

# ChatConnect



## Introduction

A chatbot is a digital character, which provides information and service assistance to customers. It can provide assistance on wide range of topics such as company details including services and career-related details, product portfolios and technology-related information. An accurate and consistent chatbot can provide an equally good or even better customer engagement when compared to customer service executives.

The key strength of the chatbot technology is the interaction in natural language. A chatbot is able to understand the customer's intent to provide answers to queries or to act like an assistant to help complete an action. Its presence can also be extended to many channels such as social and mobile.

NCS ChatConnect is a chatbot platform which provides the necessary building blocks for a complete chatbot solution to speed up implementation.

NCS ChatConnect provides features to build and deploy high quality bots to enjoy conversation experience through various channels. ChatConnect is designed to support multi-channel and provides interaction from:

- The web
- Social media platforms (e.g. Facebook Messenger)
- NCS OneChat and NCS beConnect™

## Challenges

- How can an organisation quickly rollout new innovations such as a chatbot capability
- How to provide productive and consistent conversation experience through different chat channels
- How to extend and provide business services or personalised information over these channels

## Solutions

The types of interactions that a user can have with chatbot can be broadly classify into 3 types.

- **General Information**  
User looking for general information can interact and ask chatbot questions on an organisation's services, products, FAQ or steps involved for various processes
- **Personalised Information**  
User asking for personalised information could be authenticated to interact and ask chatbot questions on her personal queries like leave or account balance
- **Personalised Services**  
User can interact and ask chatbot to perform personalised services like applying for leave or approving claims

## Smart Info

The sub-modules in Smart Info handle general information:

### Smart FAQ

- Understands questions asked in natural language and speech
- Provides information specific to business
- Able to escalate to other channels
- Continuously gets smarter as it learns from conversations it has with people

### Smart Chat

- Provides conversation specific to business flow and able to ask questions in reply

### Smart Talk

- Provide small talk in natural language

## Smart Assistant

The sub-modules in Smart Assistant help to perform personalised information and services:

### Personal Assistant

- Provides assistance (orchestration) specific to business service through backend integration or third party providers e.g. applying leave, ordering food, booking taxi
- Integrates with backend systems to get user specific information and/or provide business service e.g. create support case

### Form Assistant

- Able to ask questions in reply and, collecting information through conversation (form-filling)

## Intelligence

ChatConnect has the intelligence to distinguish conversations involving different business domains and is able to carry a conversation in context of what the user has typed or said. It is able to extract the entities from natural language inputs to be processed.

## Channels Connector

Organisations want to provide the greatest possible convenience for their customers which is to communicate with them where they are already at. ChatConnect provides various connectors to these channels to achieve this capability.

## Web Chat

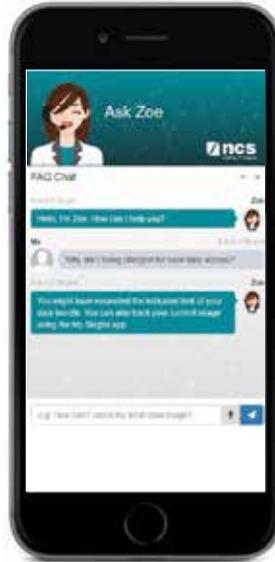
ChatConnect Web Chat is the most common user interface for conversation. It can be easily integrated into existing website to empower it with chatbot. Web Chat works with all modern desktop and mobile web browsers.

## Social Media

It is important to reach out to the customers where they already are. Facebook Messenger is a great example of such chat platform where customers are present. ChatConnect has connectors to integrate to these platforms to offer the same consistent conversation experience through these channels without customers installing another app.

## Escalation

There are times where what the customer ask is beyond what ChatConnect knows. In such cases, ChatConnect can escalate the chat session to an actual live agent.



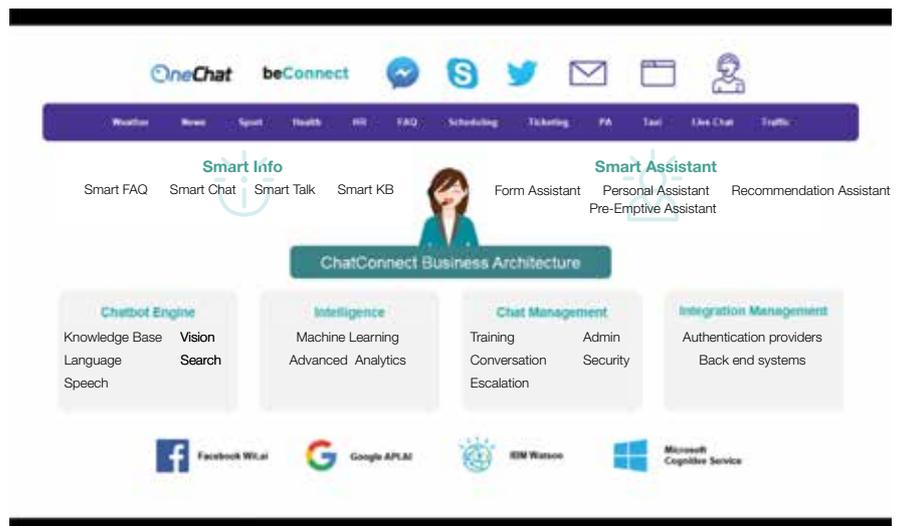
ChatConnect Agent Portal allows a live agent to pick up the chat session and continue where it was left off. The live agent has access to the entire chat history to understand how the chat had progressed. ChatConnect can even recommend responses to the live agent, ensuring that the user always receives a consistent response.

## Training

ChatConnect provides easy-to-use interface for authorised user to define and modify intents and responses. It also provides graphical interface to view conversation history and end user feedback which can be used to train intents.

## Integration Management

ChatConnect allows easy integration to business systems or third party service provider to retrieve or submit data. It provides standards-based RESTful APIs and webhooks to support integration with such external systems.



## Benefits

- Best of breed approach by leveraging on best solutions for different capabilities
- Multi-channel enablement via web, social media, mobile apps
- One-stop vendor for bot implementation, professional services and backend integration

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