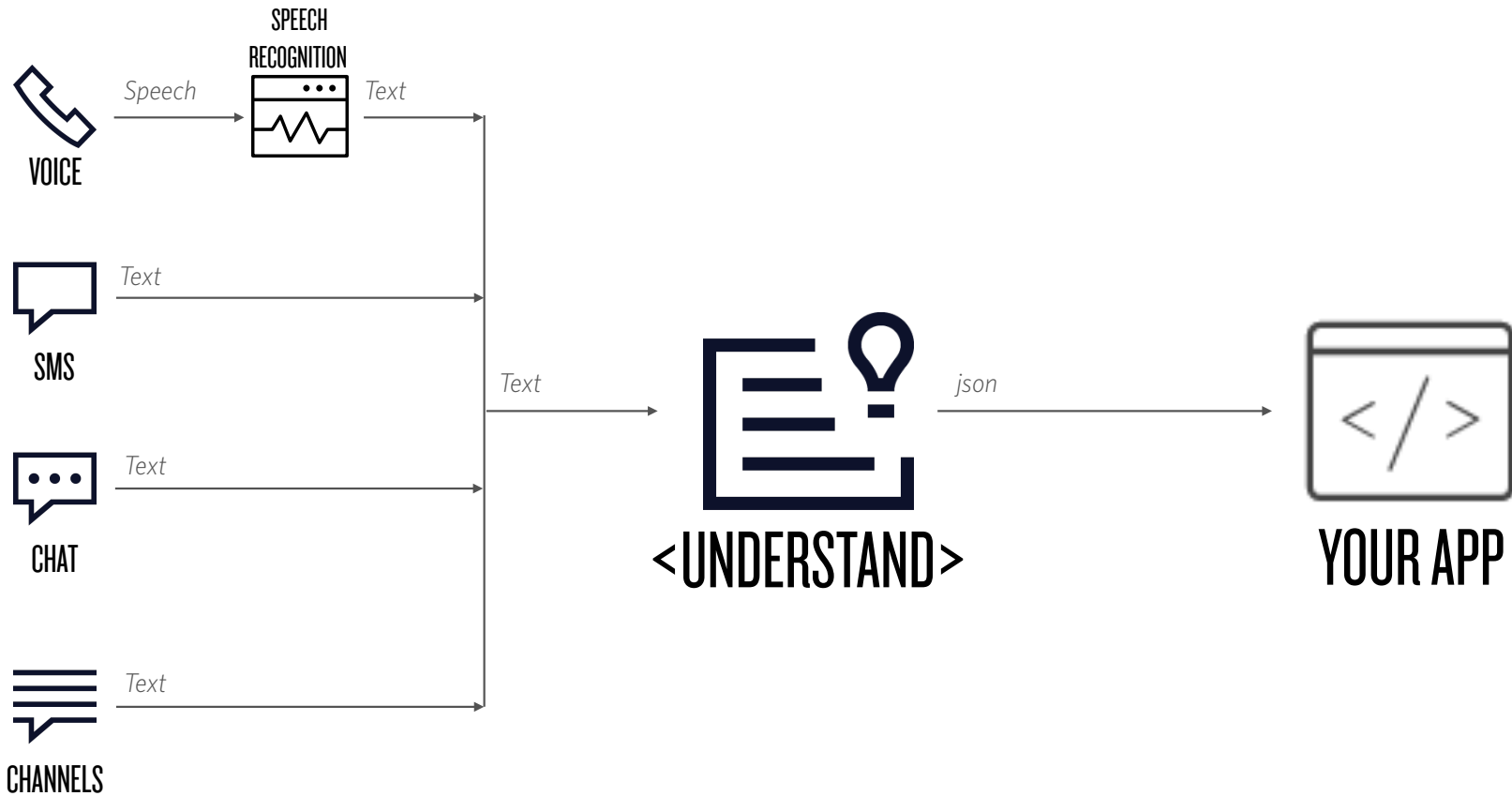
Deploy omni-channel conversational apps and bots across Voice, Messaging and Smart Assistants.

Enterprise-grade, your data is your data.

Twilio complies with the most rigorous data standards. As an enterprise platform data is treated very different than in consumer platforms.

Built-in intelligence with deep customization

Understand has built-in intelligence to accelerate your deployments while being fully customizable for your business needs.





THREE TAKEAWAYS

DECOUPLE THE INTELLIGENCE FROM THE CHANNELS

THINK OF THE TECHNOLOGY, INTEGRATIONS AND PROCESSES TO BE SUCCESSFUL

REMEMBER WHERE WE STARTED:

MEASURE YOUR **CUSTOMER EXPERIENCE & OPERATIONAL EFFICIENCY**



[TWILIO.COM/UNDERSTAND](https://www.twilio.com/understand)

Thank you

@acossta
