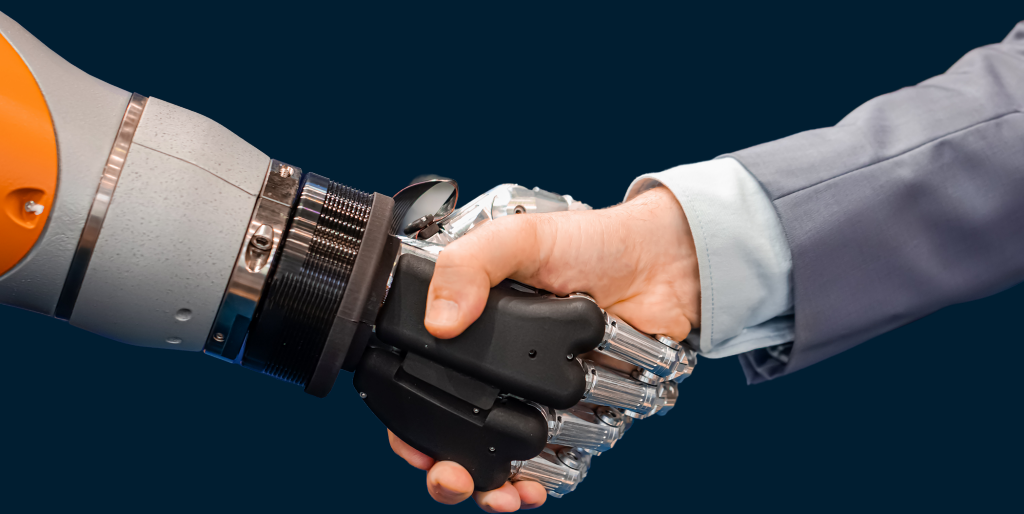




Conversation Design eBook:

Teaching the Art of Conversation to a bot



KONVERSE



Key Takeaway

- Introduction to conversation design
- Prerequisite knowledge before designing conversations
- List of basic elements of every conversation design
- A detailed guide to designing a conversation through an example
- List of benefits one should gain through quality conversation designs





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01 *Exploring the World of Conversation Design*

The world of conversation design opens up an endless list of possibilities. But at the heart of it lies the art of human interaction.

This book takes a step towards simplifying the concept behind building user experience from scratch. Keeping in mind that every brand is unique, the ebook is crafted to guide individuals build conversational designs suited for their brand.

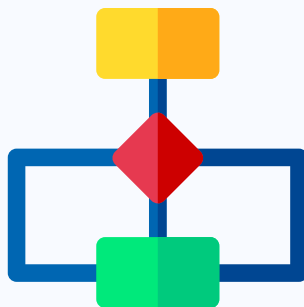
What is Conversation Design?

Conversation design refers to creating a flow of dialogue for a bot such that it can communicate effectively with a human to fulfil a purpose.

The bot is made to mimic the nuances of human conversation.

This entails not only correct language but your bot also understands the underlying implications of statements. All in all, conversation design plays a role in building user-friendly automation and interfaces.

When it comes to designing a conversation, one needs to consider the quality and type of User experience they wish to create. UX design focuses on small details which sums up to create a wholesome experience.





Roles Played by Conversational Design Across Industries

In wake of the pandemic, digitalization of different sectors has become the new normal. Automation of sales, marketing, security, and support sectors through conversational AI is helping businesses connect with their customers and employees in a more personalized way.

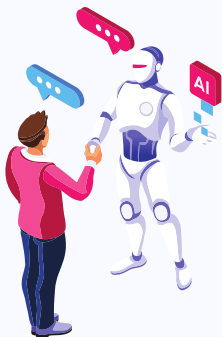
However, not all conversational AI have the same rating. This is where conversation design steps in.

It is no surprise that conversational AI with higher ratings is one that has a well-strategized conversation design. The main role of conversational design is to gradually build a conversation flow towards an end goal or purpose.





02 Introduction to the Different Types of AI tool



Before you begin designing conversations, one is required to be aware of the different types of AI assistants and how they function. The functionality of an AI tool determines your approach to conversation design.

Listed below are the different types of AI tools currently available in the market. Each of them have distinct features, pros, and cons.

Rule-based chatbot

Rule-based chatbot as the name suggests requires you to feed the bot a pre-written script that it will strictly follow during a conversation. Building rule-based bots are simple and can be a powerful tool for communication.

You can choose to build your conversation flow using a no-code chatbot builder like Konverse AI.

Most no-code bot builder platforms present options that allow you to flexibly design your conversation flow using different types of nodes such as quick replies, videos, buttons, text blocks, and so on.

Example: How to set up a rule-based chatbot?

Using the steps provided below, you can easily build a bot on the Konverse platform.

Step 1- Sign in to your Konverse account using your verified Email and Password.

Step 2- Select the box that has your company name written on it.

Step 3- Click on the Dashboard and opt for 'Bot-builder'.

Step 4- Select the 'Story builder' option and start designing the conversation flow. You can choose from a variety of conversation nodes (text, images, cards, quick replies, etc) as per desire.

Step 5- After you have designed the conversation flow, choose the 'test bot' option from the 'Bot builder' drop-down list. This option allows you to try out the AI chatbot before its implementation!

Note: Ensure you save or update your conversation flow each time before testing the bot. To save your conversation flow, click on the 'save' icon placed on the right top corner of your screen on the 'story builder' page.

Steps to build rule-based chatbots are similar across most platforms with a few variations in features. Thus, we recommend doing market research before you choose your bot-building platform.

For better understanding read:

Best no-code chatbot builder: Our top 7 picks!

NLP powered chatbot

Natural Language Processing and Natural language understanding are technologies that allow the software to decipher human questions.

AI chatbots that are NLP and NLU powered can conduct mature conversations with users. This makes the AI bots versatile, user-friendly, and a good communication medium.

NLP chatbots are more expensive. Plus, they demand more skills to be built and maintained. However, for automating tasks, NLP bots are one of the most convenient AI tools.



How are NLP Chatbots Trained?

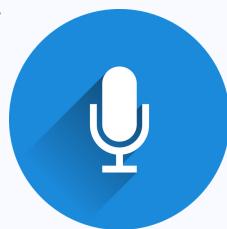
NLP chatbots are trained using FAQs, Entities, and features like small talk. So, NLP chatbots are initially trained to engage through test cases i.e you feed your chatbot with some of the most common questions or conversations they will face when working in real-time.

As NLP chatbots learn from new information presented to them, you can expect your chatbot to function better and perform more tasks over time.

Voice Assistants

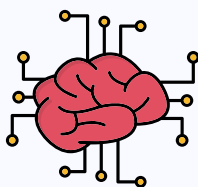
Voice assistants may or may not have visual displays and they usually function directly through sound or voice. A user can directly talk to the device to trigger a response from a voice assistant.

When it comes to designing a conversation for a voice assistant, one must keep in mind that your voice assistant's response cannot be the same as what is displayed on the screen.



For example: When you ask Voice assistants like Google, Cortana, Alexa, or Siri to set an alarm for 9 AM on your phone. The Voice assistant will respond by saying “ I have set an alarm for 9 AM”.

However, when the user looks at his/her phone, they see a notification saying ‘ Alarm will ring at 9 AM’. Therefore, it is important to note the difference between written and voice cues that a user might expect while using voice assistants with visual displays.



Voice-to-text Converter

Voice-to-text converter assistants, also known as AI voice bots, can be spoken to directly to find appropriate responses in written form. Google, Microsoft, and other big-league companies have mastered voice assistants. However, setting up voice assistants may be a task for skilled developers.



Most platforms like Konverse AI, allow you to integrate voice assistants into your existing CRM. The best way to go about setting up voice assistants is to schedule a demo with professionals.

Voice Widget

Voice widgets do not have any visual interface. You can directly talk to your device to trigger the voice widget to get a response.

Alexa and Google home are one of the most known voice widgets.





03 *Creating a Wholesome Experience with Conversation Design*

The easiest way to strategize your conversation design is to answer some basic questions before you start building a conversation flow. Some of these questions and their significance in conversation design are listed below.

01

WHAT IS YOUR CHATBOT PERSONA?

Having a chatbot persona allows you to visualize the type of sentence structure or behavior your chatbot will have in any given situation.

So, try aligning your chatbot persona with your brand's image. Make it fun, give it a name, and add some visual content.

For instance, AccuWeather employs a bot named Dawn. The bot has a clearly defined persona and a catchy name. Though the bot has no avatar, it uses images and gifs throughout the conversations. The bot represents a friendly, warm, and straight-to-business persona.

For more insight, read:

[5 Tips To Create The Right Persona For AI Chatbots](#)



02

WHAT IS YOUR USER PERSONA?

Building a user persona will allow you to jot down the issues your users may run into and how they would expect your chatbot to resolve them.

To answer this question, you will need to identify your audience and create some common characteristics that they may have. Hence, you can design your conversation revolving around your user.

03

WHAT PURPOSE WILL YOUR CHATBOT FULFIL?

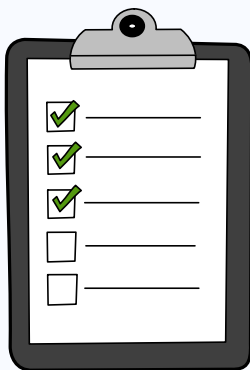
Naturally, your user may run into a multitude of issues.

However, it is important to determine the exact type of issue your chatbots will tackle.

Needless to say, not all chatbots resolve issues, some generate leads, engage buyers with product recommendations, or aid your HR department.

Therefore, it is important to determine what role your chatbot will play before you begin designing a conversation.

Read more about different chatbot ideas [here](#).



FUNDAMENTAL ELEMENTS OF CONVERSATION DESIGN

While designing a conversation flow, certain elements are a must-include in any conversation design.

Listed below are the elements and why each of them must be added to your chatbot conversation.

Salutation

A salutation marks the beginning of any conversation. Chatbots use salutations to engage users. However, voice assistants and most other CUIs only trigger conversations if called upon by a user.

Therefore, chatbots are one of the most preferred CUIs for businesses looking to collect leads, reduce bounce rates, and increase user engagement.

In the case of voice assistants and other CUIs, you can choose to start your conversation design with a response to a user's greeting.

Example: **For voice assistants** like Google

User: "Ok Google"

Google assistant- "Hello there, how can I be of service?"

For Chatbots

Chatbot: "Hi, I'm Mr. Chatbot. Happy to chat with you! What would you like to do today?"

Users can now give desired input.

Questions

Every good conversation involves turn-taking. An excellent way to ensure a quality conversation is to include questions in your conversation design.

Questions can be used to gain user information, indulge in small talks(optional), or even receive feedback.

However, questions have a tendency to drag a conversation on longer. So only involve questions that are relevant and necessary.

Acknowledgment

During conversations, Humans have a tendency to nod their heads to convey agreement or simply indicate that they are paying attention to what is being said. Your chatbot or voice assistant faces a disadvantage here.

To make up for the disadvantage, you must incorporate acknowledgment statements. These statements will play a vital role in reducing confusion and keeping your user hooked to the conversation.

Your acknowledgment statement can look like this:
“All right, got it! “



Information statement

While designing an information statement, ensure it does not leave room for further confusion. You may have to rewrite your statement several times before finding the perfect way to convey the information.

However, at each attempt try to be to the point and use simple language. You should also consider adding a follow-up statement to either keep the conversation going or to reach a conclusion.

Example:

Bot- “ You can book an appointment with us on the following days.

Would you like to know anything else?”

Suggestions

Suggestions are a great way to handle errors or non-ideal situations. These statements help divert the conversation to alternative solutions that your AI has trained in or to hand over the conversation to a live agent.

Suggestions can also be used tactfully to further encourage your user to interact with your website/platform products.

Example:

Bot: “ Would you like to talk to our live agent regarding your concern?”



Confirmation

Confirmation messages are important for users to ensure the bot understands their input.

Repeating the vital information in your confirmation message makes the process convenient and provides assurance.

You may provide a user with the provision to correct any information and reconfirm it if any changes were made.

Buttons/Options

Buttons or options allow your user to stay focused on the topic of conversation and not deviate. It also encourages quick replies, it saves time and effort for the user.

Visual Elements

Adding visual elements like emoticons or gifs in your conversation flow makes the content rich and captivating for users.

Your visual elements are a substitute for the emotions humans convey through facial expressions in a face-to-face conversation.

Closing/Ending Conversation

As a conversation designer, it is your responsibility to close the conversation loop. Therefore, always incorporate a closing statement into your conversation design.

Your closing statement will not only give your conversation design a complete and mature feel, but it also leaves a lasting impression on your user.

Your closing statement may look like this:

“ Thank you for shopping with us today. Have a nice day!”



04 *Benefits of Conversational AI*

The benefits of conversational AI are increasing exponentially. Listed below are some examples of how businesses are driving more value with the help of conversational AI.

IMPROVE CUSTOMER SERVICE AND USER EXPERIENCE

Conversational AI such as chatbots and voice assistants have become an integral part of customer service.

Most brands implement NLP-powered bots which can interpret human language, intricacies, and emotions to engage customers in fulfilling conversations. Not only does this improve customer experience, but also improves customer-brand relations.

Customer needs keep evolving and so does your AI tool.

Conversational AI's have the ability to learn in real-time and make changes to give a more personalized experience to your customers.

This personalization is not limited to a single channel of communication. Your customer evaluations, buying intent and purchase history translate to all channels of communication and can be shared with live agents too!





BOOST SALES AND MARKETING EFFORTS

Conversational AI has the potential to give its user an edge over its competitors in terms of sales conversion.

A strategically designed conversational tool can aid upselling or cross-selling of products.

AI-based solutions are also incredibly good at predicting buyer intent and behavior which gives your sales team an upper hand while pursuing leads!

FAST TRACK MULTIPLE PROCESSES

Not every task at hand requires human attention. With the help of AI-based tools, you can resolve standard processes efficiently.

Automating standard processes in bulk, significantly reduces operational costs and manual errors.

The added benefit of conversational AI is that it can recognize patterns and provide insights based on the large amount of data which is difficult for humans to process.





INCREASE AGENT EFFICIENCY

There is a common misconception that AI tools can replace live agents. In fact, AI tools empower them to reach their targets easily!

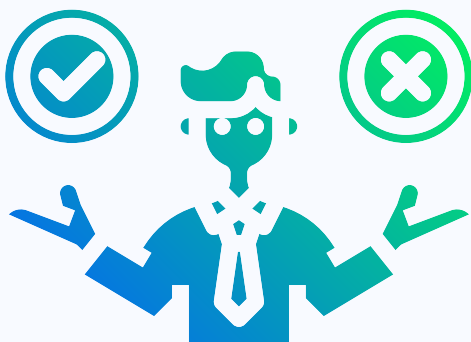
Live agents can now resolve more volumes of complex issues as AI takes over standard issues.

AI tools can also remind agents to send out important messages in case they forget and overall reduce work pressure.

EASY DECISION MAKING

The ability of AI tools to process large volumes of data into readable insights for predicting any form of progress plays a big role in decision making.

Valuable data from AI tools can not only help you navigate through the next steps to expand your business but it also aids in smaller decisions like making a simple conversion.





IMPROVE RESPONSE TIME

Humans live a fast-paced life which means the majority of your customers are impatient.

Conversational AI provides a quick solution to this by providing instant responses to customers.

Your conversational tool can be trained to resolve most of the predictable customer issues within seconds.

Another aspect of reducing response time is that your AI tool can process thousands of emails, reviews, and chats to produce relevant replies to them meanwhile allowing their human counterparts to address the needs of customers with complex issues instantly!



(Source:Juniper Research)

**Chatbots are predicted to
save businesses 2.5 billion
hours by 2023**



Chatbots don't just save money, they save time.



REMAIN OPEN FOR BUSINESS 24X7

The incredible benefit of chatbots and voice assistants is that they do not require breaks!

If your AI tool is programmed to make sales, engage users, and generate leads. You can expect the tool to carry out its function 24x7! This means your company is never closed for business.

MULTIPLY REVENUE AND BRAND GROWTH

The ultimate goal of every business solution is to contribute to brand growth or improve revenue generation.

Conversational AI fits perfectly into the category of smart business solution investments as they do the grunt work. This reduces operational costs, overhead costs, and so on.

AI tools also improve customer satisfaction levels which encourages them to buy more and refer your brand to friends.

PERSONALIZED USER EXPERIENCE

The benefit of having AI on your team is that it perfectly analyzes your customer's needs without lapses in judgment.

This leads to AI tools building an extremely personalized experience for each customer based on their likes, dislikes, and behavioral cues.

Personalized recommendations have proven to boost sales and increase customer engagement with brands.





05 *Steps to Acquire conversational AI*

Before you design a conversation for your AI tool, it's important to acquire a tool that works best for your requirements. The type of AI tool you acquire also plays a major role in determining your approach towards your conversation design.

Listed below are the steps you can follow to assess and finally acquire adequate AI tools for your brand:

Step 1- Assess your conversational AI needs

Depending on your brand style and niche, your requirements from your AI tool will be unique. Therefore, it is essential to know what purpose your tool is expected to fulfill when deployed in channels. Your purpose may be associated with customer support, employee support, lead generation, sales support, and so on.

Step 2- Look into your existing conversational tools

In case your company has pre-existing AI tools, it is a good idea to plan out how you wish to automate in the following steps. You may choose to replace, upgrade or dismiss your existing set of AI tools depending on the expected result.

Step 3- Identify areas of weakness and strength

An important aspect of automating different sectors of your business is to realize that AI tools are meant to empower, not replace.

Therefore, identifying areas that need automation the most can be prioritized, depending on the weakness and strengths of the team.





Note: Automation is an investment that should be strategically used. Automating everything may result in additional expenses like maintenance expenditures.

Step 4- Incorporate room for malfunctions

As the market evolves, your AI tool will learn to function in new settings accordingly. However, it is always advisable to leave room for additional training or maintenance needs of your tools. Programs may develop bugs. Therefore, your systems should incorporate room for program malfunctions.

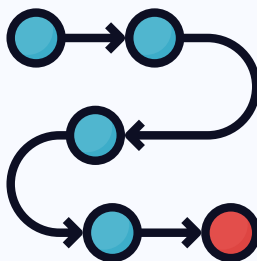
Step 5- Find suitable platforms and vendors

AI tools are integral for business growth. Therefore, it is advisable to conduct thorough research for bot-building platforms. Most platforms offer free trials and a demo to help you choose the best tool to invest in.

Note: While conducting market research, consider comparing different AI tools. Choose the one that fits your budget and fulfils your purpose too.

Step 6- Customize and Implement

Most AI tools are highly customizable. So, once you've decided on an AI tool, make sure you use conversational designs that are best-suited for the tool, i.e, if you choose a rule-based chatbot then your conversation design should be suited for option-based conversation flows.





06 *Example: Building an eCommerce Chatbot for Customer Assistance*

Before we jump into designing any conversation, one must define the objectives. The best way to identify your key objectives is to answer vital questions. (Some examples are shared in chapter 3)

The below section consists of questions catering to situations or conditions that a designer must consider when designing bots for eCommerce businesses.

Plan out your building strategy by answering the following questions.

01

WHAT PROBLEM/PROBLEMS ARE YOU SOLVING?

My eCommerce chatbot will assist customers in the following ways:

- i) Place an order
- ii) Return a product
- iii) Provide updates on product availability, track orders and deliveries
- iv) Reduce wait time for solving standard issues such as refunds, delayed orders and so on.

03

WHAT TYPE OF AI TOOL ARE YOU USING?

I would prefer to build a chatbot.
(other options include voice assistants, voice-to-text interfaces...)



02

WHAT KIND OF EXPERIENCE ARE YOU TRYING TO BUILD?

I wish to build a user-friendly experience which is efficient, accurate, and makes it easier for my customers to find and buy products from my platform.





04 WHO IS YOUR USER?

Anyone within the country may seek assistance from my bot. Therefore, multilingual options would be a benefit. The users may belong to any age group, therefore the bot should be approachable and helpful for whoever is using it.



05 WHAT INFORMATION DO YOU NEED FROM YOUR USER?

My bot will need user ID, order ID, location, what product they are looking for, transaction details depending on the situation.



06 HOW WILL YOU ACQUIRE THE INFORMATION?

User ID can be determined through account username. Other information can be gained through user input. For location details, my bot will use the device location.



07 HOW WILL YOU TACKLE NON-IDEAL SITUATIONS?

If my bot runs into a complex issue, the conversation will be handed over to a live agent with user consent. If the user wishes to terminate or restart the conversation loop, the option will be provided at all times on the right corner of the conversation tab.





8 Steps to Creating an eCommerce Bot for Customer Assistance

Step 1: Pick a problem and goal

In this case, the eCommerce store wishes to help its customers place an order. The goal will be to collect all necessary details like the name and location of the customer.

Step 2: Identify your audience and context

The audience in this case might belong to any of the states within the country. Therefore, giving options to switch to any of the local languages would work better. However, while placing an order, your user might already be using their preferred language for interaction.

Note: You need not design separate conversations for every language. AI bots can translate scripts. Therefore, feel free to write your script in any language.

As per context, it is important that the bot's dialogues are relevant to the ongoing topic. Since we're designing a conversation for placing an order, one must consider the right order in which information should be collected.

For example: According to the context, the right sequence for conversation would be:

Place the order option → ask for a name → ask for an address → present payment options → ask for payment details → once payment is successful, send an order confirmation message.

If this conversation flow is not followed, a user may find it difficult to navigate or follow the conversation.

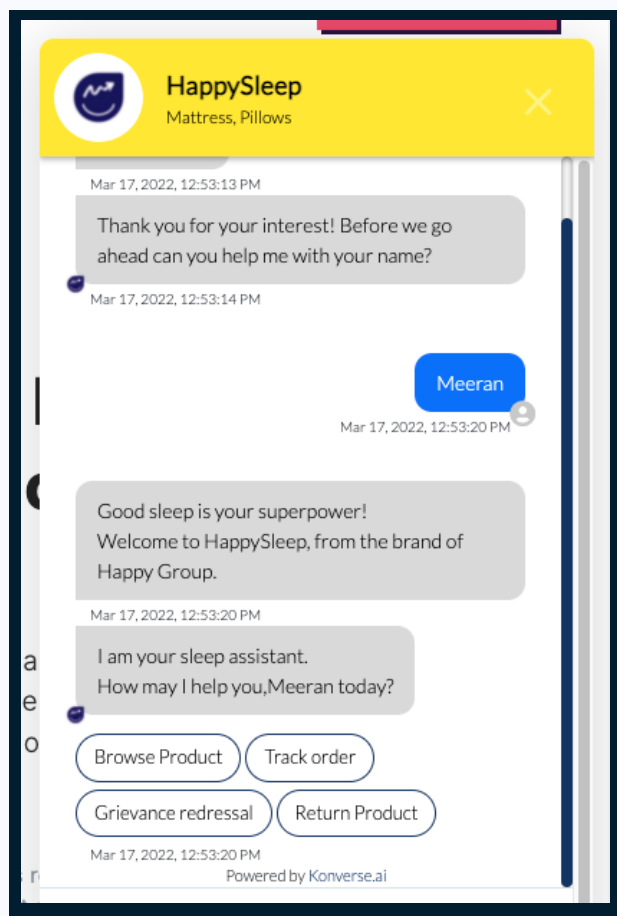


Step 3: Create a chatbot persona

The chatbot in this case is playing the same role as that of a salesperson/cashier in a physical store. Therefore, the chatbot will be to the point, approachable, helpful, and friendly.

Step 4: Start designing scripts and dialogues

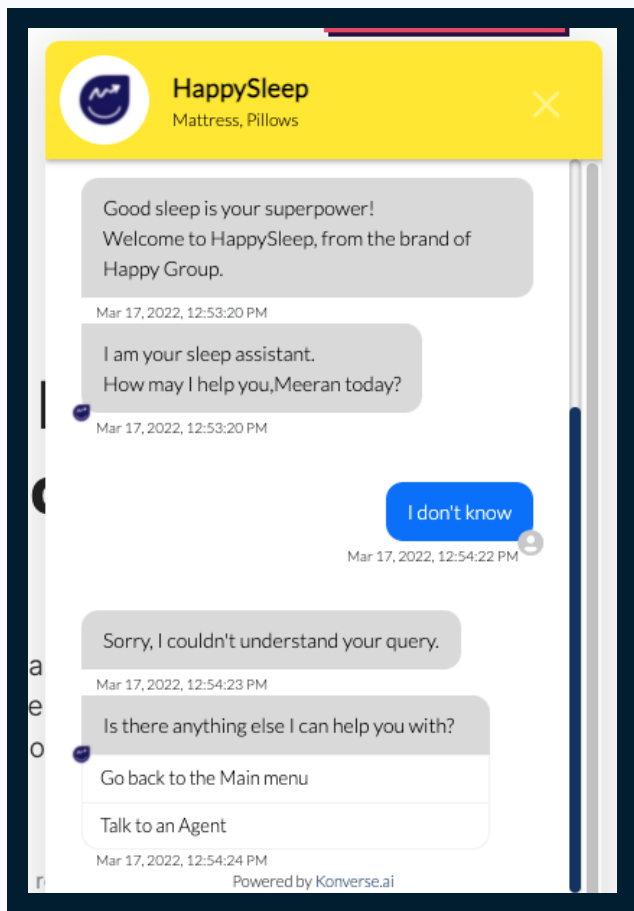
Once you've completed the above steps, you will find it easy to chalk out a script for the ideal situation. In this case, do not consider scenarios where your user may wish to terminate the conversation suddenly or run into other issues.





Step 5: Start inserting parallel scripts and dialogues for error management and non-ideal situations

Now that you have the main conversation flow ready, it is time to incorporate conversation flows which will aid users to either restart the conversation loop, terminate the conversion, or request assistance from a live agent.





Step 6: Run multiple tests to perfect your conversation design and bot functions

Your bot is nearing completion. Now, all you need to do is try out the conversation loop. This will give space for error correction, dialogue improvement, and bug fixes. For suggestions, you may ask your colleagues or long-time customers for suggestions.

Note: Most no-code chatbot platforms provide test cases or pre-written scripts. You can use both features to improve your bot design.

Step 7: Make your bot live

It's time to make your bot live! This process may differ from platform to platform.

However, with Konverse AI it is super easy!

All you have to do is copy-paste the website script. This will make your bot available on the website. For deploying the bot on other platforms, choose Channel from Konverse Settings and set up your preferred platform.

Step 8: Measure and analyze initial interactions

Once your bot is live, ensure you study its functionality for a couple of weeks to ensure a smooth user experience. You can collect user feedback at the end of each conversation for quality purposes.



Conclusion

The concept behind conversation design is a complex mix of understanding the intricacies of human communication and how AI tools function.

While one may understand human conversations well, it is important to balance human nuances, AI shortcomings, and advantages to curate a brilliant conversation design.

The book's attempt to simplify the process of conversation design is a step towards creating awareness regarding the increasing need for conversational tools in all fields of the market.



Hope you enjoyed reading!

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