AWS re:Invent

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AIM329

Introducing automated chatbot designer in Amazon Lex

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Agenda

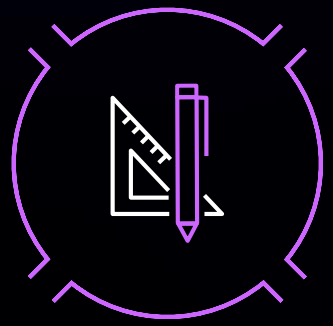
- The basics of designing a bot
- Challenges with designing chatbots
- How we simplify the chatbot design process
- How it works
- Benefits
- Designing a chatbot – the main focus of today’s workshop
- Resources

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Steps of creating a chatbot



Script



Design



Build



Test



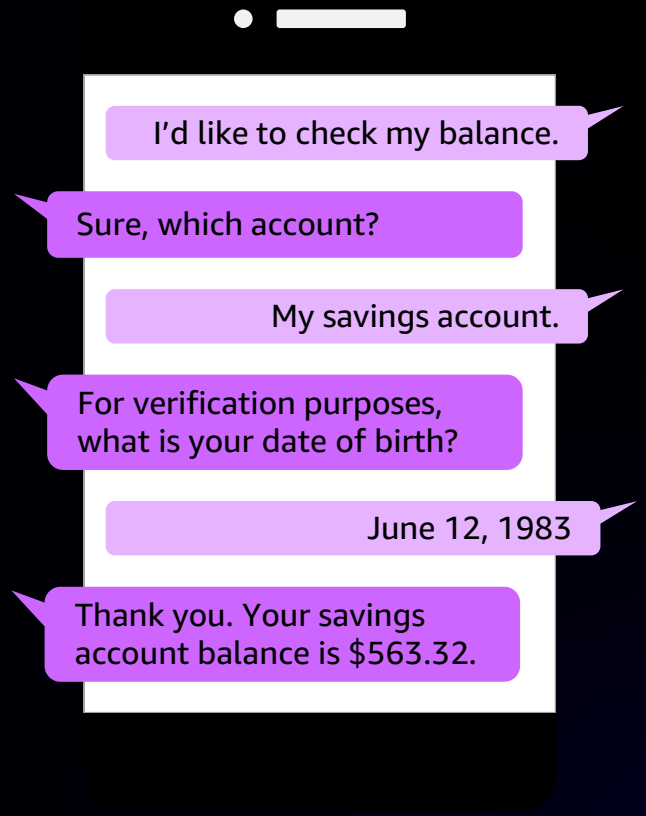
Deploy

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Components for designing your bot

Intent
An action that a user wants performed

Get account balance



Utterance
User input that triggers an intent

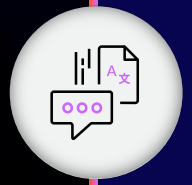
Slot
Input data that is needed to complete the requested action

Prompt
Bot message designed to get data needed to complete the requested action

Fulfillment
Completed action based on the user request

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Challenges with designing a chatbot



Requires conversational design expertise



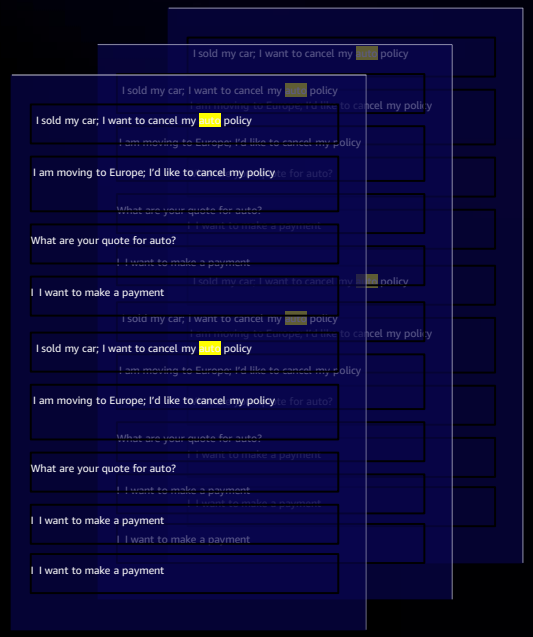
Can be a manual, time-consuming, and error-prone process



Poorly designed chatbots can lead to frustration and damaged CX

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Amazon Lex simplifies bot design process



Intents

File an insurance claim
Get auto quotes
Make a payment

Sample utterances ***File an insurance claim***

I'd like to file a claim.
My basement is flooded; can we start a claim?
Can you help me with an auto claim?

List of supporting information ***File an insurance claim***

Policy ID
Date of event
Verification: last four of SSN

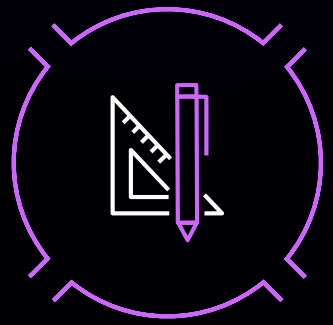
Automatically create bot design from conversation transcripts

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Amazon Lex



Script



Design



Build



Test



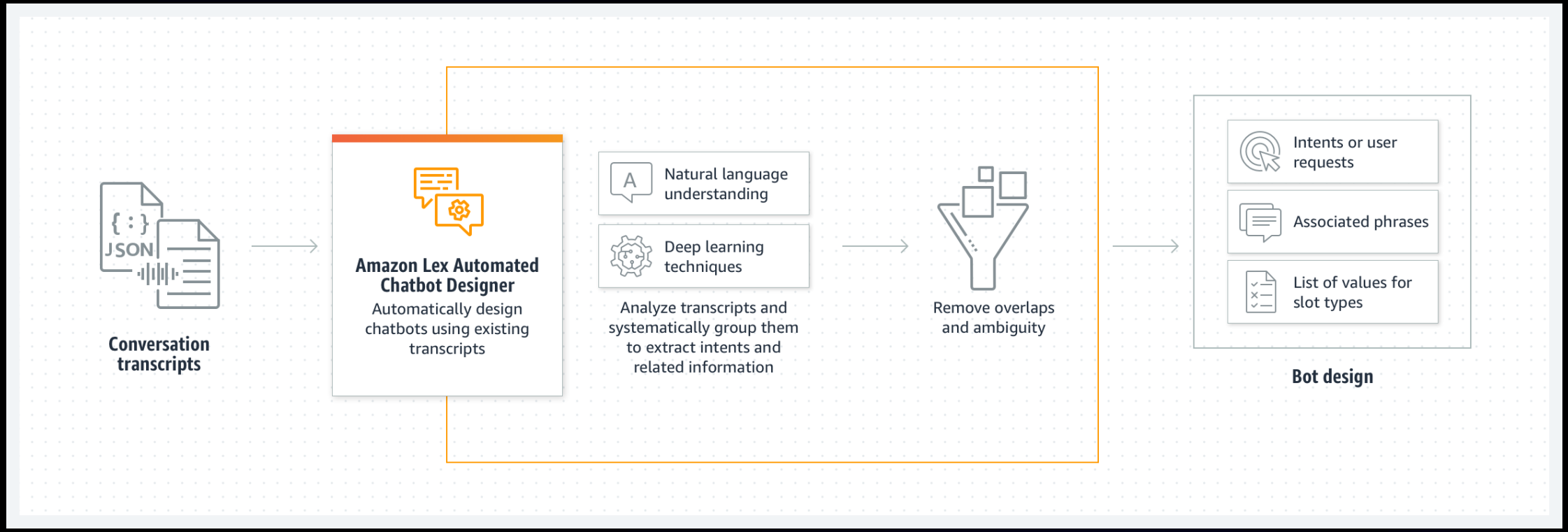
Deploy

New

Automated chatbot designer

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Automated chatbot design feature: How it works



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Automated chatbot designer

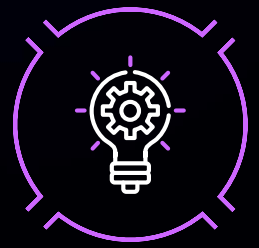
KEY FEATURES





Analyze thousands of lines of transcripts in minutes

Uses natural language understanding and deep learning techniques to discover the most common intents and the information needed to fulfill them



Reduce manual effort and minimize errors

Based on the same proven technology that powers Alexa, Amazon Lex analyzes what users are saying to identify the request/intent and how to answer the request across multiple languages



Accelerate chatbot deployment

Allows you to design chatbots in hours rather than weeks so that you can focus on iterating on the design and move on to the next step of deploying a chatbot



Improve customer experience

Helps ensure that intents are well defined and separated so that your bot understands and serves the user better and improves overall customer experience

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Workshop goals

- Main goal: Design a chatbot using automated chatbot designer in Amazon Lex
- Secondary goals:
  - Learn the key components of chatbot design
  - Learn how to extract intents and related information from existing conversation transcripts
  - Learn how to add prompts to the design
  - Learn to deploy a chatbot

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Workshop learning

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Amazon Lex

KEY FEATURES



New

Automated chatbot designer

Use conversation transcripts to design chatbots in hours rather than weeks



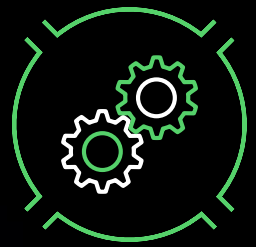
Natural conversations

High-quality ASR and NLU, context management, multi-turn dialog



Builder productivity tools

One-click deployment, bot lifecycle management tools, V2 console and API, streaming API



AWS Service integrations

Natively integrate with Amazon Polly, Amazon Kendra, AWS Lambda

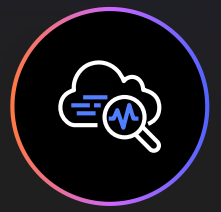


Contact center integrations

Integrations with Amazon Connect, Genesys, 8x8

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Resources to help you get started



Amazon Lex

Visit the Amazon Lex website for more information – https://aws.amazon.com/lex/



Partners

AWS offers many partner solutions for document processing. Find an AWS Partner today. https://aws.amazon.com/partners/



Run a POC

Run a quick POC with a ready-to-deploy Document Understanding Solution https://aws.amazon.com/solutions/implementations/document-understanding-solution/



Contact sales

Contact sales if you have any queries about building with AWS – https://bit.ly/3CY84rm

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