



THERE IS A BOT FOR THAT

CHAT BOTS

FROM IDEA TO PRODUCTION

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WHY I LIKE BUILDING BOTS

IT'S FAST

CHALLENGE:
GET A BOT UP AND RUNNING ON
PRODUCTION DURING THIS SESSION



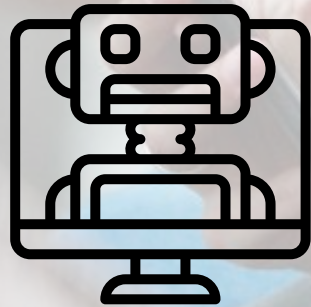


**PERFECT FIT IN THE
API FIRST WORLD**



**LOTS OF FREE STUFF
OUT OF THE BOX**

ARE BOTS THE NEW APPS?



WHAT MAKES
A GOOD **APP**?

WHAT MAKES
A GOOD **BOT**?



PROBLEM
SOLVER

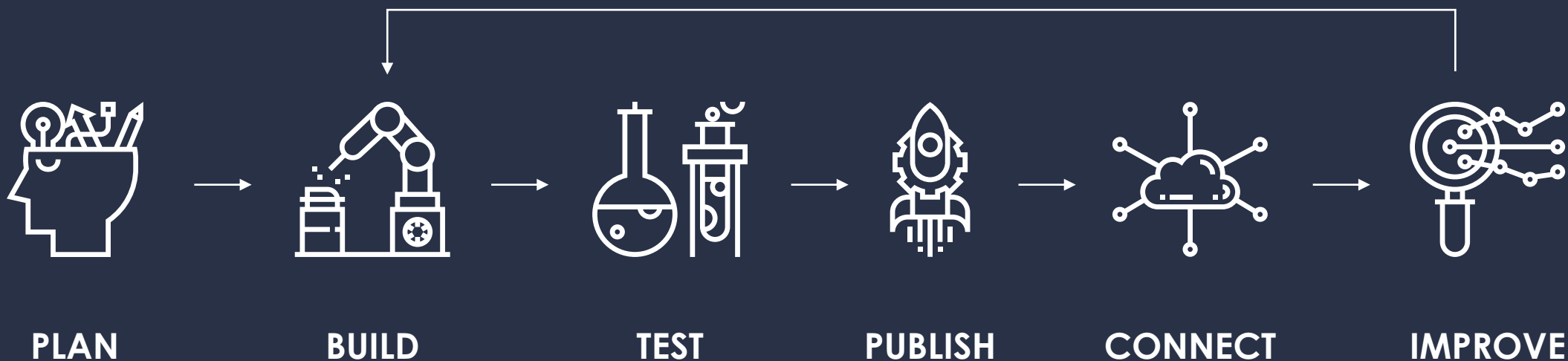


AVAILABLE
WHEN NEEDED

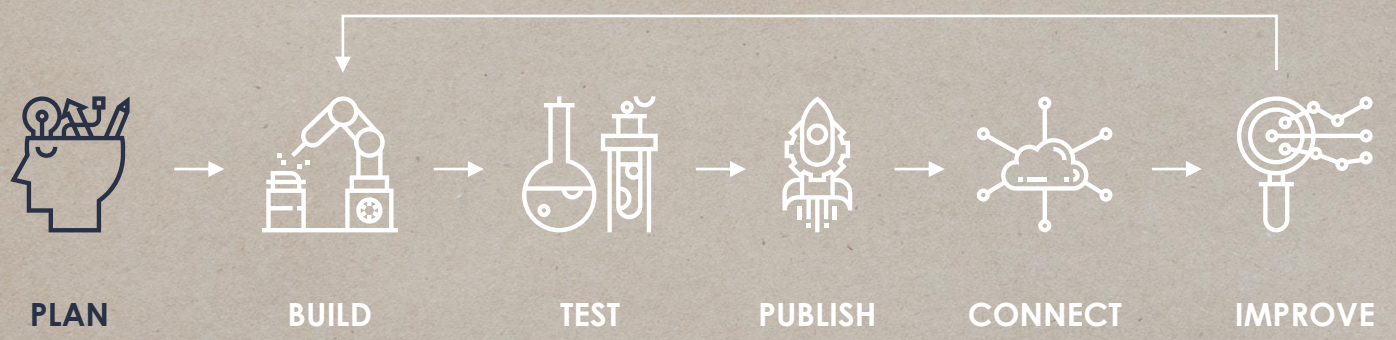


EFFECTIVE

WHAT DOES IT TAKE TO BUILD A BOT?



PLAN





PLAN



START SIMPLE



PLAN



START SIMPLE

FOCUS ON 1 GOAL



PLAN



START SIMPLE

FOCUS ON 1 GOAL

DON'T PLAN FOR AI



PLAN



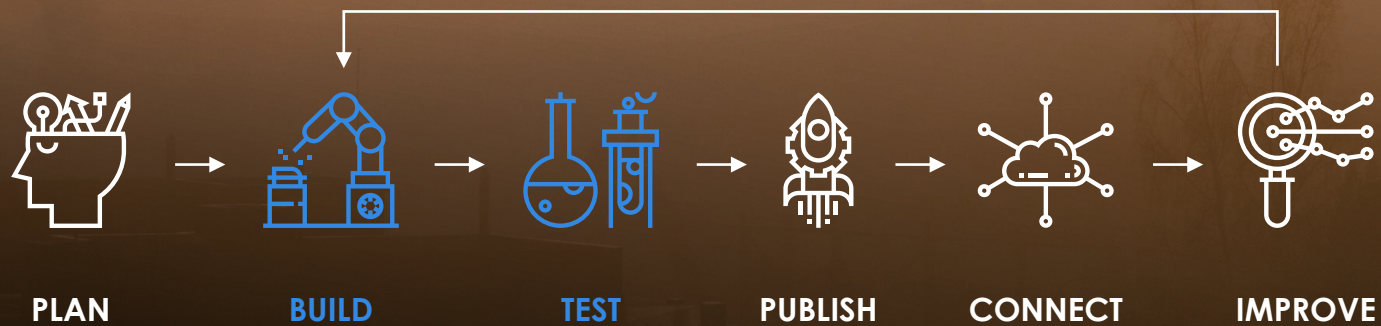
START SIMPLE

FOCUS ON 1 GOAL

DON'T PLAN FOR AI

GET FEEDBACK

BUILD & TEST



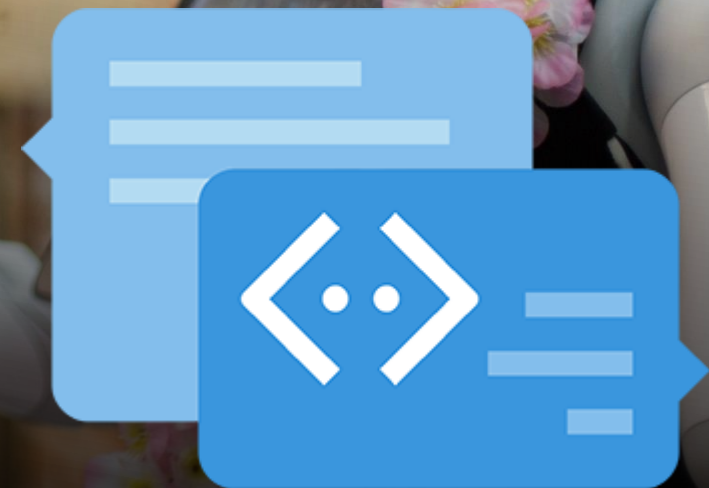
DESIGNING DIALOG

ONE TURN
RESPONSE

GUIDED
ASSISTANCE

CONTEXTUAL
CONVERSATION

HELLO BOT FRAMEWORK



USE C# TO BUILD BOTS



USE C# TO BUILD BOTS



BUILD ON.NET CORE

USE C# TO BUILD BOTS

BUILD ON .NET CORE

LANGUAGE UNDERSTANDING



USE C# TO BUILD BOTS



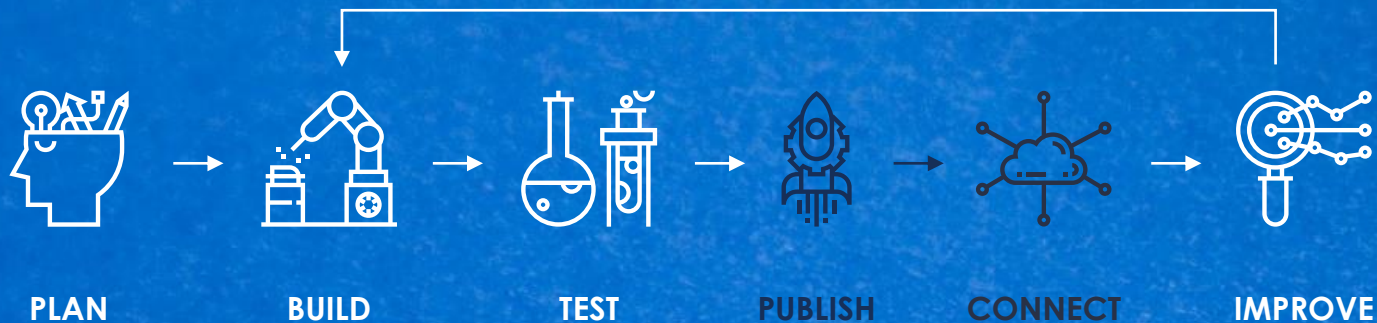
BUILD ON .NET CORE

LANGUAGE UNDERSTANDING

UI CONTROLS

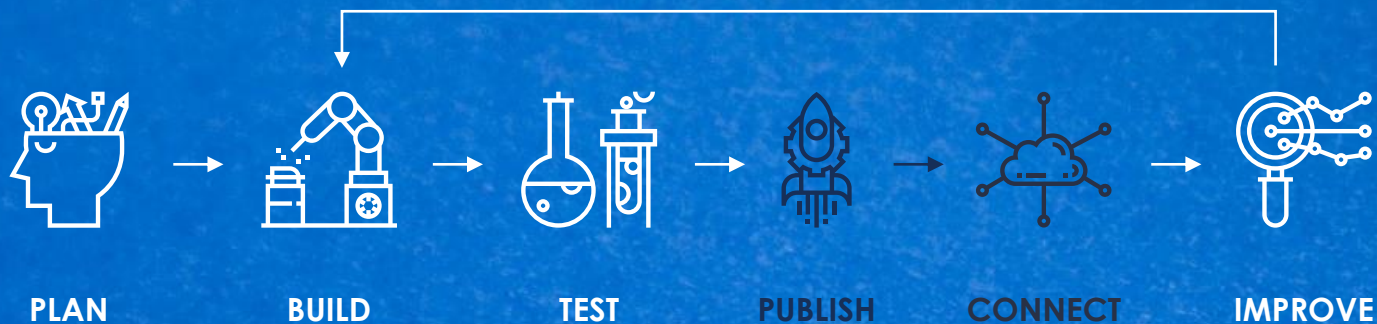


PUBLISH & CONNECT

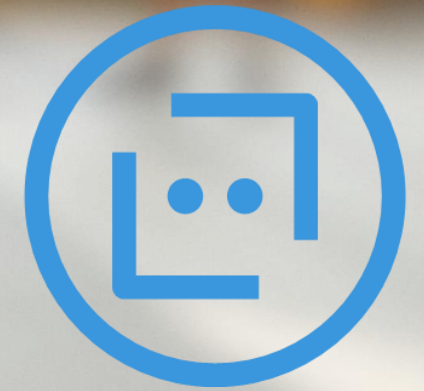
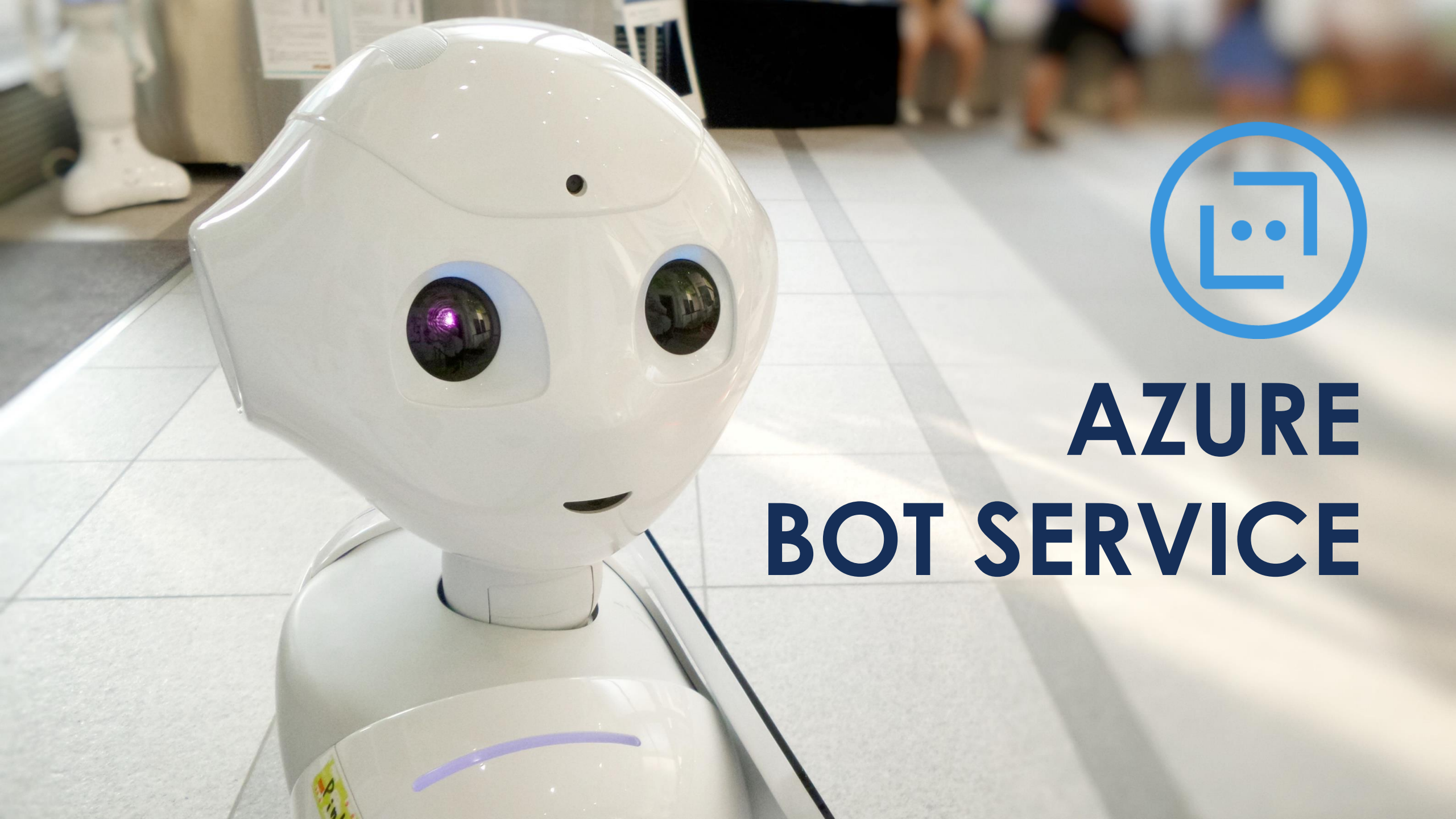




PUBLISH & CONNECT



friends
don't let
friends
right-click
publish
@damovisa



AZURE BOT SERVICE

INFRASTRUCTURE AS CODE



INFRASTRUCTURE AS CODE



CHANNELS INTEGRATIONS



INFRASTRUCTURE AS CODE

CHANNELS INTEGRATIONS



AI & SERVERLESS INTEGRATION





INFRASTRUCTURE AS CODE

CHANNELS INTEGRATIONS



AI & SERVERLESS INTEGRATION

FREE TIER

ADDITIONAL TOOLS



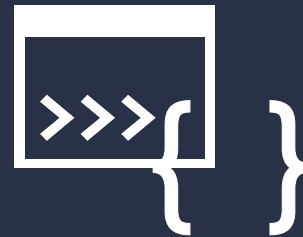
CHATDOWN



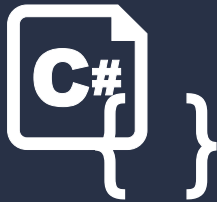
MSBOT CLI



LUDOWN



LUIS CLI



LUIS GEN



DISPATCHER CLI



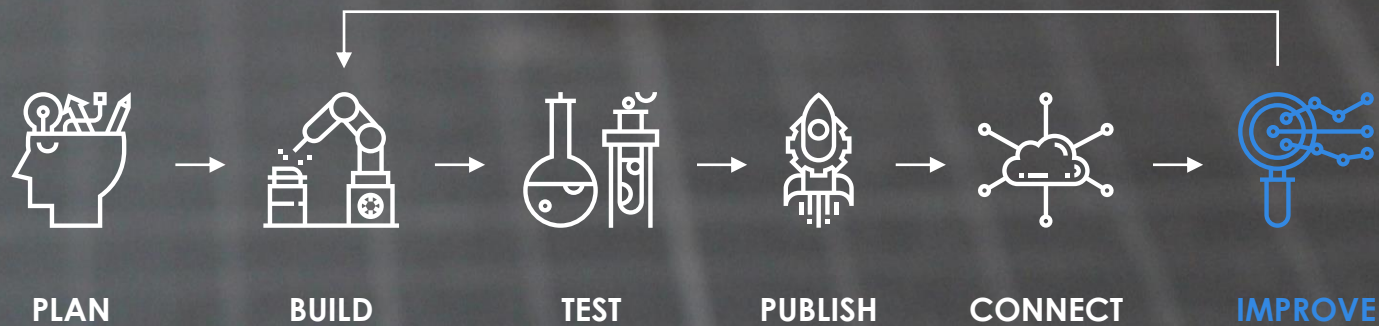
QNAMAKER CLI

A woman with dark hair and a man with glasses are looking at a laptop screen. The woman is pointing at the screen. In the background, there are other people sitting at desks in a classroom or office setting.

**BOT FRAMEWORK
AZURE BOT SERVICE
CONTINUOUS DEPLOYMENTS
LANGUAGE UNDERSTANDING**

**LIVE UP TO THE CHALLENGE:
GET A BOT UP AND RUNNING ON TELEGRAM
WITH BASIC LANGUAGE UNDERSTANDING
STARTING WITH NOTHING**

DEMO



IMPROVE

TELEMETRY IS KEY





IMPROVE



MEASURE KPIS



IMPROVE



MEASURE KPIS

FOCUS ON BUSINESS GOALS



IMPROVE



MEASURE KPIS

FOCUS ON
BUSINESS GOALS

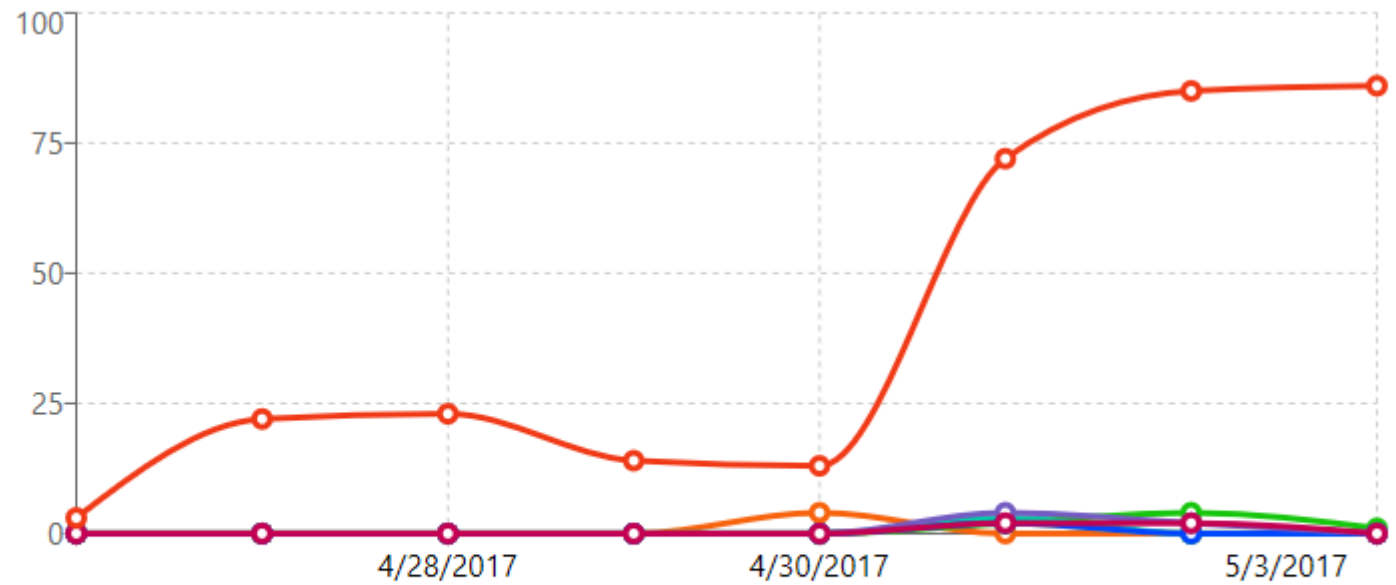
EXPERIMENT

BOT ANALYTICS



IMPROVE

USERS



4

Direct Line

2

Email

4

GroupMe

3

Kik

2

Skype

4

Slack

2

Twilio (SMS)

303

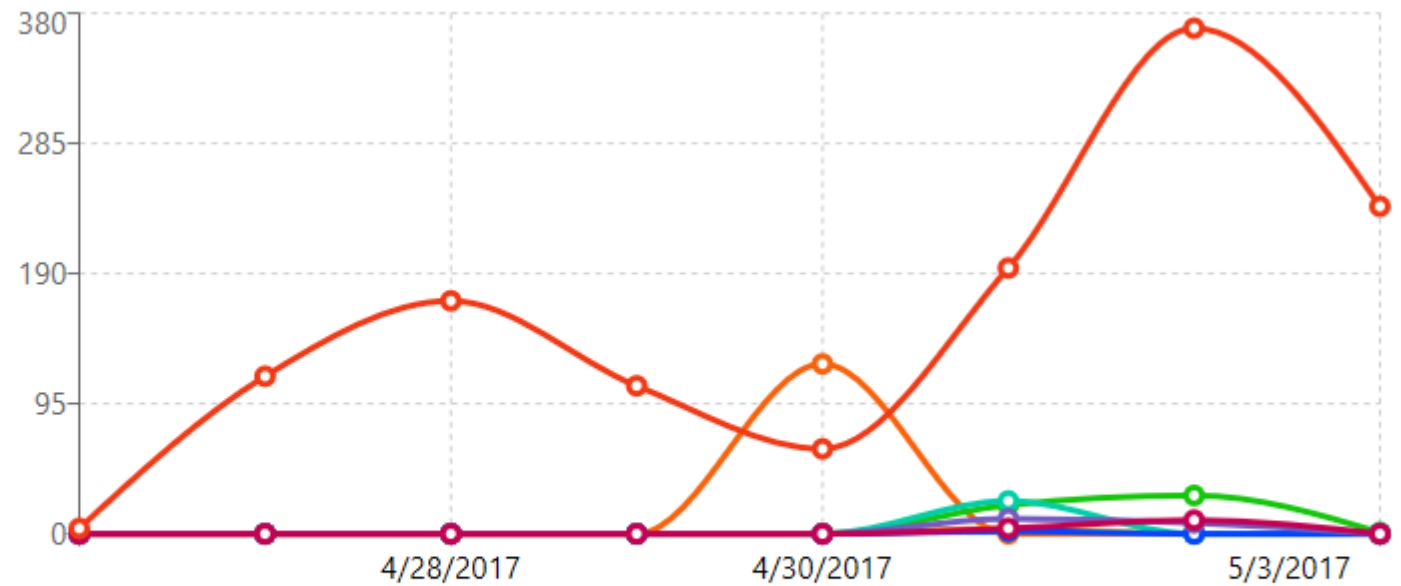
Web Chat

BOT ANALYTICS



IMPROVE

ACTIVITIES



124
Direct Line

4
Email

50
GroupMe

24
Kik

2
Skype

19
Slack

14
Twilio (SMS)

1.3k
Web Chat

MEASURE INTENTS

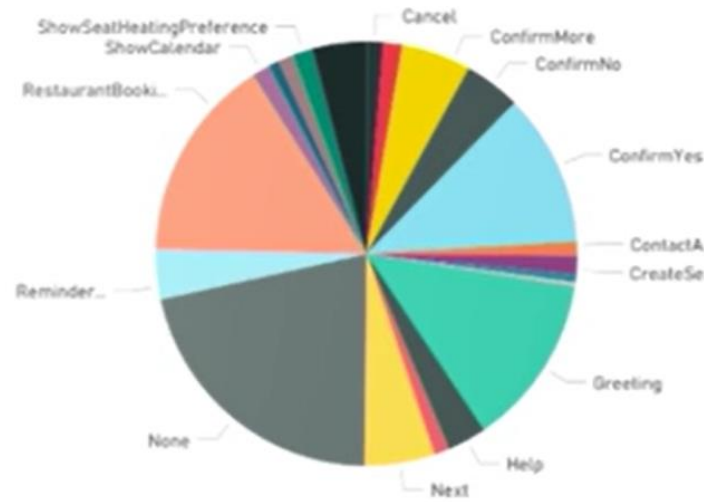
CONVERSION RATE

SENTIMENT ANALYSIS

HUMAN HANDOVERS

ABANDONMENTS

Messages by LUIS Intent



Count of keyPhrases by keyPhrases



Sentiment



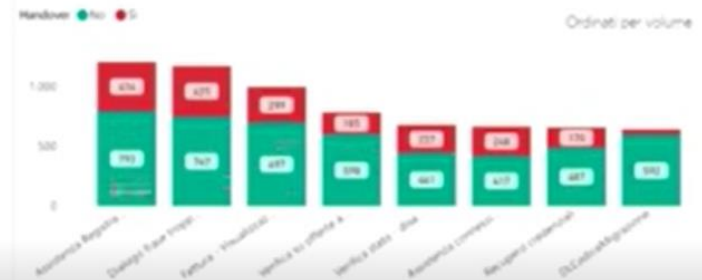
Average of sentiment by Time



Call Center efficiency over Time



Scenario Distribution Top 8



WRAP UP

START SIMPLE

DON'T FOCUS ON AI FIRST

ADD TELEMETRY

FAST ITERATIONS





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RESOURCES:

BOT FRAMEWORK V4

<https://github.com/Microsoft/botbuilder-dotnet>

AZURE BOT SERVICE

<https://docs.microsoft.com/en-us/azure/bot-service/bot-service-overview-introduction>

BOT BUILDER TOOLS

<https://github.com/Microsoft/botbuilder-tools>

BLOG:

<https://mobilefirstcloudfirst.net>

SLIDES

<https://bit.ly/botslides>