

Expert Tips for Creating Successful Chatbots

Quick Tips for Setting your AI Assistant up for Success

Whether you're in the evaluation stage or ready to start driving value with an AI assistant for your organization, it's easy to become overwhelmed. While conversational AI is increasingly adopted by enterprises everywhere, results vary based on how well you prepare your organization for success.

AI assistant development typically starts with creating a barebones chatbot that meets your most basic needs, often known as a minimum viable assistant (MVA) or proof of concept (POC). So how do you evaluate, design, and implement your MVA to scale successfully from POC to production? We've assembled a list of quick tips to get you started.

How to Evaluate your Options

- **Know what kind of software you want to buy and why.** Do you want your technology to be open source? This allows you to understand exactly how it works, rather than trusting a black box to deliver results.
- **Consider the value the software provides outside of its features.** Does the company have a research team to keep up with current trends and discoveries? Do they offer dedicated customer success support so you can focus on the more important task of serving your customers?

- **Know the difference between a strategy product and a utility product.** Picking a company and platform that will solve your current problems *and* scale with you is the ultimate win-win.
- **Don't be afraid to ask questions.** Get to know who you're evaluating and connect with them regularly. Bonus points if your questions, comments, and concerns can drive the future state of their product.

How to Prepare Internally

- **Treat it like any other traditional software implementation.** While there is a human element to AI assistants, at the end of the day it's a part of your tech stack. Include [appropriate stakeholders](#) from product, design, engineering, security, and business teams to prepare for this implementation.
- **Know your company's security mandates.** Not planning ahead to meet security and compliance requirements can cause long delays when you're ready to shift from POC to production. Consider your organization's security and governance mandates so you don't slow down your AI assistant's development timeline.
- **Define your strategy for scaling your POC once it's in production.** POCs take a lot of work, but it doesn't stop there. Rasa's best practice is [conversation driven design \(CDD\)](#), which focuses on using real customer data to improve your AI assistant.

Defining & Building Your MVA

- **Start with simple questions.** What is your AI assistant's purpose? What is its quantitative goal? What backend systems will it interact with? What tone and voice should it take? Clearly define what's in and out of scope for your POC to stay on track.
- **User-driven design is critical for success.** Hypothetical conversations should only make up about [10% of your data set](#). Test your MVA with real people, annotate your data to make improvements, and test and share it constantly.

- **Share your POC in stages.** Before development, plan out incremental releases for your AI assistant. Rolling out your POC incrementally will allow your team to take full advantage of each new data set, and produce a better AI assistant as you go.
 - **Carefully consider your fallback answer.** Your MVA won't always know the answer, and that's okay. Do you re-route to a human? Rephrase the question? Both? Testing this with your user groups is a great way to get feedback on what's best.
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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](#).