

An aerial photograph of a busy city street with a crosswalk. A large, colorful, dotted graphic overlay, resembling a stylized 'd' or a path, is positioned on the left side of the image. The graphic is composed of many small dots in orange, teal, and white, creating a sense of movement and flow. The background shows a diverse group of people walking across the street, adding to the urban atmosphere.

dashboard

Five Ways to Optimize Your Chatbot

A How-To Guide for Building
the Best Chatbot for Your Business

Table of Contents

Introduction

3

1 » Automation is key.

4

2 » Determine ROI.

6

3 » Design your conversations.

8

4 » Leverage data.

10

5 » Benchmark and optimize.

12

Conclusion

14



I'm trying to make my chatbot more efficient and work better for my company.

Can you help?

Introduction

According to Gartner, customer service chatbots are a technology to watch. In two to five years, Gartner analysts predict that chatbots are going to reach the Plateau of Productivity.

AI and automation provide valuable solutions to both 1) building new chatbots and 2) optimizing existing chatbots. There are huge benefits to making your chatbot efficient and functional. Efficiency and accuracy matter when it comes to customer service and satisfaction - the most common functions of chatbots.

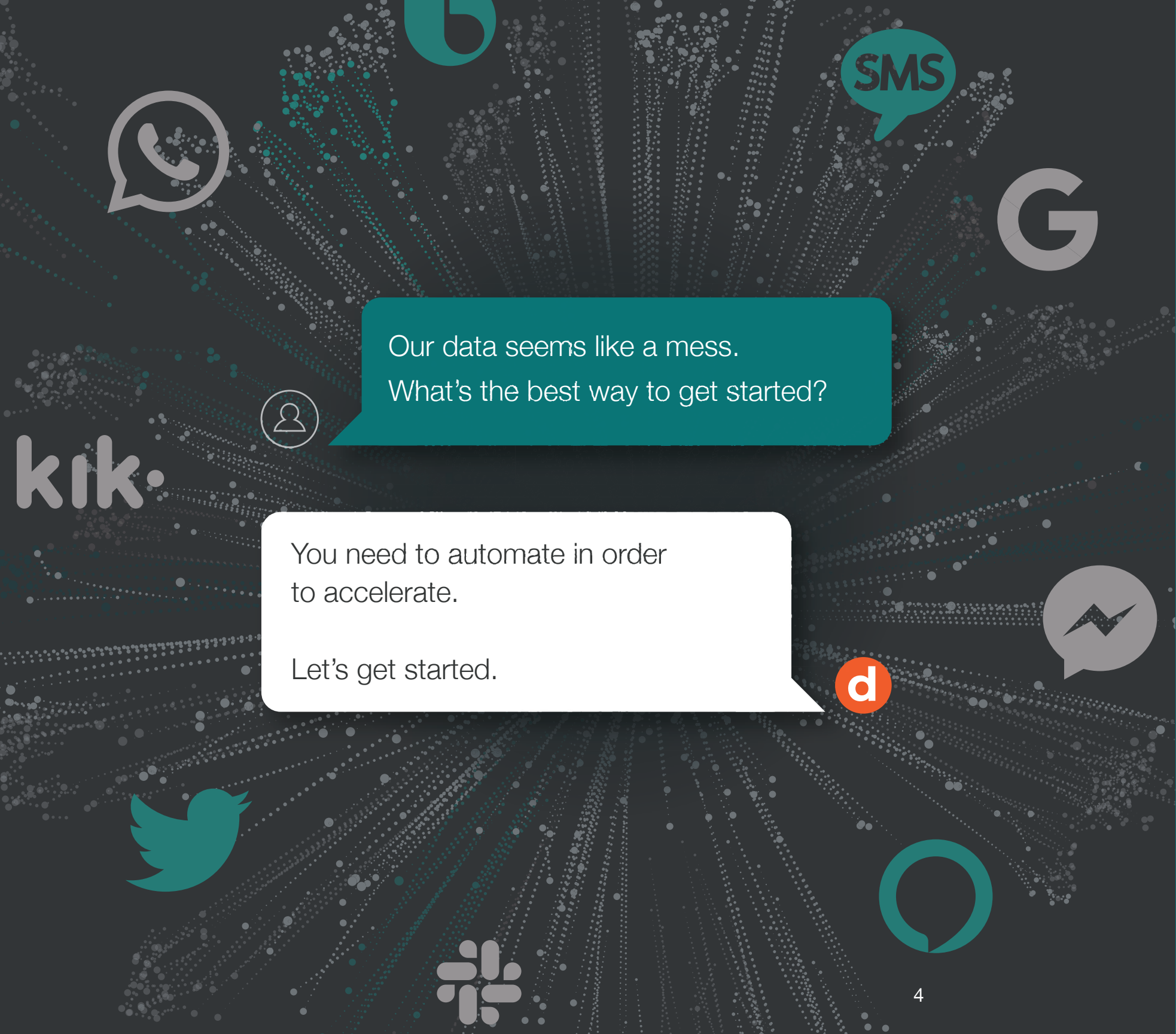
Bill Gates said it best when referring to technology and automation:



The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.



By deploying and optimizing a chatbot, you're able to cut down the amount of busy work your agents do while also giving customers the option of 24/7 support.

The background is a dark grey-blue field filled with a complex pattern of fine, light-colored dots and lines that radiate from the center, creating a sense of dynamic movement and data flow. Scattered throughout this field are various white and teal icons representing different communication channels: a WhatsApp speech bubble, a Telegram paper plane, a speech bubble with 'SMS', a large 'G' for Google, a 'kik.' logo, a Twitter bird, a speech bubble with a lightning bolt for Facebook Messenger, a speech bubble with a lowercase 'd' for Discord, a speech bubble with a person icon, and a stylized multi-colored logo at the bottom center.

Our data seems like a mess.
What's the best way to get started?

You need to automate in order
to accelerate.

Let's get started.

1 » Automation is key.

When you're considering building a chatbot, or optimizing your current chatbox, the first step in the process is to identify channels you currently have open that can serve as a frame of reference - any place where business communications with customers take place.

For example, you could look into your Interactive Voice Response (IVR), live agent through chat or phone, emails, or Facebook Messenger. Anywhere there's dialogue with customers is fair game.

From there, here are a few steps to consider:

Evaluate which channels handle the most traffic.

This will help you identify and bring automation to where your customers naturally want to go.

Pull data and historical live agent transcripts from your busiest channels to determine the amount of support questions each one handles.

Run analytics on the data to determine the market share of your channels. If you have a lot of data and transcripts to process, the process might get bottlenecked. Sheer volume of historical transcripts can be overwhelming, so consider grouping common messages and intents to keep the project running smoothly.

Now that you've identified a channel ready for automation and a list of common intents, it's time to decide what low-hanging support fruit you'll solve with your chatbot. With chatbots, it's vital to keep expectations low. Start with a simple task before diving into a more complex use case later on. For example, level 1 support issues like a password reset or tracking a package that can easily be resolved in a couple message turns are prime use cases.

Starting small is extremely important to a sustainable, functional chatbot and managing user expectations. Overpromising from the start will hurt brand image and your customers' trust in you. When the chatbot fails to resolve a complex and potentially aggravating issue, your CSAT score suffers. Making big promises but not delivering will leave your customers unhappy with not only their experience, but your company as well.

By keeping expectations low, customers are more likely to leave delighted and feeling like the chatbot was a better experience than a live agent. Moreover, you'll be able to gather information and learn from these simple interactions. Should you choose to scale your chatbot in the future or cover more complex questions, you'll have a wealth of information ready at your disposal to inform future development.



How can I determine ROI from my chatbot investment?

Show me the money! We get it.

Let's dive into how to determine ROI around building and optimizing your chatbot.



2 » Determine ROI.

In order to get the other stakeholders in your company onboard, it's vital to show that the investment necessary to build a chatbot will result in some ROI. In most cases, building and maintaining a chatbot will save the company money. But it's also important to remember, you constantly need to be optimizing the performance of your chatbot to ensure increased customer satisfaction and ROI.

In order to get the other stakeholders in your company onboard, it's vital to show that the investment necessary to build a chatbot will result in some ROI. In most cases, building and maintaining a chatbot will save the company money. But it's also important to remember, you constantly need to be optimizing the performance of your chatbot to ensure increased customer satisfaction and ROI.

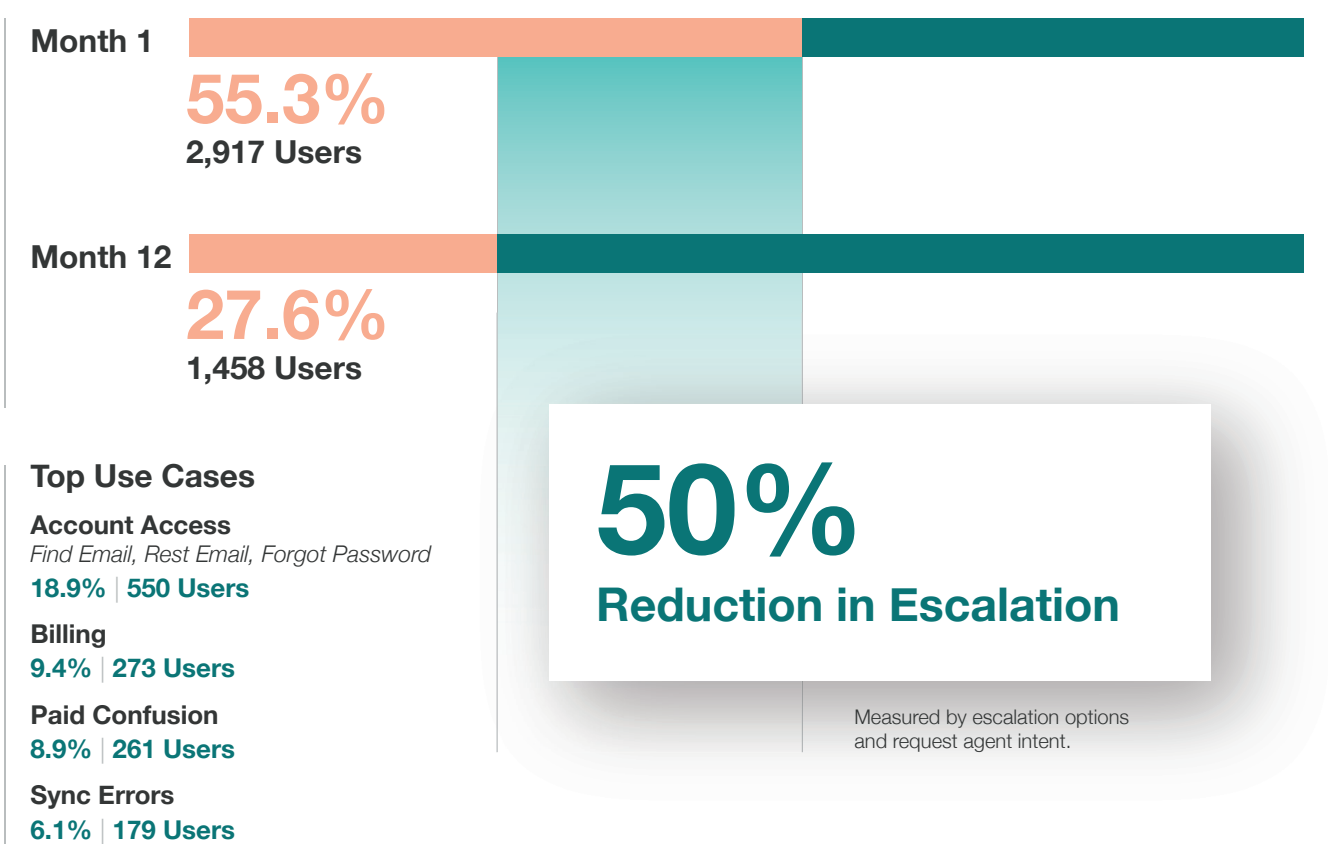
Here are a few steps to help determine your chatbot ROI:

Figure out how much time on average an agent spends on each ticket. An agent's time is valuable and has legitimate monetary value. By determining how much it's costing the company for live agents to handle simple support questions that could be automated, you can show your stakeholders a very valid reason why a chatbot is the right financial move to make.

Determine the benefits to your customers - are they getting what they need easier and faster? Use customer satisfaction as a benchmark, continually measuring to better understand how automation is improving their experience.

Chatbots will give your budget a little more breathing room, but your customers will be the greatest beneficiary. If automation is solving key customer issues, then agents will be able to devote more time to addressing the more nuanced support tickets. Simply put, your support center will be able to provide higher quality care to even more customers with the same amount of agents. It's a recipe for increased ROI.

ROI Metric » Reduction in Escalation Rate





How can I better understand how to optimize our chatbot based on user intent?

Data.

Or more specifically, understanding all the conversational paths to make sense of all this unstructured data.

Only then can you really optimize your chatbot.

3 » Design your conversations.

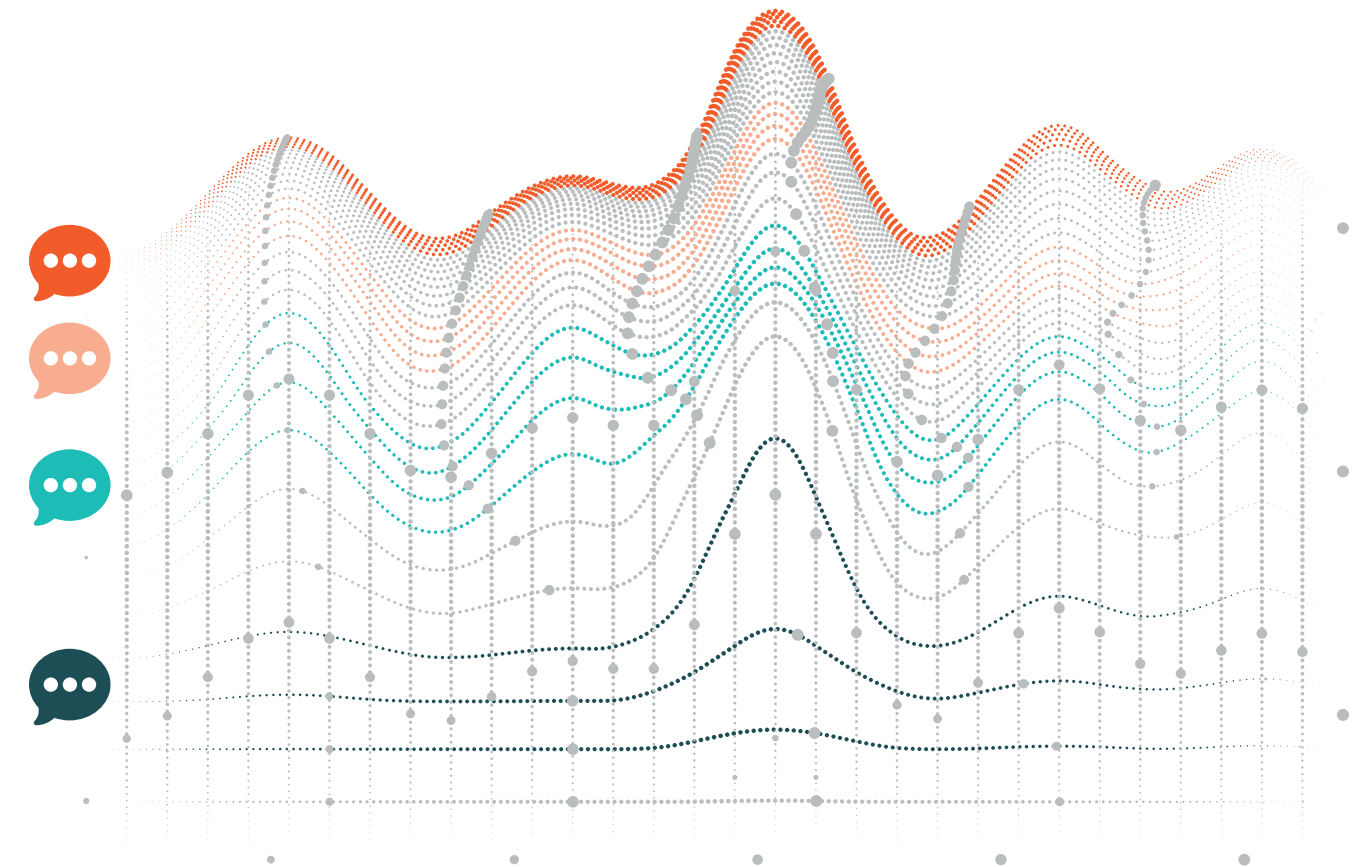
This is a critical tip especially for customer service chatbots, since customers will reach out for support consistently. In order to lower escalation rates and ensure most customers get the answers they're looking for, build content around topics that customers are asking about on current channels.

By making sense of all your unstructured data, transcripts and historical live agent logs, you can use this to inform design, gaining insight to where customers need the most support.

If there's a high volume of logs, consider using a tool like **Phrase Clusters**. Phrase Clusters will group common messages together based on semantic meaning so designers will know which Intents users will trigger most often.

Optimizing the content to meet user expectations will be key to ensuring high customer satisfaction along with longevity of the project. In order to do that, examine user conversations using a conversational analytics tool to identify common unexpected intents among transcripts.

Keeping customers in mind at every step of the way will embed value in every aspect of the customer service chatbot. A thoughtfully made, tailored MVP designed specifically for your users will perform better than one developed impatiently. Picking the right NLP engine and intents to create content for is a step in the right direction, but the work is far from over.



The more a user interacts with a chatbot, the more expectations they'll have. Constant optimization is key to maintaining or even increasing customer satisfaction. This requires a powerful analytics tool like Dashbot that provides a granular look into each conversation.



How can I better use data to improve my chatbot?

It starts with analytics to monitor performance and build a great conversational experience for your customers.



4 » Leverage data.

We always stress the importance of analytics when it comes to building a great conversational experience because it's the only way to track performance and get access to data necessary to the optimization process.

Knowing what customers actually found useful

will help make developing future iterations a more efficient process.

Having access to conversations and reports

to the accompanying data is critical to that effect.

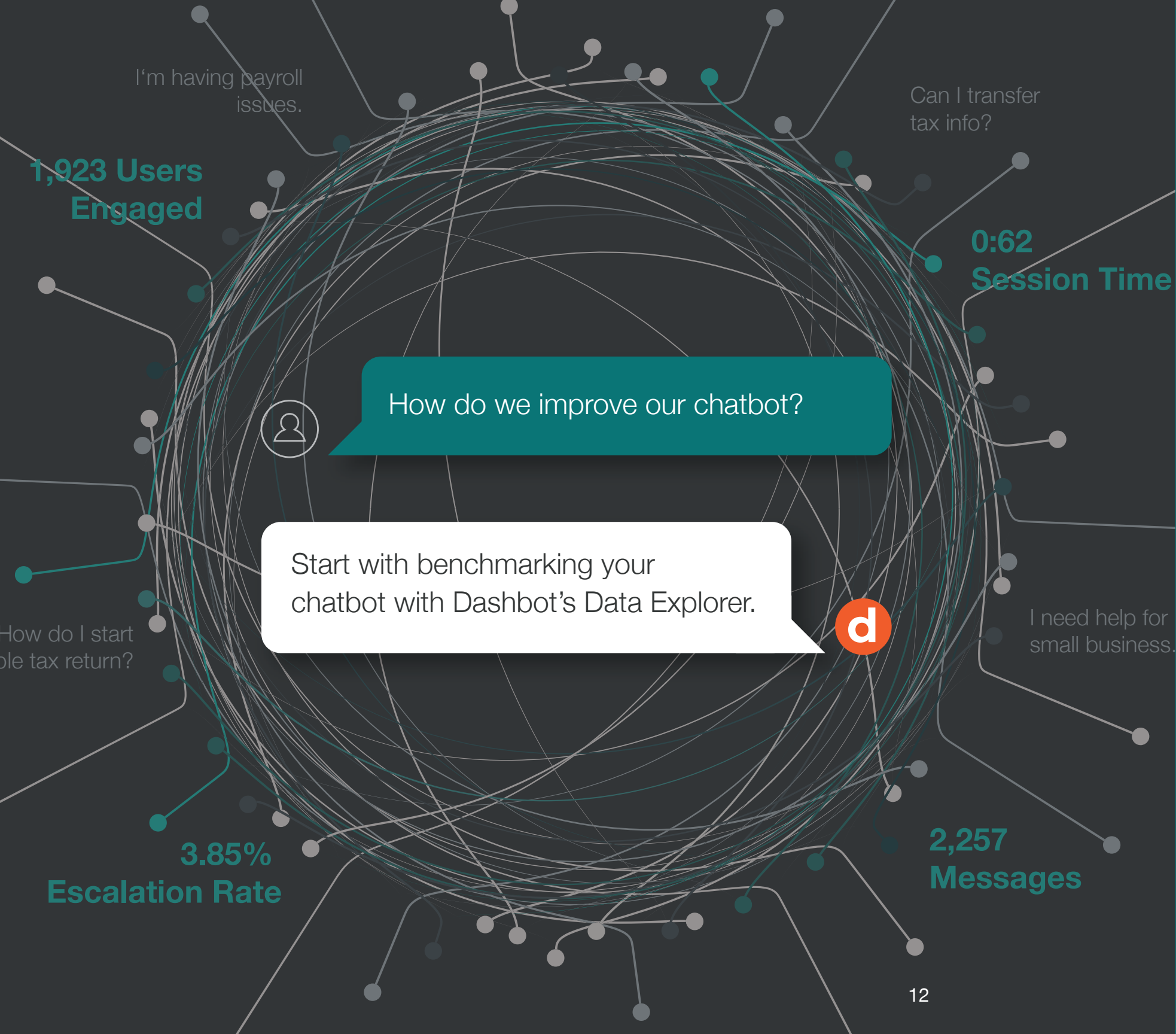
Generating training data or premade data sets are a good starting point

, but user conversations will show developers and conversation designers how customers really interact with the chatbot. By using customer data, the chatbot will be trained to meet users where they are.

Chatbots won't always be able to handle everything a customer wants to throw at it. Humans are unpredictable, so it's very likely that developers will not be able to anticipate every single support question customers will want to ask. Including a fallback response— a catch-all message— is a smart way of handling those unpredictable moments.

By examining what incoming messages aren't being handled, it'll show what expectations users have and how you can rise to meet them.

Without access to data, these mistakes would be nearly impossible to catch. Having analytics in place will ensure that someone can monitor chatbot performance and check that Intents are getting correctly mapped. With Phrase Clusters, that task becomes simple. Every message is grouped by semantic similarity and tagged with the mapped Intent. Since each group of messages should have the same Intent, the mishandled messages will stick out like a sore thumb. From there, it's just a matter of exporting the Clusters to retrain the model.



5 » Benchmark and optimize.

Chatbot's are complex. Lots of users, lots of data, lots of time involved. But with the right tools, you can optimize performance and experience the benefits in an accelerated time frame with Dashbot.

Chatbot and voice users often use short-hand, abbreviations, or other short forms of communication (slang, idioms, sarcasm, negative sentiment) to communicate with bots, leaving a bot completely bewildered about what the compressed messages mean. Because of this complexity of human language, it is impossible to predict every way your users will speak with your bots.

As a result, over 50% of chatbot sessions fail. Businesses need to immediately identify mishandled and unhandled intents, and upgrade their training data that can be fed back into the bot. Otherwise, bots will continue to experience mishandled intents or fallback intents, piling up work for operational teams and leaving customers feeling frustrated.

Areas to Measure and Benchmark

Current Escalation Rate

- » Identify and prioritize top reasons leading to escalation
- » Provide suggestions on copy to help reduce escalation rate
- » Estimate Dashbot's potential on lowering escalation rate based on historical benchmarks
- » Provide cost savings analysis on reduction in escalation rate

Current Failure Rate

- » Measure impact of Failure Rate that result in escalations
- » Organize and categorize unhandled data to identify training phrases, new uses-cases, and mishandled intents
- » Estimate Dashbot's potential to lower failure rate based on historical benchmarks

Provide actionable insights in the form of training data that can be immediately applied to NLP model

- » Provide cost savings analysis based on reduction of failure rate

Conclusion

Chatbots are a powerful tool to improve customer satisfaction and save costs. However, an inefficient chatbot can cause unintended problems -- adding fuel to the fire if you're not taking the necessary steps to continually optimize your chatbot.

There are many benefits if you get it right, and Dashbot can help you.

Optimize existing bots reduce failure rate by up to 68.2%

Identify new use cases, intent and training phrases to reduce mishandled and not handled rates.

Reduce escalation rate by up to 57%

View the transcripts of the use cases that led to escalation —or that were contained — in order to identify the most common intent journeys that cause your users to escalate.

Increase CSAT

Surveys provide you the ability to obtain feedback directly from your users, with a 30% response rate compared to just 2-3% response rate on email.

An aerial photograph of a busy city street with a prominent white-striped crosswalk. A large number of pedestrians are walking in various directions. Overlaid on the image is a complex data visualization consisting of concentric, wavy dotted lines in orange, teal, and white, radiating from several points on the street, suggesting a network or flow of data. In the top left corner, the word 'dashboard' is written in orange, and below it, the text 'See the real conversation at Dashbot.com' is displayed in white.

dashboard

See the real conversation
at [Dashbot.com](https://dashbot.com)