



Intelligent Transformation

How to Build an AI and Bot Strategy for Your Organization

Smart Content Summit, Media & Entertainment Day
July 25, 2019

Dennis Helms, AI Practice Lead, LiveTiles

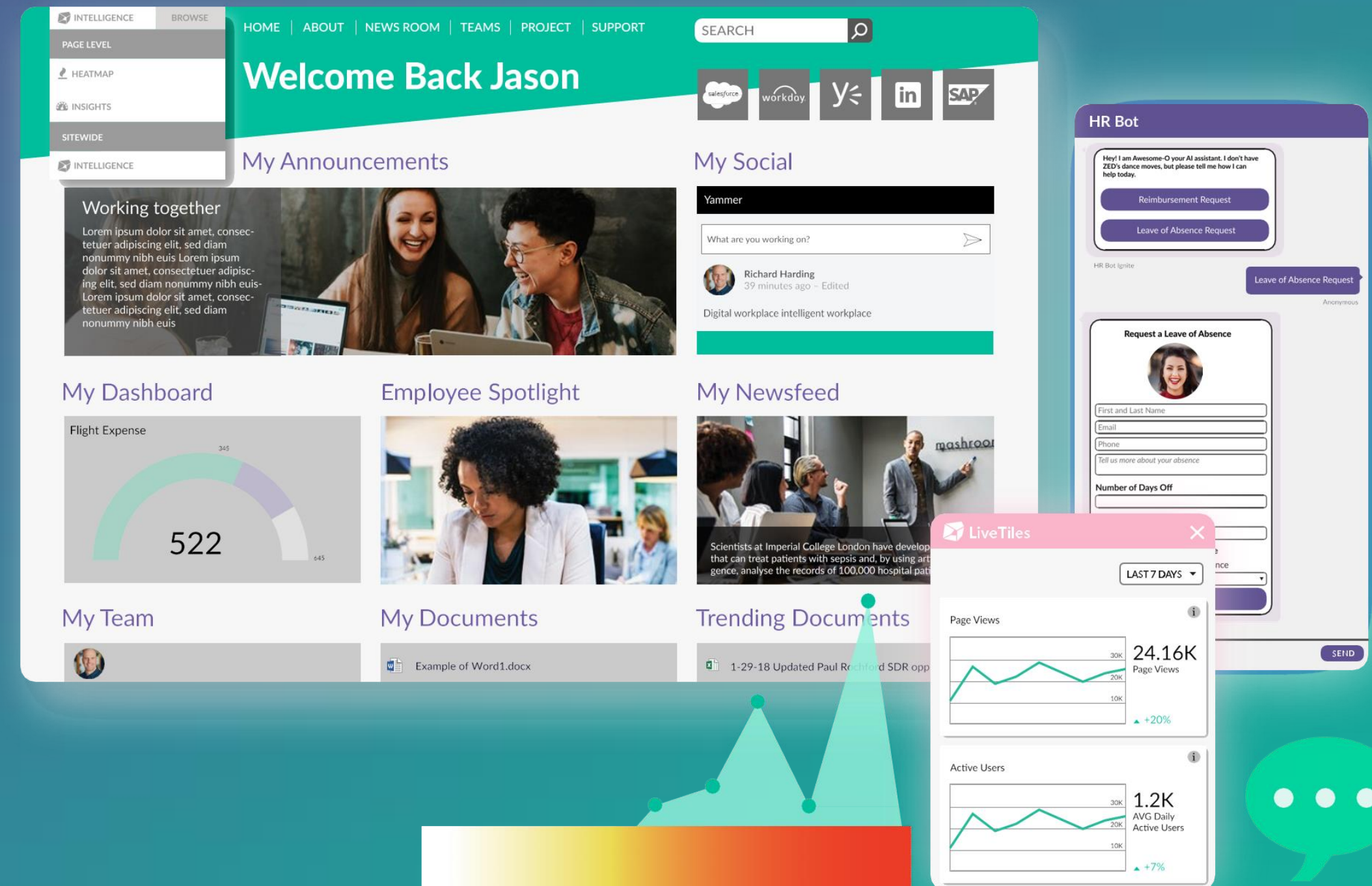
About LiveTiles

LiveTiles is a global software company headquartered in New York, with global operations.

LiveTiles offers intelligent workplace software for the commercial, government and education markets, and is an award-winning Microsoft Partner.

LiveTiles Intelligent Workplace include the following modules: Page Designer, Hyperfish, Wizdom, and Bot Designer.

LiveTiles' customers represent a diverse range of sectors and are spread throughout the United States, United Kingdom, Europe, the Middle East and Asia-Pacific.



Why are we here today

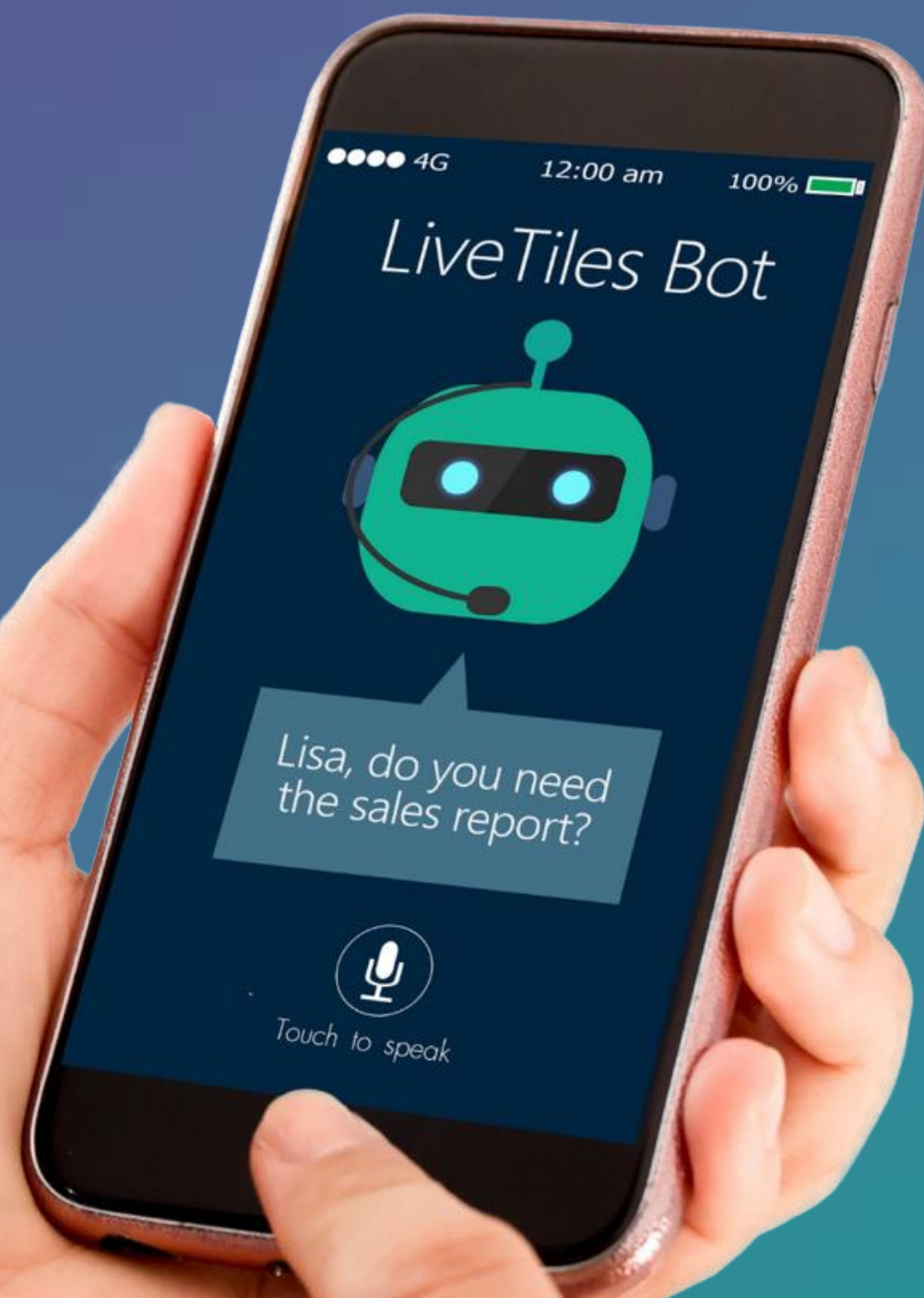
75% of US companies do not have an AI strategy, leaving them exposed to the next disruptive industrial revolution (PWC study)

- What is Intelligent Transformation?
- What does an Intelligent Workplace look like?
- What are popular AI applications for common business functions?
- How do you drive Intelligent Transformation in your organization?
- Getting started with an AI strategy – The Art of the AI Use Case

What is Intelligent Transformation?

Improving your business processes and employee experience with the implementation of Artificial Intelligence. Humans and AI working together.

AI IS THE FUTURE OF THE WORKPLACE



"By 2019, 40% of enterprises will be actively using chatbots to facilitate business processes using natural-language interactions."

"By 2020, the average person will have more conversations with bots than with their spouse."

"By 2021, more than 50% of enterprises will spend more per annum on bots and chatbot creation than traditional mobile app development."

Gartner

Different types of digital bot assistants



PERSONAL ASSISTANTS

Business CoBots that are owned by you and whom you trust to execute many tasks on your behalf.

The dialogue between you and your personal assistant will be defined only by you.



TEAM ASSISTANTS

Business CoBots that are owned by the team leader and trusted by the team to execute many tasks on the team's behalf.

The dialogue between you and your team assistant will be defined only by you.



COMPANY ASSISTANTS

Business CoBots that are owned by a line manager, trusted by the company to execute secure, company specific tasks on your behalf.

The dialogue between you and your company assistant will be defined by you.



EXTERNAL FACING ASSISTANTS

Business CoBots that are owned by an external company, that allow you to execute secure external tasks on your behalf.

Take a minute....

*What about the use cases for AI in your
business*

*What processes and repetitive task could be improved in
your business with a Bot?*

Improve team and employee productivity

Streamline processes

Remove mundane and repetitive task

Improve employee engagement

Focus on meaningful work

Drive technology adoption

Leverage structured and unstructured data in your business

Improve speed and access to information

Benefits of Bots in your business

Common bot use cases deployed across all industries



Knowledge search bot



Department Concierge bot



Human Resources Self Service bot



External Customer Concierge bot

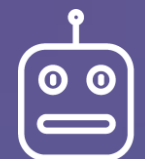


Sales and Marketing Performance bot



Customer Services bot

Common bot use cases deployed in Media and Entertainment



Media & Entertainment

Department Concierge bot

Customer: 2nd largest global media conglomerate with 190k employees word wide

What does this bot do:

Designed to be used as an information sourcing assistant. The bot surfaces relevant information from the company's knowledge base.

Internal & External Customer bot

Customer: Leading sports entertainment venue

What does this bot do: Multiple use cases including a HR bot that assist with rapid onboarding of seasonal workers, as well as customers service bots designed around event specific knowledge that services fans and ticket box workers.

Technology Assistant Bot

Customer: Worldwide Travel and Hospitality Corporation

What does this bot do. Designed to assist employees in seeking the right technology solution from the suite of options from the tech portfolio. The bot asks the user questions about what they would like to do and the bot makes a calculated recommendation.

Deep Dive into a Bot Use Case

Define the goal of the guided experience

What is considered a successful interaction?

Always “gracefully land” the interaction

Transfer to a human
Open a ticket
Feedback Loops

Conversation Modeling

IM Mock-Ups
Storyboarding
Conversational Flowcharts

Keep recognition in the forefront of the design

Avoid open-ended or green field situations that lean solely on determining intent
State the domain in the introduction

4 Use Case Execution Pointers

Does this Use Case simplify an interface?

Does this Use Case provide functionality or information that is disparate in the organization?

Does it just replace the current process, or does it *improve* it?

Does it reduce workload or just displace it?

4 Use Case Sanity Check Questions

Bots in entertainment “Theme Park”

Audience: All Corporate Employees

Business Problem:

Major technology upgrade from Office on-prem to O365 caused gaps in employee knowledge and hindered adoption and productivity. Training materials, policies, How-To's, and instructional videos all on different platforms.

Does this Use Case simplify an interface? **Yes!** The business problem is already one of having a new interface to deal with, so further complication was not an option. Natural language was the solution.

Does this Use Case provide functionality or information that is disparate in the organization? **Yes!** That was really the primary point of this use case. Information existed, but it was logistically difficult to get it out in a unified location across such a traditional, siloed organization

Does it just replace the current process, or does it *improve* it? **Improves!** In this case it was all about going after the information where it lives, associating common information by subject across multiple platforms, and delivering it in a snackable, targeted way.

Does it reduce workload or just displace it? **Reduces!** The information was already being maintained, but created an additional load trying to get the information published. This eliminates that issue.

Pilot

Gather feedback

Remediate quickly

Ensure clean data

Get the company ready

Get the customer or market ready

Phase in the solution

Build Partnerships

Maintain trust

Iterate

10 steps for rolling out your AI strategy

4 guiding principles of AI for the enterprise

Trust

Start with a small AI project that has a discrete outcome.

Try it out with your employees make sure you take the time for find a couple of employee enablement opportunities.

To maintain trust in your AI solutions you want to report back into the executive team and broader business on the benefits that have been acquired

Quality of Data

AI is only as good as the data that will be inputted into the algorithms.

There are three components to data collection an organization needs to take into consideration: data collection, data storage, and data labeling.

Leveraging your structured and unstructured data.

Reflect Diversity

Embrace diversity and inclusion when developing AI systems by **incorporating demographics of humanity and looking to represent that holistically in the system you're creating.**

Ensure that there is diversity in your vendors AI team, is it made up of men, women, varied ages groups, races. Even your own AI champions and stakeholders internally need to represent the society cross section of your business.

Privacy & Ethics

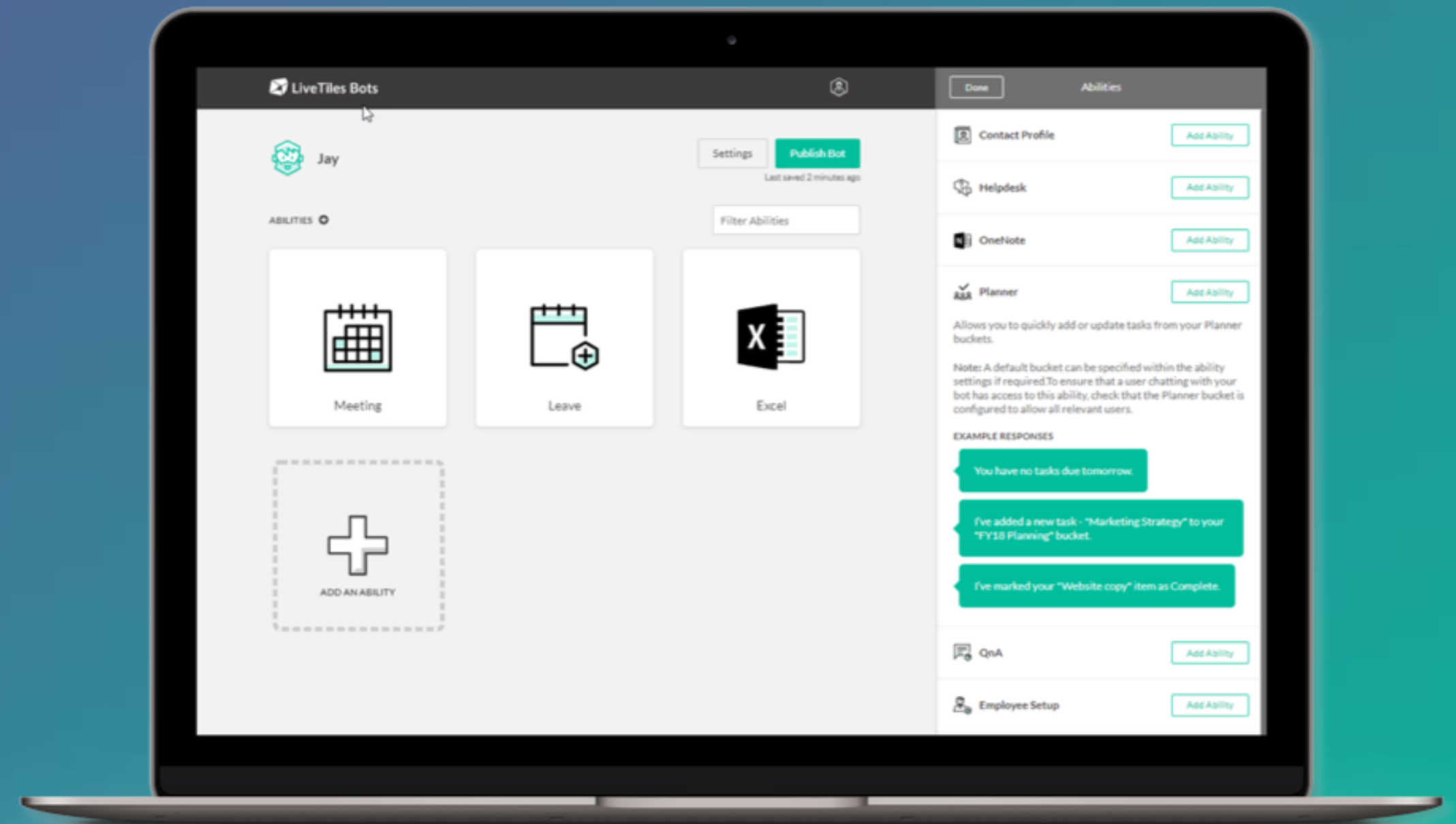
Take a strong position on how you collect and use the data for your AI applications.

Consider the security measures to protect sensitive and personal information.

Establish a code of AI ethics for your enterprise.

What LiveTiles Bots Deliver

- Quickly and easily build discrete enterprise bots across your organization
- Easily add custom abilities and publish bots to any channel
- Integrate with existing 3rd party systems
- Manage your organisation's bot security and integrations with the management console
- Customise your bot's capabilities, without code, using the power of LiveTiles Bots, built on Microsoft's Azure Bot Service.
- Easily modify complex technical concepts such as natural language recognition, intent and parameters.





Lets keep the conversation going
Book a LiveTiles Bot Workshop

For more information visit www.livetiles.nyc