

Drive a Better User Experience Using Rich Data Insights



SmartBotHub

Data Analytics

Intelligent digital conversations using BOTs are driving a new paradigm in how businesses understand and interact with their target audiences, including customers and workforce. SmartBotHub includes a data analytics feature set that contemplates how businesses want to analyze and understand their customer's needs and requirements. A few examples of customer insight categories include:

- Understand how users interact with a given BOT
- Learn about a target audience to improve the BOTs effectiveness
- Compare conversation flows to explore and test different user behaviors
- Discover the activity and traffic of BOTs on different channels
- Compile and review all conversations to improve your product and adapt to your target audiences quickly

In addition, it is important that a BOT use case improves and becomes even more effective, efficient and intuitive. SmartBotHub enables important data insights, which are used to evolve a BOT to become better. Such insights include:

- Improve natural language processing (NLP) response effectiveness and conversational flows
- Improve the experience and find pain points
- Capture BOT failure points and provide feedback to the NLP engine for reactive learning

INDUSTRY

All

REGION

All

BUSINESS IMPACT

It is important that a BOT use case improves and becomes even more effective, efficient and intuitive. SmartBotHub enables important data insights which are used to evolve a BOT to become better.



SmartBotHub

Setup a demo today at SmartBotHub.com

**Conversational Engagement
at Scale**

SmartBotHub's data analytics engine enables many useful key performance indexes (KPIs) to be captured and reported, providing rich marketing insights on user behaviors. Some of the example KPIs include:

- **Active Users**

This KPI allows you to get a feel for the overall popularity of your bot and is a good barometer of its success. If this metric is trending downward, it could be an indicator that you need to rethink the use case and modify the bot design and purpose.

- **Total Number of Messages Sent/received**

This KPI indicates the amount of interactions required for a user to create a desired outcome from the BOT. Sometimes the more interactions required, the poorer the experience. As a rule of thumb, the goal should always be to have as few back and forth interactions to complete a given task.

- **Number of Sessions**

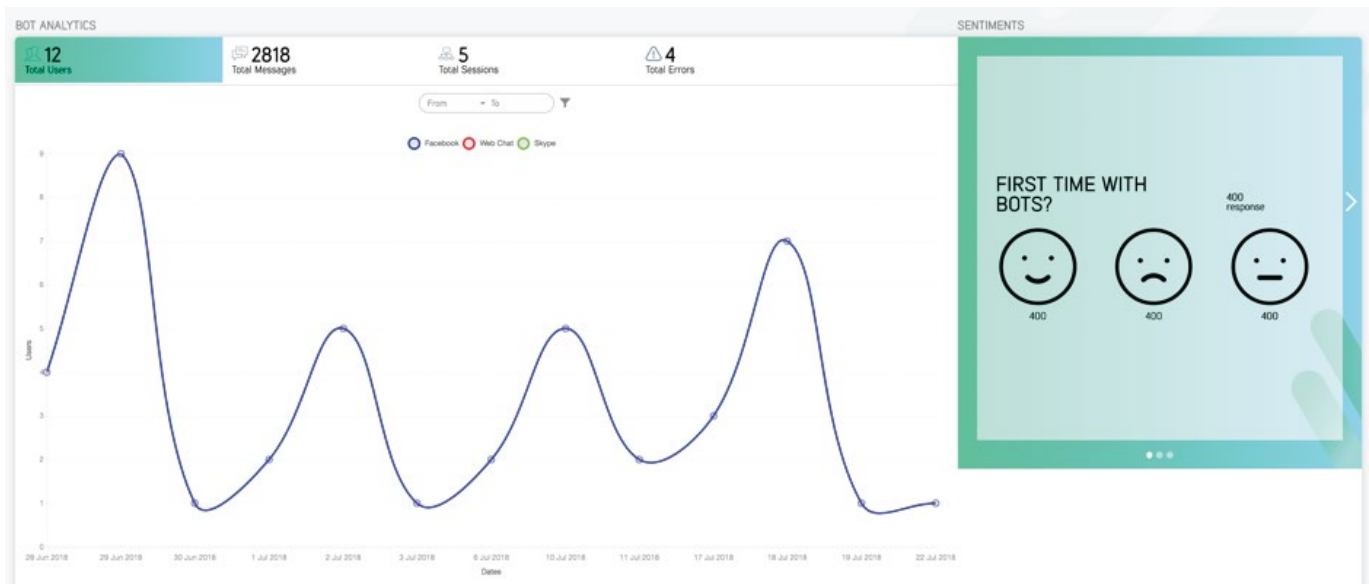
The number of interactions that each user has with a BOT is a simple yet solid measurement, which will help measure the BOT's performance.

- **Sentiment Analysis**

Performing sentiment analysis on incoming messages, a BOT can collect feedback from users, normalize and aggregate the data, and submit it to the product management and marketing teams for review.

- **Errors (Number of Messages Not Handled by a BOT)**

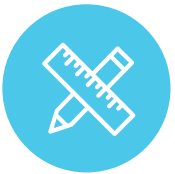
No BOT is perfect. There are fallbacks in every BOT to invoke responses when it is unable to find a proper response to a user's message. Instead of saying nothing, it is better for a BOT to respond by letting the user know that a match wasn't found. Monitoring how often this occurs and the user messages that are invoking fallback responses will help identify knowledge gaps, faulty natural language processing (NLP) and unclear expectations from the end users regarding what the BOT should and shouldn't know. These errors are fed back to the NLP engine to improve learning.





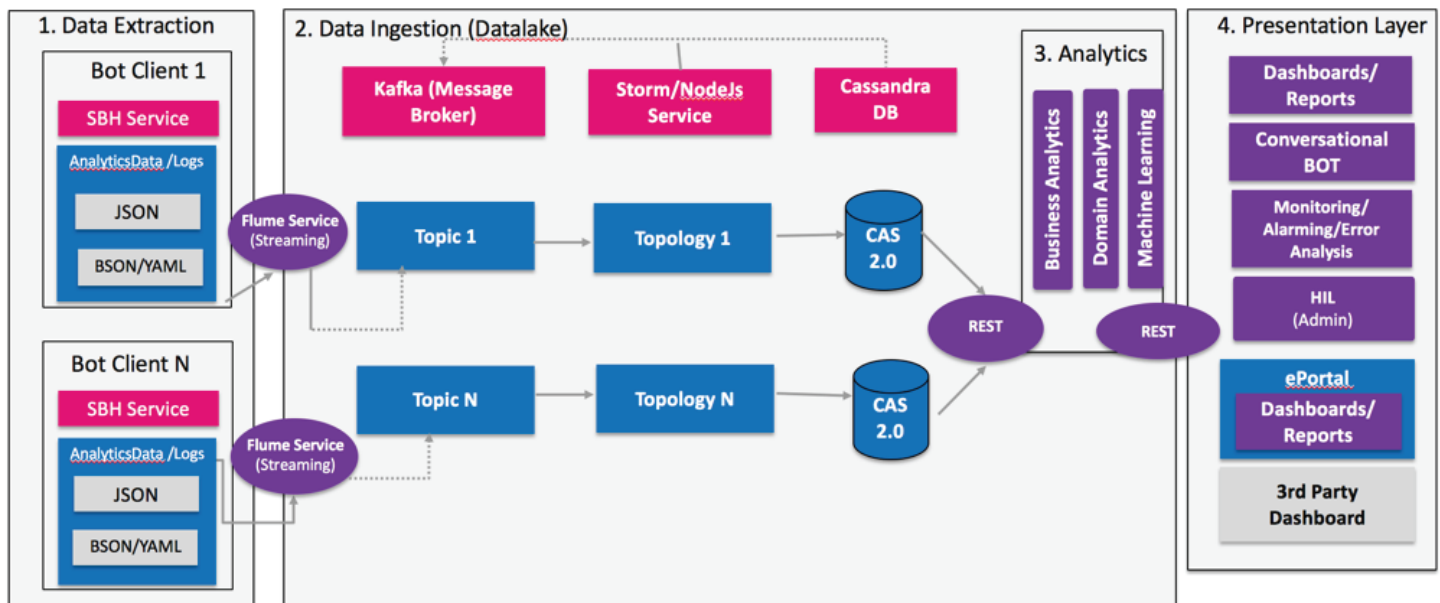
Microservices Architecture Extensibility

The SmartBotHub Analytics Engine has been designed following the microservices architecture principle. The analytics engine is autonomous, decentralized and loosely coupled from the other microservices. REST application programming interfaces are provided to pull and push data into the analytics platform. Proven technologies (Flume, Kafka, Storm and Cassandra) are used to enable the platform to scale rapidly and consume data in real-time.



Extensibility

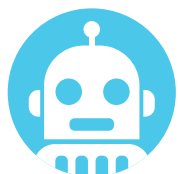
An inherent microservices-based architecture enables a high extensibility in multiple directions. Data and KPIs can be consumed from various enterprise systems (CRM, KMS etc.). Analytics data can be with other enterprise systems like Tableau, etc. Lightweight data can be shared via REST services. Alternatively, for larger datasets, the SmartBotHub data lake is exposed directly to enterprise systems.



Experience You Can Put to Work

Flexible and Adaptable to Changing Underlying Systems

SmartBotHub is part of SmarTek21, an enterprise technology company with over a decade of experience delivering professional services to solve complex IT challenges. Our team and breadth of experience empowers us to quickly integrate with any existing enterprise IT systems and unlock the data they hold. This is an important skill to ensure BOTs become an extension of your business and deliver the intelligence needed for meaningful interactions. Our team will also work with you as you evolve your IT infrastructure and bring new systems and data sources online, including other bots, natural language processing (NLP) and artificial intelligence (AI) applications as well as common enterprise applications ranging from customer relations management (CRM) and sales force automation (SFA) to enterprise resource platform (ERP), issue tracking system (ITS) and supply chain management (SCM).



70+ BOTs Ready to Get You Started

SmartBotHub has already tackled countless use cases in the wild across the healthcare, insurance, financial services, automotive, telecommunications, education, and retail industries. We make these BOTs available to help our customers get started quickly and realize the power of a conversational engagement platform.

Get Started Today

Call us today for a demo and to discuss how SmartBotHub can accelerate your enterprise's customer engagement strategy.



+1.425.242.3786

About SmartBotHub

SmartBotHub enables enterprises to create compelling (chat) message (bot) automated transactions for customers and employees enabling businesses to move faster and provide "always on" services. SmartBotHub is an omnichannel, highly agile platform that connects enterprise applications and services allowing companies to create compelling and easy-to-use chatbot experiences for their customers. The management team has over 11 years of sophisticated UI/UX design and deployment experience for millions of Fortune 500 end users.

COPYRIGHT ©2018 SMARTBOTHUB