

# Where is Conversational AI Going?

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## What is Krista?

#### Intelligent Automation

Krista is a modern conversational Intelligent Automation platform designed to easily leverage existing IT assets. Krista's unique informal approach enables business process owners to quickly build new lookup or data entry workflows without waiting in line for expensive IT or development resources. Krista uses a unique programming method similar to a text conversation between one or more people. By following the way humans already communicate, Krista enables anyone to build and create workflows around business process constraints. The conversational workflows eliminate maintenance and upkeep required from traditional record and playback automation tools. Krista's conversations are beautifully simple, with enough power, scale, and security to find any answer inside the largest enterprises.

#### Deployment is Simple

Krista's Natural Language Processing supports voice, text, and \*bots to deliver automation anyone understands. By utilizing existing communication methods in conversations, you take advantage of how your employees already communicate. Krista quickly deploys to existing desktops, mobile phones, Slack, and web browsers that your employees are already using. You won't need to train employees or maintain brittle documentation since the automation follows existing voice and texting conversations similar to WhatsApp or Facebook Messenger. If your employees can text, they can interact with numerous systems to support customers, consume enterprise services, deploy IT changes, or update important KPIs.









So I had a heart attack ...

This is not how I planned my Sunday. It was pretty standard up to 4pm. Morning coffee, a trip to the local country park, a shopping trip and late lunch.

I sat down at my desk at 4pm to prep for this weeks work. And then I couldn't really breathe. My chest felt constrained, I had what I can only describe as surges in my left arm, my neck, my ears were popping.

I didn't get a flash of light, my life race through my mind. Instead I had:

- 1. F \*\*\* I needed to meet with my manager tomorrow, this isn't convenient
- 2. How do I secure the funding for X (work stuff)
- 3. Shit I haven't updated my will
- 4. I hope my wife doesn't find me dead

I got to the bedroom so I could lie down, and got the attention of my wife who phoned 999.

I've since made the following decisions whilst I've laid here, on the basis I don't die:

- 1. I'm not spending all day on zoom anymore
- 2. I'm restructuring my approach to work

3. I'm really not going to be putting up with any s#%t at work ever again - life literally is too short

- 4. I'm losing 15kg
- 5. I want every day to count for something at work else I'm changing my role
- 6. I want to spend more time with my family

And that, so far, is what near death has taught me.



## Technology is Supposed to Make Our Jobs Easier

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Images: grahamjenkin.com, apwide.com

## How do I order a CT?

lan

What's the code for cardiac arrest?

#### Is this as good as it gets?

"I went into medicine to work with people. Not be a data entry clerk."



## Human to Computer Interface Innovations

19	995	2000		
Personification Immersive Workspaces				
Knowledge Graphs				
Conversational AI Platform				
Mixed Reality				
Conversational User Interfaces				
Smart Data Discovery	<u> </u>		 	
People-Literate Technology				
Smart Advisors				
Electrovibration				
Affective Computing				
Wearable UI				
Tangible User Interfaces				
Human Augmentation				
Video Search				
Virtual Assistants				
Ambient/Glanceable Displays				
Portable Personality				
Gesture Recognition/Control				
Speech-to-Speech Translation				
Computer/Brain Interfaces				
Augmented Reality				
Speech Recognition (Mobile)				
NLP Query/Interfaces				
Speech Recognition (Desktop)				
Text-to-Speech/Speech Synthesis				
Voice Portals				
Synthetic Characters/Chatbots				
Wearable Computers				
VRML/Avatars				
Intelligent Agents				
Virtual Reality				
Handwriting Recognition				







## How is Al Helping Your People?

Our human understanding AI engine is intuitive that it is continually learning what customer wants and over time will replace virtually every agent in your call center.

Human agents make the best bot managers... [Redacted]... they can oversee bot conversations and even label misunderstood interests.





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## **Collaboration Platforms**





## **Collaboration Platform Pros and Cons**

Creates time-based documentation of events and activities.

Reduced email volume and promoted documentation repositories and intranets.

Firehose of messages to largest groups possible. People become disinterested and fatigued over time.

Managers discourage skilled and specialty resources to read 4000 messages a day to determine if they should intervene.

Structured decisions don't exist and require manual intervention.



## Chatbots

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isa is a mock Rogerian payo the original program was described by Joseph Weizenbaum in 1966. his implementation by Norbert Landsteiner 2005.

- 12A: Is something troubling you ? 7: Men are all alike.
- 21: What is the connection, do you suppose 7 7: They're always bugging us about something or other

- incy're always bugging us about sometning or other.
  i: Can you think of a specific example ?
  Well, my boyfriend made me come here.
  i: Is it important to you that your boyfriend made you come here ?
  Ne says I'm depressed much of the time.
  i: I am sorry to hear that you are depressed.
  It's true. I am unhappy.
  I: Can you explain what made you unhappy ?

#### ELIZA 1964–1966

#### Cleverbot 1997–1998





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## Chatbot Pros and Cons

Simulate human based on emotional responses

Reduce call center volumes and FAQs

Real-time data lookup into systems of record is limited and left with hard-coded answers

Communications are one to none or one (agent) to many (customers)

Are stateless and cannot remember where conversation left off.

X



## Systems Integration Platforms





#### Client Server Mainframe 1950s 1960s







## Systems Integration Platform Pros and Cons

Streamlined B2B communications between companies and systems.

Solved for data replications and systems of record.

Human interactions in the workflow are very difficult if not impossible.

Data validation is hard coded or ML can take terabytes of data to train the model.

One small change causes huge development and test effort.

X





#### **Collaboration Tools**

Slack, Microsoft, G Suite

## The Sweet Spot of Conversational Al

OCR invoices, enter in accounts payable system.

#### **Enterprise Automation**

RPA, LCAP, Enterprise App Dev B2B, EAI, SOA, REST















Krista Software is in an unrelenting pursuit to help businesses find the right answers. Krista Software produces Krista, a modern Intelligent Automation platform. Krista empowers businesses to leverage existing IT assets by building low-cost automation applications.

Web: <u>KristaSoft.com</u> LinkedIn: /Krista-Software Twitter: <u>@KristaSoft</u>

