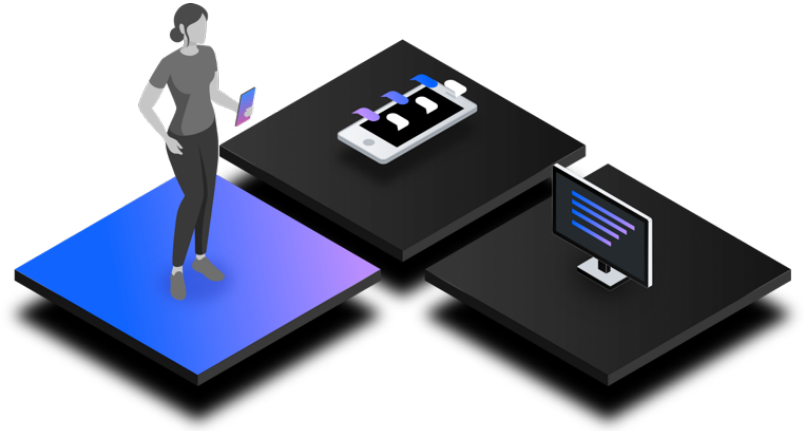


IBM Watson Assistant

Conversational AI for the enterprise

Jorge Alberto Paz Flores
Watson Solution Architect
jpaz@mx1.ibm.com



Conversation will be a primary interface



Conversational AI is critical to enterprise

Helps the customer:

- Ask questions
- With self-service
- To start buying

Helps employees:

- Handle HR issues
- With IT support
- Expert assist

How can we help?

IBM Watson Assistant

IBM's conversational AI platform can engage your customers to get them what they want, when they want it, through any channel.



Today, Watson Assistant serves:

150M

End users every month

~1.9%

of the global online population

Transforming customer experience worldwide



Customer conversational AI use cases



Customers

Customer Service

Assist customers with after-purchase questions and tasks

Sales/Marketing

Assist customers with learning about a product or helping with a purchase



Employees

Human Resources

Assist customers with HR benefits, policies, etc.

IT Assistance

Assist employees with IT services (e.g. reset a password)

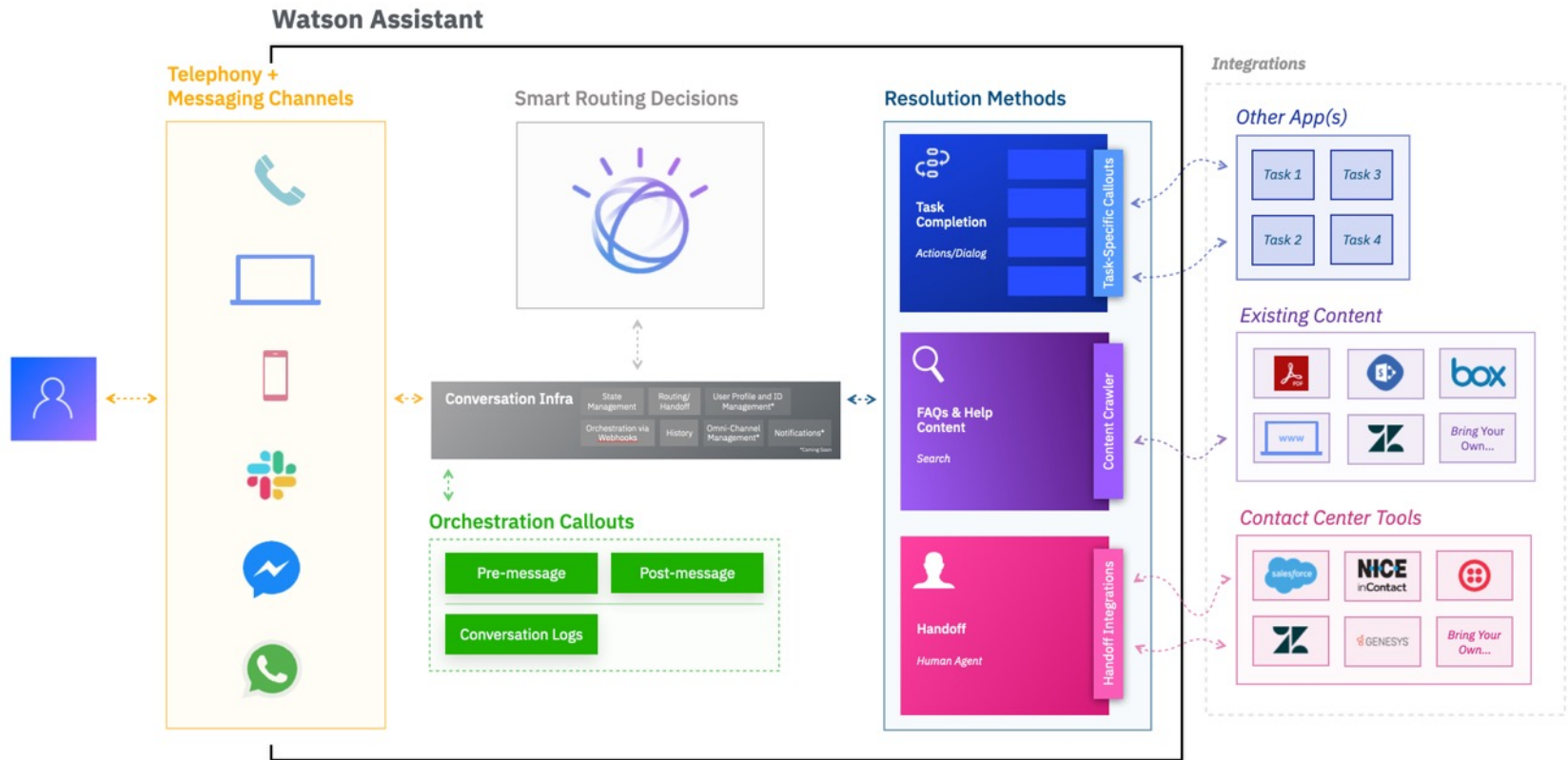


Agents

Contact Center Agents

Assist contact center agents with quick access to information or complete tasks

How it works



Why Watson Assistant?

Enables customers with a trusted, personalized assistant that scales across the entire customer lifecycle (sales, marketing, service).



1

Great experiences out of the box

Embedded best practices with market leading AI

2

Simple to build, simple to maintain

Deploy in days, not months

3

Integrate with anything

Connect to any channel, system, content, or human

4

Built for the Enterprise

Scalability. Security. Any Language. Any Cloud.

Great experiences out-of-the-box

Embedded best practices with market leading AI

1

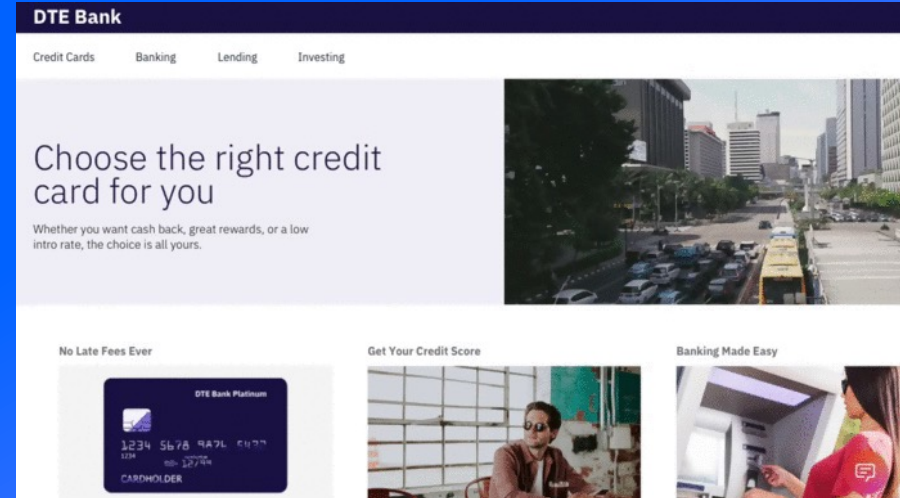


Agile Planning

No dead ends, ever.

Snap in our web experience that...

Automatically handles vague requests, suggests alternative options, or connects to any content, system or human.



Single Path for User to Get Assistance

Great experiences out of the box

Best-in-class AI natural language understanding

Artificial intelligence that understands customers' inquiries better than any other vendor on the market (using less data!)



Published: June 2021

Source: <https://www.ibm.com/blogs/watson/2020/12/watson-assistant-improves-intent-detection-accuracy-leads-against-ai-vendors-cited-in-published-study/>

Great experiences out of the box

Not just digital, but voice too.

Resolve customer phone calls without tree branch menus or long waits for an agent.

Watson Assistant can answer telephone calls, listen to customer questions, and respond accurately in a natural voice. It also can pass the call to a human agent with history, and it can even continue the conversation on text or web.

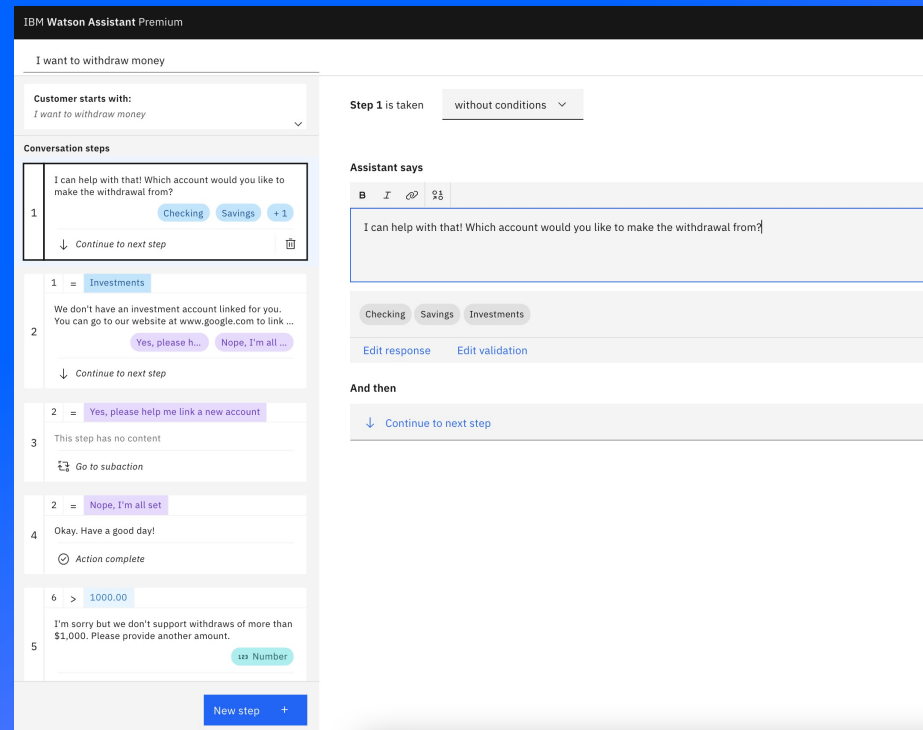


Simple to build.
Simple to maintain.
Deploy in days, not months.

Build

Visual builder anyone can use

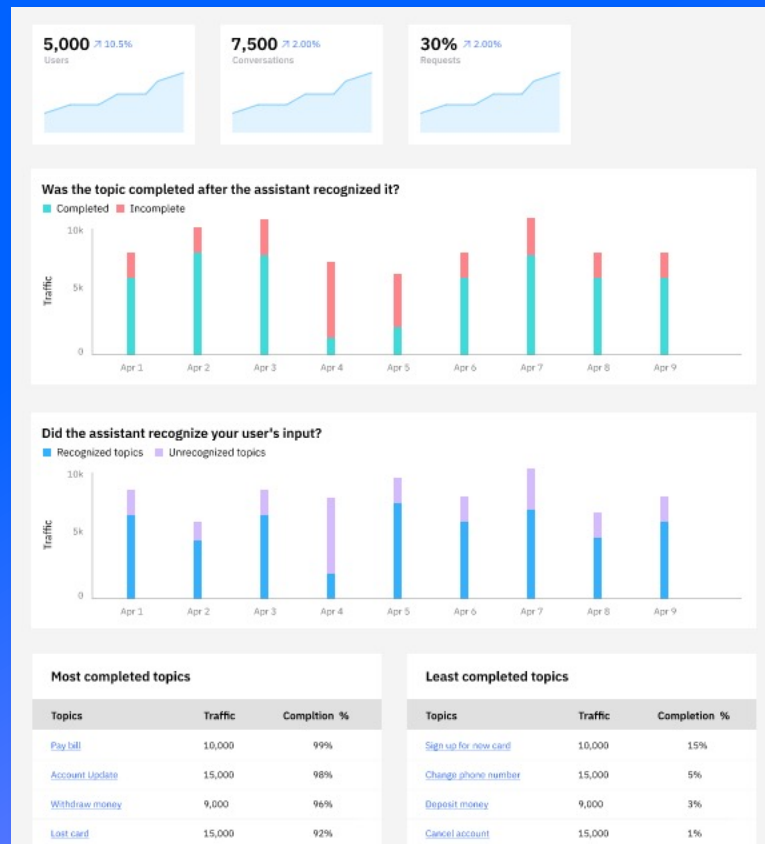
Easily design conversations, through a drag-and-drop editor, based on how a customer would discuss an issue without writing a single line of code.



Maintain

Comprehensive metrics and insights surrounding user interactions

- Visualize key metrics and view conversations between user and the assistant.
- AI spotlights topics that the assistant didn't handle well.
- Flip a switch so the Assistant learns automatically from everyday user interactions.



Fastest time to value

Deploy in days, not months

- Use chat logs to bootstrap your assistant, take advantage of prebuilt content or crawl your website to quickly gain access to content.
- Use out-of-the-box connectors to key channels and customer service applications to deploy in minutes.



Integrate with anything

Connect to any channel, system, content, or human.

3

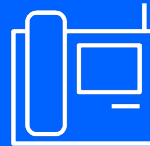


Integrate with anything

Any channel

Be where your users are

Connectors to leading channels such as voice, web, FB Messenger, Slack, etc.



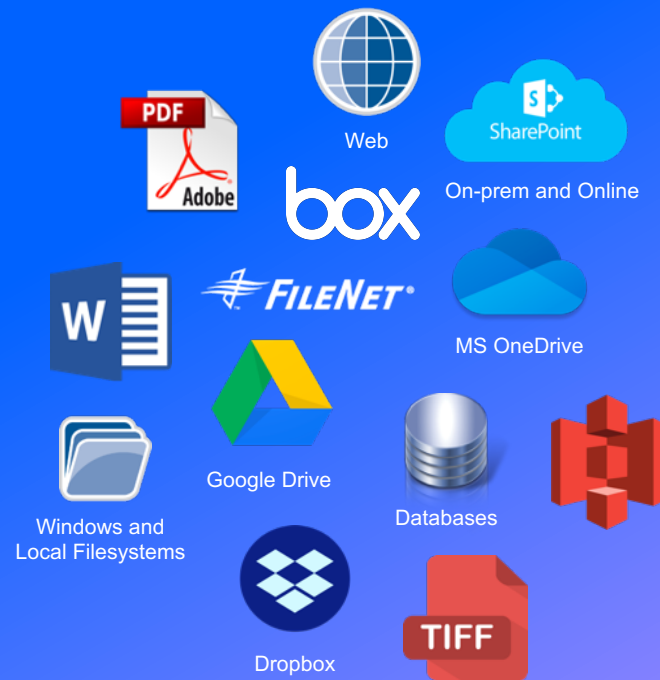
Integrate with anything

Any content

Broaden your assistant's coverage using existing content

If the assistant hasn't been trained on a topic, it can still find answers

Working alongside Watson Assistant, Watson Discovery pinpoints answers inside any kind of document, stored on any kind of repository.



Integrate with anything

Any system

Virtual assistants need to complete tasks, not just answer questions.

Because it connects to any enterprise system, Watson Assistant can conduct transactions, get a status, or update user records.

In addition, pre-message and post-message webhooks can prepare and refine user input for more accuracy and privacy.



Integrate with anything

Any customer service platform

Connect to contact center software and humans

Configure using-out-of-the-box connectors to Salesforce, Zendesk and Intercom.

Starter kits for interactive voice response platforms like Genesys, Nice, and Twilio Flex.

For all others we provide the extensibility to “bring your own customer service platform.”



zendesk



INTERCOM

GENESYS™

AVAYA



twilio

CISCO

NICE inContact

Built for the Enterprise

Scalability. Security. Any Language. Any Cloud.

4



Built for the Enterprise

Data Protection and Security

Security and privacy at every step

Watson Assistant gives granular control over data, provides data isolation, encrypts sensitive information, and provides an audit trail.

IBM conducts ongoing security and penetration testing using internal and external entities.



Built for the Enterprise

Compliance and certifications

Certified information security and data protection

- ISO 27001, 27017, 27018
- SOC1 / SOC2
- HIPAA
- European Union GDPR
- PCI (in progress)



Built for the Enterprise

Deployment flexibility, scalability

Assistants can be implemented in any environment for maximum flexibility

Scale to millions of users with high availability, multi-zone region availability, and service level agreements.

Run on IBM Cloud, on premise, or other public clouds.

Getting Started



<https://www.ibm.com/cloud/garage/dte/tutorial/easily-build-conversational-chatbot>

Thank you

Jorge Alberto Paz Flores
Watson Solution Architect

—

jpaz@mx1.ibm.com
ibm.com

© Copyright IBM Corporation 2021. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. Any statement of direction represents IBM's current intent, is subject to change or withdrawal, and represent only goals and objectives. IBM, the IBM logo, and ibm.com are trademarks of IBM Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available at [Copyright and trademark information](#).