Writing for chatbots

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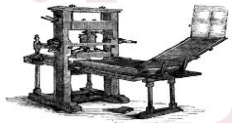
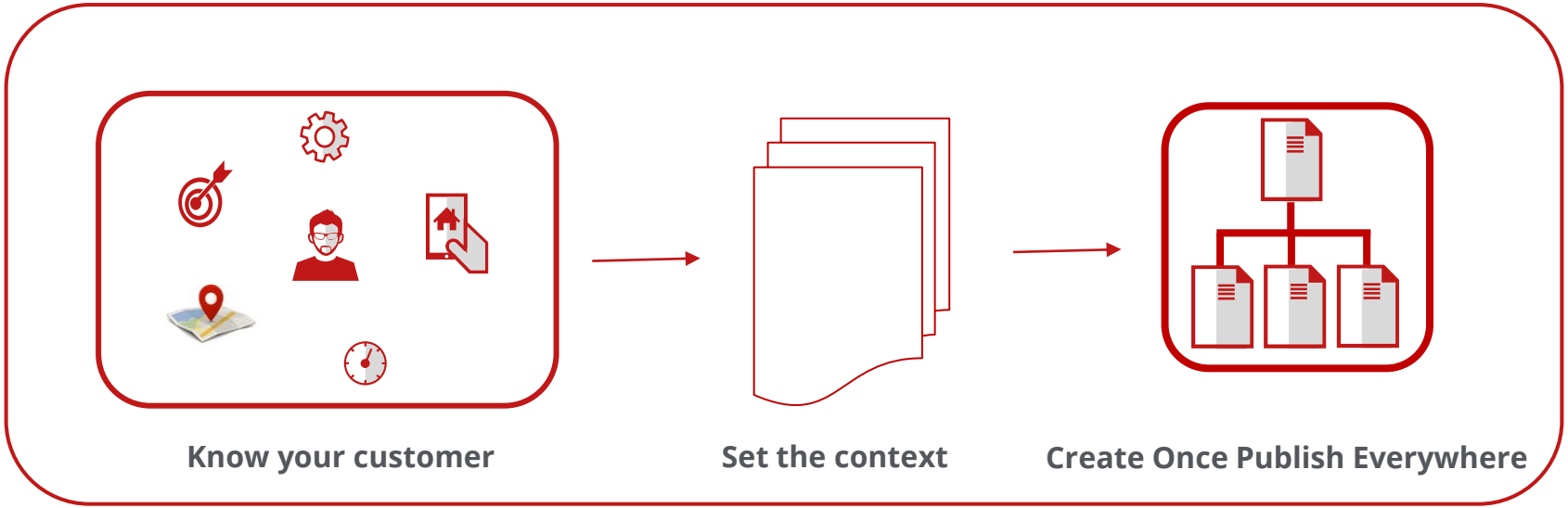
Evolution of Information exchange

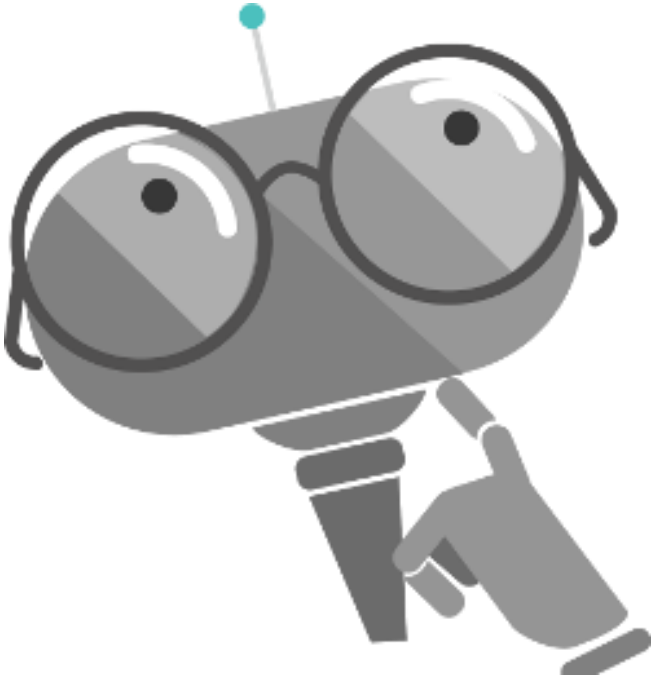


Context-focused content delivery



Writing for Chatbots

- Most cognitive systems in today's artificial intelligence space ride on **contexts**, **intents**, and **data**
- **Data** is nothing but content: **structured** and **unstructured**
- Artificial Intelligence will not work if there is no **CONTENT** and that's where modular and structured authoring come into play



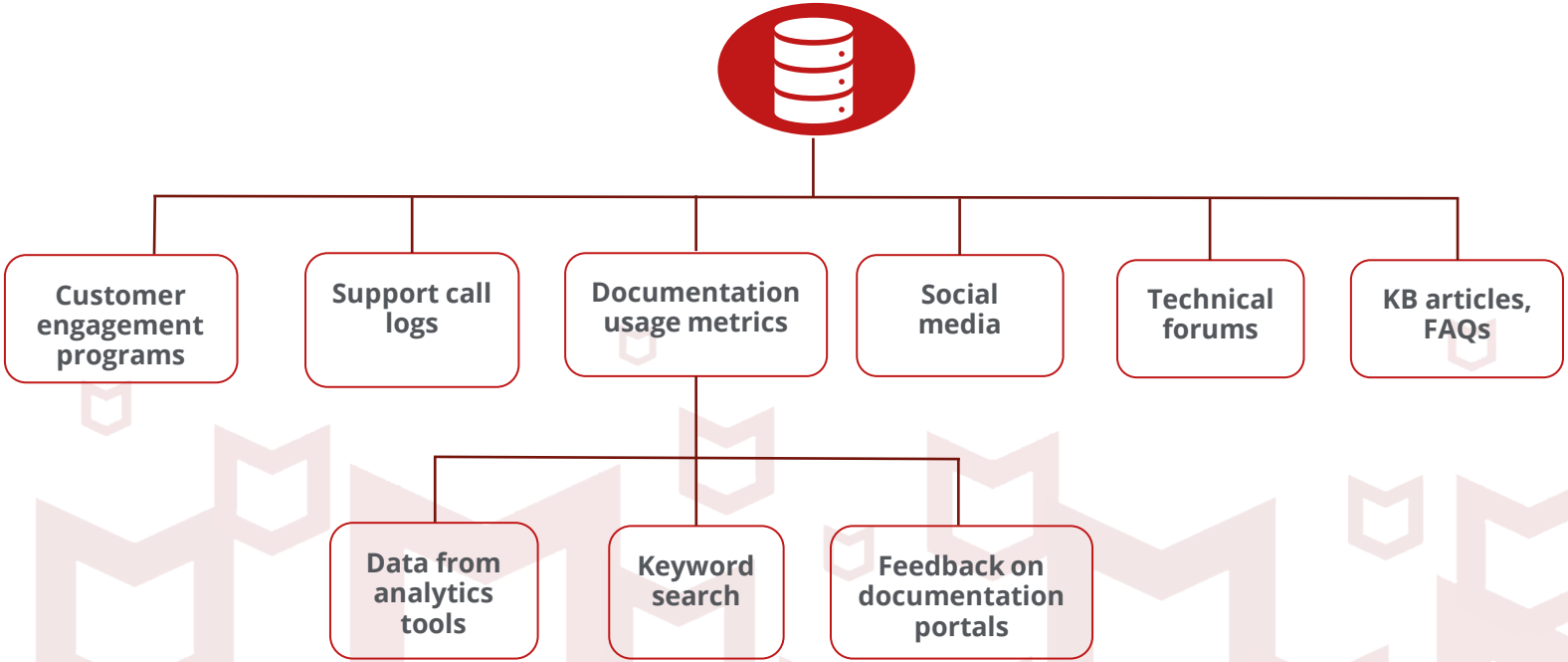
Chatbot…

- Is a program that uses a conversational interface to address user queries
- Requires a deep understanding of customers
- Can only complement existing support channels but cannot replace them
- Is best suited for mundane tasks and well-defined workflow models

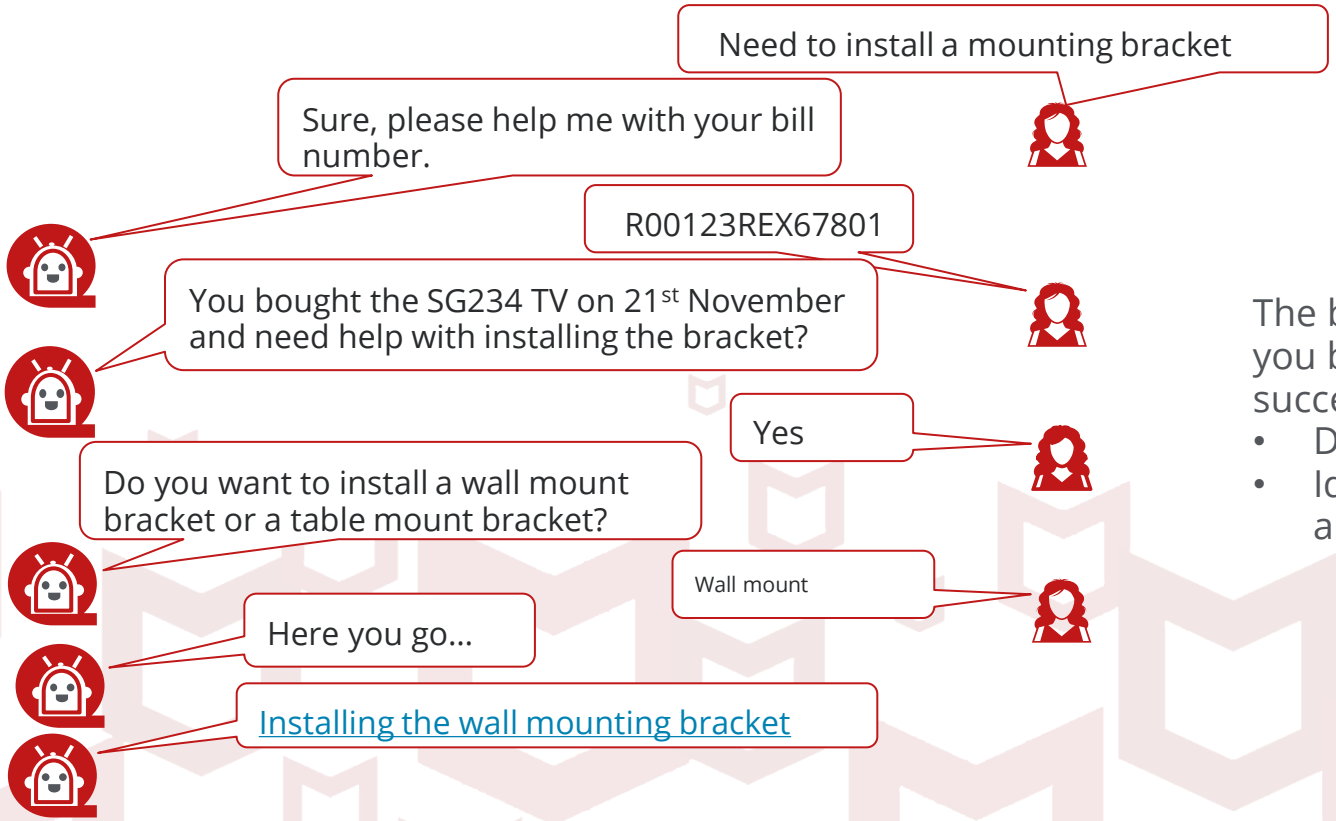
Defining a bot strategy

- Do you really need a chatbot?
- Identify customer pain points and behavior
- Develop a personality for your bot that identifies with the culture and values of your company

Introspecting existing content



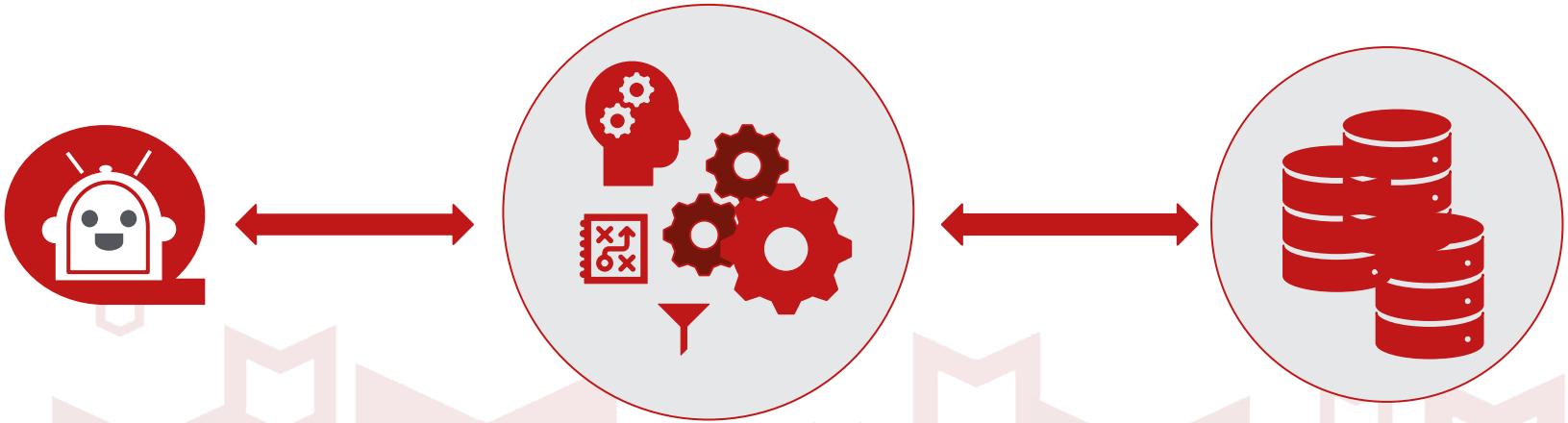
Conversation with a chatbot



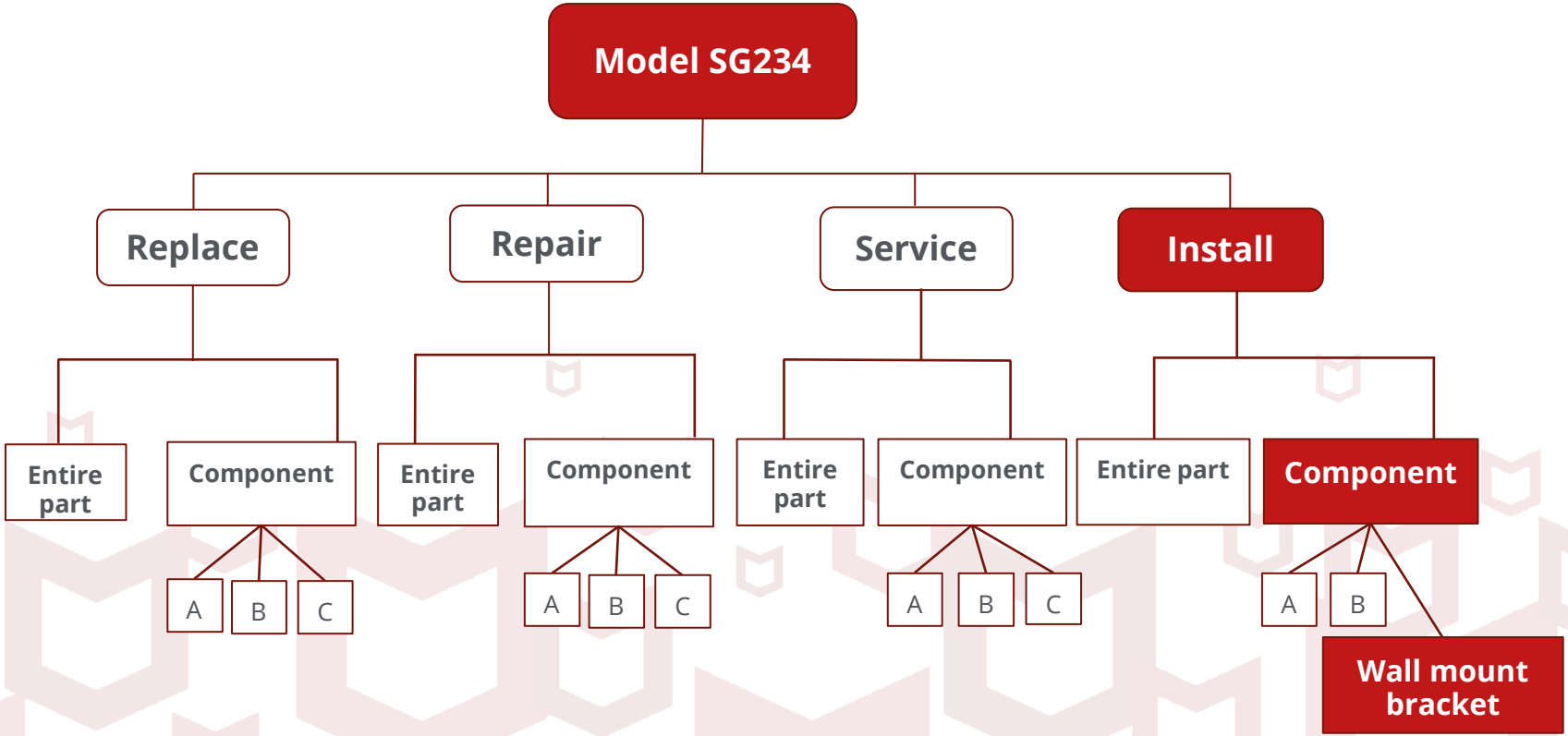
The bot was able to help you because it was successful in:

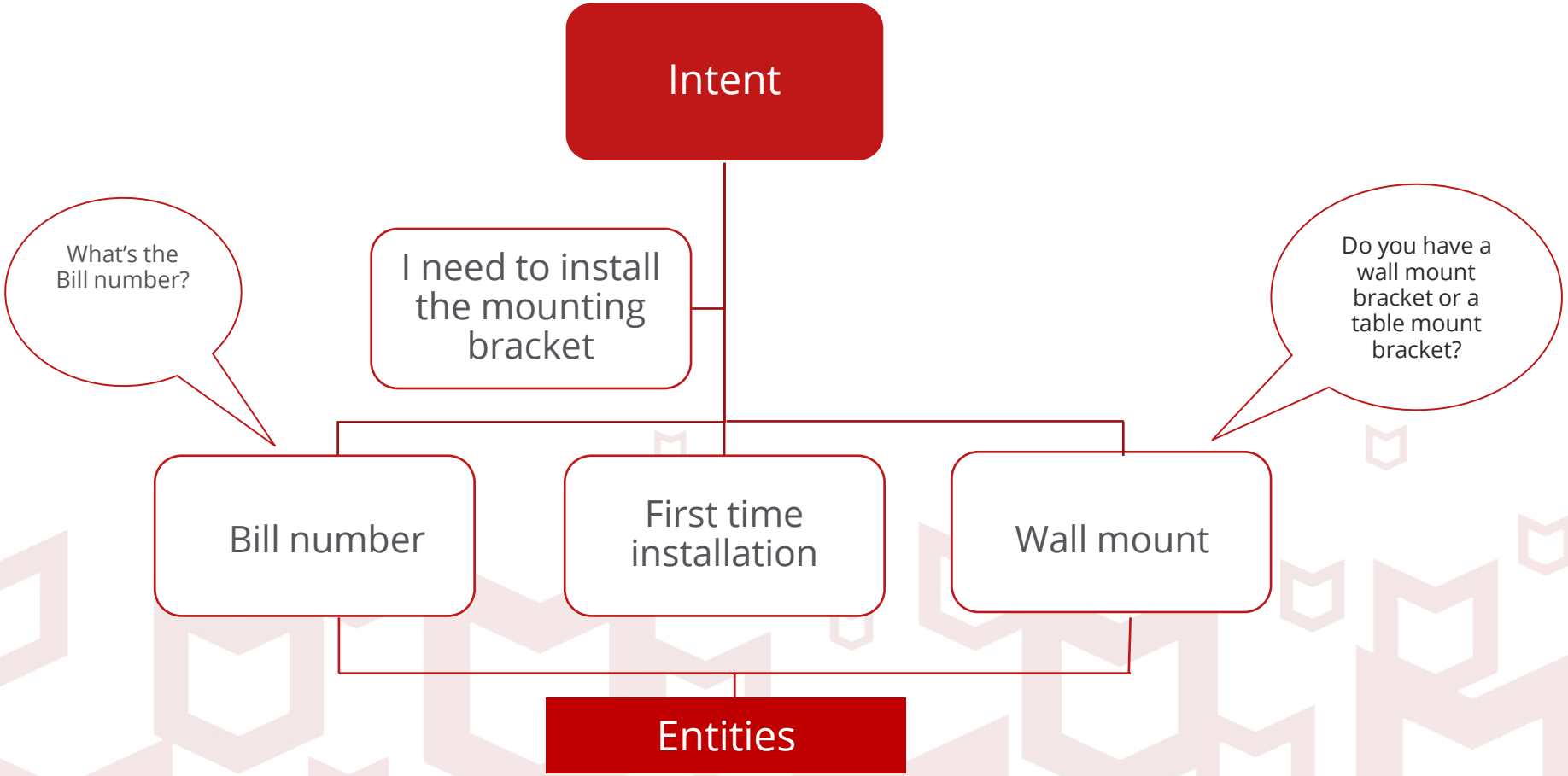
- Defining the **context**
- Identifying the **intent** and **entities**

The chatbot architecture

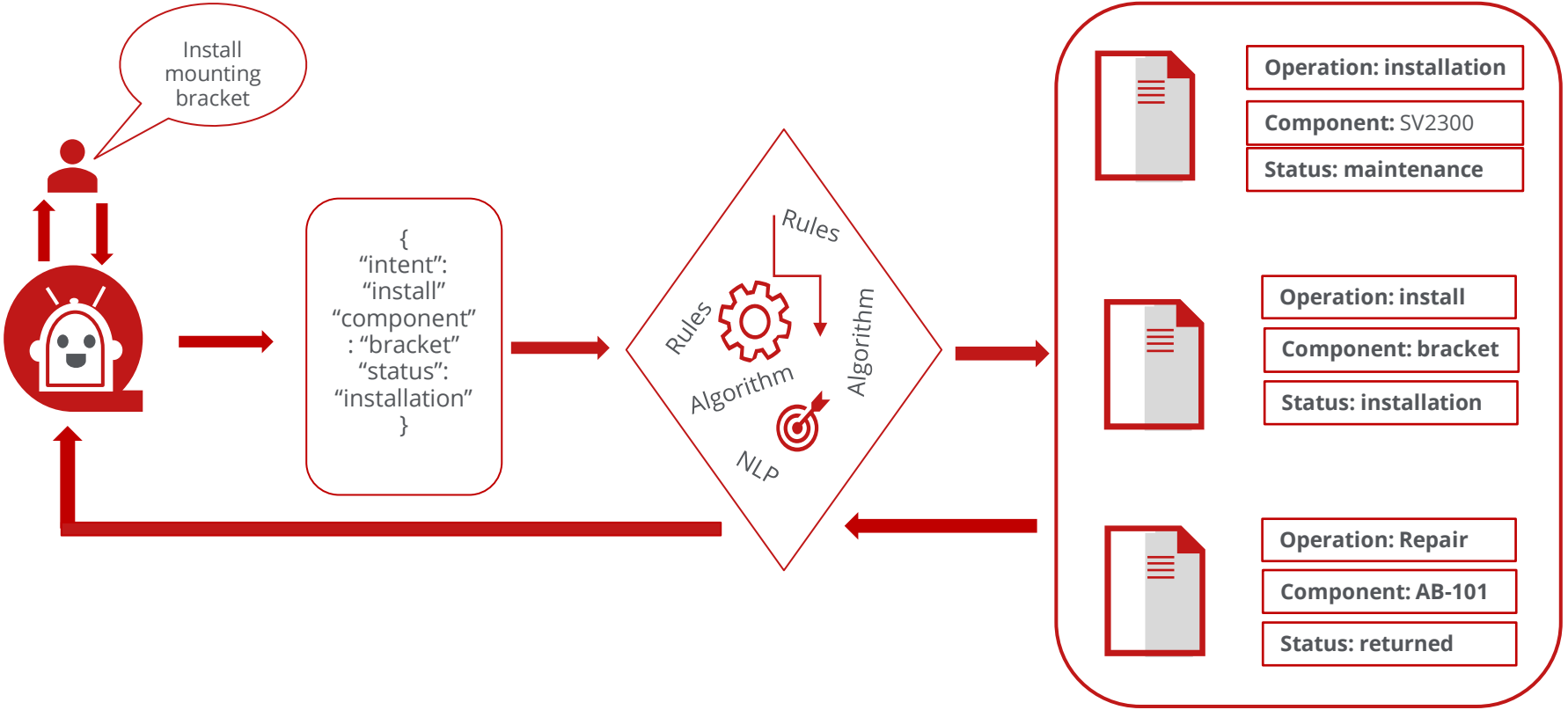


Narrowing down intents in our example

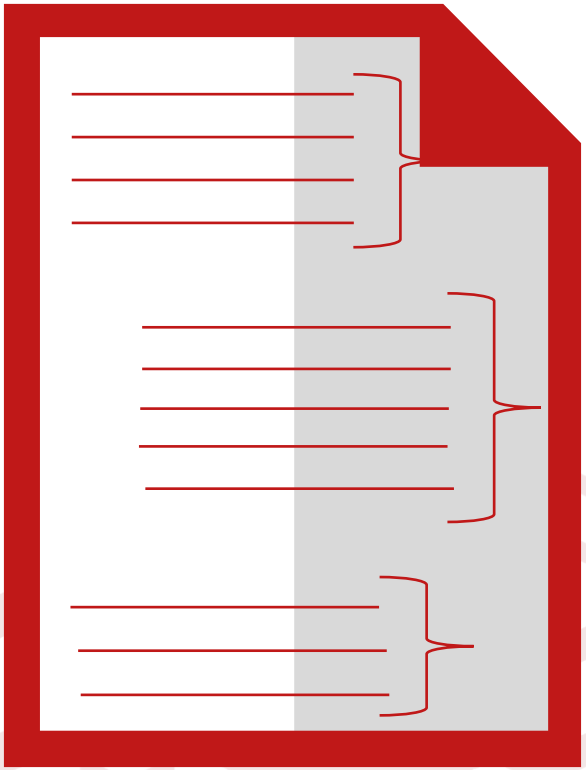



Intent
I need to install the mounting bracket
What's the Bill number?
Do you have a wall mount bracket or a table mount bracket?
Bill number
First time installation
Wall mount
Entities

Matching Intent and fetching response



Microcontent within topics



General information about the component

Steps to install the component

Safety instructions or caution or notes

Procedure for installing a mounting bracket

Install the wall-mount bracket

Your TV comes with two types of mounting brackets: Wall mount and Table mount. Read the safety instructions before attempting to install the mounting bracket.

1. Check the parts required for the installation.
    a) Prepare four or more 8mm diameter or equivalent screws and a screw driver. Select screws suitable for the material of the wall.
    b) Unpack the carton and check to see that all the following items are included. The items are:
        - Base bracket
        - Mounting hook
        - Screws
        - Wrench
2. Decide on the installation location.
    a) Refer to the TV installation dimensions table and decide on the installation location.
    b) Refer to the wall mounting dimensions diagram and determine the positions of the screws for installing the base bracket.
3. Install the mounting bracket on the wall.
    a) Determine the screw holes to attach the mounting hook to the base bracket.
    b) Attach them securely using the supplied screws.
    c) Drill holes on the wall on the marked positions.
    d) Secure the mounting bracket on the wall using the screws provided.

Sections as discrete chunks (microcontent)

Install the wall-mount bracket

Your TV comes with two types of mounting brackets: Wall mount and Table mount. Read the safety instructions before attempting to install the mounting bracket.

Checking the parts required for the installation

1. Prepare four or more 8mm diameter or equivalent screws and a screw driver. Select screws suitable for the material of the wall.
2. Unpack the carton and check to see that all the following items are included. The items are:
    - Base bracket
    - Mounting hook
    - Screws
    - Wrench

Deciding on the installation location

1. Refer to the TV installation dimensions table and decide on the installation location.
2. Refer to the wall mounting dimensions diagram and determine the positions of the screws for installing the base bracket.

Installing the mounting bracket on the wall

1. Determine the screw holes to attach the mounting hook to the base bracket.
2. Attach them securely using the supplied screws.
3. Drill holes on the wall on the marked positions.
4. Secure the mounting bracket on the wall using the screws provided.

Types of mounting brackets

* Prerequisites for installation
* How many screws?
* What is the dimension of the screws
* Items in the carton

What are the dimensions of the TV?
Where do I mount the TV

* How can I install a mounting bracket
* Procedure to install wall mount bracket

Points to ponder…

Conversational content

- Match each user task with an utterance or training phrase
- Speak the customer's language
- Keep it simple and factual
- Stay away from jargons
- Use an informal tone
- Be honest with your customers; tell them it's a bot
- Incorporate feedback
- Always anticipate the unexpected
- Build trust

Micro-content

- Should be precise and technical
- More collaborative
- One part in a total system
- One primary idea fact or concept
- Easily scannable
- Labelled for clear identification and meaning
- Format independent
- No more content silos

Last but foremost: think, think, and think…..a lot

McAfee™
Together is power.

Questions