



AI-POWERED VIRTUAL ASSISTANTS: GO BEYOND SCI-FI TO MAXIMIZE YOUR USER EXPERIENCE

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By 2020,
virtual agents will participate in a majority
of commercial interactions between people and businesses

- Gartner



| Type a message





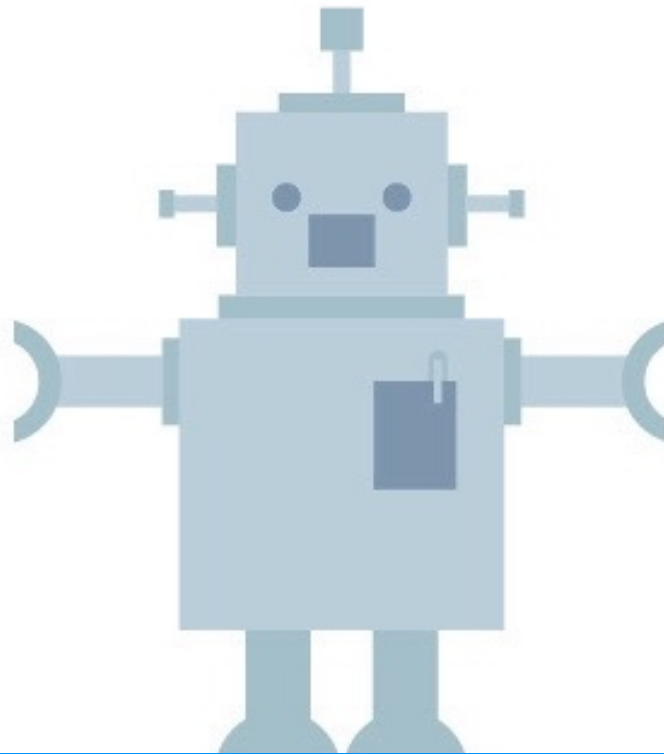
amazon alexa



Facebook Messenger



Google Home





Facebook Messenger



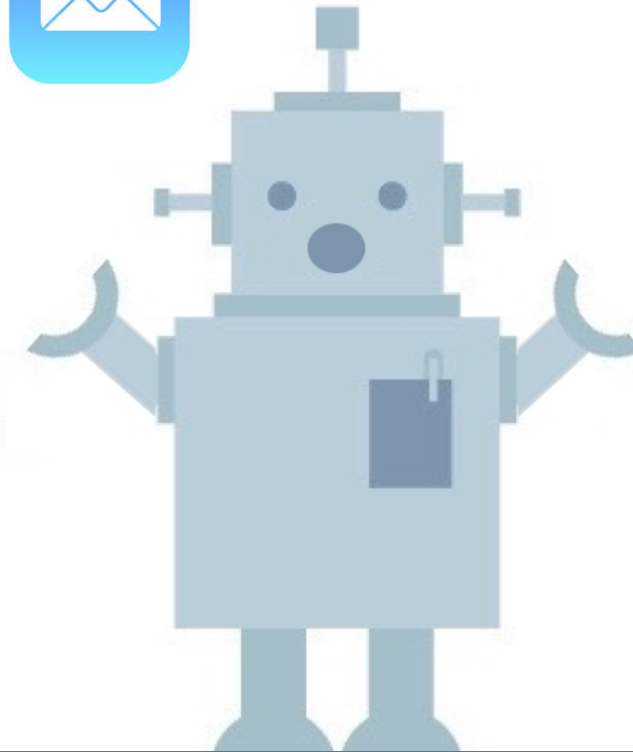
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Google Allo



 slack



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Google Home



ALL THE
THINGS!



Google Allo



PW
17



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1+

Billion users



1+

Billion users



806+

Million users

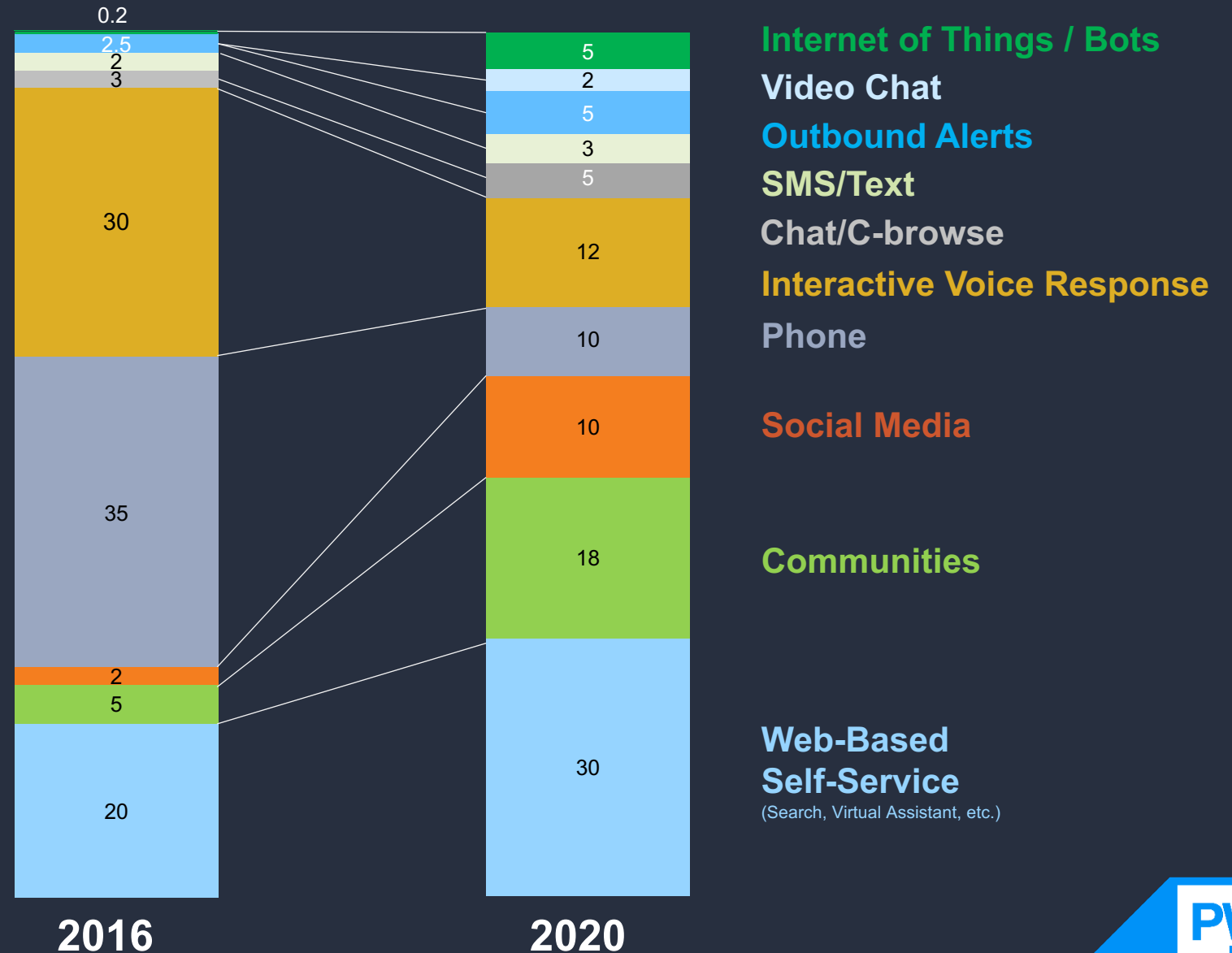


684+

Million users

Figure 1: Customer Service Channel Mix

Digital technologies are proliferating...



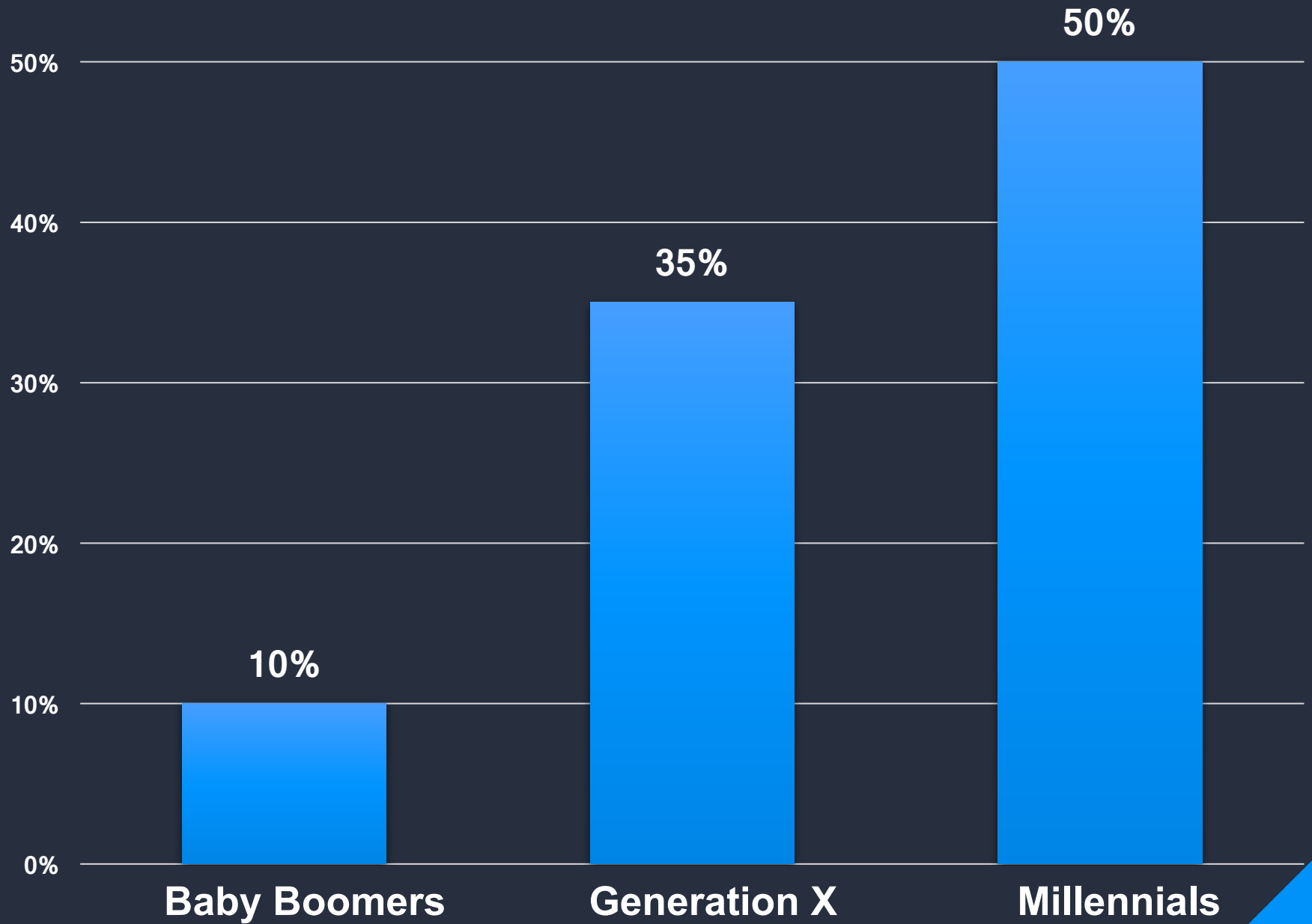
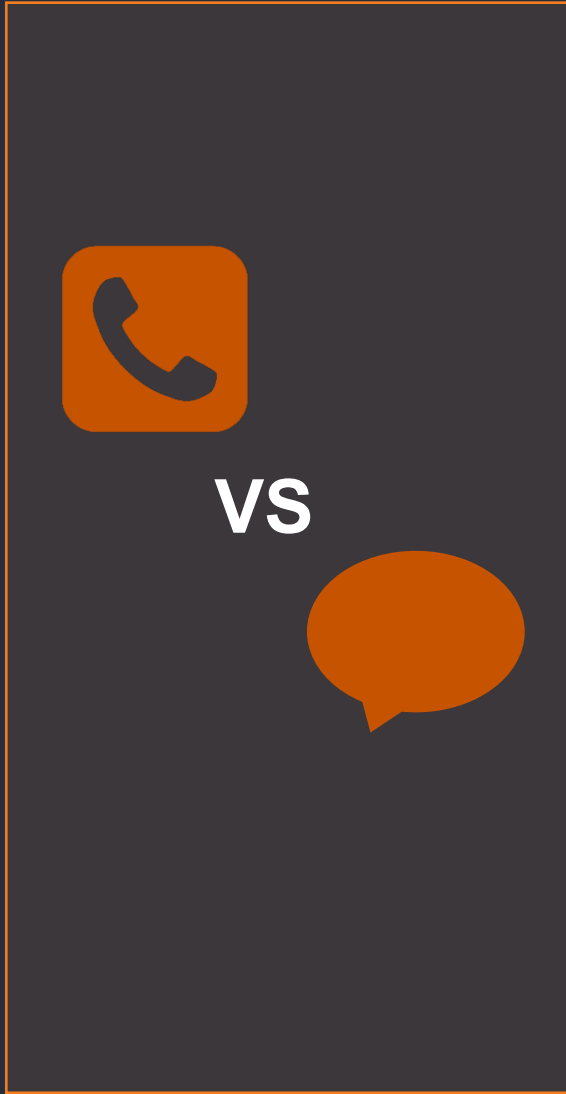
Source: Gartner (July 2016)



LAY OFF ME I'M NETWORKING



SPENDS 8 HOURS ON FACEBOOK



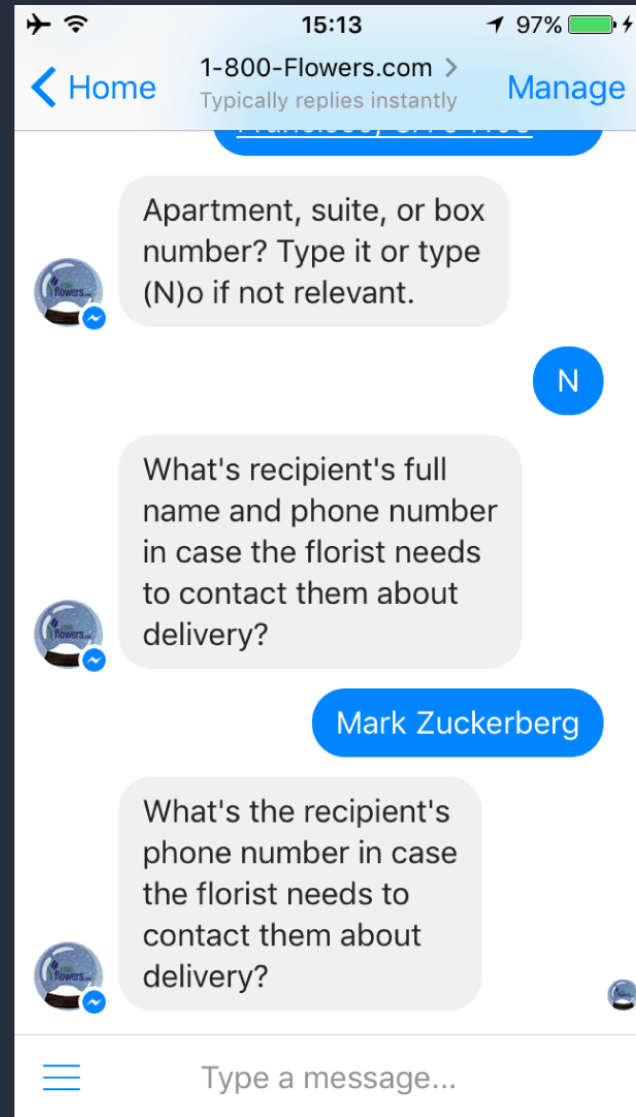
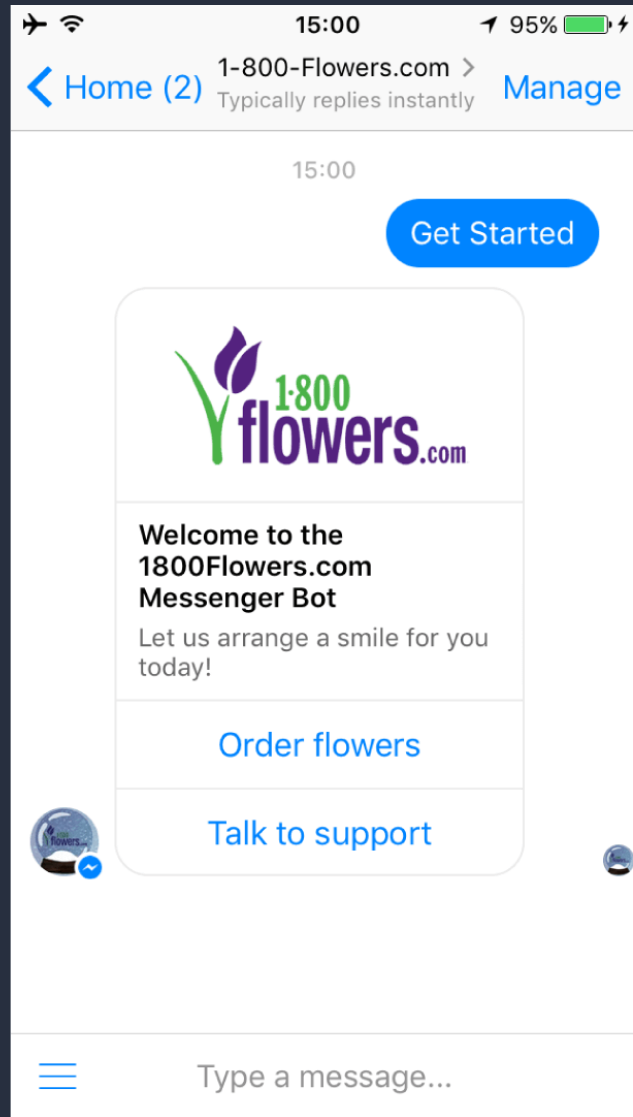
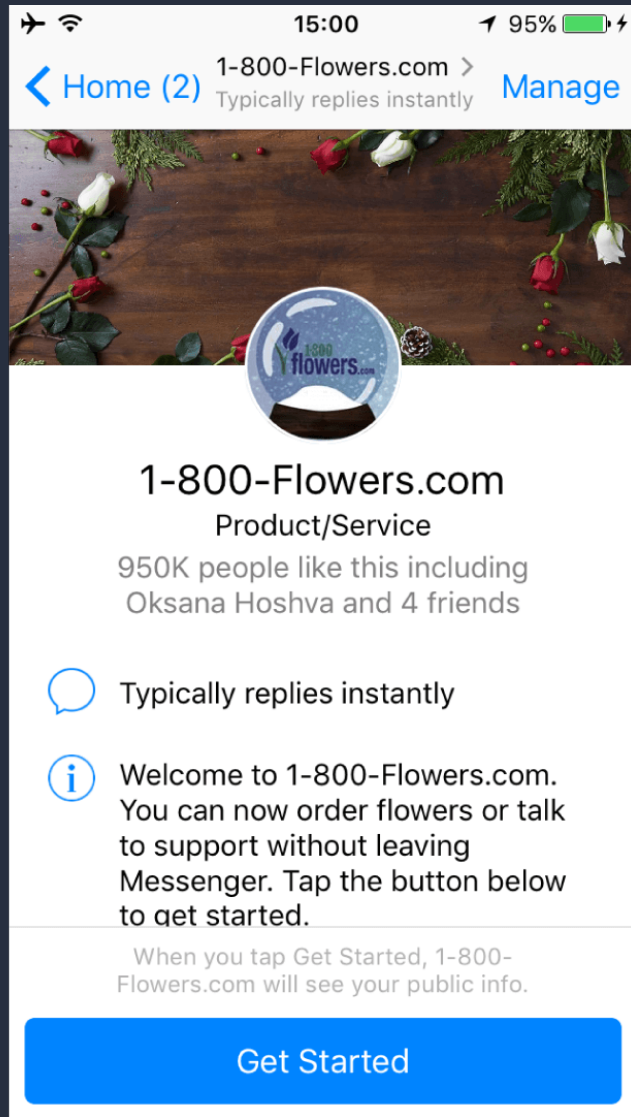


An emotional connection matters more than customer satisfaction

- Harvard Business Review

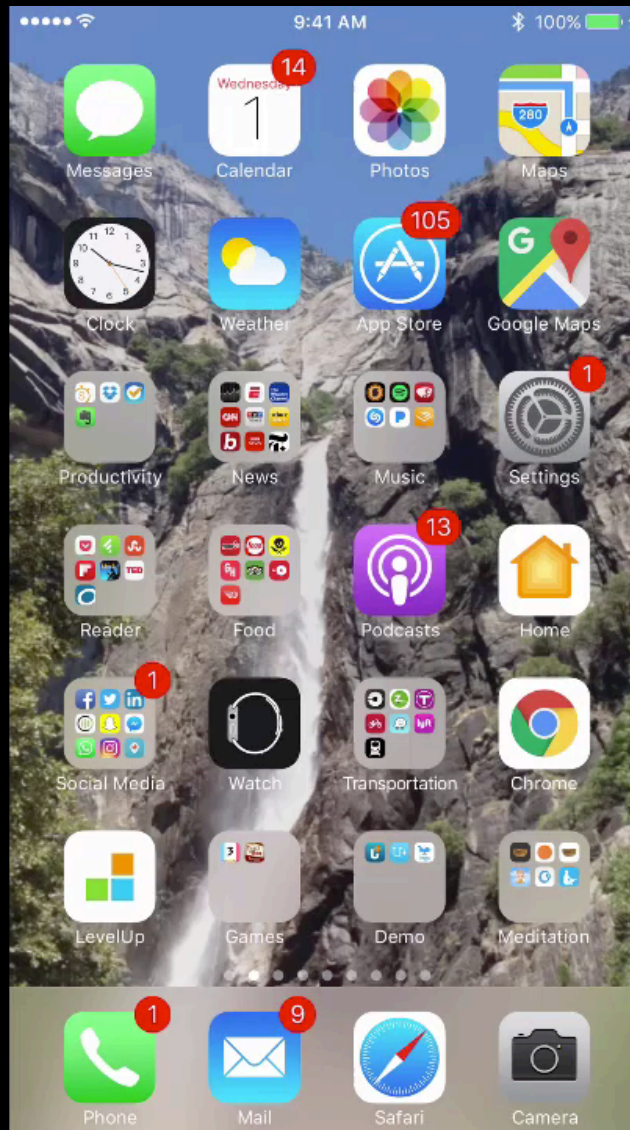
By 2026, 30% of retail revenue
will be generated by a customer's digital assistant - *IDC*





DEMO







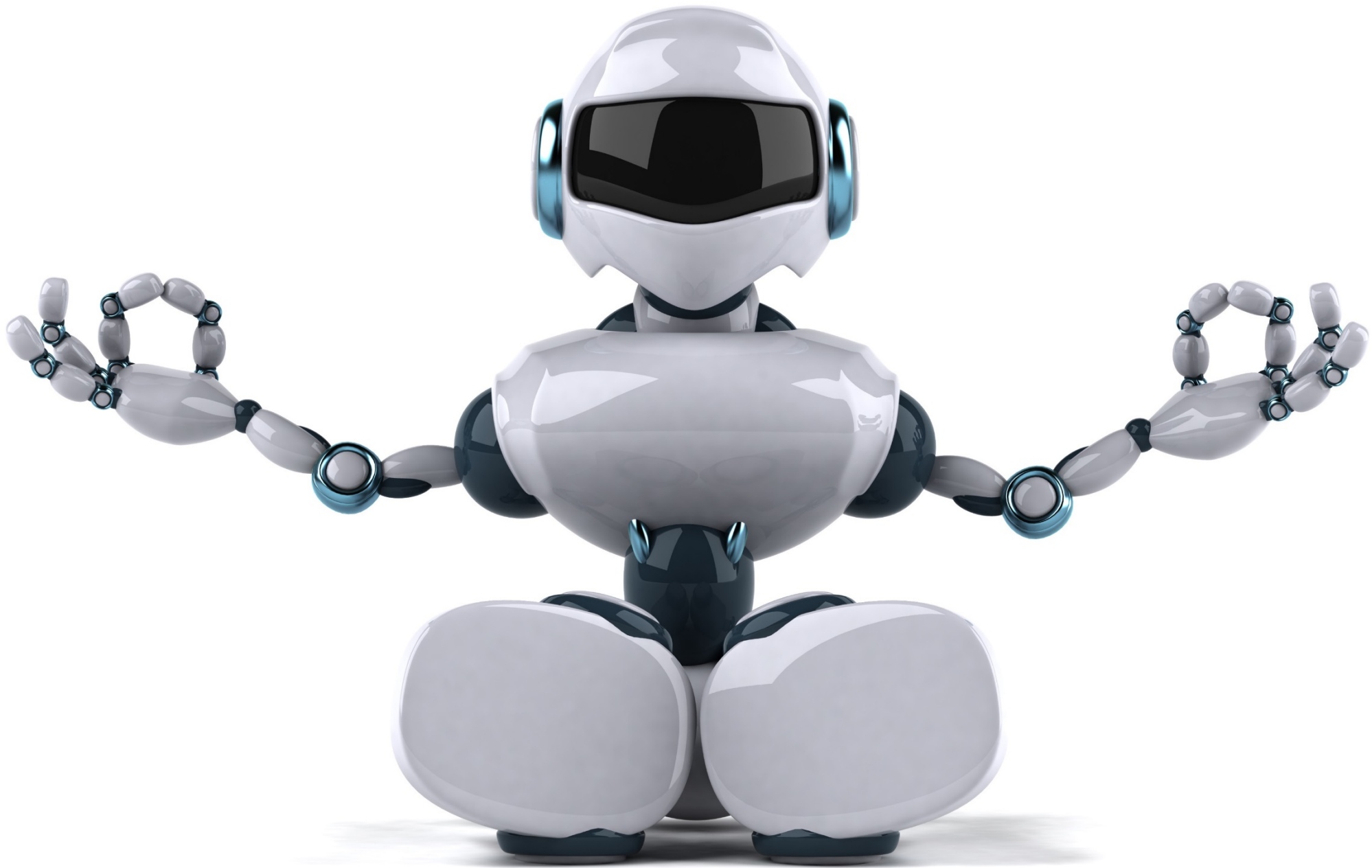
considerations when building a bot

1. Should the task be automated?

“Alexa, let’s do my taxes”



2. *Be the bot*



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Please select an option above.

Let me see main menu



Please select an option above.

See original options



Please select an option above.

Go back to all choices



Please select an option above.

This bot is stupid

What's the weather like this weekend?



Are you on a boat? Because I was not able to find any results for that location.

What's the weather like in Brooklyn this weekend?



The weather in Brooklyn, NY is 46°F and clear.

This weekend?



Excusez-moi?

WEEKEND



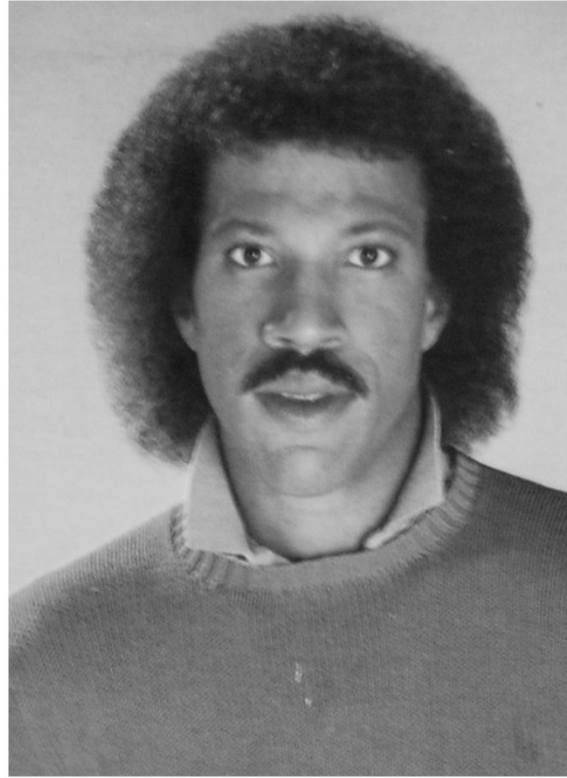
Sorry, dozed off for a second. What were you saying?



3. *What to target?*



Hello?



Is it me you're looking for?

I can see it in
your eyes
I can see it in
your smile
You're all I've
ever wanted
(and) my arms
are open wide
'Cause you know
just what to say
And you know
just what to do
And I want to
tell you so much
I love you
'Cause I wonder
where you are
And I wonder
what you do
Are you somewhere
feeling lonely?
Or is someone
loving you?
Tell me how to
win your heart
For I haven't got
a clue
But let me start
by saying
I love you



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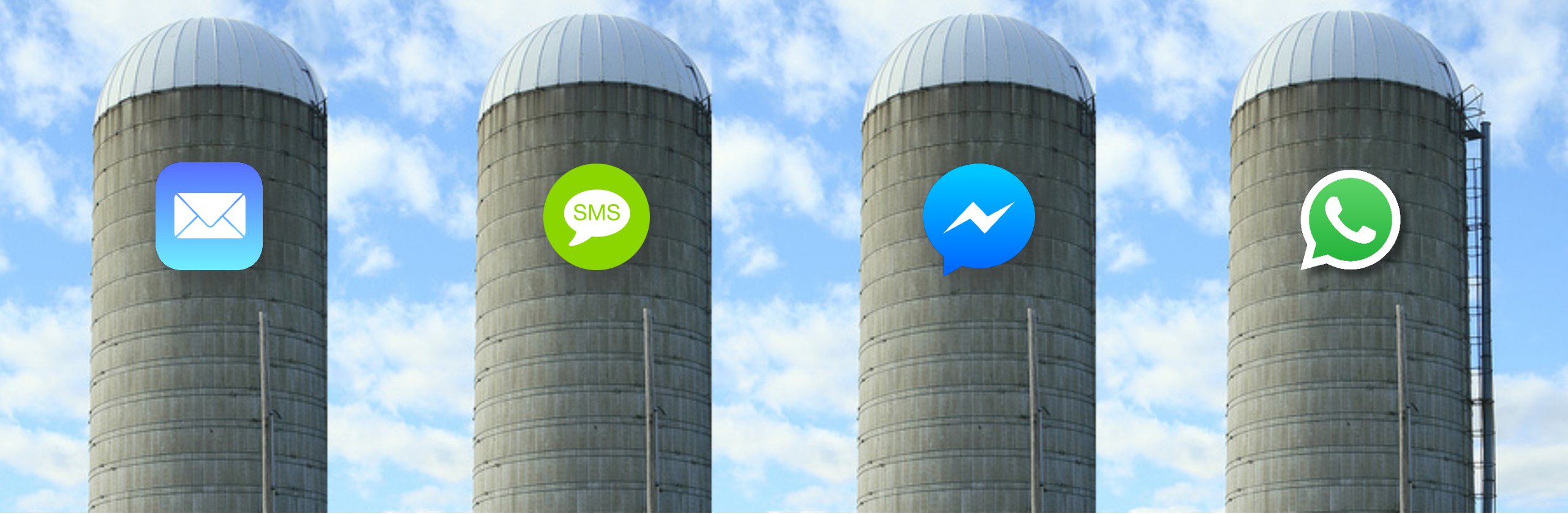
4. *Start simple*

***“Bots that do one thing well
are more helpful than bots that do many things poorly.”***



5. Don't create another silo





Next Insurance Launches Chatbot On Facebook Messenger To Replace The Insurance Agent

The 200 billion dollar chatbot disruption

MATT SWANSON, SILICON VALLEY SOFTWARE GROUP MAY 1, 2016 8:31 AM

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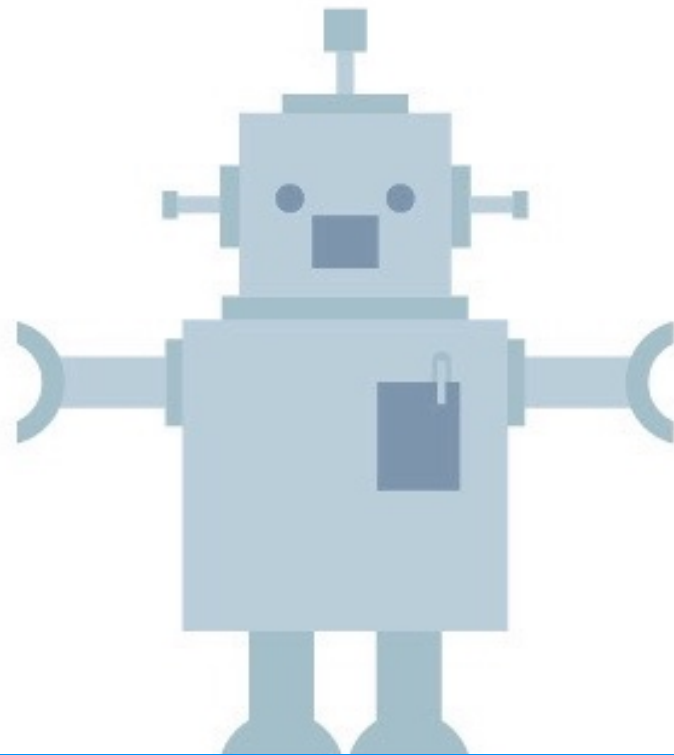
Diana Asatryan March 29, 2017 0



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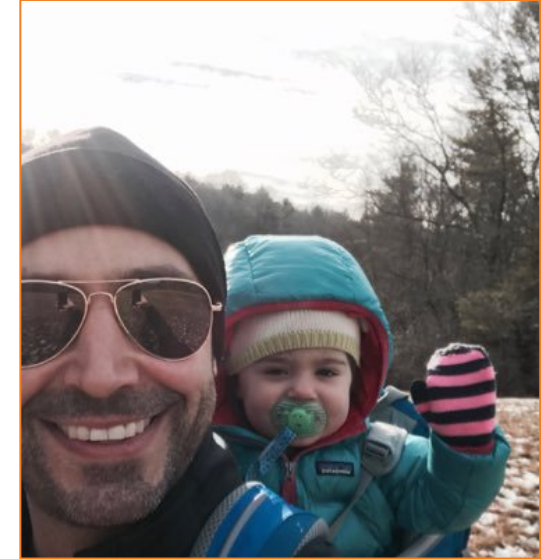
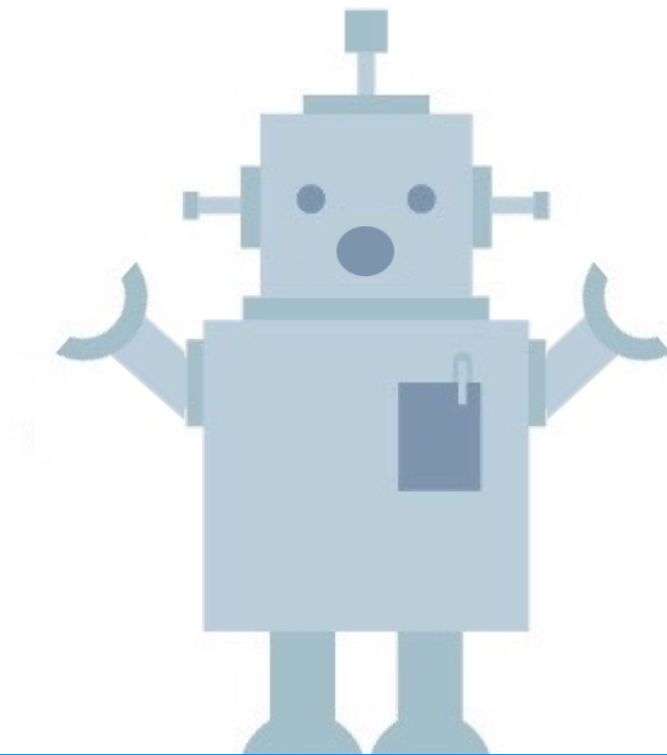
Thank you





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Q & A



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Applications Engineered for Evolution



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FOR
CHANGE®**