BEST KEPT SECRETS TO DEPLOYING INTELLIGENT ASSISTANTS IN THE REAL WORLD

Nico Acosta - Director of Product & Engineering
TWILIO IS A NEW APPROACH.

WE ARE A CLOUD COMMUNICATIONS PLATFORM THAT ENABLES COMPANIES TO BUILD, SCALE, AND OPERATE ANY COMMUNICATIONS EXPERIENCE USING APIS.
This is how we revolutionized every layer of communications.

Experts

Applications

Telco Hardware

Network

Democratize

Componentize

Virtualize

Virtualize

Developers

Application Platforms

Cloud Communications Platform

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WHAT ISN'T THAT AN API?
WHAT’S GOING ON IN THE INTELLIGENT ASSISTANT MARKET?

A lot of excitement

Some proof of concepts

Very few deployments
INTELLIGENT ASSISTANTS

IVR

MESSAGING CHAT BOTS

ALEXA APPS
SECRET NO 1:
NOT ALL TASKS ARE CREATED EQUAL
"I'D LIKE TO BOOK AN APPOINTMENT"

"I'M LOOKING TO BUY LIFE INSURANCE"

"I DON'T SEE MY INTERNATIONAL WIRE TRANSFER"

SELF SERVICE
BOTS & VIRTUAL ASSISTANTS

HUMAN

SELF SERVICE
BOTS & VIRTUAL ASSISTANTS

HUMAN

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ON AVERAGE THERE IS 150 REASONS WHY CONSUMERS CONTACT COMPANIES

NATURAL LANGUAGE ROUTER

SELF SERVICE

SELF SERVICE

HUMAN

HUMAN
SELF SERVICE → HANDBOFF → HUMAN

Passing all the context so that the agent does not need to start from scratch.
SECRET NO 2:
PROGRAMMABILITY, NOT CUSTOMIZATIONS
INTELLIGENT ASSISTANTS NEED SYSTEMS WORKING TOGETHER

COMMUNICATION SYSTEMS

INFORMATION SYSTEMS

I WANT TO GET AN INSURANCE QUOTE FOR MY NEW TOYOTA RAV 4
TWO APPROACHES TO INTEGRATION

ON PREMISE
Customizable (w/ Pro Services)
Extremely Slow
Extremely Expensive

SAAS
Limited integrations points
Wait for roadmap
Custom development

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**API PROGRAMMABILITY**

- Unlimited integrations
- Cloud Agility
- Web Developers

**ON PREMISE**

- Customizable (w/ Pro Services)
- Extremely Slow
- Extremely Expensive

**SAAS**

- Limited Customizability
- Wait for Roadmap
- Custom development

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Deployment Architecture

MESSAGING

TELEPHONY

ALEXA / GA

Intelligent Assistant

Web Application

System of Record

Your Infrastructure

Webhook/HTTP

JSON/HTTP

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SECRET NO 3:
DECOUPLE INTELLIGENCE FROM THE CHANNEL
SECRET NO. 1:
NOT ALL TASKS ARE CREATED EQUAL

SECRET NO. 2:
PROGRAMMABILITY, NOT CUSTOMIZATIONS

SECRET NO. 3:
DECOUPLE INTELLIGENCE FROM THE CHANNEL
Build intelligent assistants
Uniquely Intelligent

Contextually Programmable

Instantly Omnichannel
Uniquely Intelligent

Autopilot Training Studio
Make your assistant uniquely intelligent for your business

Query Table:

<table>
<thead>
<tr>
<th>QUERY</th>
<th>TASK</th>
<th>VALUES</th>
<th>STATUS</th>
<th>CHANNEL</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>reservation</td>
<td>make_reservation</td>
<td>Pending-review</td>
<td>custom.cli</td>
<td>09:03:47 PST 2019-</td>
<td></td>
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<tr>
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<td>make_reservation</td>
<td>Pending-review</td>
<td>voice</td>
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<td>Pending-review</td>
<td>voice</td>
<td>14:10:42 PST 2019-</td>
<td></td>
</tr>
<tr>
<td>No, that would be ohh</td>
<td>good_bye</td>
<td>Pending-review</td>
<td>voice</td>
<td>14:10:03 PST 2019-</td>
<td></td>
</tr>
<tr>
<td>Make a reservation</td>
<td>make_reservation</td>
<td>Pending-review</td>
<td>voice</td>
<td>14:10:03 PST 2019-</td>
<td></td>
</tr>
</tbody>
</table>
Contextually Programmable

**Autopilot Actions**
Program conversational interactions with seven simple instructions

HTTP WEBHOOK

HTTP / JSON

SYSTEM OF RECORD

AUTOPilot

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Autopilot **Actions**

Program conversational interactions with seven simple instructions

- **{ say }** - Speak or text a message to users.
- **{ listen }** - Wait for input from users.
- **{ collect }** - Ask questions and save answers from users.
- **{ redirect }** - Direct to a URL or another Task.
- **{ remember }** - Store users’ info that will be reused.
- **{ handoff }** - Connect users to human agents.
- **{ show }** - Display images and text on users’ screens.
Autopilot Channels
Build once, deploy anywhere