

Best Practices for New Conversational AI Teams

Quick Tips for Setting Your Team up for Success



Over the past years, we've worked with a lot of clients taking the first steps in their conversational AI journey. We know that setting expectations and following some best practices can save a lot of time up front. Here are a couple of learnings to make sure you and your team start off on the right foot.

Remember that AI isn't easy, but it's worth it

- **Conversational AI takes time.** The technology in the Conversational AI space is continuously improving. But even as our enterprise AI assistants get smarter, they still require human input and training with real world data in order to perform well. There are a multitude of quantitative and qualitative methods to help your team review conversations so that it is possible to identify the places where your AI Assistant needs improvement. Be prepared to strategically invest time in this training and tuning process for maximum impact.
- **This time investment is worth it.** On average, customers that added conversational AI to their workforce achieved a [Return on Investment \(ROI\) of 181%](#). This is often achieved by improving on several key performance indicators such as increased containment rates, as well as reduced cost per contact and average handling time.

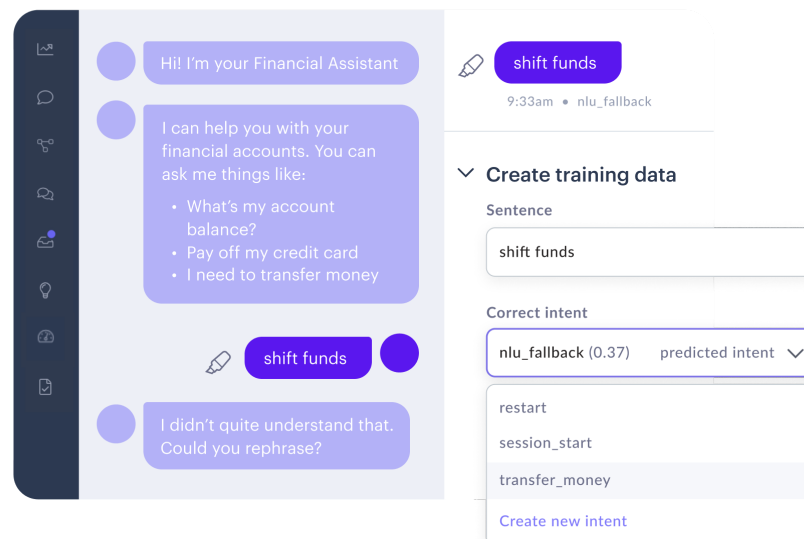
In practice: Success in conversational AI doesn't happen overnight, and the timeline is different depending on the use case, scope, industry, and team resources. For this reason, we recommend that new conversational AI teams seek feedback and spend time revising their project plans. To achieve a strong ROI, it is essential that your conversational AI team has enough time and budget to move past the proof of concept (PoC) phase and perform well once it reaches production. Need help planning? Talk to our [team of experts](#).

Feedback is Fundamental

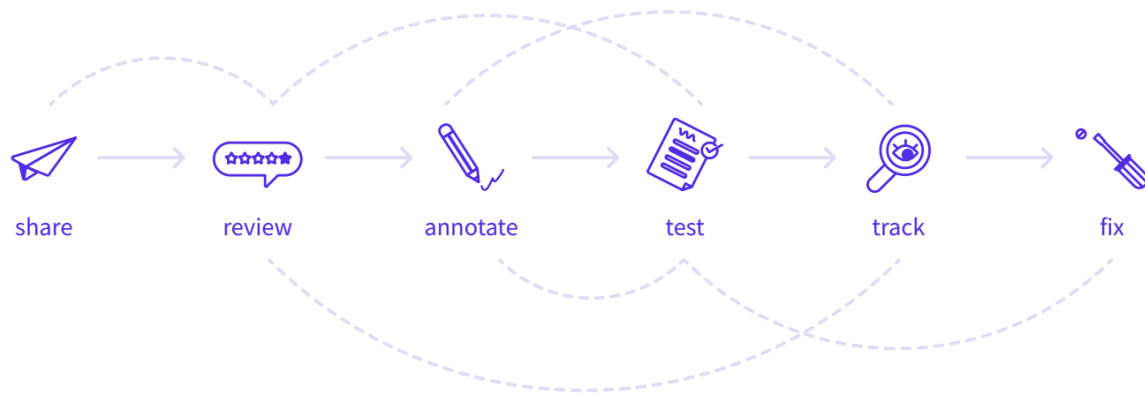
- **Listen to your users.** At Rasa, we encourage our customers to become practitioners of [Conversation Driven Development \(CDD\)](#). This is a set of iterative best practices for enterprise teams looking to share development progress, gather feedback, and

improve their AI assistant. We have [tried and tested](#) CDD over time with many of our customers, and believe that these principles are the key to good development.

→ **Improve with imperfect conversations.** To build a truly transformative customer experience, a conversational AI team also needs to allow customers to share, in their own words, exactly what they want. A well placed button might do wonders in specific scenarios, but be sure to allow your customers to talk to you in free text as often as possible. Any conversational detours your users might take are full of valuable insights. With Rasa Enterprise, you can leverage these insights with our annotation tools. There you can review what users are saying and submit improvements to your classifier as well as your dialogue flow based on these examples. While it can be challenging to allow your customers to have an experience that is anything less than perfect, these learnings are essential to the development of a more resilient and reliable AI assistant.



In practice: Below you can see a diagram of the 6 steps of CDD outlined in our [CDD Playbook](#). Teams building an AI assistant will likely perform several of these steps simultaneously and move back and forth between them. The process also involves multiple roles and skill sets. Developers, content creators, and product owners all work together to make CDD happen.



Demonstrate Business Value

- **Validate Conversational AI as the right solution.** Conversational AI has many applications and can add business value in diverse ways. But it is still important to spend some time to qualify your use case and ensure that conversational AI is the best solution for your business problem. A good rule of thumb is to think about your use case and ask yourself: would this conversation happen in real life? Form fillers and search engines are other forms of customer self service, but they are not inherently conversational experiences and can be handled with a technology that requires less maintenance. Don't try to replace them with conversational AI.
- **Become essential to the business.** From day one, be sure to communicate your progress with project stakeholders so they too understand the measurable business value of conversational AI. Good internal communication has helped many of our clients make Rasa Assistants an essential part of the team and [prepare for scale](#).

In practice: There are several key metrics you can start tracking from day one that can help demonstrate business value in the short term.

1. **Track your solution ratio:** While deflection or containment rates are popular call center key performance indicators (KPIs), effective AI assistants need to handle a high volume of requests *and* solve real customer problems. That is why many of our customers track the solution ratio, or rate of resolution. This metric measures the percentage of successful conversations relative to the total number of conversations. A successful conversation, in most cases, can be defined as a conversation where a user engaged with the AI assistant and was able to get an appropriate answer to their question. AI assistants with a high solution ratio bring immense value to the business.
2. **Assess Customer Satisfaction:** Collecting user feedback can be another powerful way to benchmark your AI assistant. We have seen our clients use customer satisfaction scoring systems such as the Net Promoter Score (NPS), Customer Satisfaction (CSAT), or even star ratings to collect user feedback. You can expect these scores to improve over time as you add to your scope and tune your AI assistant.
3. **Measure Engagement:** When you decide to employ conversational AI as a customer touchpoint, you gain the ability to scale and extend this service to a large number of users 24 hours a day. Be sure to track the number of user interactions to demonstrate that you have a high level of engagement and demand for the service.



Looking for additional resources? For more information on taking your AI assistant from POC to production, check out these resources:

- [POC to Production Webinar Series](#)
- [POC to Production Whitepaper](#)

If you have questions or are ready to talk to a Rasa expert, we're ready to help you take the next step towards successful conversational AI. Chat with us [here](#).