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# Training to create your first ChatBot

3 days (21 hours)

## Presentation

**Ideta** is the solution that enables companies to develop their own virtual assistants on any communication channel, while retaining ownership of the code and data. It lets you develop chatbots that communicate with humans via speech, text, video, images (Messenger, SMS, Slack, Weechat, Skype business, Google Home) and run business processes, scenarios, for internal or public use. The platform simplifies conversation creation, while retaining a developer view if you need to create specific connections and connect your own API. It is cross-platform, and can be integrated with other solutions, such as Recast.AI, Dialogflow, Alexa, Wit, Rasa, Luis. The key words are :

- Integrity: Your code remains your property and your data stays with you.
- Security: RGPD cybersecurity expertise compiled and developed under ANSSI recommendations
- Freedom: You can use third-party services and plug in the APIs you want.
- Simplicity: Graphical interface for building bots and the possibility of using a consultant for development.

Like all our training courses, this one will introduce you to the latest stable version of Ideta.

## Objectives

- Understanding the challenges of conversational marketing and key figures
- Find the right use case for your business to take full advantage of conversational marketing
- Develop your first chatbot on the Ideta platform

## Target audience

All company employees.

## Prerequisites

No pre-requisites are required to follow this course.

## Program for creating your first chatbot

### Moving into the conversational era

- Understanding the evolution of the web and mobile applications
- Identify new communication channels
- Taking the plunge into permissive, conversational marketing

### Find your use case

- The various use cases for bots (customer relations, acquisitions, FAQs, etc.)
- Choosing the right communication channel for your target
- Bot, chatbot, AI, NLP? How intelligent is your chatbot?

### Your first Bot

- Choose your development platform based on your objectives
- Defining and setting up your chatbot's scenario
- Make your chatbot even more powerful by being agile

## Companies concerned

This course is aimed at companies, large or small, wishing to train their teams in a new, advanced computer technology.

## Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

## Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

## Validation

At the end of the session, a multiple-choice questionnaire is used to check that skills have been correctly acquired.

## Sanction

A certificate will be issued to each trainee who completes the course.