ARTIFICIAL SOLUTIONS

10 Things to Ask Your Next Digital Employee

White Paper

Synopsis

Whether solving issues, gathering information or making purchasing decisions, consumers invariably go online as their first port of call to get the answers they need, accessing websites using an increasingly diverse range of mobile and static connected devices. Yet what's missing from all these online experiences is the personalized service that differentiates and guides them directly to the information or solution they are looking for.

Industry analysts have identified that the new generation of online Digital Employees can offer this personal touch. Scores of global brands and household names have already seen the benefits that Digital Employees can bring their online businesses. In this paper we suggest some questions you need to ask when selecting yours.

READ ON...

Digital Employee
10 Things to Ask Your Next Digital Employee

Julia is the Digital Employee for Kabel Deutschland, a telecoms company.

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Say Hello to Julia

Or more correctly, let's say "guten tag".

Julia is a Digital Employee that helps people using the German telecoms supplier Kabel Deutschland's website – answering questions and dealing with customer enquiries. Julia is from a good family of online virtual customer service agents from Artificial Solutions that can maintain a conversation with your visitors, answering questions and retrieving information, used by enterprises around the world to better serve their customers over the web.

Julia is capable of holding humanlike intelligent, two-way conversations. She understands questions, responds with meaningful replies and performs related tasks such as navigating to a relevant webpage, opening 3rd party applications or even performing transactions for Kabel Deutschland customers. Julia remembers facts, learns from the conversations and can access online information by integrating with enterprise systems.

Powered by the award-winning Teneo Platform, Julia is much more than just a pretty face. She is able to troubleshoot, answer complex questions, engage in interactive dialogs, and connect to external systems. These attributes mean that Julia is considered a next generation Digital Employee (according to industry analyst definitions). Digital Employees like Julia are not just a gimmick either, delivering incredible value to the organizations they 'work' for – organizations using Digital Employees from Artificial Solutions have realized reductions in inbound calls and email to call centers by 30-40% - a significant cost saving.

So, what are the questions to ask, if you wanted a Julia of your own?

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Imbuing personality into a Digital Employee takes a special kind of experience and skill in the psychology of customer service.

Ten Digital Employee interview questions
1. How intelligent are you?

OK, so you might not ask a real interviewee this question, but intelligence will be a key attribute of your Digital Employee. Your goal when 'employing' a Digital Employee is to deliver genuine, two-way, humanlike conversations that engage the customer and if you are going to ask one question and not ten, this is the one. In order to interpret the meaning and context of customer queries, your Digital Employee needs to apply intelligence to the questions asked. Without this, the customer experience may be damaged, rather than enhanced.

For example, an intelligent Digital Employee should be aware of the time and day of the week; s/he should remember if the customer has previously asked the same question; know what page the customer is currently viewing; and which products the customer has purchased in previous transactions. When talking with a Digital Employee, customers should be able to 'interrupt' ongoing dialogs and ask unrelated questions, before returning to the original conversation. Intelligent Digital Employees should also be able to identify personal data, and automatically populate form fields for the user.

On top of this, Digital Employees built using the Teneo platform come with advanced analytical intelligence as standard. They can analyze and understand unlimited volumes of complex natural language data in real-time, providing you with unprecedented insight to the voice of your customer. Highly performant and scalable big data analysis and mining techniques mean you can continually optimize and refine your Digital Employee to offer the best service possible, as well as enabling advanced personalization capabilities that will give you a significant competitive advantage.

2. What are your qualifications?

If you are going to put someone in the critical path of customer satisfaction, obviously track record and references are a must. How long have they been doing this and what benefits have other organizations, similar to yours, seen from the services of this Digital Employee?

Teneo, the technology behind Artificial Solutions' Digital Employees has great credentials, with references from major organizations around the world; a track record established over fifteen years of providing natural language intelligence solutions and has picked up many prestigious industry accolades on the way.

Our awards include the Loebner Prize in Artificial Intelligence – the first Turing test, the Stevie Award for Sales and Customer Service, IT Innovation of the Year, Best Use of Technology, and the Innovation in Business Disruptive Technology Award -to name just a few.

[1] www.loebner.net/Prizef/loebner-prize.html

> The context of a conversation, the depth of the knowledge base and its intelligent application is a subtle, yet essential, science.

3. Will you fit in here?

The Digital Employee needs to reflect the culture, language and values of your organization, reinforcing and protecting your brand. When your visitors interact with a Digital Employee as part of your wider omnichannel communications strategy, it's natural to feel it has a personality and this needs to be tailored to each application and to the audience it is interacting with. For example, the language and appearance of a Digital Employee working for a financial organization with a corporate audience concerned about privacy and compliance will be very different to one serving a teenage audience buying skateboards.

Imbuing personality into a Digital Employee takes a special kind of experience and skill in the psychology of customer service, something that Artificial Solutions have an established background in. By drawing on many years of experience in advanced natural language interaction solutions, Artificial Solutions has delivered some of the most sophisticated Digital Employees ever seen.

4. What do you know about our business?

A standard interview question that applies equally here, it's essential that our Digital Employee can be given context and knowledge, both in terms of general knowledge and of course information that is specific to our business or industry that will be useful to the visitor.

An intelligent natural language interaction with a Digital Employee must therefore be underpinned by a sophisticated knowledge base. Each knowledge base is tailored to suit the unique context of the organization, ensuring the Digital Employee is able to hold humanlike yet relevant conversations with users. The knowledge that a Digital Employee arrives with, the languages it can speak and how you prepare your Digital Employee to add value to your visitors is therefore an essential question to ask.

For example, to an IKEA customer the word 'Tag' is the product name for a specific door handle; to a German it means day and an English speaker something completely different again. So the context of a conversation, the depth of the knowledge base and its intelligent application is a subtle, yet essential science.

An established track record means that Artificial Solutions' customers benefit from a library of vertical experience, an established expertise in natural language and a depth of general knowledge that they are able to breathe into each Digital Employee – right out of the box.

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Fifteen years of experience that gives the platform a maturity and an envious track record in the industry.

5. Will you work as hard as our website?

Your Digital Employee needs to keep pace with that most hardworking customer service representative – your website.

Your website is always on, it can handle the peaks of traffic that are thrown at it – even when Stephen Colbert mentions your product on his show, a popular celebrity tweets about you, or your CEO makes the primetime evening news. Your new Digital Employee needs to be there.

Right now, all over the globe, Digital Employees from Artificial Solutions are having millions of customer conversations – the proven, scalable technology that drives them never rests.

6. Sprechen sie Deutsch?

We've talked about Julia who's fluent in German. The critical attribute here is not just a bit of clumsy translation – it's essential that the underlying knowledge based is localized, that the Digital Employee is able to adapt the linguistic and grammatical rules of each language.

Artificial Solutions is a truly global company whose folks come from all over. Supporting language and cultural differences is baked into their DNA and that of the Digital Employees. Supporting your needs in German isn't an add-on; it's simply what they do.

7. Are you prepared to be flexible?

As pretty as Julia is, implementing Digital Employee technology is not just about setting up an avatar. Can your prospective Digital Employee chat on instant messaging services, update social media, pick up the phone or send a text message?

Teneo's sophisticated Natural Language Interaction capabilities can be applied to multiple customer service touch points, from speech-enabled smartphone and other connected mobile device applications, to social media, to using voice integration to handle phone calls.

> **Digital Employees from Artificial Solutions join together a number of interactions with disparate systems into a single, simple customer service experience for the visitor.**

8. Will you get along with our other systems?

Once you get your Digital Employee talking, the next step is to enable it to help the website visitor to achieve their reason for being there. The visitor arrived on a mission, maybe it was as simple as learning something about your products or services, but perhaps they wanted to perform a transaction, find out if something was in stock, book an appointment or get delivery information.

For the Digital Employee to truly add value to this web experience it needs to take care of the query, doing more than just refer the user to a web page, but actively interacting with them to provide the right answer, right now.

Teneo-driven Digital Employees do exactly this, even joining together a number of interactions with disparate systems into a single, simple customer service experience for the visitor.

9. What do you think we are doing wrong?

Like any great employee, your Digital Employee should be able to give you feedback. Digital Employees powered by Teneo come complete with advanced customer intelligence tools that analyze conversations, providing invaluable analytics and business intelligence. Deploying a Digital Employee therefore gives an organization unique analysis (over traditional web analytics) of the voice of the customer, an incredibly useful insight and a business advantage as they refine the way they engage over the web, their products and services.

10. Are you well turned out?

We've discussed that the contextualized language and knowledge of the Digital Employee as being essential to engage the site visitor – but equally a key influencer of the quality of that experience is going to be the appearance of the Digital Employee.

Digital Employees from Artificial Solutions can be easily adapted to fit into the context of your website, your services, your products and the expectation of your audience.

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> Digital Employees like Julia add value to the website interaction and to the brand as a whole.

Conclusion
Hiring your own Julia

Hopefully we've given you some high level questions to ask that will get you on track to hiring your very own Julia, a customer service asset that helps and engages your visitors and maintains your brand and service values. Across the ten questions there are four main attributes that contribute to a successful Digital Employee:

- **The underlying natural language interaction intelligence, the capacity to adapt and disambiguate, managing the complexity of a contextualized and relevant conversation in the language of your visitors.**

- **The adaptability of the Digital Employee in terms of appearance and industry, business, cultural and language knowledge. The depth of the general and industry knowledge that the Digital Employee comes with and the ability to augment this with organization-specific knowledge.**

- **The ability to analyze, measure and deliver meaningful and usable business intelligence in real-time and the means to enable you to act on this insight.**

- **The technical requirement to integrate with the back office and to be as reliable and scalable as the web property it supports.**

As with all hiring processes, all of these points should be supported by good references and a solid track record in doing this with organizations as demanding as yours.

Teneo Digital Employees

The Teneo Digital Employee from Artificial Solutions responds to each of these needs, with fifteen years of experience that gives the platform a maturity and an envious track record in the industry that was built by award–winning leaders in their field.

Teneo was built from the ground up as a sophisticated multi-language natural language interaction platform from day one and breathes the intelligence into Digital Employees like Julia, meaning she's not just a pretty front end image, but is able to add value to the website interaction and to the brand as a whole.

This industry track record combined with so many years of research and development means that Artificial Solutions customers are not reinventing the wheel. Each Digital Employee encapsulates that experience and comes with an extensive knowledge base that drives these conversations and enables each implementation to be easily adapted to a new environment and to quickly provide value.

Artificial Solutions has customers and offices around the world.
Visit www.artificial-solutions.com/offices to find your nearest office.

Alternatively, you can find us on social media:

in www.linkedin.com/company/artificial-solutions

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About Artificial Solutions

Artificial Solutions® is the leading specialist in Natural Language Interaction (NLI). The company's patented technology enables people to converse with applications and services running on computers, mobiles, wearables and other electronic devices in a humanlike, intelligent manner.

Called Teneo, it is the first complete platform to enable enterprises to rapidly develop and analyze natural language applications that embrace artificial intelligence through the use of machine learning and implicit personalization.

Teneo allows business users and developers to collaborate on creating sophisticated natural language applications in record time that run on any operating system, in 35 languages, without the need for specialist linguistic skills. Teneo also unlocks the knowledge held in immense volumes of natural language conversations, delivering unprecedented levels of big data insight and true 'voice of your customer' understanding.

Artificial Solutions' technology is deployed by hundreds of public and private sector organizations and used by millions of people. For more information visit www.artificial-solutions.com

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