



NAVIGATING THE WORLD OF BOTS

How a Conversational User Interface (CUI) can Change Your World

CUI



Conversational User Interface. What is it? Why does it have so many names? How can it help your organization? To put it simply, **a chatbot is a service that simulates a conversation with a human by leveraging artificial intelligence** and natural language processing. This may not sound like a service you need right away, but we can guarantee it will revolutionize the way you interact with your communities.

No, we aren't talking about a robot that will take over the world, but we are talking about bots that can transform your world. Think about how long a phone conversation takes to answer one simple question. How about the frustration that builds as the person on the phone or online is waiting for the next available representative? These are the hurdles we can help you get past, making for a much more streamlined process.



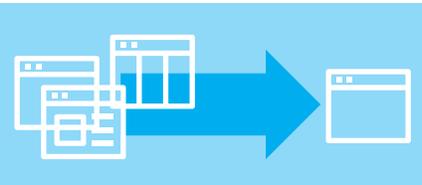
We're here to help you understand how a CUI is important to your organization and walk you through a better way to assist the communities you serve.

Why Choose a CUI?



ADVANCEMENTS IN ARTIFICIAL INTELLIGENCE

(AI): Deep learning, Machine learning, Natural language processing, Sentiment analysis have all improved to a point where they are not only affordable, they are realistic to implement. The largest tech companies are providing their AI technologies as a service, so you get the latest updates and can plug in new features at any time.

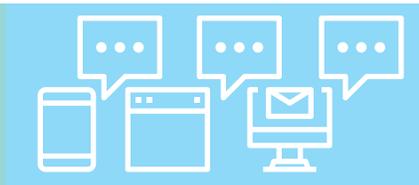


SINGLE-SCREEN

CONVENIENCE: With CUI, all interactions happen on a single screen using a single mode of communication. According to an industry rule of thumb, a well-designed conversational user interface can result in up to 2x more conversion than their traditional GUI counterparts.



COMPUTING PROPAGATES BEYOND POINT-AND-CLICK MEDIUMS such as laptops, tablets and smartphones, to cars, thermostats, home appliances and now even watches ... and glasses.



RISE OF THE NATIVE CHAT

USERS: Chat has become the most preferred interface on smartphones. According to a recent study, WhatsApp, SMS, Messenger, and other such text-based chat interfaces constitute 75 percent of the time people spend on their smartphones

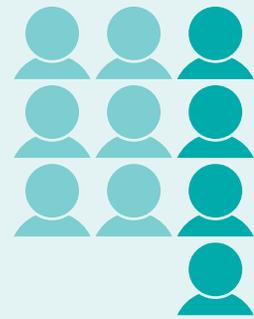


HUMANIZING THE

EXPERIENCE: CUIs make you feel like you're interacting with a friend. As we move into the CUI era, the one factor that will determine its success is how well we are able to humanize the experience.

Do people really feel comfortable with chatbots?

Yes! In fact, **40%** of consumers don't care whether a chatbot or a real human helps them, as long as they are getting the help they need.



Where do they interact with them?

Web Page; IM, Chat, SMS; Email; Activity Stream, Smart Agent, Mobile App, VR and AR

The **top three potential benefits of chatbots** that consumers reported:



24-hour service
(64%)



Instant responses
(55%)



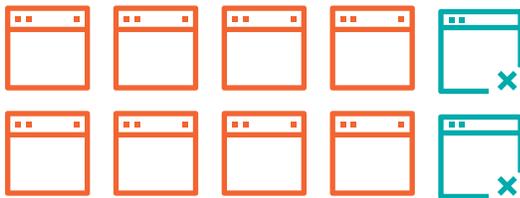
Answers to simple questions
(55%)



30% of tech interactions will be through **VOICE** in 2018.



Cost **SAVINGS** from chatbots are expected to be over **\$8B BY 2022** (~350% CAGR)



80% of organizations are already using—or intend to use—**CHATBOTS** by 2020.



30% of gov. employee tasks are predicted to be assisted by AI in the next decade.

SECURITY

Don't Stress About Security

SECURITY IS THE SAME FOR CHATBOTS AS IT IS FOR WEB APPLICATIONS!

The technology powering chatbots isn't new; it's just personified through artificial intelligence. New experiences, platforms, and devices are redefining how users engage, but they still are built on the same secure Internet infrastructure and integrated platforms as websites and apps; they just provide different user experiences.

CUIs security protocols can easily utilize and integrate with the organization's existing protocols

CHATBOTS USE TWO BASIC PROCESSES TO ENSURE SECURITY:

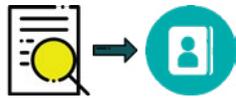


1 AUTHENTICATION
the process of verifying a user's identity

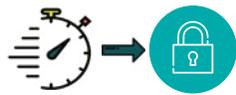


2 AUTHORIZATION
the process of granting a user permission to execute a given task

Security Strategies



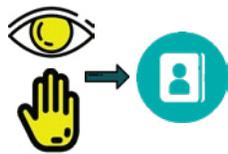
USER IDENTITY AUTHENTICATION: A user's identity is verified with secure login credentials, such as a username and password. These credentials are exchanged for a secure authenticated token that is used to continually verify the identity of the user.



AUTHENTICATION TIMEOUTS: Authenticated tokens can be revoked either by the user or automatically by the platform after a given amount of time.



TWO-FACTOR AUTHENTICATION: A user is required to verify their identity through two separate channels (e.g., once by email, then again by text message).



BIOMETRIC AUTHENTICATION: A user is required to verify their identity using a unique physical marker, such as a fingerprint or retina scan (e.g., Apple's Touch ID).



END-TO-END ENCRYPTION: The entire conversation is encrypted so that only the two parties involved in the conversation can read it. Facebook Messenger recently implemented this capability with their Secret Messages feature.



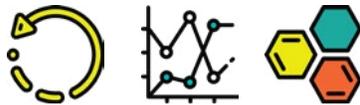
SELF-DESTRUCTING MESSAGES: When potentially sensitive information is transmitted, the message containing this information is destroyed after a given amount of time.

What are Cambria's CUI Services?



SOLUTION VISIONING

- Business Case Development
- Business Epics Analysis and Development
- Product planning and roadmap development



DEVOPS

- Continuous Integration, Delivery, and Deployment
- Analytics and Information Management



DISCOVERY

- User Interface / User Experience Research and Design
- Dynamic User Flows and Dialogues Analysis and Design
- Channel identification



DD&I

- Architecture Design
- Custom Software Development
- Channel Integration
- Systems Integration
- System Modernization
- Security / User access
- Organizational Change Management
- Training



Stay in Touch with Us

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