

WEBSITE VIRTUAL ASSISTANT WITH AI CAPABILITIES AS A PRODUCT



“Many companies have chatbots on their websites. Your chatbot should be different to impress”

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OBJECTIVE

Develop a smart virtual assistant that will fit into the concept of the website

CHALLENGE

Intetics' Client, a middle-sized service provider, turned to Intetics to help to design a virtual assistant for their website. Digital assistants become more and more popular, and many service providers have implemented website chatbots. The Client spotted an opportunity to get differentiated from competitors by having a nice and smart element in the first place their customers face – a website.

SOLUTION

Having experience in building chatbots for various industries, the first task for Intetics team was to elaborate project strategy, working closely with PR and Marketing teams.

As a result, the following focal areas were set up:

Design

- dialog window, which should be

smart, fit to the general website style and

not obstruct main content;

- it was decided to design a corporate character, to include into the UI, and animate it;
- dialog design is one of the most important parts of any conversational solution. Intetics engaged a dedicated team of linguists to develop a unique communication style fitting Client. Communication with a virtual assistant should be professional, easy and friendly, not annoying;

Content

- the Client has much data to present their customers via website virtual assistant. Most of the available content was not suitable to show in the dialog window and therefore customization has been performed;
- as the content part is one of the most dynamic parts of an assistant, content customization possibility has been included in the solution.

Dialog settings

- to create the most natural dialog, the specific

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industry terms were collected (synonyms, slang, abbreviations, etc.);

- dialogs were set to be highly adjustable, additional training for the Client's team was provided;
- to consider people with special needs and make virtual assistant more user-friendly, the possibility of voice communication was added;
- two types of NLP were included. Pre-built NLP was used to create basic dialogs. It was

augmented by RASA, which was trained on the Client's content and open datasets for extended NLU and answers generation;

- analytics was included for further optimization of dialogs and marketing activities.

RESULTS

The Client received not only a virtual assistant for a website. They received a powerful marketing tool, which allows to attract website visitors' attention, increase time of a session.



QUICK FACTS

- ✓ *Website lead engagement increased by 35%.*
- ✓ *Sales team have an additional source of information about lead prior to the first contact.*