



**FORGET THE MACHINE:
Conversational AI is
about human-2-human
interaction**

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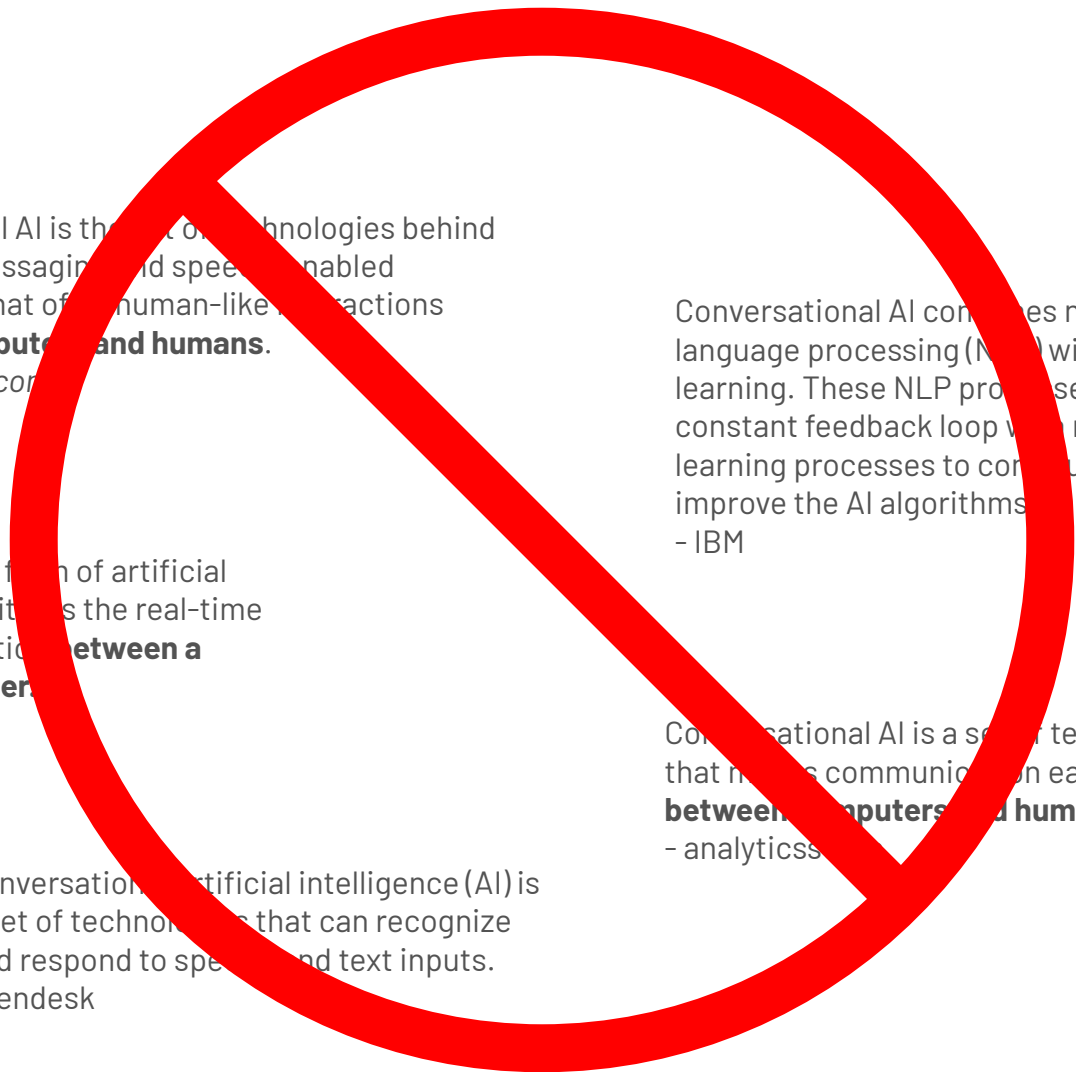
Conversational AI is the set of technologies behind automated messaging and speech-enabled applications that offer human-like interactions **between computers and humans.**
- interactions.com

Conversational AI combines natural language processing (NLP) with machine learning. These NLP processes flow into a constant feedback loop with machine learning processes to continuously improve the AI algorithms.
- IBM

conversational AI is a form of artificial intelligence that facilitates the real-time human-like conversation **between a human and a computer.**
- netomi

Conversational AI is a set of technologies that makes communication easier **between computers and human beings.**
- analytics

Conversational artificial intelligence (AI) is a set of technologies that can recognize and respond to speech and text inputs.
- zendesk



FOR GROWTH.

Humans communicate with humans,
Conversational AI is a way to convey the
message across.



C-3PO

COMMON CUSTOMER SERVICE SCENARIO



Hi! I want to book a service.

Sure, I can help you with your booking.



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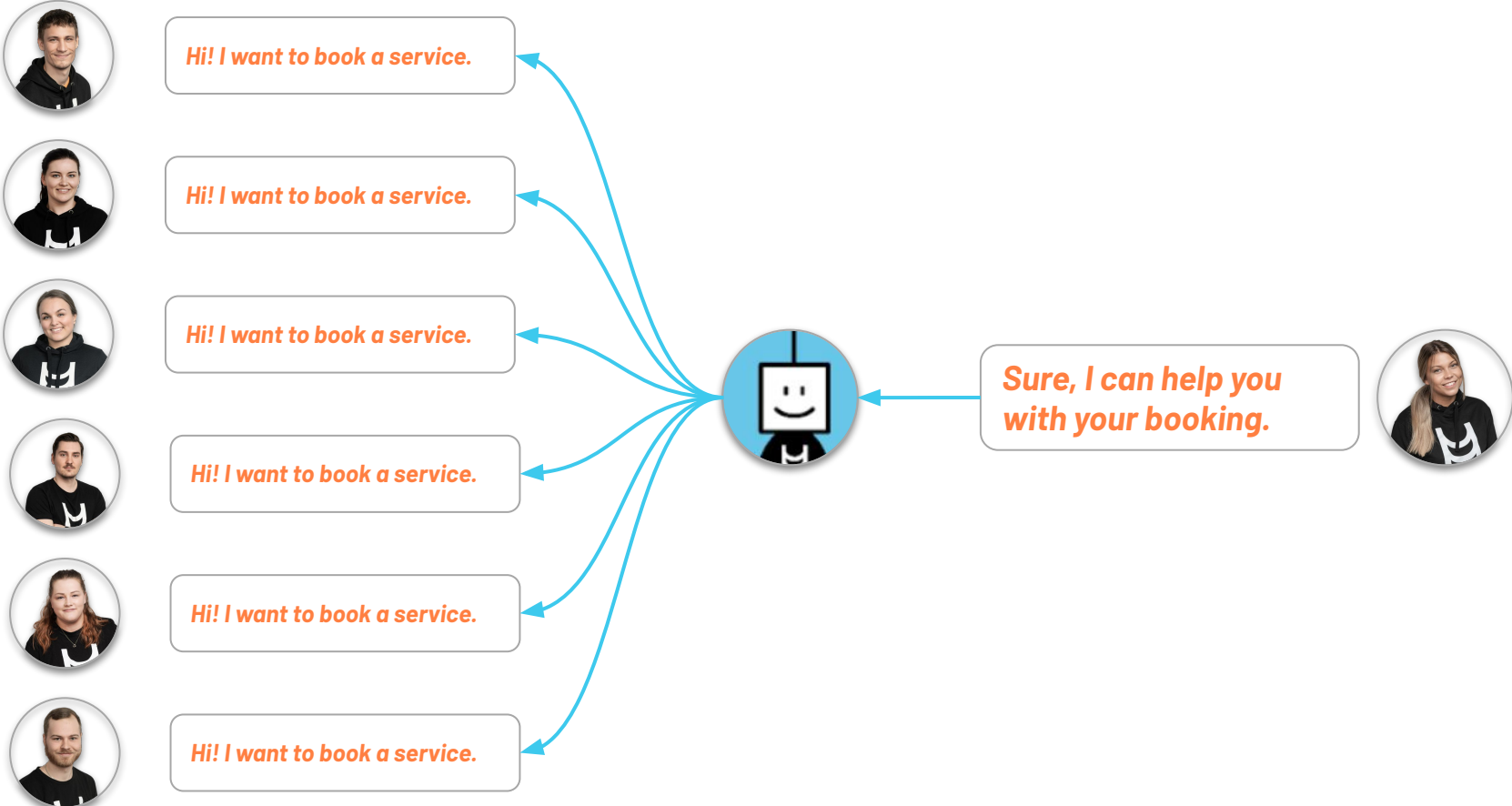


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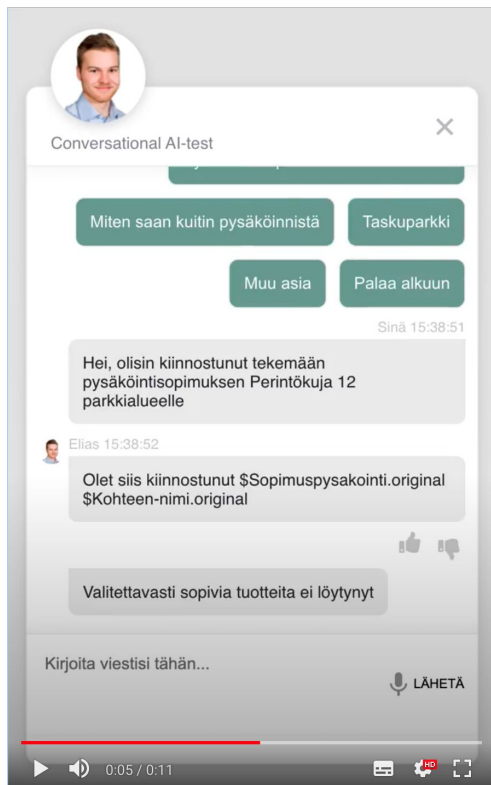


CUSTOMER SERVICE SCENARIO WITH CONVERSATIONAL AI

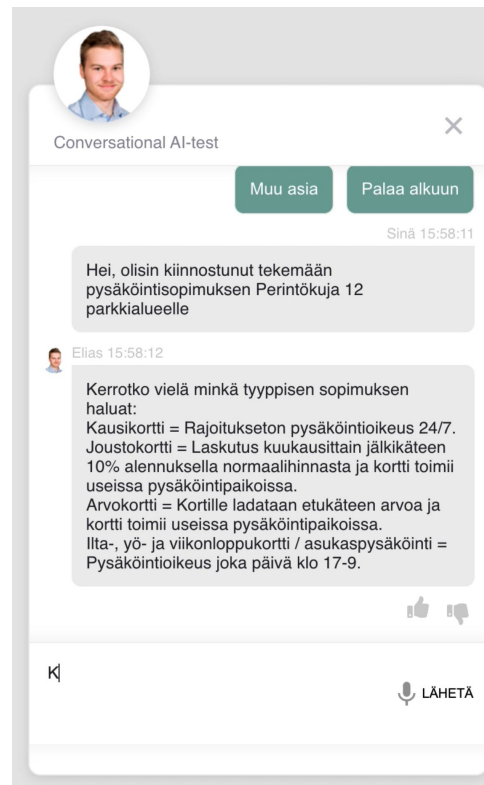


FOR GROWTH.

CONVERSATIONAL AI WITHOUT HUMAN INPUT (AI+DATA ONLY)



CONVERSATIONAL AI WITH HUMAN INPUT (AI+DATA+PURPOSE)



What is the benefit of Conversational AI?



Chatbot vs. Conversational AI

Chatbot

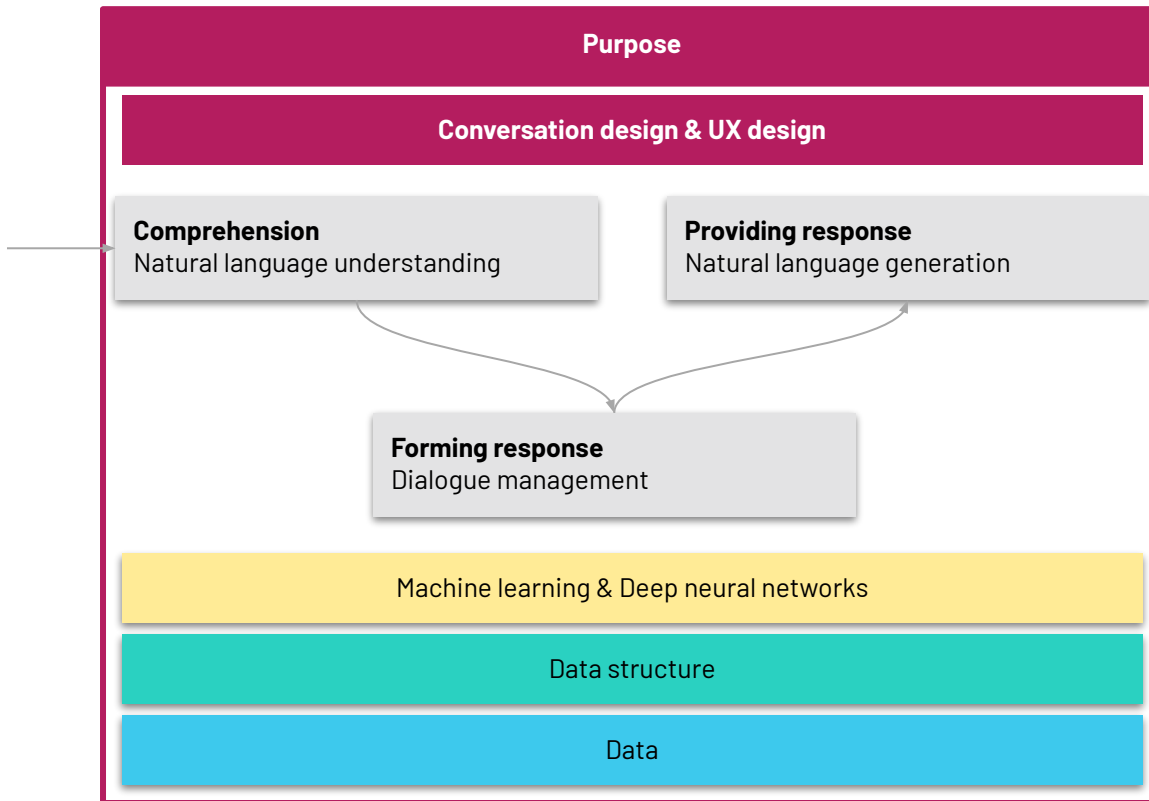
- Scripted flow path structure
- Simple, rules-based, machine learning models
- Requires lot of human labour to build & maintain
- Hard to scale

Conversational AI

- Utilizes NLP and advanced ML to facilitate conversational flow
- AI algorithms able to self learning
- Requires less human labour to teach and maintain
- Highly scalable

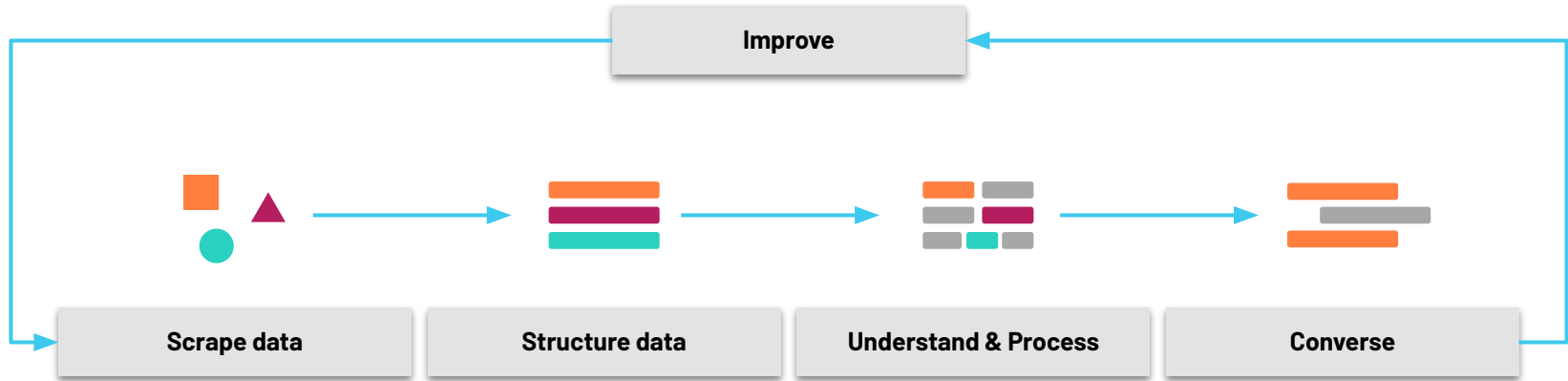
How does Conversational AI work?

Hi! I want to book a service.



Sure, I can help you with your booking.

Fully autonomous Conversational AI?



Human input is needed to:

- 1) Establish the purpose and function of the AI
- 2) Point the data sources
- 3) Monitor and adjust the learning over time

Automatic learning. Does it exist?

Yes, but you cannot rely on it to function without human monitoring and adjusting

Can I change the due date of my payment that is due tomorrow?

You may make changes to your payment schedule by logging into the portal.

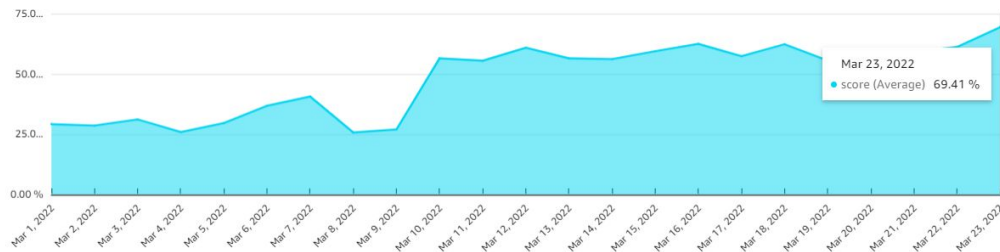
Was this helpful?

Yes

No

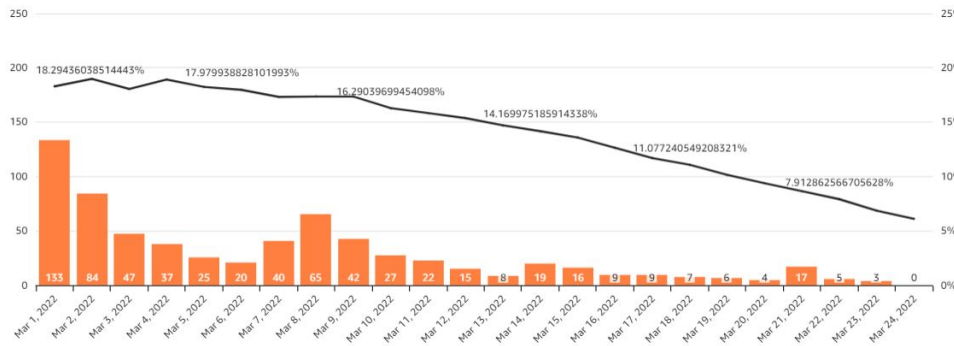
AI learning curve - human assisted

Average score trend



Confidence up from 27% to 69%

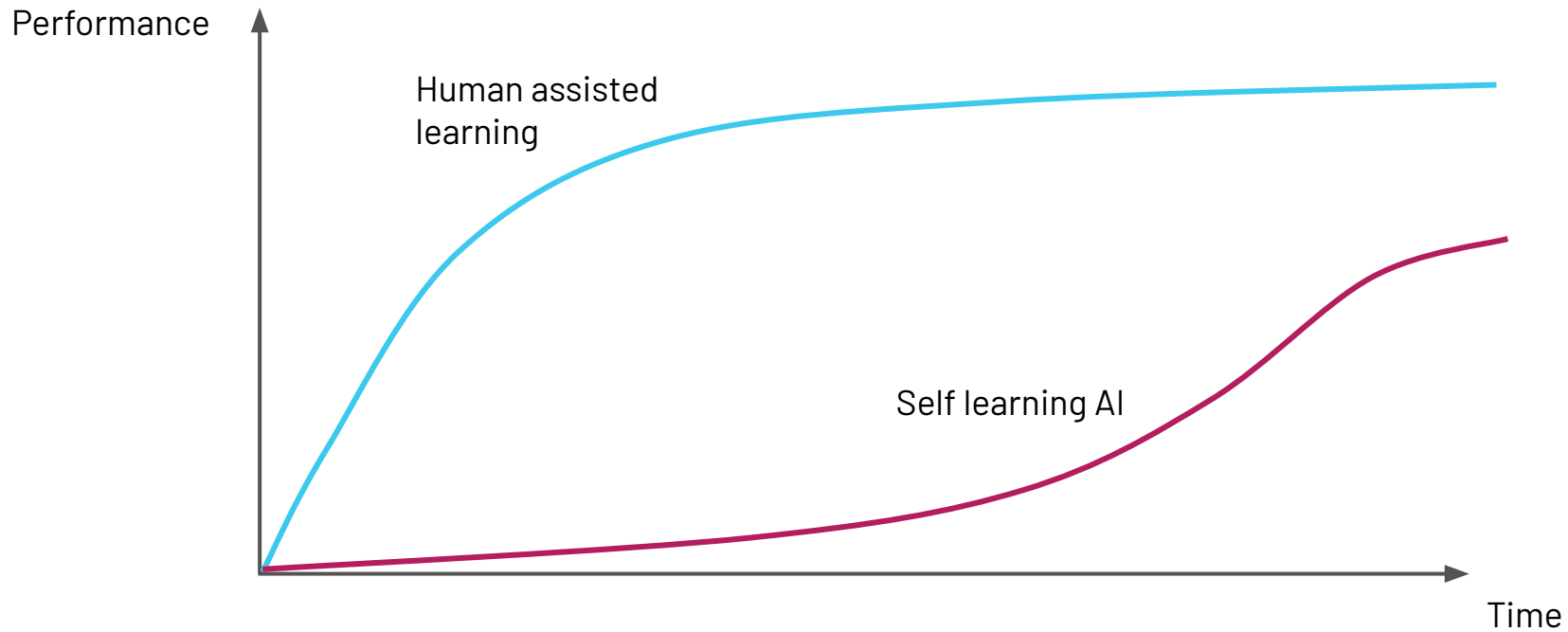
Fallbacks trend



Fallbacks down to zero from 18%



AI learning curve



Purpose & design

Help locating product information

Automate reservations and bookings

Automate customer service enquiries

Reduce queues and waiting times

Provide help along selfservice

Improve lead generation

Create personal assistants

Improve recruitment & interview process

Generate tourism information

What is a human needed for?

1. UX design
2. Conversation design
3. Data input
4. Structuring, labelling & validating data
5. Assigning goals
6. Monitoring and adjusting the learning processes (teaching the AI)

Conversational AI is to utilise NLP and machine learning algorithms to **convey human to human interactions** without requiring real time human presence on the other side of the conversation.

Conversational AI + conversation design
=
Meaningful communication at scale





THANK YOU!

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