



Maturity levels for Bots

Platform Klantgericht Ondernemen



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**VOICE GAAT EEN
PROMINENTE ROL
INNEMEN IN ONS BESTAAN**



US Households with Smart Speakers



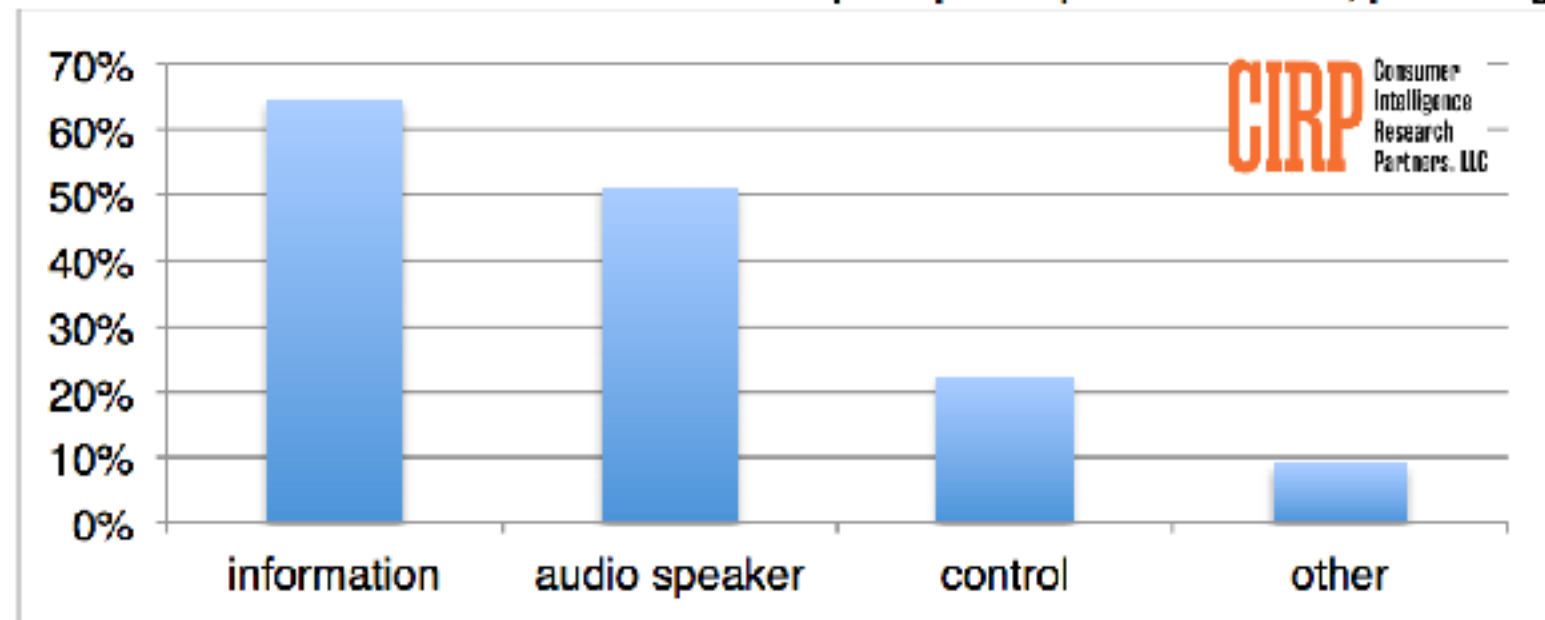
Source: Gartner, Edison Research 2017





**ONCE YOU OWN A SMART
SPEAKER, YOU'RE LIKELY
TO BUY MORE**

Chart 2: How consumers use Amazon Echo (multiple responses allowed, percentages sum to over 100%)





**VERWACHTINGEN
WORDEN GROTER**

Waar wil je naar toe?



▲ Second Conversational Intelligence Challenge

Computer: "Just got done reading a book."

Human: "Which book?"

Computer: "I don't read much, i am more into reading."



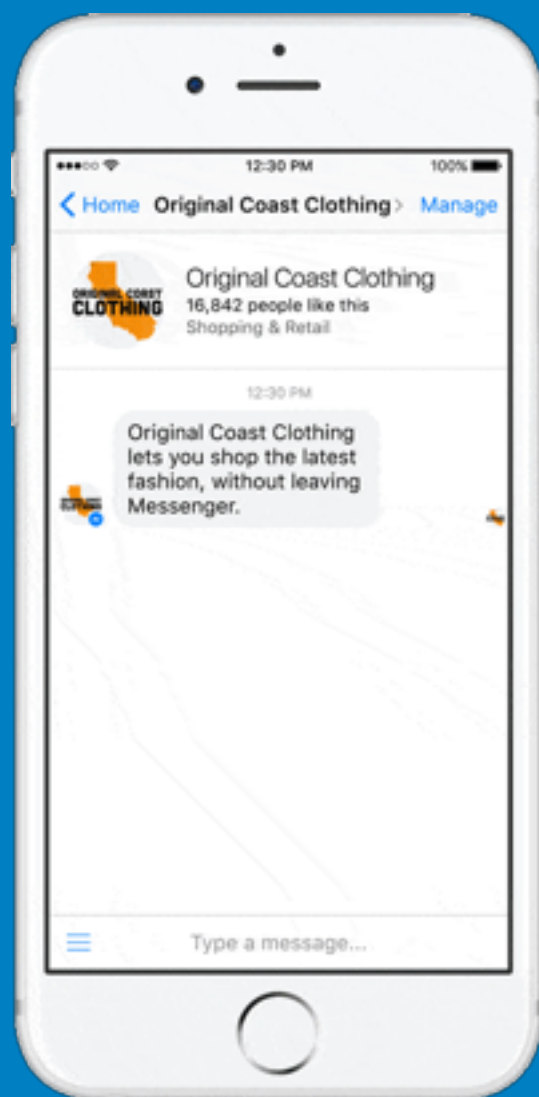
DOE HET GOED



5 Levels Maturity



1. MENU BASED







» 2. SCRIPTED

delicious

Intents

Entities

Dialog

Select where you want the conversation to continue [Cancel](#)

Conversation starts

Go to condition

Go to response

conversation_start



welcome to the
Tasty Helper!
What are you
looking for?



#coffee



Coffee makes me
very productive

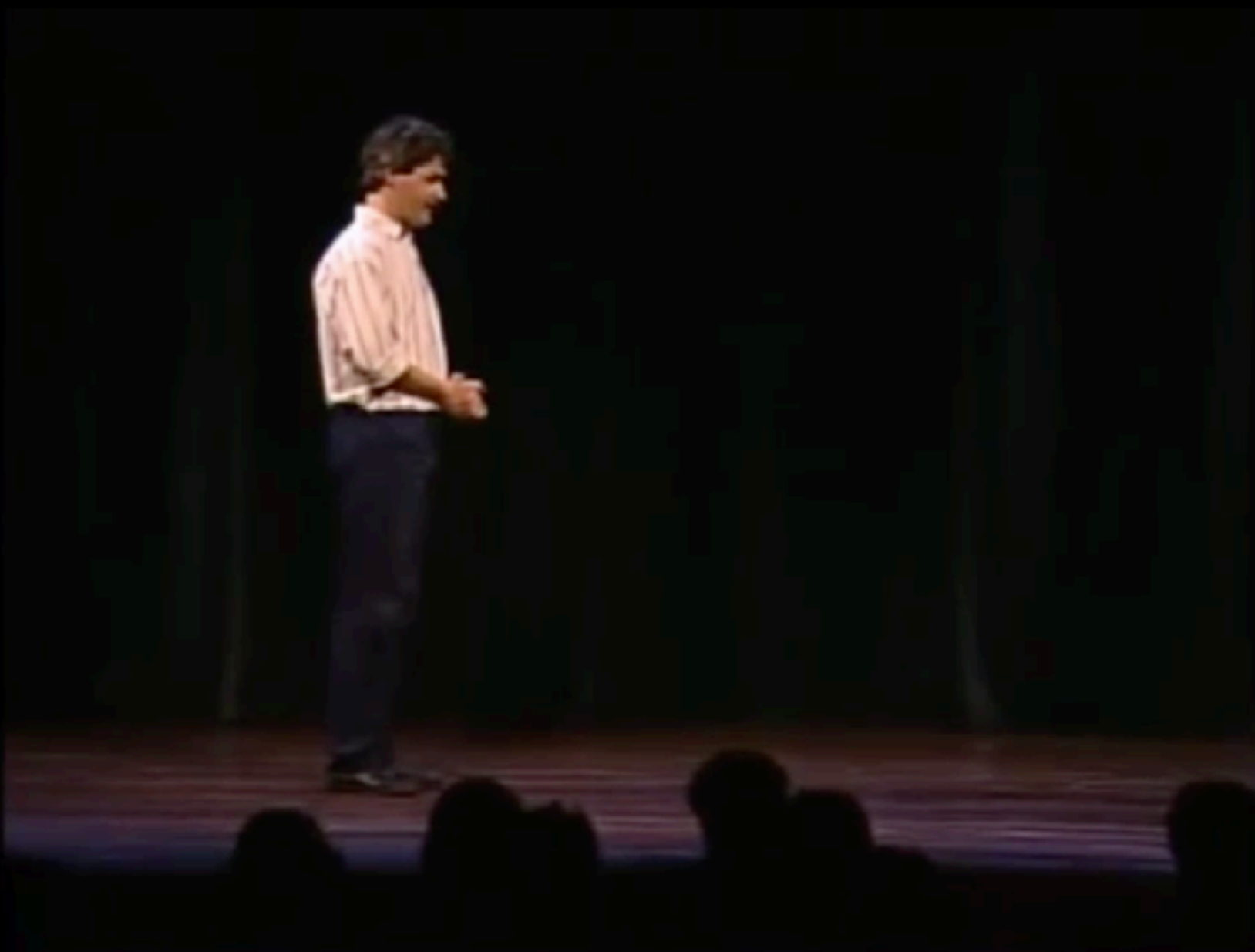
Continue from
Welcome to t

#chocolate



yummy! chocolate
is terrific

MacBook



infoSupport
Solid innovator



02:02

01:15



3. CONVERSATION





» 2.5. HYBRIDE





4. MULTI-PRODUCT





»

5. FUTURE





GOOGLE DUPLEX

Hi, how can I help?

Make me a haircut appointment on Tuesday
morning anytime between 10 and 12.

No problem. I'll make you an appointment and
update you soon.







USER INTERFACE



https://www.google.com/analytics/

Google



analytics

ALL

IMAGES

NEWS

APPS

VIDEOS

Google Analytics - Mobile, Premium and
<https://www.google.com/analytics>

Get the data you need to make intelligent
marketing and business decisions with
Analytics. Available for ...

Analytics





KEUZES

unigarant

verzekeringen





TAKEAWAYS

Doe het goed



Juiste volwassenheid



Complexe UI



