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

Speaker: Mariajose 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...”
Who’s leading the Digital Transformation in your company?

A) THE CEO  B) THE CPO  c) COVID-19
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.
Maria josé Martínez
Platform & Technologies Solution Engineer

Email: mariajose.martinez@sap.com
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

- 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

*Integrate your bot with data providing systems*
I want to watch a movie
Any good western tonight?
I want to start a new show!

greetings

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

SKILLS
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?

- **TRIGGERS**
  - if discover-movies is present

- **REQUIREMENTS**
  - Ask which movie category prefers to watch
  - Ask language preferences

- **ACTIONS**
  - Give a list of movies that meets the user’s wishes
INTEGRATE SERVICES

CALL WEBHOOK

CONSUME API SERVICE

INTEGRATE SERVICES

SAP Conversational AI

API Service Configuration

POST https://...

Authentication

Headers

Body

Response

Use a template

Select...

Select authentication type

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>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise</td>
<td><a href="https://TELEANT_09910.sap.com/api/RELEVANT_URL">https://TELEANT_09910.sap.com/api/RELEVANT_URL</a></td>
</tr>
<tr>
<td>Community</td>
<td><a href="https://api.sap.cloud/RELEVANT_URL_PATH">https://api.sap.cloud/RELEVANT_URL_PATH</a></td>
</tr>
</tbody>
</table>

TELEANT_09910 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
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! 😊

Mariajose Martínez
Platform & Technologies Solution Engineer

Email: mariajose.martinez@sap.com
linkedin.com/in/mariajosemq