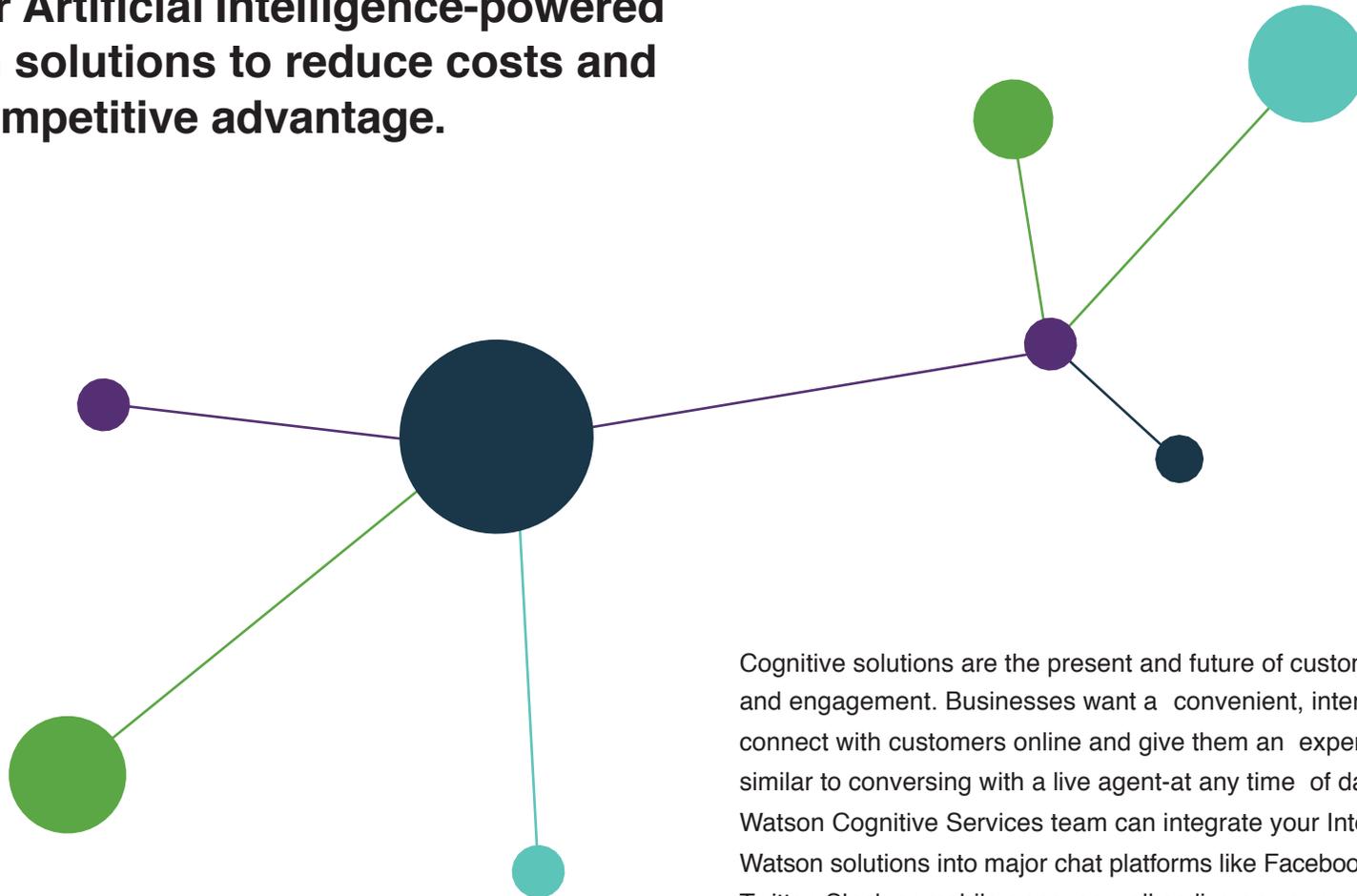




Watson Cognitive Assistant

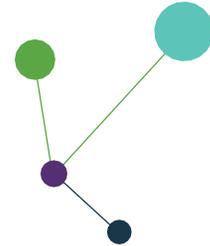


Use our Artificial Intelligence-powered Watson solutions to reduce costs and gain competitive advantage.

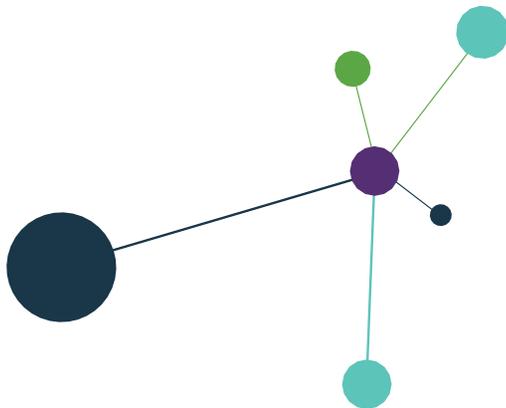


Cognitive solutions are the present and future of customer service and engagement. Businesses want a convenient, interactive way to connect with customers online and give them an experience that is similar to conversing with a live agent-at any time of day. The Watson Cognitive Services team can integrate your Intelligent Watson solutions into major chat platforms like Facebook Messenger, Twitter, Slack or mobile apps, as well as live on your website, helping customers from a chat window.

Cognitive Assistant

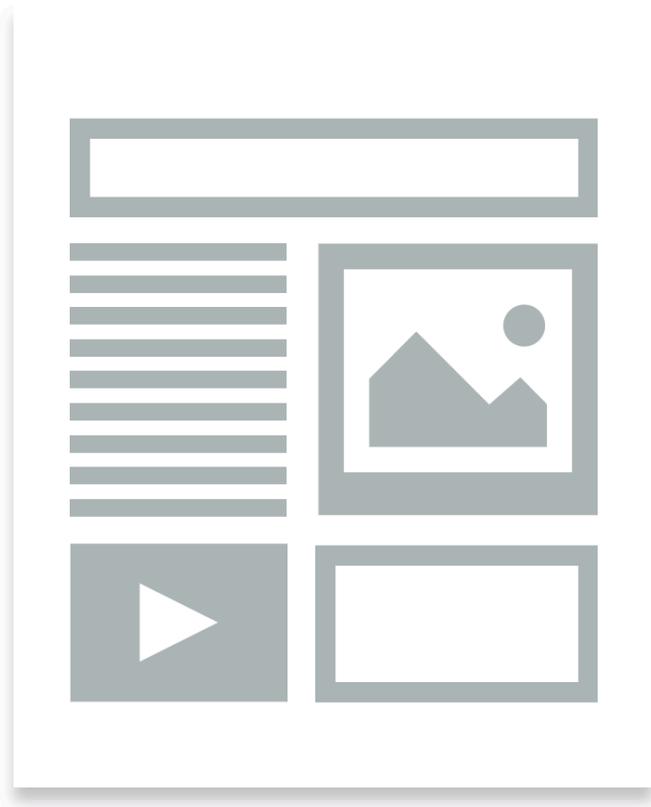


Hello! How can I help?



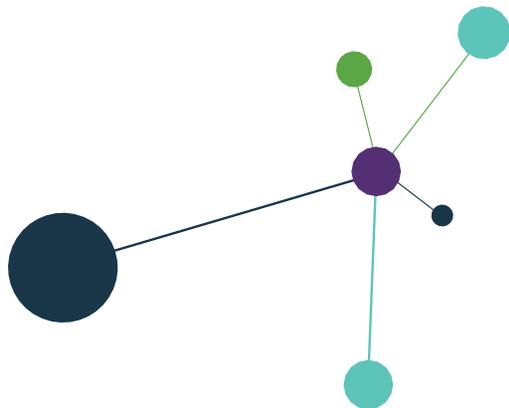
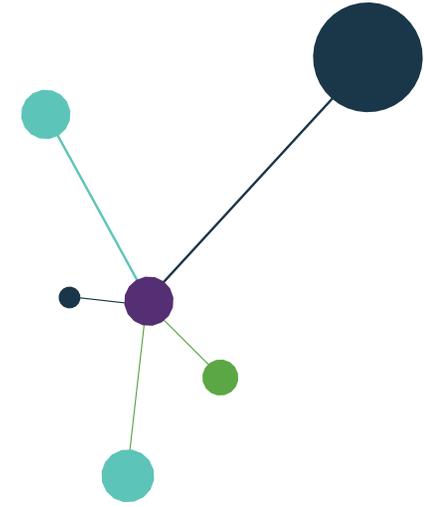
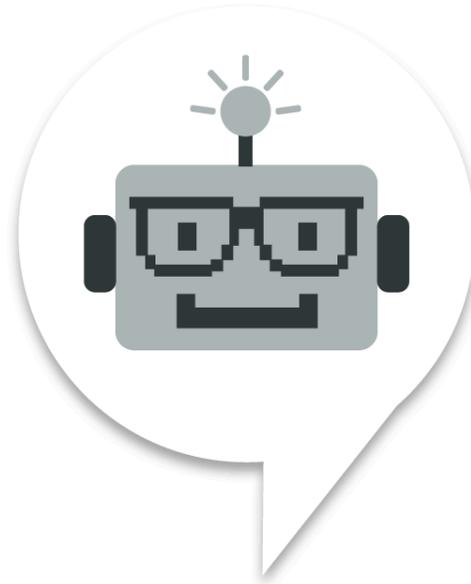
In order to really make a substantial impact on your business-especially for your customers-our team can provide a Cognitive Assistant to emulate a real person with natural interactions. This helps offload some of the questions live support teams face each day. The interactions can range from scripts and guided interactions, to simple free text interactions, to complex long interactions with context and personalization.

User Interface Design



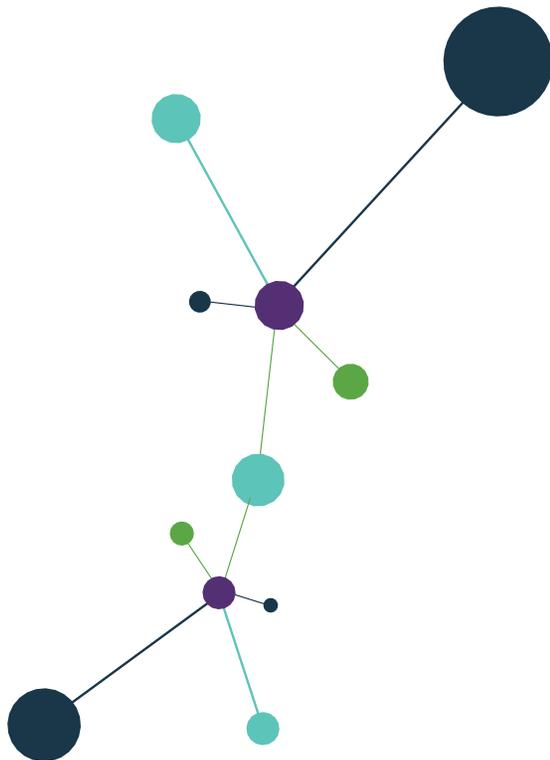
Our team can design an intuitive and appealing user interface to optimize the customer experience. Not only is it important that the chatbot interaction itself is compelling, but it must also seamlessly work with the web page or app that it is launched from. Thought must be applied to options such as single panel (overlay or embedded with main page), two panel (conversation and search results), or even three panel (to include related links). In addition, we can deliver the use of images, videos, icons, avatar, animation and more.

Watson Cognitive Services Integration



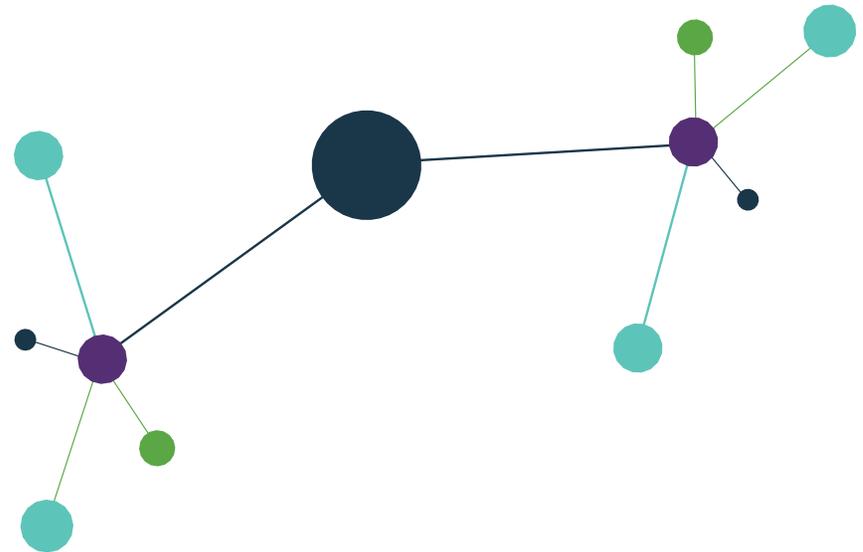
We can deliver a customer experience using a Cognitive Chatbot Assistant that is more than a passive interaction. It can include interactive information access, trigger task models (for example, handoff to live chat), perform basic customer service (for example, register for a class or schedule a demo). To do this, a robust integration with Watson Services is essential, including Watson Conversation Service, Watson Discovery Service, Watson Knowledge Studio, Watson Language Classifier, and Watson Retrieve and Rank

System Architecture



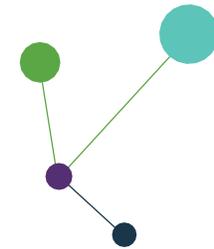
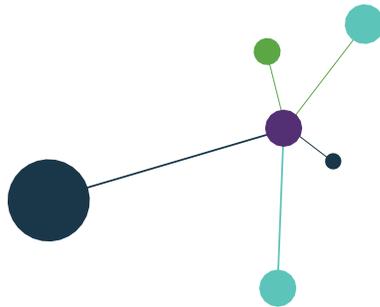
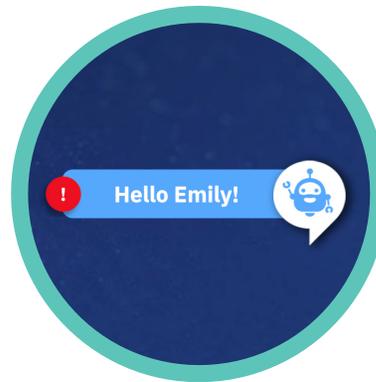
The underlying platform that the Cognitive Assistant will run on is not trivial. The Watson Cognitive Services team has extensive system architecture experience, including integrating other services and data sources, and managing the lifecycle of a conversation. This includes application integration, backend APIs, store session states, logging, authentication, databases (for example, Cloudant), categorized content process, author tooling and content management, etc.

Content Curation

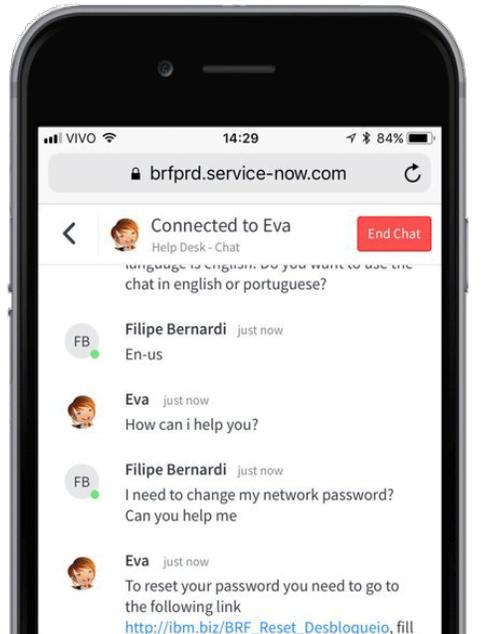


In many cases, the most important aspect of making a Cognitive Assistant compelling is the ability to identify, classify and prepare content to support the customer's needs. The Watson Cognitive Services team can sort through your unique content requirements, apply an approach for assessing your content sources, and determine how those sources should be used.

Case Studies



BRF Chatbot



Overview

The MSC LA API team in partnership with GTS delivered a solution for BRF Brazil Foods, which is one of the largest food companies in the world. EVA (Exceptional Value Assistant) is a cognitive assistant that allows agility in solving BRF employees' questions and IT problems that came to reinforce the strategic alliance of IT services between IBM and BRF. The assistant came to support BRF employees on IT help desk matters.

Challenge

Developed with IBM Watson platform, EVA was trained with more than a thousand issues regarding 70 different types of IT questions. The solution is available to 28,000 BRF employees from different locations and according to Gustavo Oliveira, BRF's IT Analyst, it also helped to reduce waiting time from 30 seconds to just 3, and the duration of each attendance from 15 minutes to 5, on average.

Results

EVA brought agility and a better quality at BRF employees' attendance, that's why the solution gained a lot of media attention with several releases being published, as you can see by the links below:

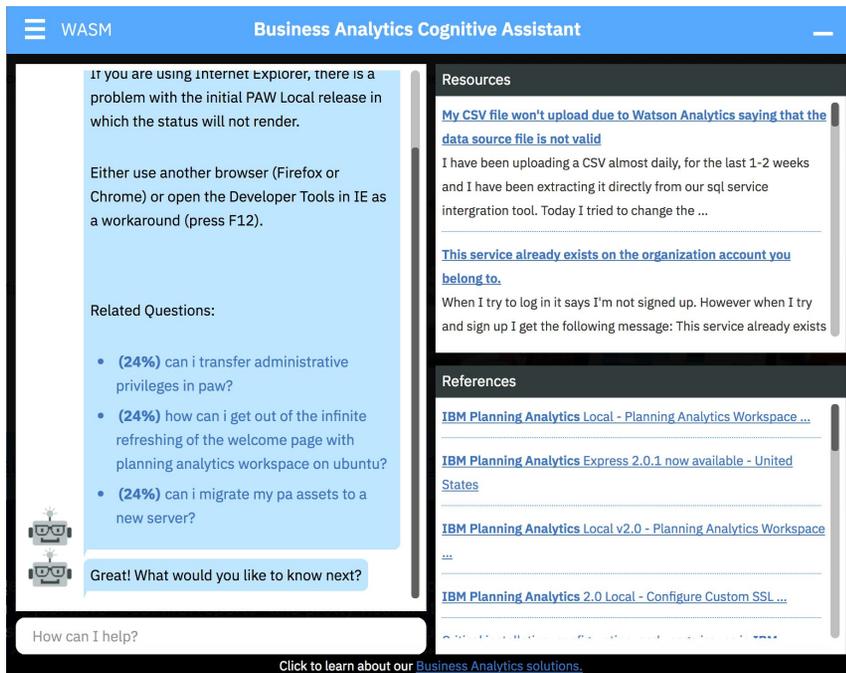
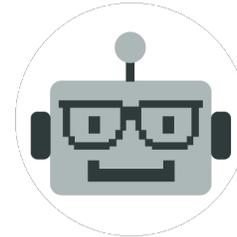
In English

- LinkedIn

In Portuguese

- IT inside online services
- Inforchannel
- IT forum 365
- LinkedIn
- IBM press release

Business Analytics Cognitive Assistant



Overview

Develop a solution for IBM Social to answer customer questions in Facebook and twitter using Watson Services.

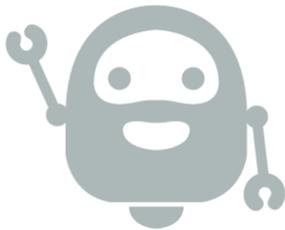
Challenge

This has been a very exciting project using various Watson Services to provide the right solution and to connect to IBM support team for valid customers who need to open a ticket in the new support system Salesforce.

Results

We are in the middle of completing the initial development. The first use case will be FB only for anonymous users. We have a dependency on the support team to finish Salesforce deployment to complete the end to end connectivity.

Leadership Academy Cognitive Agent



Overview

Leadership Academy wanted a whole new look and feel for their experience which included a cognitive solution.

Challenge

To create a friendly advisor called Mila that suggests what the next best training that managers and executives should take.

Results

Working with the Applications team we are creating a solution that goes live in November 2017



Watson DSG Chatbot

Overview

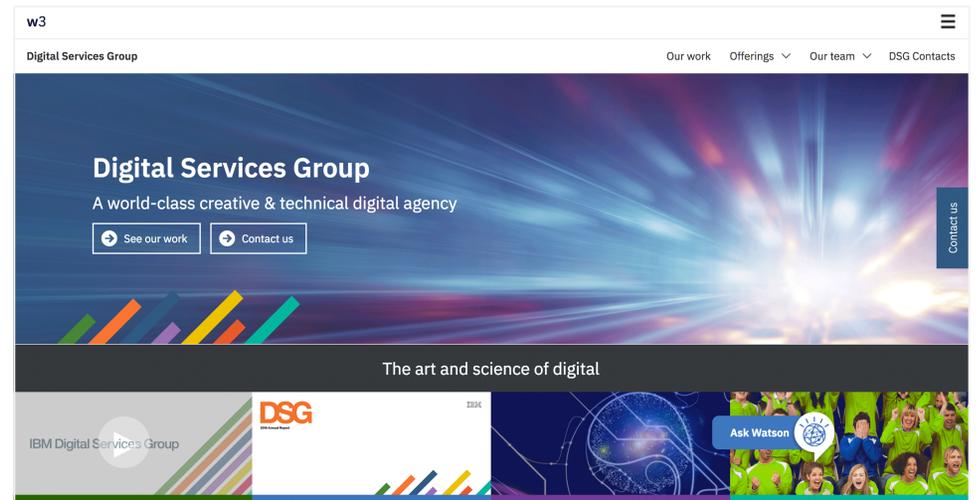
Using Watson Conversation Services, API Services worked to introduce the Watson DSG Chatbot and create a framework for DSG to offer this solution to clients. The development period required a great deal of time to teach Watson before production could begin.

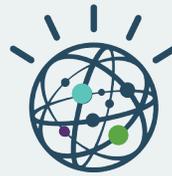
Challenge

The team was challenged to create an environment that can track users' interactions with the Chatbot and gather feedback to further grow the solution.

Results

API Services created Watson DSG Chatbot, which manages the content and provides analysis.





Watson Cognitive Assistant



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