

aws INNOVATE

DATA EDITION

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Improving customer experience with Amazon Lex Automated Chatbot Designer

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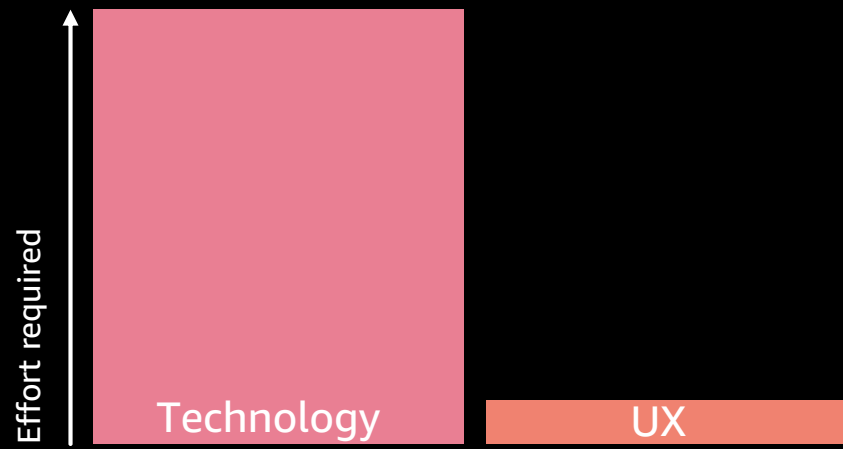
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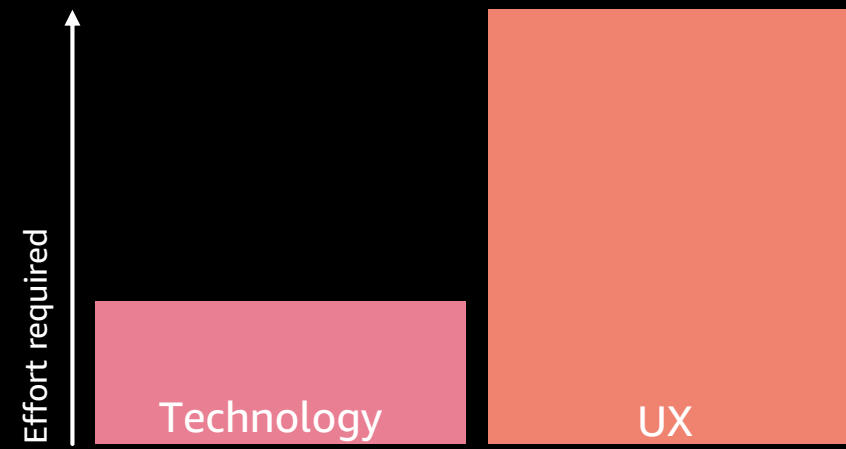
Agenda

- Building a conversational AI solution: the good, the bad and the ugly
- Introducing Amazon Lex Automated Chatbot Designer
- Demonstration
- Next steps

Building a Conversational AI solution: the good, the bad and the ugly



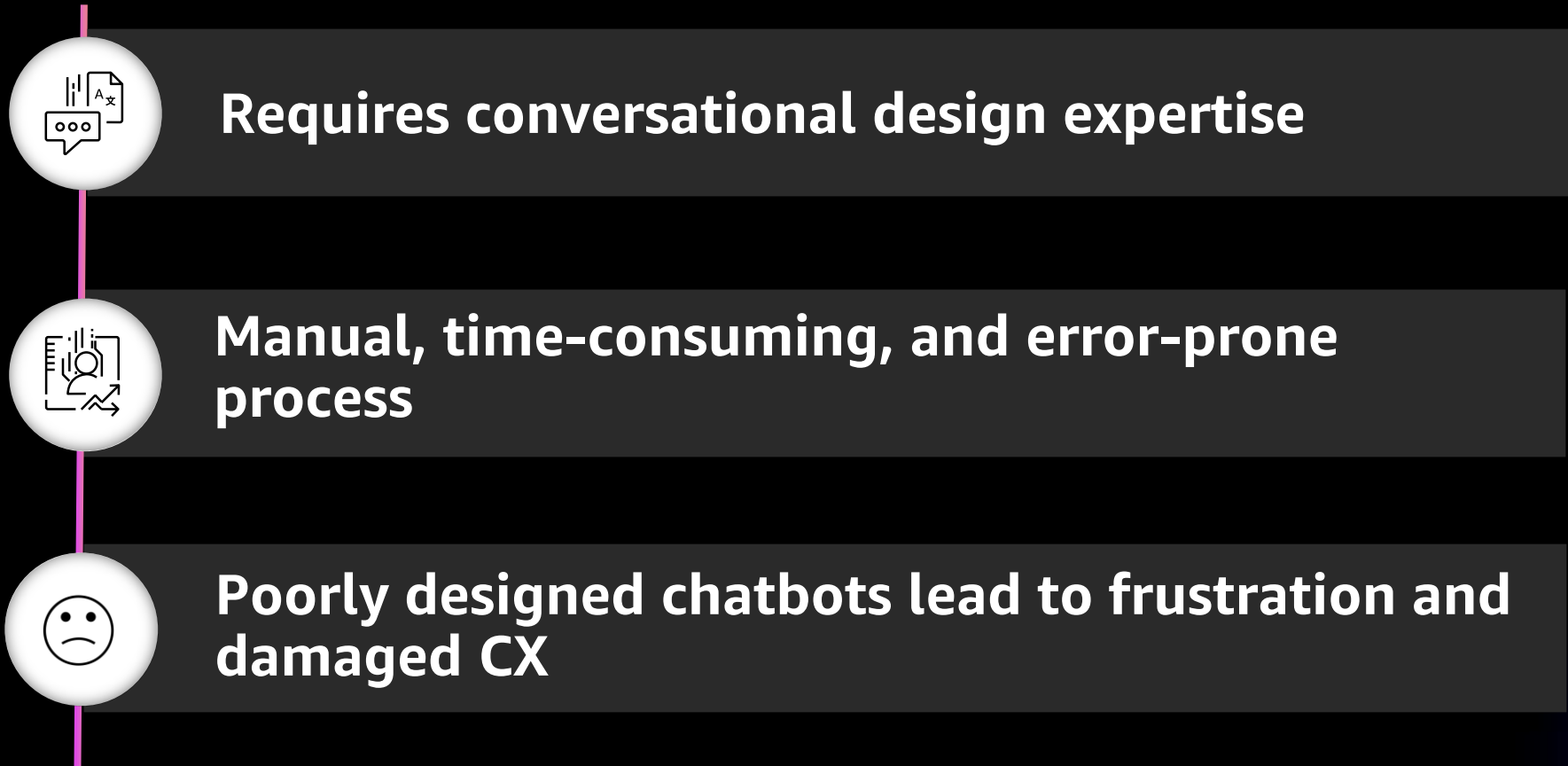
Perception



Reality

Building a conversational AI solution: the good, the bad and the ugly

Challenges with Designing a chatbot

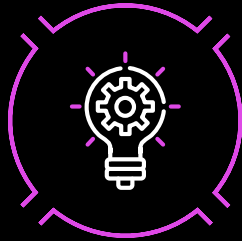


Introducing Amazon Lex automated chatbot designer (Preview)



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



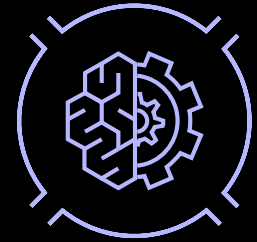
Reduce manual effort and minimize errors

Works at scale and reduces the need for trial and error, helping minimize human errors from the chatbot design process



Accelerate chatbot deployment

Allows you to design chatbots in hours rather than weeks so 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 your bot understands and serves the user better and improves overall customer experience

Demonstration

Next steps

- Amazon Lex automated chatbot designer is now in preview
- It helps reduce significantly the efforts required to build your bot conversation flow, while improving customer experience
- Try it out now!

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Thank you!