

Welcome to Intelligent Assistants Conference NYC

Presented by:
Dan Miller, Founder and Lead Analyst
Opus Research

October 13-14, 2015

Thanks to our Sponsors

Platinum Sponsors



Gold Sponsors



Event Sponsors



Four years ago...

- This very day:
Siri takes a bow!
 - On iPhone 4S
 - Also 1st iPhone sold w/o a contract (\$699)

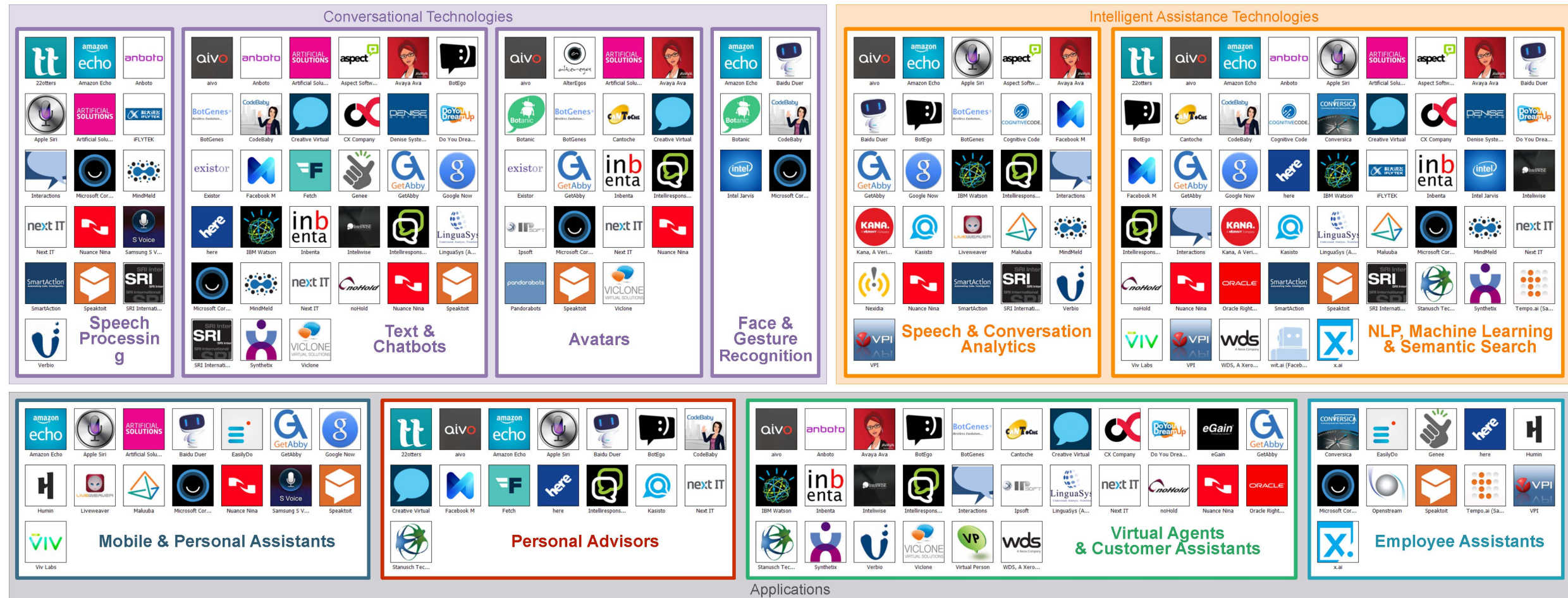


Now the landscape is more crowded

DESIGNED BY
Dan Miller, Derek Top &
Nicolas De Kouchkovsky

Intelligent Assistance landscape

POWERED BY
VB | Profiles



Ed 1.3

CC: BY: Dan Miller, Derek Top, and Nicolas De Kouchkovsky, Oct 2015

...and spans multiple technologies

- Speech Processing
 - Speech recognition
 - Life-like text-to-speech
- Text and Chatbots
 - Silent channel
 - Resembles search
 - Supports messaging
- Avatars
 - One dimensional
 - Two-dimensional
 - Three-dimensional
- Face & Gesture
 - Also emotion
 - Biometrics

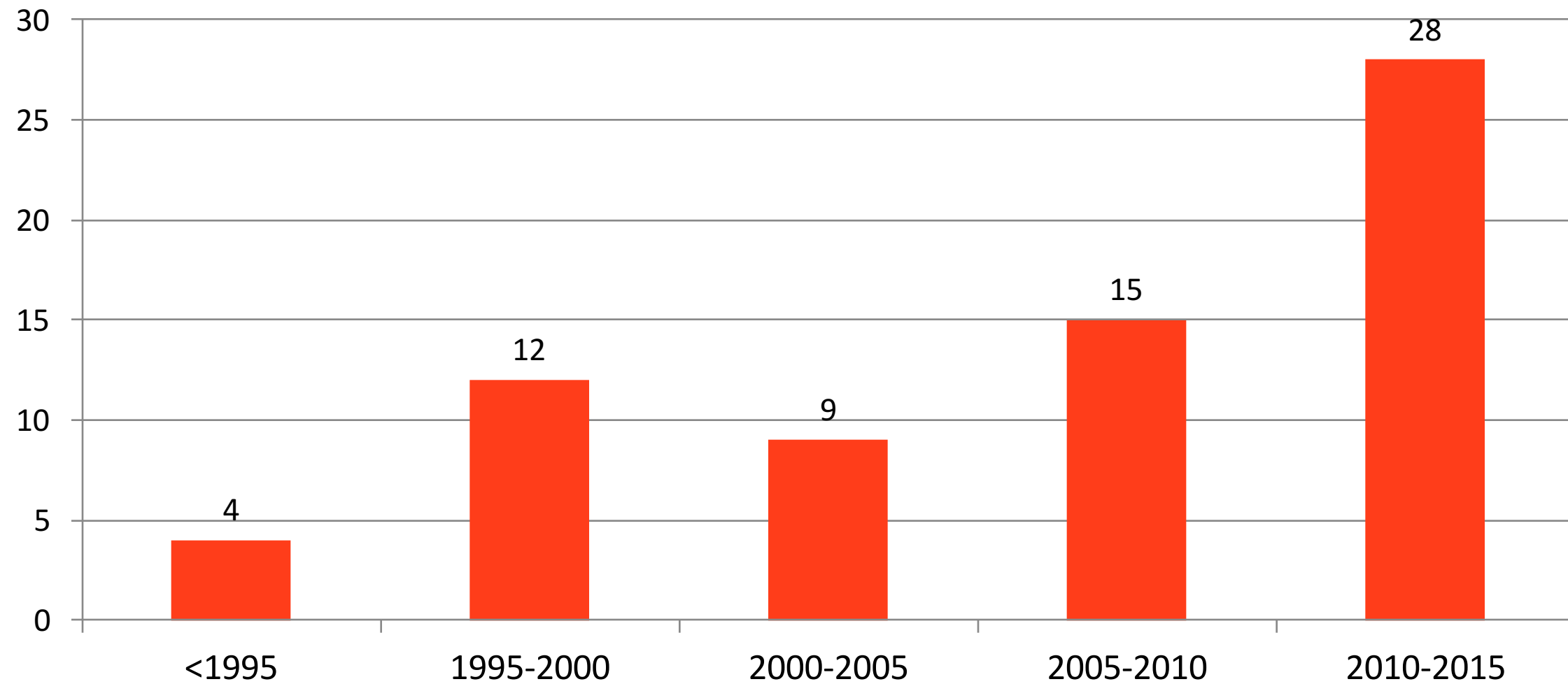
...and approaches AI

- Conversational Analytics
 - Pattern recognition
 - Topic extraction
- Semantic Search
 - Discovery
 - Trade-off Analysis
- NLU
 - Intent recognition
 - Classification
- Machine Learning
 - Constant Improvement
 - Dynamic Understanding

... with several evolutionary paths

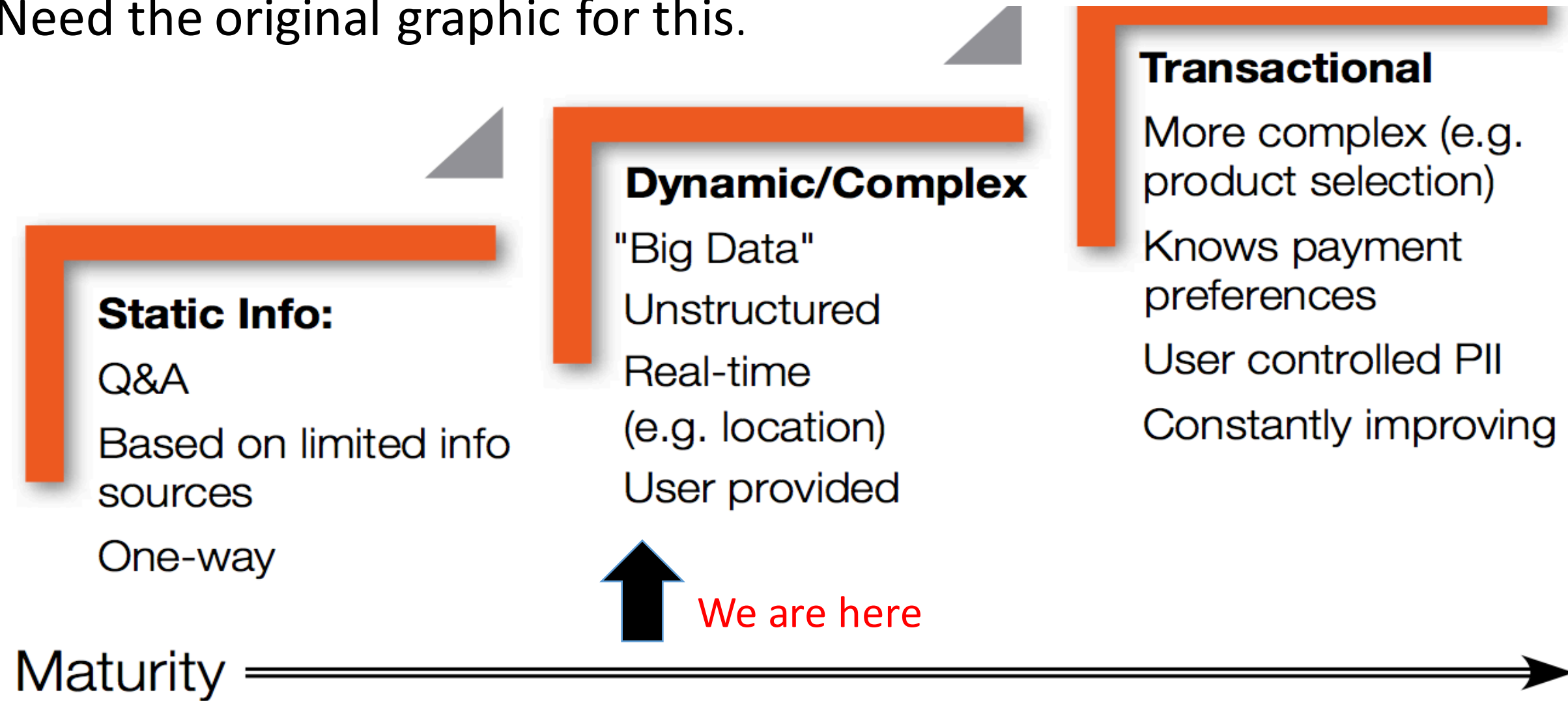
- Application Driven
 - Mobile & Personal Assistants
 - Personal Advisors
 - Virtual Agents & Customer Assistants
 - Employee Assistants

Attracting new companies



With a technological imperative

Need the original graphic for this.



...and challenges to address

- Building user acceptance and trust
 - More implementations & positive outcomes
 - Overcoming privacy concerns
- Leveraging precursor technologies
 - Analytics – Knowledge Management
 - Contact center – Search
 - CRM – Deep learning

It starts with user acceptance

Q: Companies are constantly investing in new ways to improve the experience for their customers. Of the following new interactions which ones would you like to experience today. Please rank 1-5, 1 being the interaction you want to experience the most.

	1st choice	2nd choice	Total
The company accurately predicts what I'm trying to resolve as a customer and offers me the best treatment.	29%	23%	52%
Ability to use mobile web chat on my smart phone because I prefer web chat over that of speaking to a customer service representative.	18%	13%	31%
Having a 'Siri', 'Google Now', or 'Cortana' like experience when I'm on a company website, their mobile apps or phone.	5%	10%	15%
When I am on a website and make a phone call I want the experience to be connected.	18%	26%	44%
I expect a customer care capability to be part of my smart phone app ecosystem.	5%	11%	16%
Upon 'checking-in' with my smart phone when I'm at a store / branch / airport the employees already know who I am...	8%	12%	20%
I'm happy with the way I currently interact with companies today.	17%	5%	21%

Source: [24]7 Customer Experience Index (2015)

Privacy is a Concern (sort of)

- What information would you like to share with a company in order to improve its ability to serve you quickly and in a more personalized manner?

US

	Most preferred	Least Preferred
My location	24%	9%
My calendar	6%	9%
The type of smart phone and/or tablet I own and use	18%	7%
Payment preferences (credit card information)	7%	14%
Information from my social network accounts (Facebook, Twitter, Google Plus)	1%	19%
A biometric (my voiceprint or fingerprint) for security and authentication purposes	7%	18%
My past purchases with other similar businesses	6%	12%
I don't want to share any information but I realize that the customer service will not be as personalized or as quick as I like	31%	13%

Source: [24]7 Customer Experience Index (2015)

It starts here and now

- A defining moment for Intelligent Assistance
 - Common taxonomy and terminology
 - Shared vision of evolutionary path
- Destination: To be routine
 - Making complex tasks trivial
 - Being truly assistive
 - Building successful businesses

Stay in the loop

- Tweet with #iacnyc
- Follow the “landscape” on VB | Profiles
- Join our Group on LinkedIn
 - Intelligent Assistants Developers and Implementors
- Share the videos
- “Make it So!”