Knowledge Transfer Virtual Workshops:
Improve your business operations by enabling an SAP Conversational AI chatbot

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“Your call is very important for us. Please stay in the line...”
Who’s leading the Digital Transformation in your company?
COVID-19 Accelerated E-Commerce Growth ‘4 To 6 Years’

John Koetsier  Senior Contributor  Consumer Tech

John Koetsier is a journalist, analyst, author, and speaker.

E-commerce experts on how the industry can capitalize from a coronavirus-led boom in online sales

PUBLISHED TUE, AUG 25 2020-8:52 AM EDT

More than one-third of consumers shop online weekly since coronavirus hit

Katie Evans  Oct 1, 2020

That’s up from 28% pre-COVID-19, according to a new global study of 5,000 consumers. Plus, retailers may want to reduce the number of messages they send, the research suggests.
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Why apply Artificial Intelligence?
With Digital Assistants

Optimize Resources
They improve efficiency and reduce significant costs

24/7 Availability
They are available 24/7, in any country, in any language

Multi-Channel Experience
They are on many channels (web, apps, messengers, ...)

Exceed Expectations
They improve customers’ and employee’s experience while reducing churn
We provide a platform that automates simple conversations

- An end-to-end **bot-building platform** to train, build, connect and monitor enterprise-ready chatbots

- An enterprise **digital assistant** to offer a unified conversational experience for the entire SAP portfolio of products
First, we get the user's input through a messaging channel. Second, we use NLP to understand the user's input. Third, we need to manage the conversation...
How is this done?

**SAP Conversational AI**

**TRAIN**
Train your bot with intents to understand human language

**BUILD**
Build complex conversations, skills and powerful logic

**INTEGRATE**
Integrate your bot with data providing systems

**CONNECT**
Connect your bot to multiple messaging or fallback channels

**MONITOR**
Monitor through logs and usage analytics to improve your bot
I want to watch a movie
Any good western tonight?
I want to start a new show!

INTENTS

greetings
discover-movie
weather

ENTITIES

- Any ideas of comedy movies released in France in 2012
  - **GENRE** comedy
  - **MOVIE** movies
  - **LOCATION** France
  - **DATETIME** 2012
Closely related to the core purpose of your bot

Small talk and unrelated questions

It will activate automatically if there are no other skills

Business

Floating

Fallback

greetings

forsale

support
What does the bot need to start a skill? What’s the condition?

What does the bot need in order to give a proper answer to the user?

What is the bot going to answer we the user meets its requirements?

- if discover-movies is present
  - Ask which movie category prefers to watch
  - Ask language preferences
  - Give a list of movies that meets the user’s wishes
INTEGRATE SAP Conversational AI

**INTEGRATE SERVICES**

- Connect External Service
- Call Webhook
- Consume API Service

**API Service Configuration**

- POST https://...

**Authentication**

- Headers
- Body
- Response

**Use a template**

- Select...

**Select authentication type**

- N

**Introduction**

Besides the community edition, SAP Conversational AI also offers the enterprise edition that enables the customers to have all their chatbots and data securely isolated in their own tenant within the SAP Cloud platform. This means that each tenant specific URL is unique. However, the URL for the community edition is same for all community users.

<table>
<thead>
<tr>
<th>Edition</th>
<th>URL format</th>
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CONNECT
SAP Conversational AI

+10 CHANNELS
MONITOR

SAP Conversational AI

LOG FEED

USAGE METRICS

TRAINING ANALYTICS

CONVERSATION LOGS
I need to see the sales summary and take some actions regarding the inventory.
HANDS-ON EXERCISE
Key takeaways, value messages

- Automation is not longer an option
  - Reduce low value and time consuming tasks
  - Optimize time and money resources

- Exceed customer expectations
  - Keep and move to your customer’s pace
  - Boost your customer experience

- Robotizing is easier than it seems
  - Easy custom configuration
  - Deploying projects in faster times
Want to get started with SAP Conversational AI?

Build some chatbots
- Create your account
- Tutorial: Build your first chatbot
- Read our product documentation
- Explore our learning journey

Stay in touch and learn
- Product Page
- SAP Community
- SAP Tutorials
- SAP Developers
- LinkedIn
- YouTube

Start with a productive usage
- Get to your Account Executive to subscribe to SAP Conversational AI on SAP Cloud Platform through CPEA credits or buy a standalone license on the SAP Store.
Thanks for joining us!
See you next time! 😊

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Architecture Example

- SAP Analytics Cloud
- SAP Conversational AI
- SAP Fiori Launchpad
- Workflow Management
- SAP Business Application Studio
- Application (Java, Node.JS, SAPUI5, Python+)
- Identity Authentication
- Cloud Platform Integration
- S/4HANA
- Customer Advisory Repository
- Other systems (OnPrem or Cloud)
Chatbot Use Cases

Predicted Use Cases for Chatbots

What do you predict you would use a chatbot for?

- Getting a quick answer in an emergency: 37%
- Resolving a complaint or problem: 35%
- Getting detailed answers or explanations: 35%
- Finding a human customer service assistant: 34%
- Making a reservation (e.g., restaurant or hotel): 33%
- Paying a bill: 29%
- Buying a basic item: 27%
- Getting ideas and inspiration for purchases: 22%
- Adding yourself to a mailing list or news service: 22%
- Communicating with multiple brands using one program: 18%
- (None of these things): 14%
- Buying an expensive item: 13%

Además de:
- Habilitación de contratos digitales para firma electrónica
  - Créditos
  - Empleo
  - Seguros
- Asistente laboral para disparar acciones y flujos de trabajo/aprobaraciones
- Generar órdenes de compra, mantenimiento, venta, trabajo, etc.

Source: Digital Marketing Community – Reve Chat
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