

STVY Seminar

Danfoss Drives Technical Communication, enabling an effective troubleshooting chatbot

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Contents

- [Basic abbreviations and concepts](#)
- [The core purpose of Danfoss Drives Technical Communication](#)
- [Danfoss Drives TecCom team Q3/2018 ->](#)
- [Future deliverables at Danfoss Drives](#)
- [Why a chatbot?](#)
- [How structured content makes chatbots helpful and effective](#)
- [The requirements for an effective chatbot](#)
- [From/To back-end to/from front-end](#)
- [Example of a chatbot situation](#)
- [A vision of chatbot content management in all languages](#)
- [Finally, our Chatbot demo](#)



Basic abbreviations and concepts of technical product communication

CMS

Content Management System. Content is created and maintained in modules that are smart and can be reused in various publications. We don't write books, but independent topic modules that form books, but can be used *also as single pieces of information*.

DITA

Darwin Information Typing Architecture. A standard that enables the content to be broken into small, classified topic modules that can be *reused limitlessly*.

Metadata

Metadata is information that makes the topic modules smart, they know which product and function they belong to. Each module has the metadata in the CMS.

IBM Watson

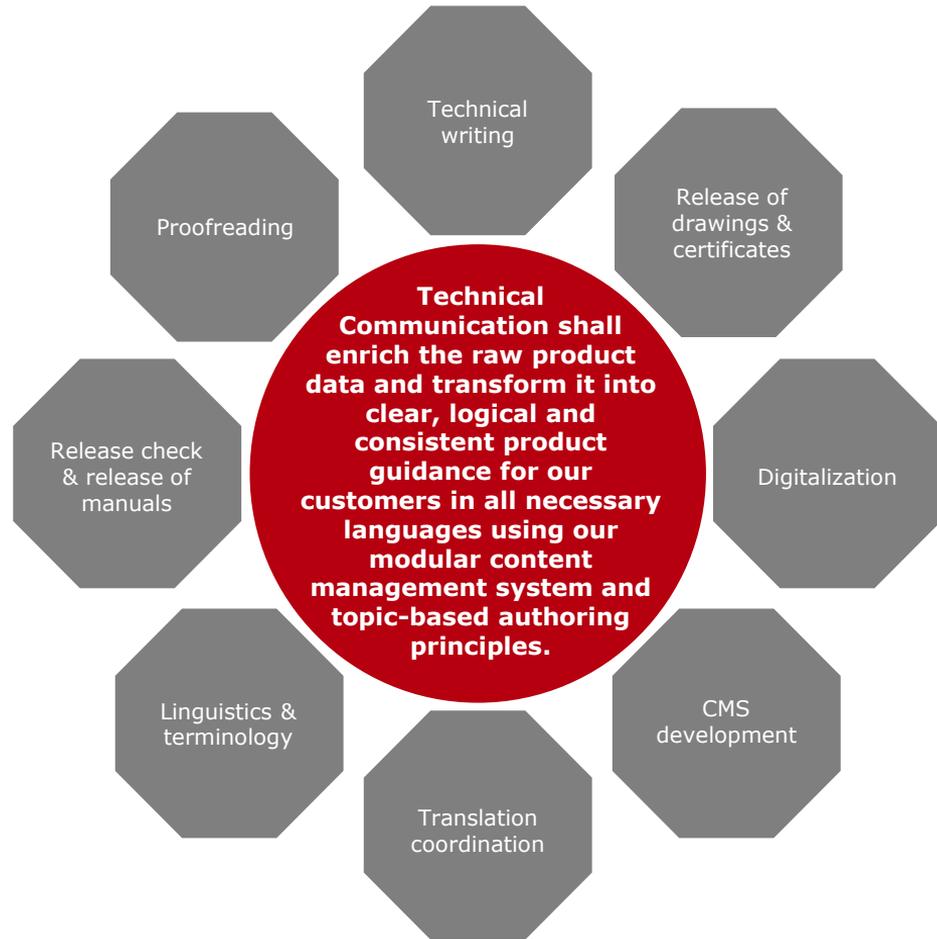
IBM Watson is an Artificial Intelligence Platform that is very widely used in business. Watson is a system that can answer questions and learn from the discussions.

JSON

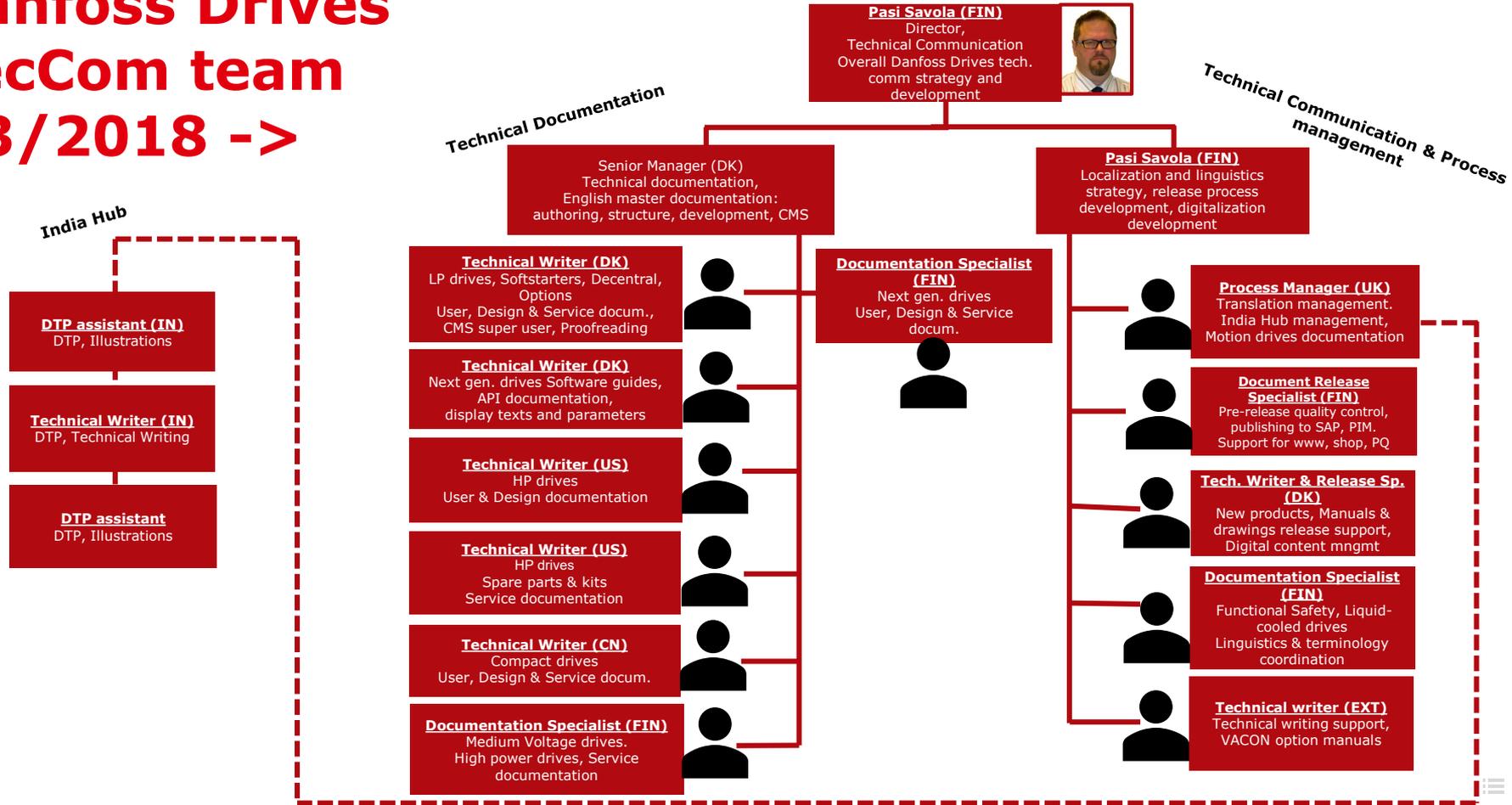
JavaScript Object Notation. A simple, lightweight open standard format for exchanging information. It's easy for humans to read and write and easy for machines to parse and generate.



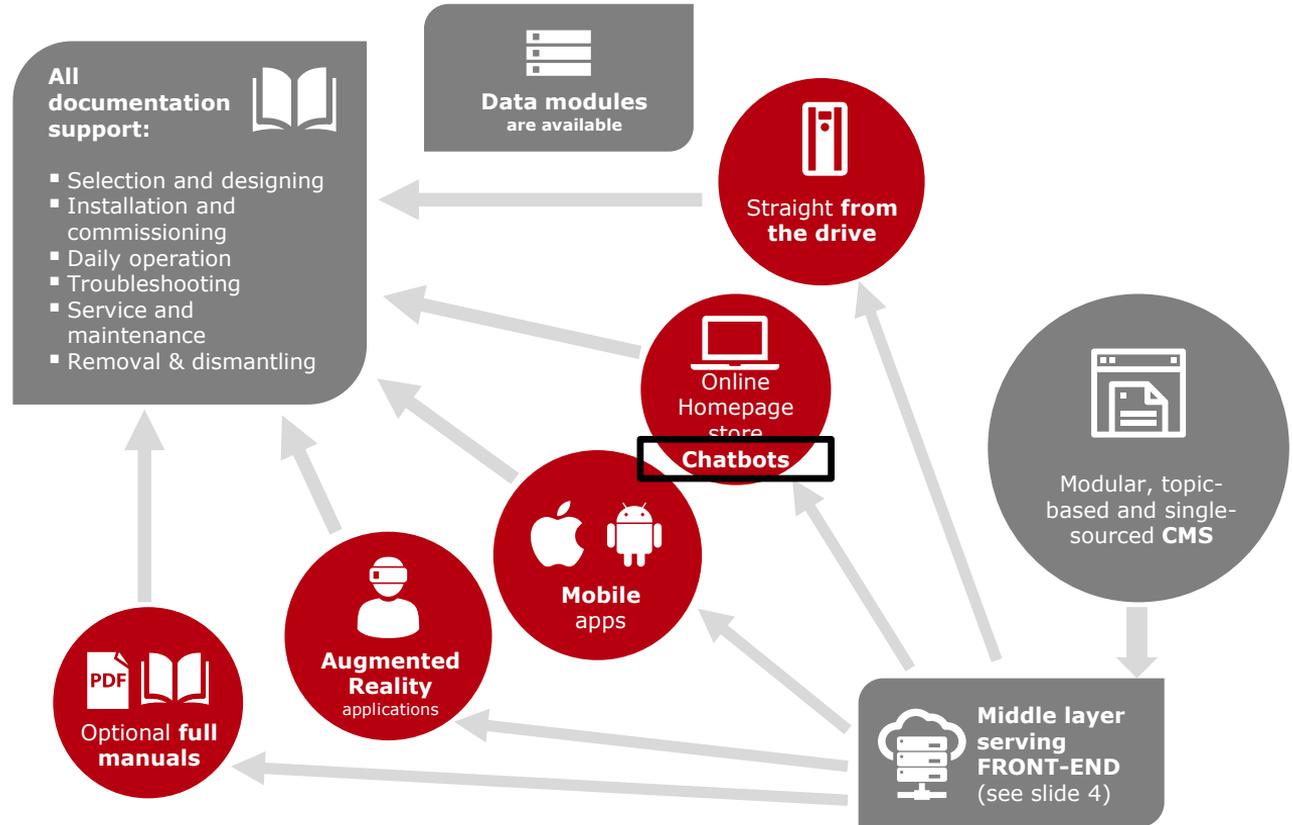
What is the core purpose of Danfoss Drives Technical Communication function?



Danfoss Drives TecCom team Q3/2018 ->



Future deliverables



Why a chatbot?



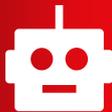
Results

Not all customer queries can be answered from a chatbot but a chatbot can be used to deal with many of the routine queries that typically make up the most of the service requests.



Convenience

Chatbots make it easy and fast for customers to reach companies using the same messaging service daily.



Future

Chatbots are a tangible way for companies to understand the rules of digital customer service as we go deeper in the AI computing era.



Daily use

Chatbots are part of daily digital life and they are deployed on several messaging platforms and are launched as digital assistants. Facebook had over 30,000 chatbots available, as of September 2016.



Expectations

Customers want more. Chatbots work well where customer requests are in a specific area and the solutions are well known and documented. Chatbots are very effective especially when customers expect constant contact and timely responses.



Conversations

"Conversation as a platform". Making bots that understand natural language is the next big way to use computers. Simple concept but powerful impact. Chatbot is also the hot, new way of sharing digital product guidance.



Resource optimization

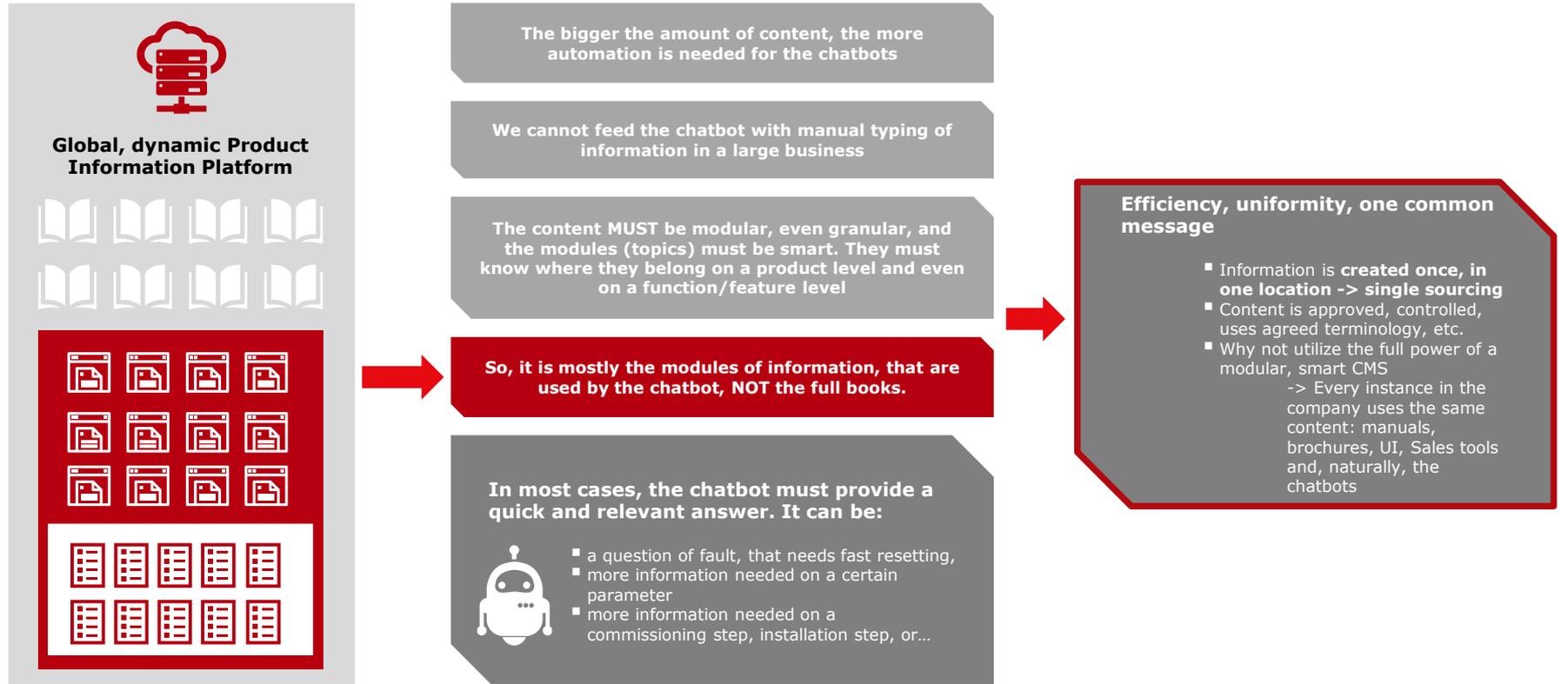
Why would we have a **human** answering a simple customer query by searching the information from the manuals, or sending the customer the right manual, or a link to the download page?

A **well-built bot** with an intelligent link to the CMS can do this in a **couple of seconds!**

Let's enable our support persons to concentrate on the more complex and demanding cases and have the chatbot deal with the lighter, low-level issues.



How structured content makes chatbots helpful and effective



The requirements for an effective chatbot



Structured, modular back-end

This is the key element, the CMS. Smart metadata, effective structure, controlled and minimalized content (less is more)



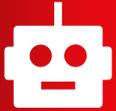
Topic-based mindset

The technical authors, and also the product managers and R&D must adapt their mindset for topic-based authoring. We are moving away from books, to intelligent, independent and re-usable topic modules



Smart middle layer / API

The front-end solutions, like chatbots, need a smart middleware to help retrieving the correct information from the back-end (SEE THE NEXT SLIDE!)



Functional AI

Chatbots use artificial intelligence. The AI platform must be scalable, functional and cognitive -> it should be usable for a wide selection of IoT applications



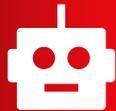
Strategy adjustment

Customers want more speed and relevance for their queries, but not everything can be handled by a bot. Plan the strategy well, not forgetting the human interfaces!



Channels

Make your bot accessible in all necessary channels, web pages, social media, mobile... If it is difficult to access, nobody will use it!

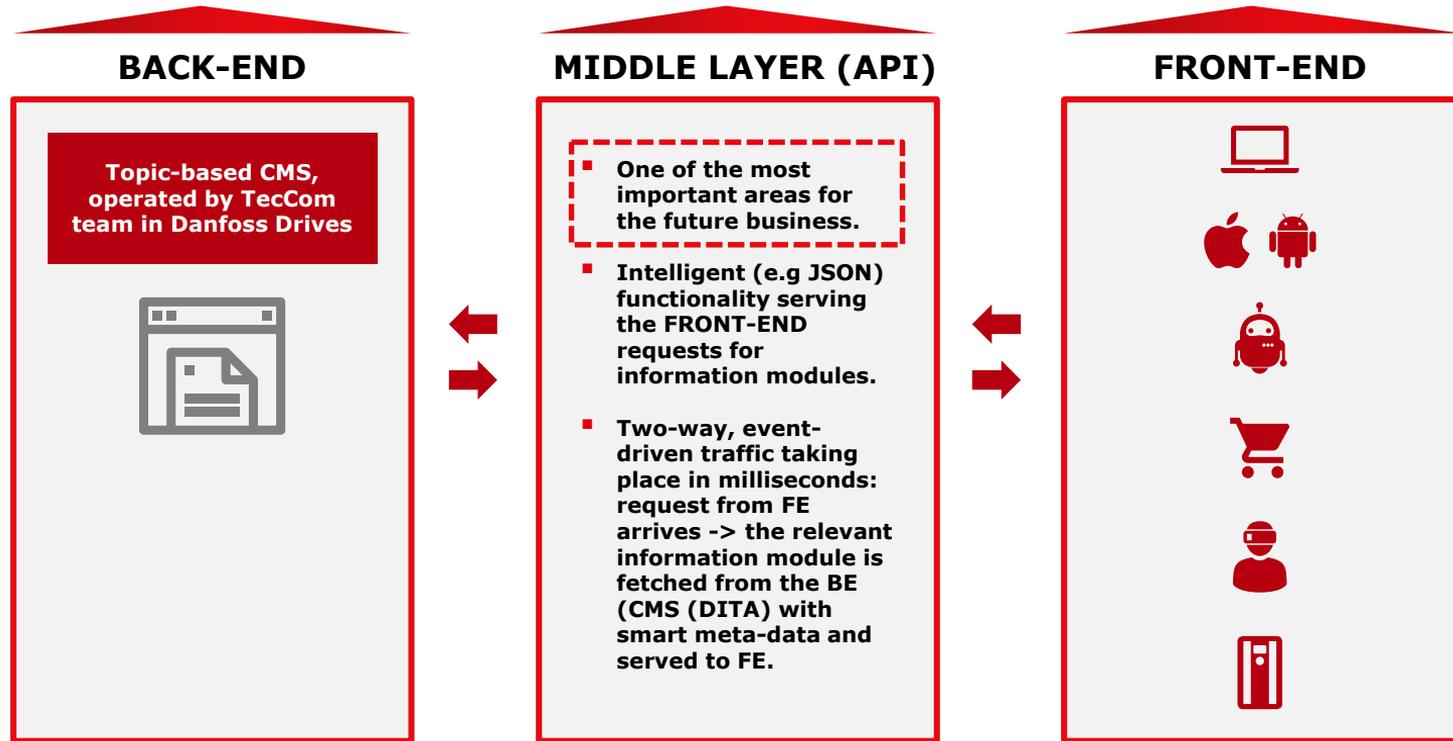


Brand your bot and teach it well!

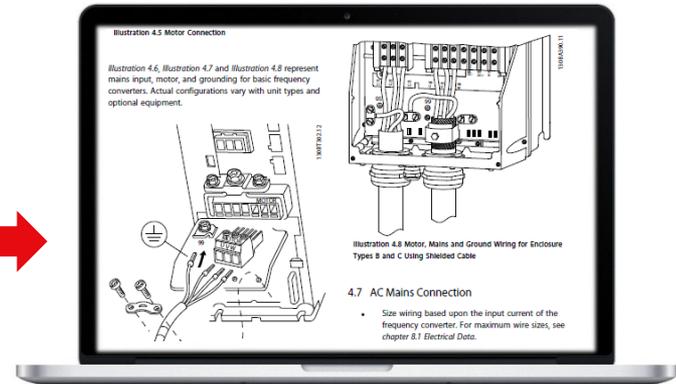
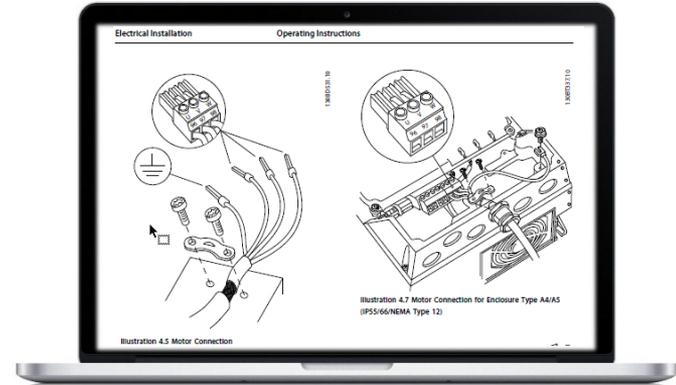
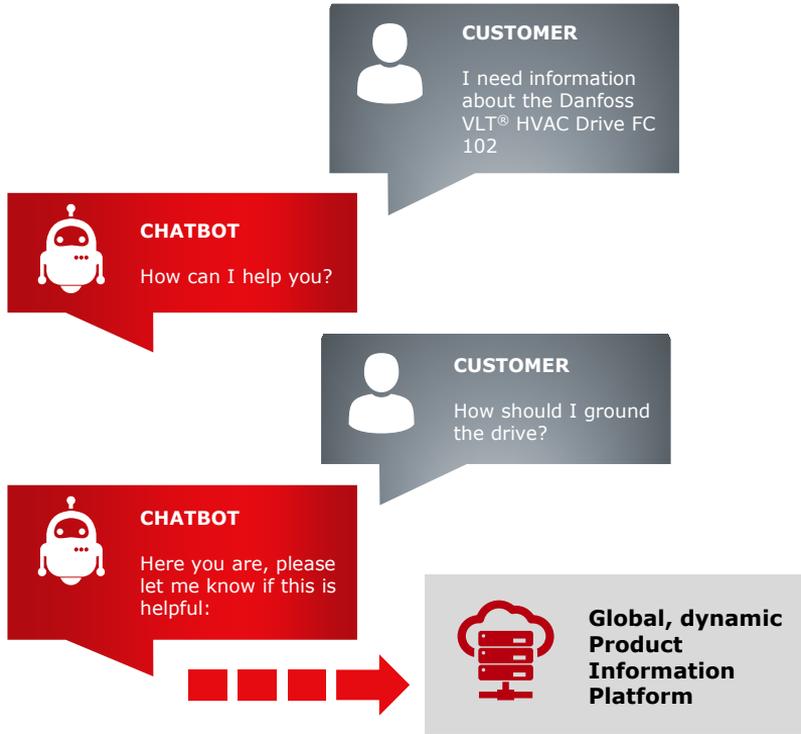
Although the majority of the chatbot answers consists automatically of existing back-end, remember that it is capable of learning. Teach the bot to be a part of your personnel, polite and effective.

Branding of the bot is important. Make it known as the "Siri" of your company, an essential part of your image and brand!

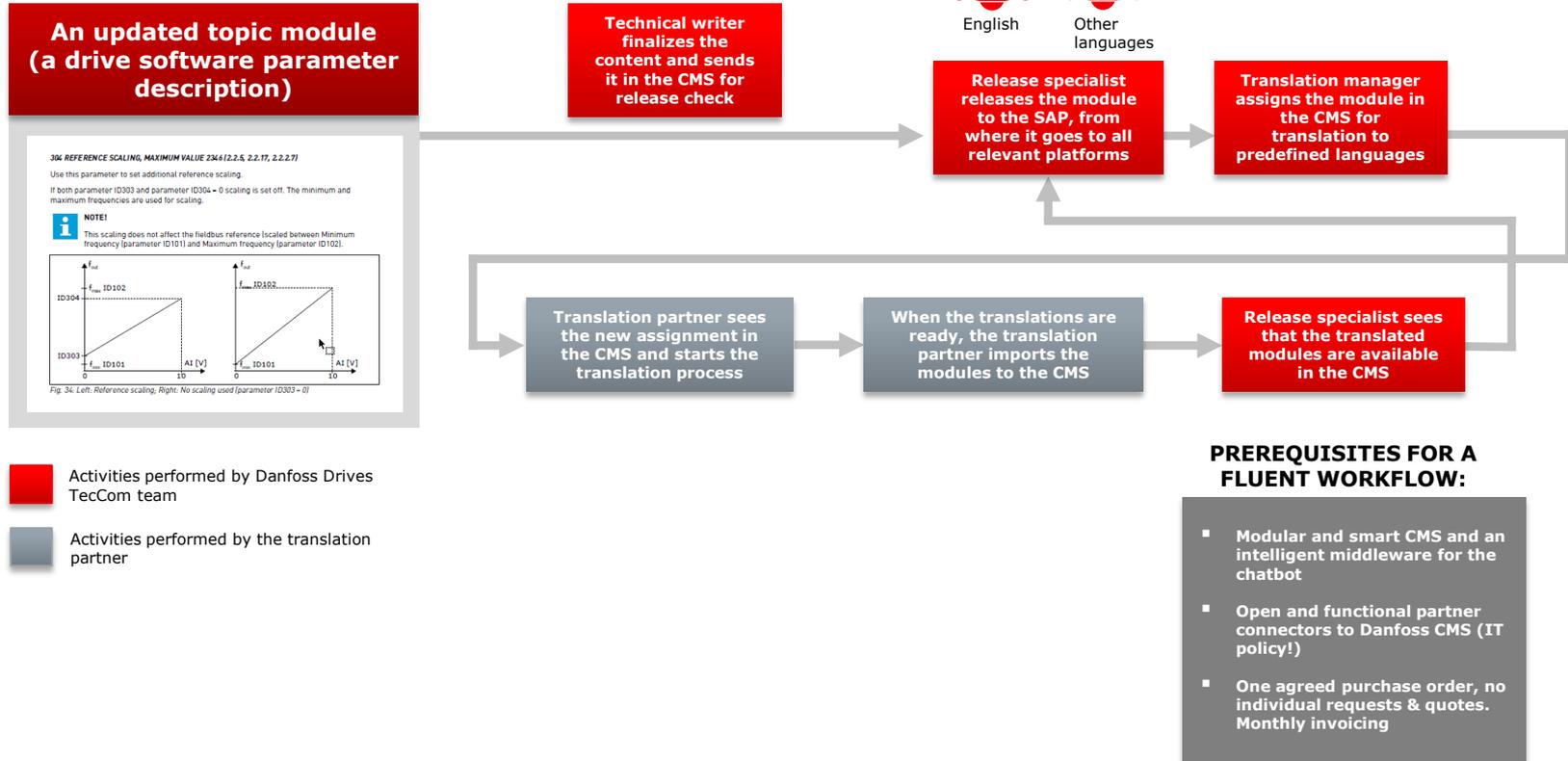
From/To **back-end** to/from **front-end**



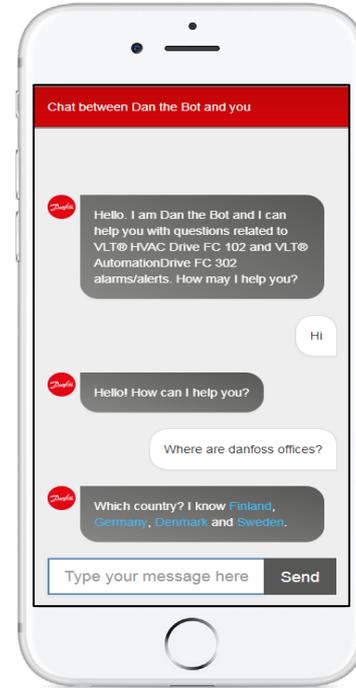
An example of a **chatbot situation**



A vision of chatbot content management in all languages



Finally, our Chatbot demo



A better tomorrow is
driven by drives