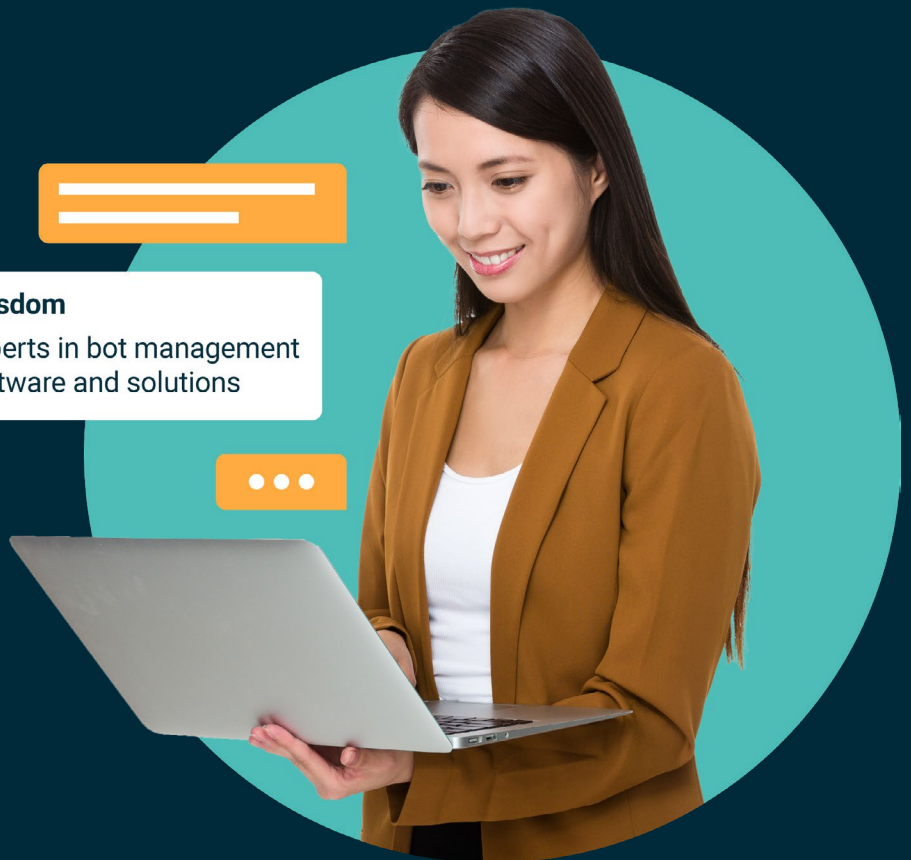


# Improving AI Bot Performance with Conversational Bot Management



**Wysdom**

Experts in bot management software and solutions

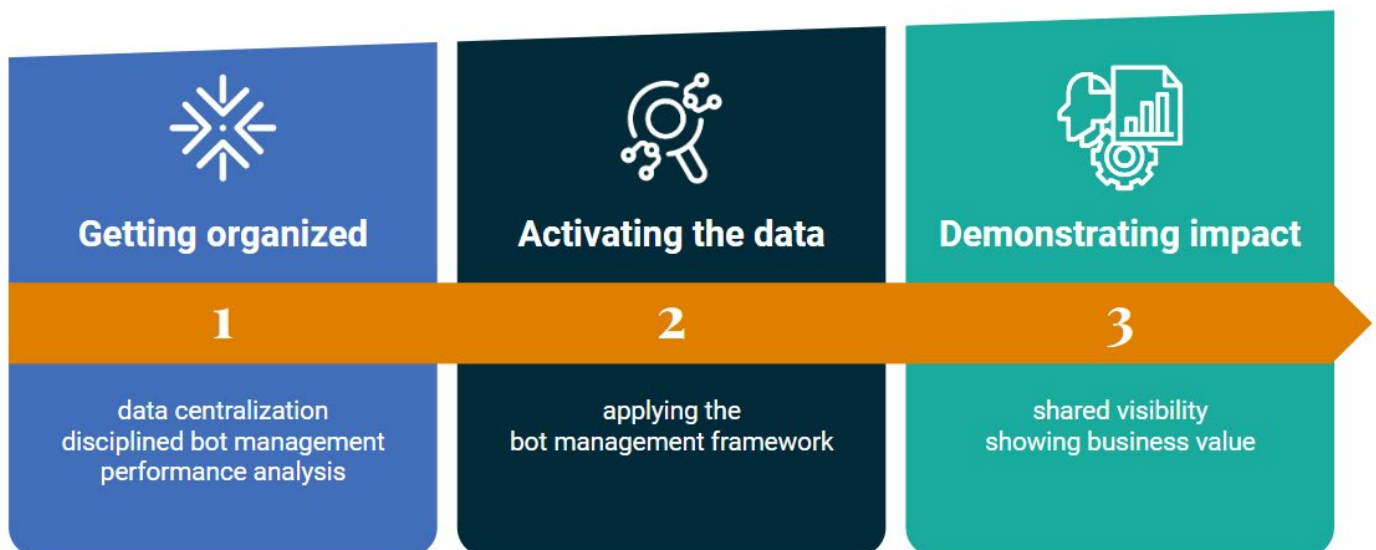


# Improving AI Bot Performance with Conversational Bot Management

In response to the COVID-19 pandemic, about **58% of businesses** added bots to their customer support offerings, and that number continues to grow as more organizations see the benefits. As the appetite for chatbots, voicebots, and conversational AI increases, so does the need to be able to maintain and manage them effectively.

Conversational bot management is essential for the success of your AI chatbot - not only does it ensure that bots are tuned for optimal automation and high customer experience, delivering consistently useful and accurate results, but it also allows you to monitor and improve performance based on conversational data. Rather than simply fixing what's not working, bot management has the goal of strategically improving performance in order to achieve business impact.

## The chatbot journey



## About chatbots, voicebots, and conversational AI bots

Chatbots are revolutionizing the way customers communicate with businesses. Through a conversational interface, typically found on websites or mobile apps, customers can ask questions and interact to get answers tailored to specific needs. They're becoming increasingly popular as they make customer service more accessible, offering an "always-on" service for customers to get quick responses to their questions, even when human reps aren't in the office.

In the enterprise, they are used to provide customer service and market new products or services, and they can also be used to support internal employee service requests.

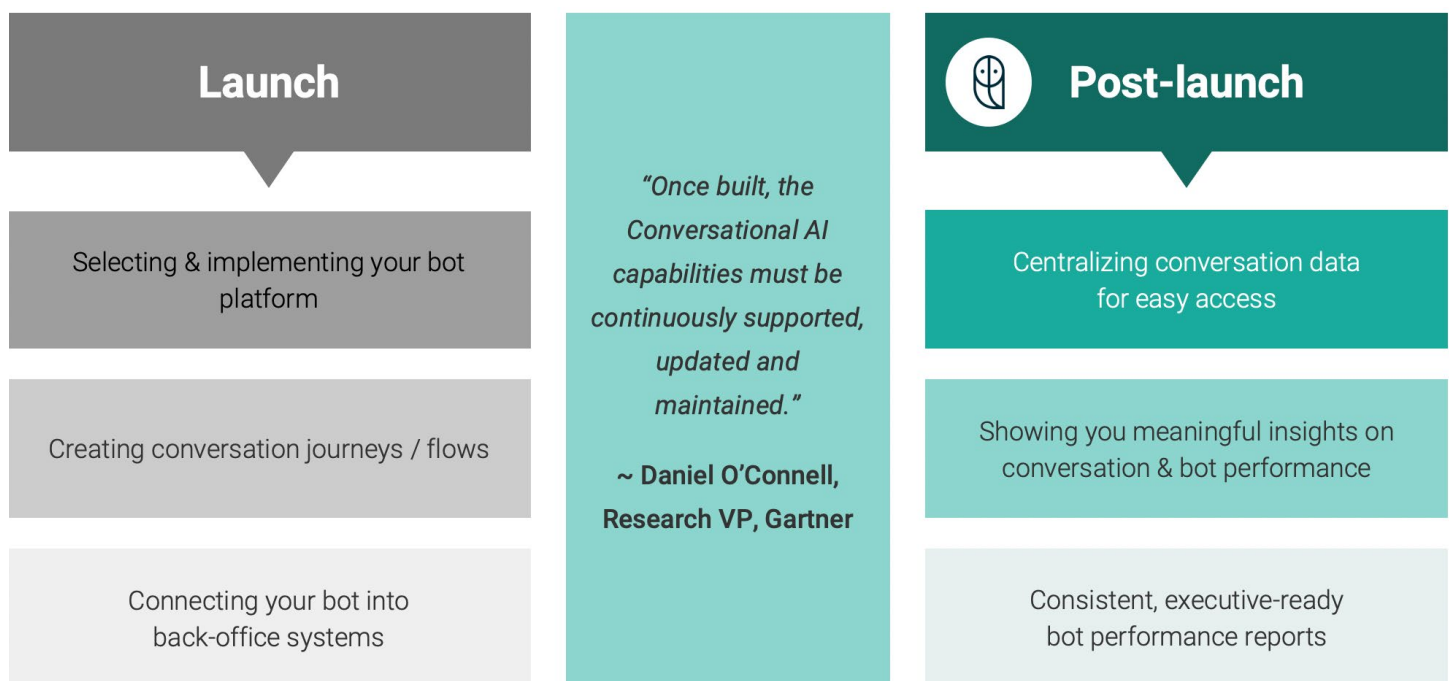
Artificial intelligence has enabled a new wave of conversational technology, ranging from contextual chatbots to virtual agents. These bots use machine learning and Natural Language Understanding (NLU) to interpret text or spoken inputs, enabling them to engage customers with a human-like interaction. The bot can not only reply, but also recognize intent and context for a more natural interaction and experience.

Recent [research](#) from the University of Washington followed users interacting with a workplace chatbot through chat and voice. The results showed that voice can be more engaging and personal than chat when done correctly. This type of measurement is key for finding the best conversational AI tools for each organization.

“Voice can be more engaging and personal than chat when done correctly.”

## What is conversational bot management?

Conversational AI is rapidly becoming the next big thing, with [Gartner predicting that 10% of all customer service interactions](#) will occur via bot by 2026. As more companies embrace the technology, chatbot owners have the responsibility to deliver on the investment – to provide the improved customer experience and cost savings that their organizations expect from bots.



The reality is that identifying the use case, choosing the right platform, and designing the UX and conversational interactions are only half the battle to achieving a high-performing bot. It takes continuous effort to create an outstanding automated experience for your customers. Whether the virtual agent needs new content, an intent refresh, additional use cases, or AI model training, the work of a chatbot owner is ongoing.

Bot management is a structured and repeatable process that can help you stay on track to achieve the automation and experience goals that deliver the value that your organization expects.

## Why do you need conversational bot management?

Once a bot has been launched, people across the organization, but especially executives who have invested heavily and want to know the impact of their investment, often start formulating opinions on how it's performing. Anecdotal evidence of what's working and more often, what's not, coupled with second-hand information fuel a growing to-do list.

Chatbot managers find themselves caught in a loop of chasing down issues, one at a time. The list is determined based on hunches because they are unable to identify efficiently what is and isn't working. There is no real prioritization since every issue shares the same level of urgency.

Bot management is the key to taking chatbot performance beyond basic fixes and into improvement. Chatbot owners should ask themselves three questions:

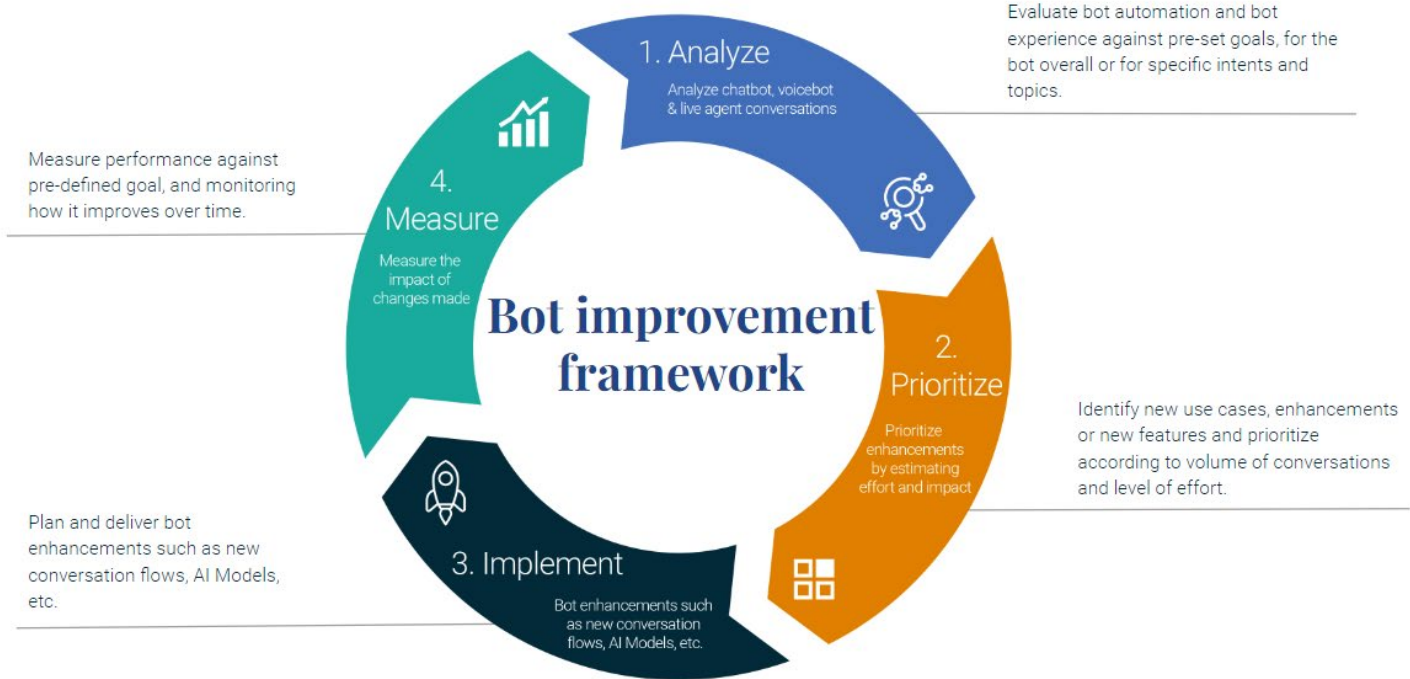
- **How well is the bot performing?**
- **What upgrades should we tackle first, for maximum effect?**
- **How will we measure progress?**

A successful bot strategy begins with a clear goal in mind and can be accomplished by organizing the improvement process into a methodical cycle of activities. By taking this approach, chatbot teams can move away from ad hoc tasks and achieve business goals faster and more effectively.

# A disciplined approach to AI bot management

The fact is, managing a chatbot can be overwhelming because there are so many factors to consider. From adjusting the AI model to modifying the conversational design, upgrading existing content, or adding new material, the list of needs is seemingly endless. Knowing where to start can be elusive.

## A disciplined approach to bot management



## Identify key performance indicators

When a business decides to invest in conversational AI, it is usually based on strategic objectives for example increasing lead volume, generating revenue, increasing customer satisfaction, or even employee satisfaction. However, these objectives can only be achieved if the bot performs as it needs to.

### Measuring bot performance according to automation and experience

is the cornerstone of successful bot management.

- **Automation:** how well the bot is able to satisfy the customer's needs without the need for escalation to a live agent.
- **Experience:** what is the level of customer satisfaction with the bot?

Knowing what you're looking for makes it easy to answer your first question: "How is my bot performing today?". Identifying these KPIs is the first step to improving your bot's performance because you'll know exactly what you should be measuring.

## Analyze performance

The next step requires chatbot owners to analyze bot performance.

Most bot platforms provide performance reporting on conversation volume, containment, and sentiment, typically summarized globally or according to intent. But a more effective analysis must move beyond surface-level reports and take into account performance on conversation topics. In this way, chatbot owners will obtain a much richer understanding of how the bot is performing – from the customer's perspective.

In order to have an impact, any upgrades need to reach the greatest number of conversations. If a given topic has low customer experience scores, and high volume, that is a natural priority. On the other hand, a topic that is showing low experience, but also has low volume is probably not the first place to start.

## Prioritize updates

Armed with a list of 10-15 conversation topics that are seeing high-volume activity, but failing to meet automation and experience targets, chatbot owners now know where to take action.

As the chatbot owner, you need to understand the level of effort and budget required to execute the work plan. Equally important, the chatbot owner must consider the global impact of the changes. For example, will new automation remove escalation to more expensive channels? Will new intents increase customer satisfaction?

With the right [chatbot analytics tools](#), you can plan for impact, prioritize accordingly, and even ask for an incremental budget to expand the work plan.

## Implement the plan

Once you've shared the work plan, budget, timelines, and impact, it's time to get to work.

As with any project, organizing delivery around a project management system will help you keep track of the work being done and allow you to update key stakeholders on the progress, highlighting any roadblocks along the way that you may need to remove. Have regular check-ins to avoid bottlenecks and make sure everyone knows what they're responsible for.

## Measure the impact

The final step in the bot management cycle requires you to measure the impact on performance. The ability to demonstrate performance changes over time goes a long way to proving the value of conversational AI, justifying the investment, and fuelling decisions to further invest in the team and tools to manage a high-performing bot program.

“You can plan for impact, prioritize accordingly, and even ask for an incremental budget to expand the work plan.”



Focus on the KPIs you outlined in step one. If you find new areas where the bot isn't performing as you expect, you can start the cycle over to address these new issues.

## Final words on conversational bot management strategies

It is clear that conversational bots are here to stay. As a chatbot owner, the power is in your hands to embrace the potential and activate those improvements that will result in greater customer experience and drive business results, but you'll need to be able to measure performance accurately.

A strong bot management practice and Wysdom's chatbot analytics tool will help you deliver on the promise of conversational AI. Additionally, as chatbot technology advances, being able to identify and prioritize an actionable improvement plan is key to keeping your automation rates high, engaging your customers, and showing the ROI of your virtual agents.

If you need help getting better insights from your AI bot,  
**[Request a Wysdom demo](#) today.**