

Knowledge Transfer Virtual Workshops:

Improve your business operations by enabling an SAP Conversational AI chatbot

Speaker:

Mariajosé Martínez

Platform & Technologies
Solution Engineer, SAP Mexico

Date & Time:

October 7, 2020
5 PM – 6:30 PM
CET (Germany)

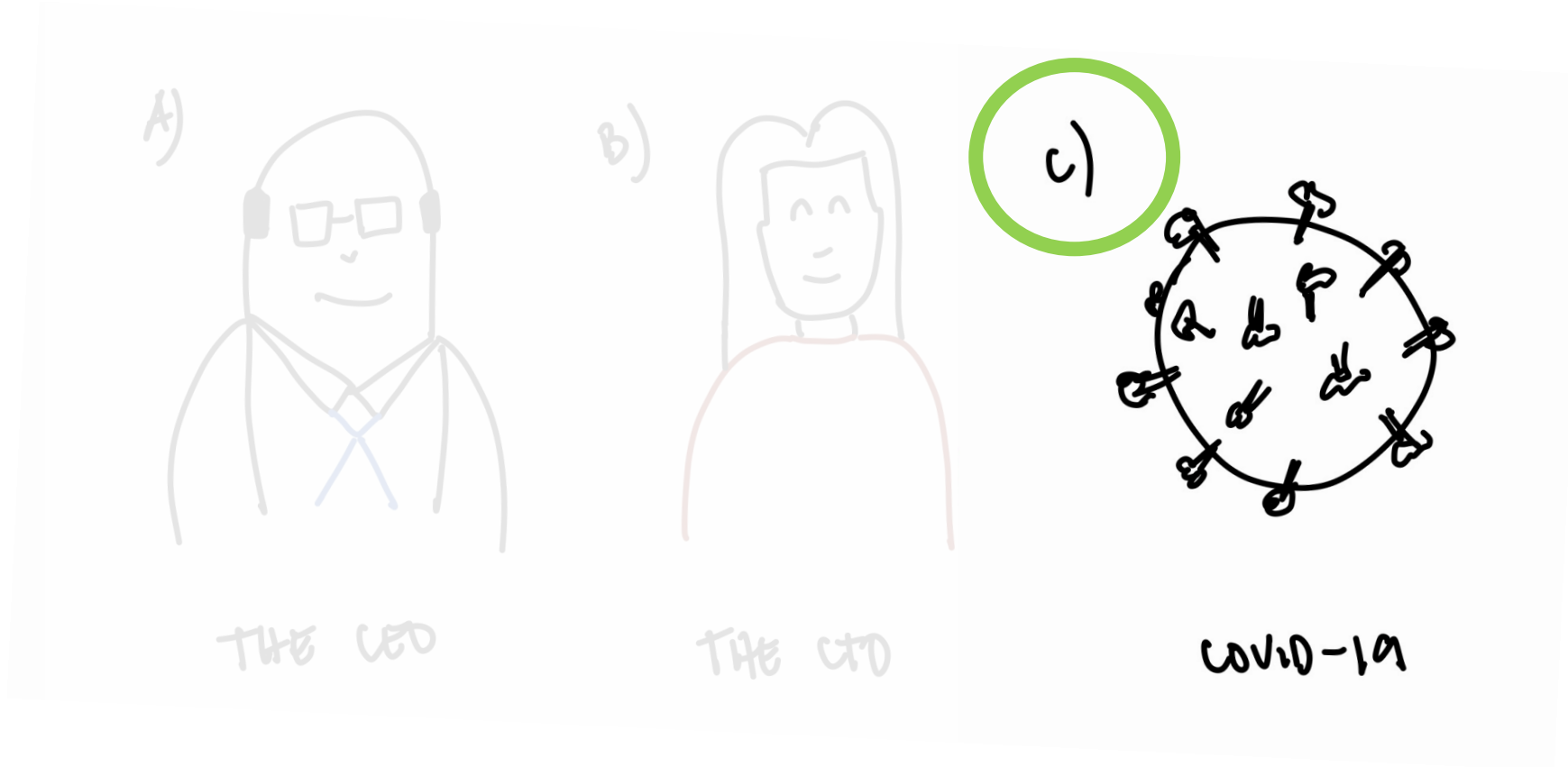




**“Your call is very important for us.
Please stay in the line...”**

x100

Who's leading the Digital Transformation in your company?



EDITORS' PICK | 20,911 views | Jun 12, 2020, 10:43pm EDT

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.



OUR NEW FUTURE

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

NEWS

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.



Mariajosé Martínez

Platform & Technologies Solution Engineer

Email: mariajose.martinez@sap.com

[linkedin.com/in/mariajosemq](https://www.linkedin.com/in/mariajosemq)



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

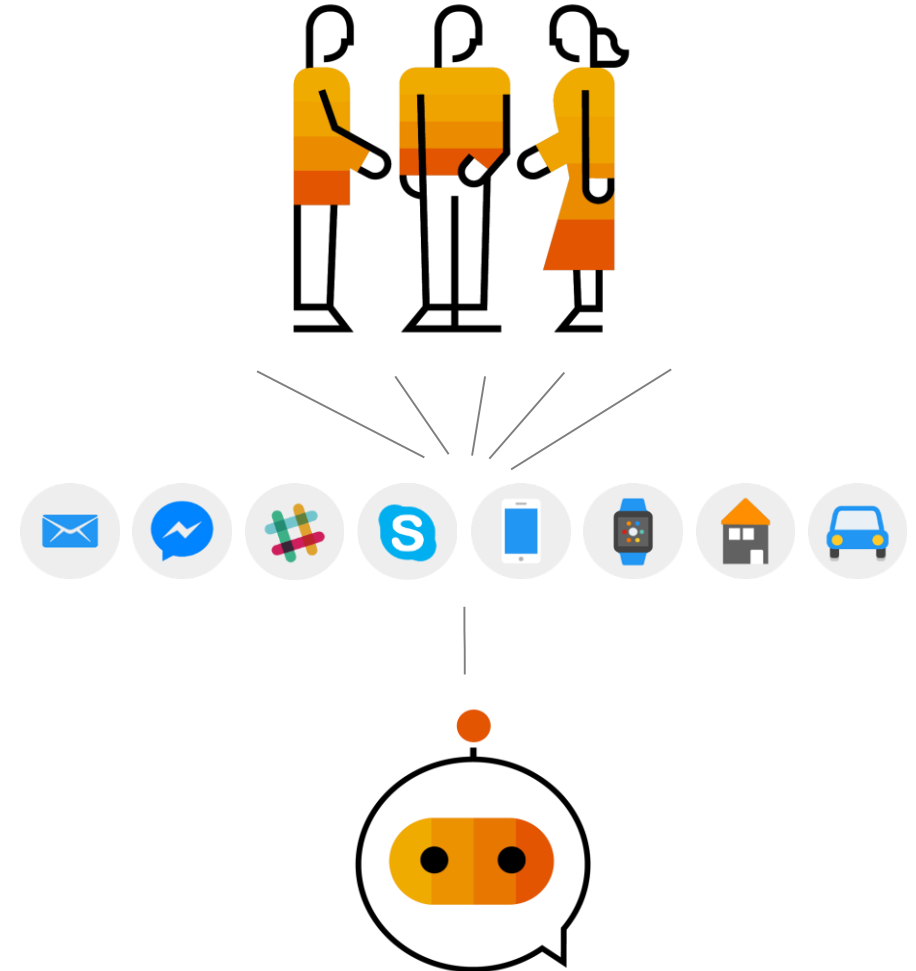
They improve customers' and employee's experience while reducing churn

We provide a **platform** that automates simple conversations

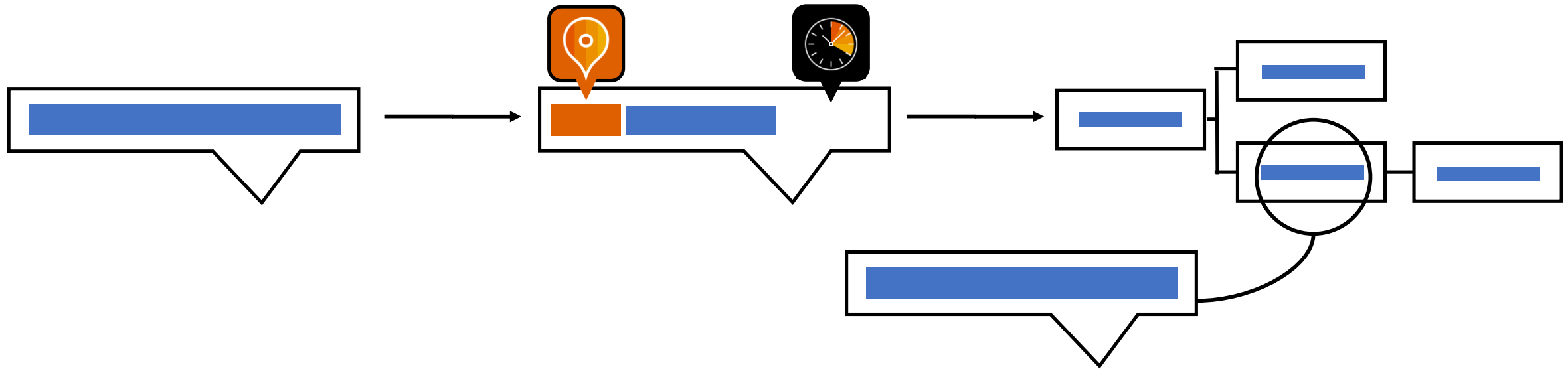
SAP Conversational AI



- 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



Our chatbot building platform follows this process



First, we get the user's input through a messaging channel.

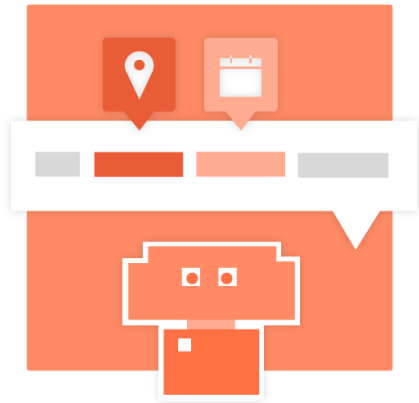
Second, we use NLP to understand the user's input.

Third, we need to manage the conversation...

How is this done?

SAP Conversational AI

TRAIN



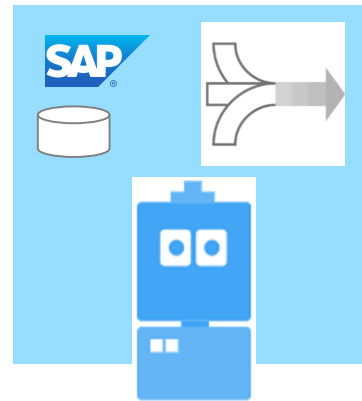
Train your bot with intents to understand human language

BUILD



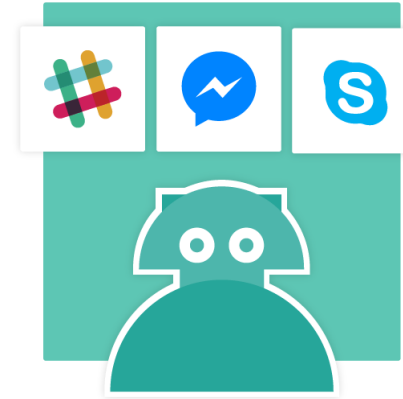
Build complex conversations, skills and powerful logic

INTEGRATE



Integrate your bot with data providing systems

CONNECT



Connect your bot to multiple messaging or fallback channels

MONITOR



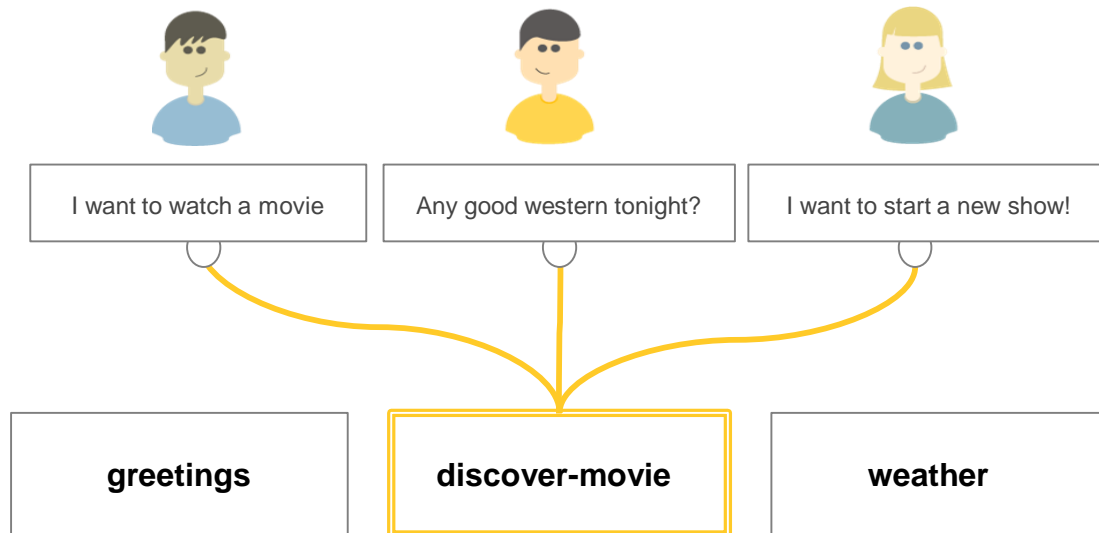
Monitor through logs and usage analytics to improve your bot

TRAIN

SAP Conversational AI



INTENTS



ENTITIES

Any ideas of comedy movies released in France in 2012

- × **GENRE** comedy
- × **MOVIE** movies
- × **LOCATION** ★ France
- × **DATETIME** ★ 2012

BUILD

SAP Conversational AI



SKILLS

Closely related to the core purpose of your bot

Business

Small talk and unrelated questions

Floating

It will activate automatically if there are no other skills

Fallback



BUILD

SAP Conversational AI



TRIGGERS

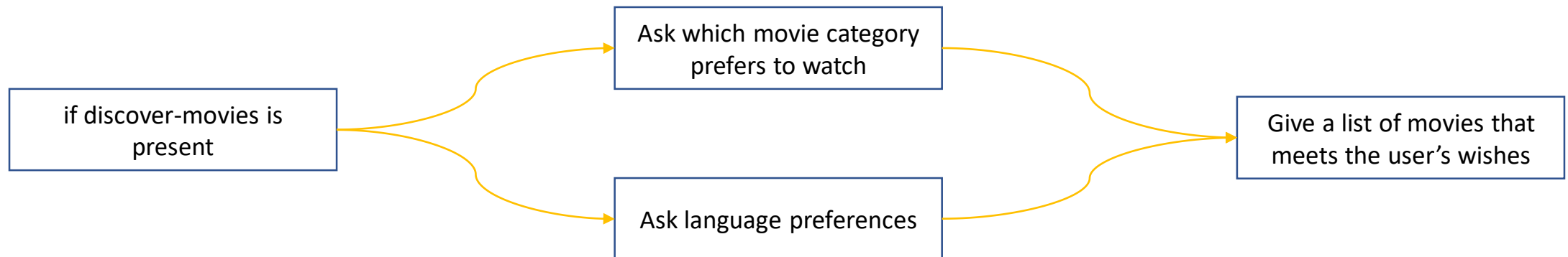
What does the bot need to start a skill?
What's the condition?

REQUIREMENTS

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

ACTIONS

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



INTEGRATE

SAP Conversational AI



INTEGRATE SERVICES

[CONNECT EXTERNAL SERVICE](#)

[CALL WEBHOOK](#)

[CONSUME API SERVICE](#)

API Service Configuration

POST

SAVE

Authentication Headers Body Response

HOW DOES THIS WORK?

Use a template

Select...

OR

Select authentication type

No authentication

reverseproxy.cai.tools.sap/docs/api-reference/#introduction

Introduction

Endpoints
Responses
Authentication
SDKs

Runtime API

BOT API

NLP API

Bot Builder API

Bot Testing API

Bot Connector API

Conversational Logs API

FAQ Bot API

Glossary

Deprecated APIs and Other AP...

Changelogs

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.

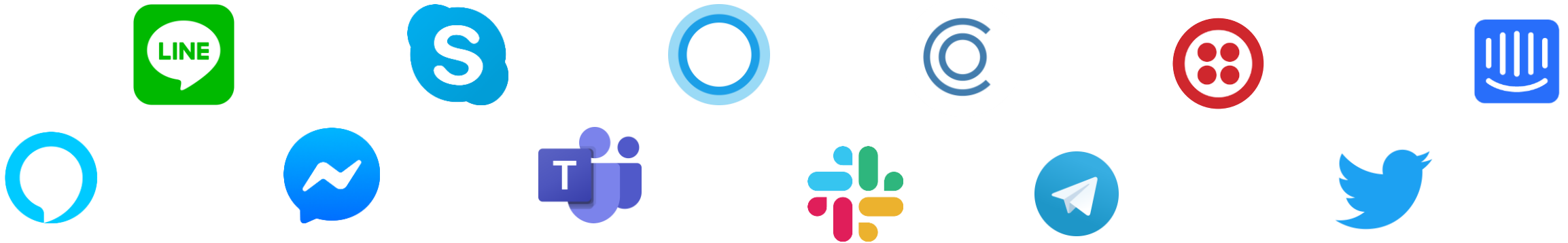
Edition	URL format
Enterprise	<code>https://TENANT_DOMAIN.sapcai.<region>.hana.ondemand.com/public/api/RELEVANT_</code>
Community	<code>https://api.cai.tools.sap/RELEVANT_URL_PATH</code>

TENANT_DOMAIN can be obtained by checking with your tenant admin or clicking on Go to Application hyperlink in SAP Conversational AI service tile.

CONNECT

SAP Conversational AI

+10 CHANNELS



MONITOR

SAP Conversational AI



- LOG FEED
- USAGE METRICS
- TRAINING ANALYTICS
- CONVERSATION LOGS

Train Build Code Connect Monitor Settings

Log Feed Usage Metrics Training Analytics Conversation Logs Conversation Metrics

Summary Conversations Skills Intents Entities French Advanced All time

HOW DOES THIS WORK?

1.3k +1.3k Conversations

1.2k +1.2k Users

8.4k +8.4k Messages received

6.41 +6.41 Messages / Conversation

Popular entities

PRONOUN NUMBER STATUT-UTILISATEUR ACHAT-VENTE BRUIT

Most used skills

fallback voisinage salutations off-re-template satisfaction

Train Build Connect Monitor

Log Feed Usage Metrics Training Analytics Conversation Logs Conversation Metrics

Discover all sentences analyzed by your bot

Download CSV 50

Filters: Clear All

Environment: Clear All Environments and Versions

Languages: Clear All Languages Suggested: English French

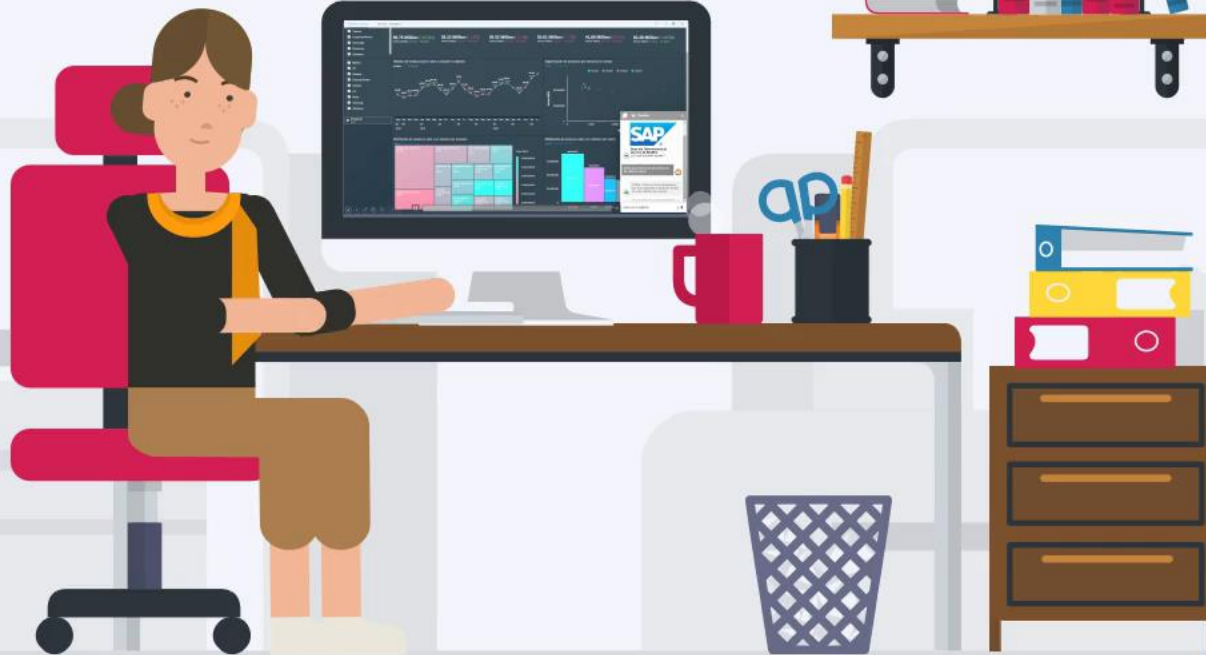
Time Range: Clear All time

<input type="checkbox"/>	@greetings	🇬🇧	Yesterday at 16:29:29	Pink Lemonade
<input type="checkbox"/>	@greetings	🇬🇧	Yesterday at 16:27:06	Vint soda
<input type="checkbox"/>	@greetings	🇬🇧	Yesterday at 16:26:50	Beverages
<input type="checkbox"/>	@greetings	🇬🇧	Yesterday at 16:26:38	hello
<input type="checkbox"/>	@greetings	🇬🇧	04/10/2020 at 22:14:14	Paseo de la Reforma 410, Juarez, 06600, Ciudad de Mexico
<input type="checkbox"/>	@greetings	🇬🇧	04/10/2020 at 22:13:57	mariajose.martinez@sap.com



DEMO

I need to see the
sales summary and
take some actions
regarding the
inventory





HANDS-ON EXERCISE

Key takeaways, value messages



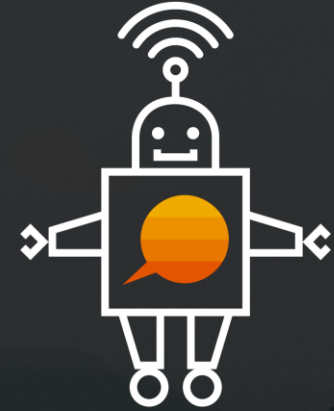
Automation is not longer an option

- Reduce low value and time consuming tasks
- Optimize time and money resources



Exceed customer expectations

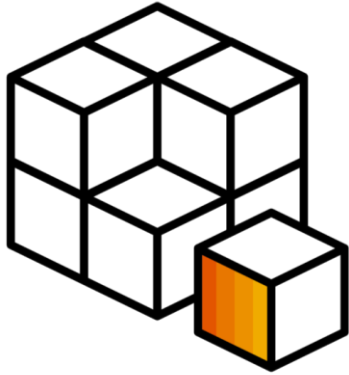
- Keep and move to your customer's pace
- Boost your customer experience



Robotizing is easier than it seems

- Easy custom configuration
- Deploying projects in faster times

Want to get started with SAP Conversational AI?



Start building chatbots

- [Create your account](#)
- [Tutorial: Build your first chatbot](#)
- [Read our product documentation](#)
- [Explore our learning journey](#)



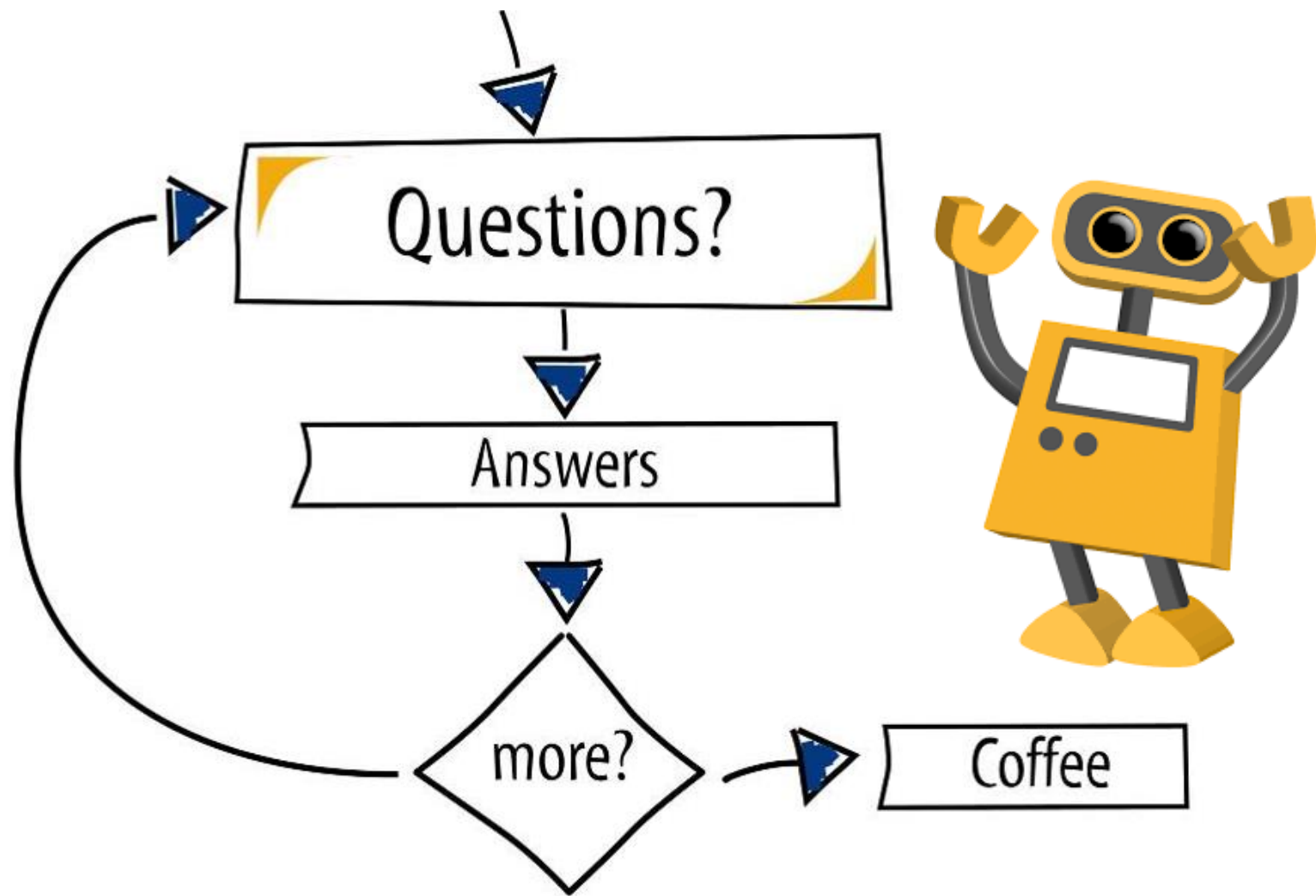
Stay in touch and learn

- [Product Page](#)
- [SAP Community](#)
- [SAP Tutorials](#)
- [SAP Developers](#)
- [CAI Blogs & Content](#)
- [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! 😊



Mariajosé Martínez
Platform & Technologies Solution Engineer

Email: mariajose.martinez@sap.com
[linkedin.com/in/mariajosemq](https://www.linkedin.com/in/mariajosemq)

