

Updated 08/03/2023

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# Chatbot training: State of the art

2 days (14 hours)

## Presentation

Chatbots have been used as online assistance agents for several years, but since 2016 we've seen a veritable explosion in both usage and technology. This democratization has been made possible both by R&D work stemming from the NLP (Natural Language Processing) research branch, which has made considerable progress, and by the joint investment effort of startups and GAFAMs.

With the arrival of Artificial Intelligence, next-generation conversational agents are more efficient, more intelligent and, above all, more human.

By being autonomous, they can improve as they are used, taking into account a myriad of indicators in an increasingly complex context and environment. Today, chatbots are becoming increasingly popular on social networks, with over 100,000 bots launched on Facebook Messenger. They are being entrusted with more and more responsibilities and missions within a company: marketing a brand, handling customer relations, supporting the sales force, or providing strategic support in the governance & knowledge management of a company.

Many companies are asking themselves: Why integrate a bot on the site? What are the benefits? Many tools and technologies exist, and in this fast-moving ecosystem, some are taking the lead while others are dying out, so it's naturally difficult for many managers to see clearly. However, integrating a bot into your company can boost your business & give you a competitive edge: acquire new customers, increase customer loyalty, save time and efficiency on low value-added queries...

Our training course, which covers the state of the art of chatbots, is designed to help you understand how to use these conversational agents within your company. From the customer's needs to the design and personalization of your chatbot, you'll learn how to set up your conversational agent to provide the best for your customers and employees, while managing your costs more effectively.

## Objectives

- Understand the customer's needs, and how to communicate with them
- Identify the most suitable technology
- Setting up a bot design, with some case studies
- Customizing and upgrading the chatbot

## Target audience

- Managers
- Project managers
- Technical managers
- Project managers
- Developers
- Architects

## Prerequisites

In-depth general IT culture.

## Chatbot training program

### The need

- Users have a question and want a quick / Instant answer, even at 2 a.m.
- Users want a simpler experience, they don't want to read pages of content or browse an entire site.
- To obtain information

### The medium

- Instant messaging is the leading means of communication
- Messenger has more users than Facebook
- Messaging can be integrated into a website

### The technology

- NLP: Natural language processing
- Word Embedding: Vectorizing words
- Machine Learning: automatic machine learning
- Classification: Predict the category of a message

### The platforms

- Dialogflow, wit.ai, recast.ai, chatbot develop, Bobby: each platform has its own characteristics, advantages and disadvantages.

## Bot design

- Understanding the user
- Anticipate questions
- Anticipate not knowing
- How to reflect the brand by personifying it (bot language and personality)

## Classic use cases and their application

- Restaurant: menu, opening times and allergic specificities
- Pizzeria: order a pizza
- Customer service: answer a common question, retrieve customer information
- E-commerce: product information, order tracking

## Iterations

- Discover customer needs you didn't know you had
- Answering more and more questions
- Evolving your bot's personality for new audiences

## 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.

