The Future of Messaging as a Platform

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More users are using less apps. The ones they are using more are messaging apps and voice assistants.

4 billion messaging accounts + official business accounts + bots + VUI = a whole new world of consumer engagement and experiences

2016 Will Be the Year of Conversational Commerce

By Chris Messina • 01/26/16 12:30pm
Will 2017 be the year of Conversational Commerce?
Will 2018 be the year of conversational commerce? It should.
Business messaging is just getting started

Apple Business
Chat Private Beta

WhatsApp Enterprise
Early Access

RCS for Business
Early Access

GMB Messaging
Pre-Early Access
It’s **not** about the bots.
Conversational Interfaces Have Been Around for Years

GREETINGS PROFESSOR FALKEN.
Hello.
HOW ARE YOU FEELING TODAY?
I'm fine. How are you?
EXCELLENT. IT'S BEEN A LONG TIME. CAN YOU EXPLAIN THE REMOVAL OF YOUR USER ACCOUNT ON JUNE 23RD, 1973?
People sometimes make mistakes
YES THEY DO. SHALL WE PLAY A GAME?
Love to. How about Global Thermonuclear War?
WOULDN'T YOU PREFER A GOOD GAME OF CHESS?
Later. Right now let's play Global Thermonuclear War.
It’s not about voice UIs.
voice is not the future
Leading software companies trust Smooch for building their conversational products.

Additionally, brands across the globe are innovating on Smooch using our APIs and business system integrations.
D'èssere notati
questa mia
fotò non
passerà un
mese, non
che non
mi pensi
S. Francesca
THE FUTURE OF MESSAGING IS CONTEXT
Building blocks for tomorrow’s conversational platforms

- Conversation Persistence
- Identity and Metadata
- GUI/CUI Interplay
Create powerful cross-channel conversational experiences

- Move conversations from insecure to secure channels
- Move conversations to rich messaging channels from simple textual formats (SMS)
- Migrate customers who discover your service through click-to-message ads to your preferred channel
• This demo shows how a business can invite a user to transfer a conversation to another channel.

• The user contacts Acme Bank on Facebook Messenger to invest in a fund and is moved to a secure channel to complete her transaction.
Persistence streamlines inter-system handoffs

- Person
- Switchboard
- Cloud
- Agent desktop
- Bot
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Conversation History & User Metadata

Person

Switchboard

Agent desktop

Bot
Looking at how people order a coffee

Asking a series of questions works when users don’t change their mind.

Changing their mind in a tree flow

When the bot does not expect an input for the milk, it does not understand

Can I get a latte please?

What type of milk?

Soy milk

Additional flavors?

2 additional pumps of vanilla

Great!

Actually, make it with almond milk.

I don’t understand

Start over

How people change their mind in real life

The barista understands: “replace soy milk by almond milk”

Can I get a latte, 2 pumps of vanilla, soy milk please?

Great!

Actually, make it with almond milk.

Almond milk it is!

People should be able to go forward while changing their mind.
Starbucks Barista assistant understands intent and associated parameters

- Coffee order intent has 2 required slots:
  - type
  - size
- If one of the required slots is not filled, the bot asks a question to fill the slot.
Starbucks Barista assistant understands intent and associated parameters

- Can recognize more than minimum required parameters, in any order
  - type
  - size
  - decaf
  - room in cup
  - extras
  - cup size
What size Flat White would you like? short

Here is what I have for your order.

Short Flat White
No customizations
$3.85

It will be ready for pickup at 2nd & Cherry in 3 to 8 minutes. The total cost is $3.85. Would you like to...

Here is what I have for your order.

Short Flat White
No customizations
$3.85

It will be ready for pickup at 2nd & Cherry in 3 to 8 minutes. The total cost is $3.85. Would you like to place the order now?

double upside down macchiato half decaf with room and a splash of cream in a grande cup

Here is what I have for your order.

Doppio Espresso Macchiato
upside down, 1/2 decaf, room, s...

It will be ready in 3 to 8 minutes at 2nd & Cherry. The total cost is $6.15. Ready to place the order now?

yes

Type or speak your order
Intelligent Slot Filling with Context

{
    user_id: mike@smooch.io,
    recent_orders: [
        {size: 'double', type: 'espresso', when: 'afternoon'},
        {size: 'double', type: 'espresso', when: 'afternoon'}
    ]
}
Intelligent Slot Filling with Context

8:00am

My usual please.

Your usual. Tall, fat free, vanilla latte.

Thank you.
Intelligent Slot Filling with Context

3:30pm

My usual please.

Your usual. Doppio espresso.

Thank you.
Conversational interfaces aren’t always better

- Tough to discover what you can do with a system
- Complex interactions can get quite inefficient
- Error cases are hard to recover from and frustrating
WeChat: Not about the chat

- Many businesses on WeChat choose to develop mini programs instead of building conversational interfaces.
- Messaging platforms may replace the OS as an app launcher, but may not redefine what an app is!
Extending the conversation with GUI

I would like to book a room at central london for tomorrow

Sure. Please have a look at these different options

Book a room


You can check-in from 11 AM. See you soon.
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Building the future of conversational platforms.