The Enterprise Architect's Guide to Conversational AI

Learn how you can get started — fast — with Moveworks' Creator Studio extensibility platform.

The world is changing rapidly, and with it, so too are the interfaces in which humans and systems interact. From the humble command line to the revolutionary graphical user interface, the way we engage with technology has transformed only a few times in the last few decades. But now, an even more profound paradigm shift is occurring. Language is becoming the universal interface, and it's changing everything.

Consider the humble chatbot, for example. Once dismissed as a novelty, these simple bots are now becoming the first place employees go for help around the world. Using natural language processing (NLP) and machine learning (ML), chatbots can interpret the meaning behind human words, responding in real-time with accurate and relevant information. No more frustrating phone trees or generic email responses. Chatbots are the future of employee service, and they're just the beginning.

But it's not just employee service that's changing. Language is becoming the universal interface for all sorts of systems, from home automation to healthcare. Imagine speaking to your home's AI assistant, asking it to turn up the heat, play some music, or order groceries. Or imagine speaking to your doctor's AI assistant, asking it to schedule an appointment, review your medical history, or diagnose your symptoms. It's all possible, and it's all thanks to the power of language. So the question is, are you ready for the future of AI?

As an Enterprise Architect, it is paramount that you begin to incorporate this new interface into your organization's tech stack. Boards around the world are tasking their CEOs to incorporate Conversational AI into every facet of their business – are you ready? If so, read on for your guide to using Conversational AI in the enterprise.

An Brief Intro to Conversational AI

Conversational AI is an emerging technology that uses natural language processing (NLP) and machine learning (ML) algorithms to interact with people in a conversational way. Conversational AI comes in various forms such as voice assistants, chatbots, virtual agents, and more. For the Enterprise Architect, Conversational AI has the potential to revolutionize how systems can be unified as a single interface for employees, customers, and other stakeholders.

The Benefits of Conversational AI

There are several benefits of Conversational AI that make it an irreplaceable component of the Enterprise Architects' arsenal. The best Conversational AI platforms can help companies increase sales, accelerate marketing performance, improve employee productivity, reduce costs, and more. Read on to learn about some of the key benefits of Conversational AI:

Increased Sales: Conversational AI can help businesses generate more leads and increase sales by providing personalized recommendations and offers to customers.

Accelerated Marketing: Conversational AI can provide employees the ability to interact with numerous technology systems used in day-to-day marketing efforts, such as Marketo and other tools. This allows marketers to accelerate pipeline generation and awareness of their company.

Improved Employee Productivity: Conversational AI can help automate routine tasks and provide a single interface for any employee question, freeing up employees to focus on more complex tasks and improving overall productivity.

Reduced Costs: Conversational AI can help businesses reduce costs by automating tasks that would otherwise require manual processes or human resources.

Components of a Conversational AI Platform

Conversational AI should be thought of as the new interface for humans and systems to interact. In any two-way interaction, how it is initiated is a key framework to break this down into components.

As such, for a conversational AI system, there are two types of interactions:

1. User-initiated interactions
2. System-initiated interactions

Subsequently, the conversational AI platform you invest in should provide a breadth and depth of capabilities for each type of interaction.

How does this model play with Moveworks' platform, Creator Studio? We offer three workspaces:

Paths Workspace: a user-initiated, custom conversation generator

Queries Workspace: a user-initiated, data lookups generator

Events Workspace: a system-initiated, alert automation generator

These workspaces allow you to build any use case imaginable – which is why it's so hard to think of what to build! That's why we've provided a flipbook for you below, organized by the systems you use every day, to get started with conversational AI.

Conversational AI Use Cases

As long as your system has a REST API, Creator Studio's workspaces can connect with it. Whether you'd like to build a custom conversation with Paths, create a structured data lookup with Queries, or automate a business critical alert with Events, below are just a subset of what can be done with Creator Studio for the following systems:

Use this document for brainstorming sessions alone, with your teams, or to start building use cases today. The possibilities truly are limitless!

Application Management Systems

Application Management Systems (AMS) are a set of tools and methodologies used to manage, monitor, and maintain software applications throughout their lifecycle. They provide a centralized platform for development, testing, deployment, maintenance, and support, improving application quality, reducing costs, and streamlining processes. AMS is essential for modern software development and management.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Request App Access: Enable employees to quickly request access to specific applications, improving access management and security.

Report App Issue: Empower employees to easily report issues with applications, improving application support and minimizing downtime.

Check App Status: Allow employees to check the status of applications in real-time, providing visibility into system availability and minimizing disruptions.

Request App Upgrade: Enable employees to request application upgrades, ensuring that they have access to the latest features and improvements.

Request App Removal: Streamline the process of removing applications that are no longer needed, improving system performance and reducing clutter.

Data Look-Ups using Queries Workspace

View App Status: Enable employees to check the status of an application in real-time, providing visibility into system availability and minimizing disruptions.

Check App Logs: Allow employees to view logs for a specific application, facilitating troubleshooting and issue resolution.

Search App Users: Provide employees with a way to search for users of a particular application, streamlining access management and security.

Check App Configuration: Allow employees to view the configuration settings for an application, facilitating troubleshooting and customization.

View App Usage: Enable employees to view usage statistics for a specific application, providing insights into adoption and utilization.

Alert Automation using Events Workspace

Application Maintenance Reminders: Send proactive notifications to IT staff to perform routine maintenance tasks on enterprise applications.

Upcoming Application Outages: Keep employees informed of planned application outages, scheduled maintenance windows, and any resulting system downtime.

Form Submission Reminders: Remind employees to complete and submit required forms by the deadline to avoid compliance issues.

Collaboration Systems

Collaboration systems are tools and platforms that enable individuals and teams to work together and are information seamlessly, regardless of their location or time zone. These systems typically include features such as video conferencing, messaging, document sharing, project management, and workflow automation. They facilitate real-time communication and collaboration, allowing teams to work more efficiently and effectively, and reducing the need for in-person meetings.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Set Up a Meeting: Guide employees through setting up a meeting by asking for information such as date, time, attendees, location, and any special requirements.

Create a Team: Assist employees in creating a new team by asking for information such as team name, purpose, members, and any necessary permissions.

Troubleshoot Technical Issues: Help employees resolve technical issues related to the collaboration platform by asking questions to narrow down the problem, presenting knowledge base articles or offering to connect with IT support.

Data Look-Ups using Queries Workspace

Find Meeting Room Availability: Help employees quickly find available meeting rooms and schedule meetings.

Lookup Employee Availability: Enable employees to check the availability of their colleagues before scheduling meetings or assigning tasks.

Search for Shared Files: Allow employees to easily search for and access shared files across collaboration systems.

Alert Automation using Events Workspace

Meeting Reminders: Send automated reminders to employees before scheduled meetings to reduce no-shows and improve attendance rates.

Task Notifications: Proactively notify employees of upcoming tasks and deadlines to improve productivity and reduce missed assignments.

Document Updates: Notify employees of updates to important documents or knowledge articles to ensure they always have access to the latest information.

Collaboration Metrics: Send regular updates on collaboration metrics such as team performance, project progress, and communication patterns to help employees stay informed and identify areas for improvement.

New Employee Onboarding: Send welcome messages and notifications to new employees during the onboarding process to help them feel welcome and facilitate a smooth transition into the company culture.

Customer Relationship Management Systems

Customer Relationship Management Systems (CRM) are software tools and strategies that businesses use to manage their interactions and relationships with customers. They store customer information, track customer interactions, and automate sales and marketing processes to improve customer satisfaction and retention. CRM systems help businesses to understand their customers better and make informed decisions to drive growth and profitability.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Update Customer Information: Allow employees to easily update customer information in the CRM system, ensuring accurate and up-to-date records.

Qualify Leads: Streamline the lead qualification process by guiding employees through a series of questions to determine if a lead is a good fit for the company's products or services.

Resolve Customer Issues: Help employees quickly resolve customer issues by guiding them through a series of questions to gather necessary information, and then providing recommended solutions or escalation paths.

Schedule Follow-up Calls: Make it easy for employees to schedule follow-up calls with customers in the CRM system, ensuring that customers receive timely and consistent communication.

Create Customer Quotes: Guide employees through the process of creating a customer quote in the CRM system, ensuring that all necessary information is captured and the quote is accurate.

Data Look-Ups using Queries Workspace

Lookup Customer Information: Allow employees to quickly search for customer information, such as contact details, order history, and support tickets, to provide better customer service.

Check Open Support Tickets: Enable employees to easily retrieve a list of open support tickets for a specific customer, so they can follow up and provide timely assistance.

Check Order Status: Provide employees with a simple way to check the status of a customer's order, including tracking information and delivery dates.

Alert Automation using Events Workspace

Deal Milestone Alerts: Notify sales reps when a deal reaches a key milestone, such as a contract signing or payment received.

Meeting Reminders: Send automated reminders to employees for upcoming client meetings, reducing the risk of missed meetings and improving customer relationships.

Customer Feedback Requests: Prompt employees to request feedback from customers after a successful interaction or sale, helping to improve customer satisfaction and loyalty.

Product Launch Updates: Notify employees of updates and changes related to upcoming product launches, helping to ensure that everyone is on the same page and ready for launch day.

Lead Status Updates: Alert sales reps when a lead they're working on has a change in status, such as becoming a qualified lead or moving into a new stage of the sales funnel.

Financial Management Systems

Financial Management Systems (FMS) refer to a set of software tools and processes that businesses use to manage their financial operations, including accounting, budgeting, reporting, and analysis. FMS provide a comprehensive view of an organization's financial performance and help businesses make informed decisions to improve profitability, manage risk, and comply with regulations.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Submit Expense Report: Simplify the process of submitting expense reports by guiding employees through the necessary steps, ensuring accuracy and timely reimbursement.

Approve Purchase Request: Allow managers to quickly review and approve purchase requests, streamlining the procurement process and ensuring timely delivery of necessary goods and services.

Manage Budget: Provide a user-friendly interface for employees to manage their departmental budgets, making it easy to track expenses and make informed decisions.

Adjust Payroll Deductions: Allow employees to update their payroll deductions for taxes, insurance, and other benefits, reducing administrative overhead and ensuring accurate payments.

Resolve Payment Dispute: Assist employees in resolving payment discrepancies, such as incorrect payment amounts or missing payments, by collecting necessary information and routing to the appropriate support team.

Data Look-Ups using Queries Workspace

Check Budget Status: Allow employees to quickly view the current status of their department's budget and any remaining funds.

Lookup Invoice Details: Provide employees with a convenient way to search for and view details of a specific invoice, such as the amount, date, and vendor information..

Check Payment Status: Enable employees to check the status of a payment, such as whether it has been approved, processed, or paid.

Search Purchase Orders: Allow employees to search for a specific purchase order and view details such as the vendor, date, and total amount.

Lookup Expense Details: Provide employees with a convenient way to search for and view details of a specific expense report, such as the total amount, date, and approver information.

Alert Automation using Paths Workspace

Budget Deadline Reminder: Send automated reminders to department heads of upcoming budget submission deadlines to ensure timely and accurate budgeting.

Invoice Approval Notification: Notify managers when an invoice is waiting for their approval to prevent delays in payment processing.

Payment Due Alerts: Alert employees when a payment is due, so they can ensure on-time payments and avoid any late fees.

Expense Report Submission Reminder: Send automated reminders to employees to submit their expense reports before the deadline, streamlining the reimbursement process.

Financial Report Publishing Notification: Notify relevant stakeholders when financial reports are published to ensure timely review and decision-making.

Identity and Access Management Systems

Identity and Access Management Systems (IAM) are software tools and processes that businesses use to manage user identities and access to resources within their network. IAM systems ensure that users have appropriate access to resources based on their roles and responsibilities, while maintaining security and compliance standards.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Reset Password: Guide employees through the process of resetting their password, minimizing the need for IT support and ensuring secure access to company systems.

Request Access: Help employees request access to specific applications or systems, ensuring proper authorization and reducing security risks.

Update Profile Information: Walk employees through updating their personal information, ensuring that their accounts are up-to-date and that they receive relevant communications.

Data Look-Ups using Queries Workspace

Lookup User Access: Enable employees to search for and view details of a specific user's access to different systems and applications.

Check Password Expiration: Allow employees to quickly view the expiration date of their passwords to ensure they stay up to date with security protocols.

View Access Requests: Provide employees with a convenient way to view the status of their access requests for different systems and applications.

Alert Automation using Events Workspace

Access Request Status Updates: Send updates to employees regarding the status of their access requests, including approvals or rejections, to keep them informed about the progress of their requests.

Compliance Training Reminders: Notify employees about upcoming compliance training sessions, including the date, time, and location, and provide them with links to relevant resources to prepare for the training.

Multi-Factor Authentication Requests: Prompt employees to complete multi-factor authentication when accessing sensitive systems or applications, to help protect against unauthorized access.

Security Incident Alerts: Send notifications to employees in the event of a security incident (e.g. data breach, phishing attempt), and provide them with instructions for how to protect themselves and report any suspicious activity.

IT Operations Systems

IT Operations Systems (ITOps) are a set of software tools and practices that businesses use to manage their IT infrastructure and operations. ITOps systems typically include monitoring, alerting, and incident management capabilities to ensure that IT services are available, reliable, and performant. They help businesses to optimize IT operations and reduce downtime, improving the overall efficiency of IT services.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Troubleshoot API Error: Help employees quickly diagnose and fix errors that occur when calling APIs, improving system reliability and reducing downtime.

Configure Environment Variables: Assist employees with configuring environment variables for applications, ensuring they have access to the correct resources and services.

Deploy Application: Streamline the deployment process for employees by providing a guided workflow that automates deployment steps, reducing errors and time spent on manual processes.

Debugging Code: Help employees identify and fix bugs in their code by asking targeted questions about the problem and providing relevant documentation or resources.

Provision Infrastructure: Guide employees through the process of provisioning new infrastructure, ensuring that resources are properly allocated and configured for the application.

Data Look-Ups using Queries Workspace

View Server Status: Allow employees to quickly check the status of servers and their usage to improve system uptime and performance.

Lookup System Configuration: Enable employees to retrieve information about system configurations to diagnose and resolve technical issues.

Retrieve Network Access Details: Allow employees to easily search for and retrieve details about their network access and permissions, simplifying IT operations.

View On-Call Schedule: Allow employees to view the on-call schedule for their team or department, ensuring proper coverage and reducing the risk of missed alerts.

Check License Usage: Provide employees with a way to view the number of licenses in use for specific software or services, helping to optimize licensing costs.

Lookup Asset Details: Allow employees to search for and view detailed information about company assets, such as computers, printers, or mobile devices.

Alert Automation using Events Workspace

Scheduled Maintenance Notifications: Notify employees of scheduled maintenance windows for IT systems and applications to minimize disruption and downtime.

System Outage Alerts: Send real-time alerts to IT teams and affected employees when a critical system or application is down to enable quick response and resolution.

New IT Service Launches: Announce the launch of new IT services or applications to employees and direct them to relevant knowledge articles for quick adoption.

Incident Updates: Keep employees informed about the status of ongoing IT incidents and provide relevant updates and next steps.

On-Call Reminders: Remind on-call employees of their duty schedule and provide them with relevant resources to ensure prompt incident resolution.

Human Resource Systems

Human Resources Systems (HRIS) are software tools and processes that businesses use to manage their workforce, including recruitment, employee onboarding, benefits administration, payroll, performance management, and compliance. HR systems help businesses to manage their human capital more efficiently, reduce administrative burden, and improve employee engagement and retention.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Update Personal Information: Guide employees through the process of updating their personal information, such as contact details and emergency contacts, to ensure accurate records and effective communication.

Onboarding: Provide a streamlined onboarding experience for new hires by guiding them through the necessary paperwork, training, and orientation materials.

Report an Incident: Guide employees through the process of reporting workplace incidents or safety concerns to ensure prompt resolution and compliance with company policies.

Change Benefits Enrollment: Enable employees to easily modify their benefits enrollment details without the need for HR intervention.

Find Health Insurance Information: Provide employees with a simple way to access important information about their health insurance benefits, including coverage details and provider information.

Check Retirement Plan Balance: Allow employees to quickly view their retirement account balance and other important details about their retirement plan.

Data Look-Ups using Queries Workspace

View Benefits Summary: Allow employees to check their current benefits coverage and plan details, such as medical, dental, and vision.

Lookup 401k Balance: Provide employees with a way to check their current balance in their 401k account.

Search for Benefits Providers: Help employees find in-network benefits providers by searching for doctors, dentists, or other medical professionals in their area.

Look up Onboarding Status: Allow employees to check the status of their onboarding process, including tasks completed and remaining tasks.

Lookup Payroll Information: Enable employees to easily access their payroll information, such as pay stubs or tax documents.

Check Performance Review Status: Allow employees to check the status of their performance review process, including upcoming deadlines and completed reviews.

Alert Automation using Events Workspace

Performance Review Reminder: Send automated reminders to employees and managers when it is time for performance reviews, ensuring timely completion of the process.

Onboarding Checklist: Send a daily email to new hires with a checklist of tasks they need to complete to be fully onboarded, making sure that all the necessary steps are done in a timely manner.

Benefits Enrollment Period: Notify employees when the benefits enrollment period is open, guiding them to the appropriate forms and resources to select their desired benefits.

Compliance Training: Send reminders to employees to complete required compliance training, helping to ensure that employees are knowledgeable and compliant with company policies and procedures.

Marketing Systems

Marketing Systems are a set of software tools and processes that businesses use to plan, execute, and analyze their marketing campaigns. They typically include features such as lead generation, email marketing, social media management, and analytics to help businesses reach their target audience, build brand awareness, and measure the effectiveness of their marketing efforts.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Request Campaign Assistance: Guide employees through a series of questions to understand their marketing campaign needs, and present a knowledge article or connect them to the appropriate team for support.

Find Marketing Materials: Help employees find the right marketing materials (e.g. brochure, flyer, product video) for their campaign by asking a few simple questions and directing them to the appropriate resources.

Create a New Campaign: Help employees quickly create new marketing campaigns with a guided path that collects key information such as target audience, messaging, and budget.

Troubleshoot Campaign Performance: Provide a guided troubleshooting path for employees to identify and solve issues with under performing campaigns, improving overall campaign ROI.

Request Creative Services: Streamline the process of requesting creative services such as design or copywriting, with a guided path that collects necessary information and triggers the appropriate team to fulfill the request.

Request Social Media Posts: Enable employees to easily request social media posts for upcoming campaigns or events, with a guided path that ensures proper messaging and visuals are included.

Data Look-Ups using Queries Workspace

Campaign Performance Metrics: Allow employees to quickly access key metrics for marketing campaigns, such as click-through rates, conversion rates, and ROI.

Lead Status Lookup: Provide sales representatives with an easy way to look up the status of a particular lead, including recent interactions, notes, and next steps.

Event Attendee List: Enable event coordinators to quickly pull up a list of attendees for a particular event, along with their contact information and any special requirements.

Asset Inventory Lookup: Allow employees to search for specific marketing assets, such as brochures, banners, or swag, and see the current inventory levels.

Competitor Analysis: Provide marketing teams with a way to quickly gather information on key competitors, such as market share, pricing, and product offerings.

Alert Automation using Events Workspace

Campaign Launch Notifications: Send notifications to employees when a new marketing campaign is launched, including key details such as the target audience and goals.

Performance Alert: Notify marketing teams of changes in website traffic, engagement rates or other KPIs to identify trends and react quickly to any issues.

New Content Alert: Keep content teams informed of new articles, videos or other assets that have been added to the company's marketing library.

Website Analytics Report Alert: Notify key stakeholders when website analytics reports are available to ensure timely review and action on website performance.

Content Approval Request: Notify content approvers when new marketing content has been submitted for review and approval.

Procurement Systems

Procurement Systems are software tools and processes that businesses use to manage their procurement processes, including supplier management, contract management, purchasing, and inventory management. They help businesses to streamline their procurement operations, reduce costs, and improve supplier relationships, ensuring that goods and services are procured efficiently and effectively.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Request a Purchase Order: Guide employees through the process of requesting a purchase order, gathering necessary details and documentation, and submitting the request for approval.

Track a Purchase Order: Help employees track the status of a purchase order, providing real-time updates on its progress through the procurement process.

Find a Supplier: Assist employees in finding a suitable supplier for a product or service, gathering requirements and preferences and presenting a list of recommended suppliers to choose from.

Report a Procurement Issue: Walk employees through the process of reporting a procurement issue, collecting relevant information and notifying the appropriate parties to resolve the issue.

Procurement Policy Guidance: Assist employees in understanding and adhering to company procurement policies, including any required documentation or approvals, to ensure compliance and minimize risks.

Payment Inquiry: Help employees track payments made to vendors, including payment dates, amounts, and any discrepancies, to improve transparency and accuracy in financial transactions.

Data Look-Ups using Queries Workspace

Lookup Purchase Order: Allow employees to search for purchase orders by entering the PO number or supplier name, and view the status, delivery date, and other details.

Check Requisition Status: Enable employees to quickly check the status of their purchase requisitions, such as whether they have been approved, rejected, or pending review.

Check Vendor Information: Enable employees to search for vendor information, such as contact details, payment terms, and purchase history, by entering the vendor name or ID.

View Catalog Items: Allow employees to browse and search for items in the procurement catalog, view their descriptions, prices, and availability, and add them to their cart for purchase.

View Contracts: Allow employees to search for and view procurement contracts, such as supplier agreements, service-level agreements, and nondisclosure agreements, and their terms and conditions.

Lookup Inventory: Enable employees to search for inventory items by entering the SKU, product name, or category, and view their stock levels, locations, and other details.

View Supplier Scorecard: Enable employees to view the performance metrics and ratings of their suppliers, such as delivery times, quality, and responsiveness, and compare them against other suppliers.

Alert Automation using Events Workspace

Purchase Order Approval Requests: Notify managers when a new purchase order requires their approval, providing a quick link to the approval form.

Delivery Updates: Keep employees informed of delivery statuses for their procurement orders, providing proactive updates on any changes or delays.

Contract Expirations: Alert procurement teams when a contract is nearing its expiration date, prompting them to take action to renew or renegotiate the agreement.

Request Status Updates: Keep requesters informed of the status of their procurement requests, sending proactive notifications as their request moves through the approval and fulfillment processes.

Project Management Systems

Project Management Systems are software tools and processes that businesses use to plan, execute, and monitor their projects. They typically include features such as task management, resource allocation, budget tracking, and reporting to help businesses manage their projects efficiently and effectively, ensuring that they are completed on time, within budget, and to the required quality standards.

Example Tools

Sample Use Cases

Custom Conversations using Paths Workspace

Create New Project: Guide employees through the process of creating a new project by asking questions about the project's scope, timeline, budget, and team members.

Update Project Status: Help employees update the status of a project by asking about completed tasks, pending tasks, and any issues or risks that need to be addressed.

Assign Tasks: Make it easy for employees to assign tasks to team members by asking about the task's priority, due date, and who should be responsible for completing it.

Schedule Meeting: Streamline the process of scheduling a project-related meeting by asking about the attendees, agenda, preferred time slots, and any necessary resources.

Report Project Progress: Help employees report project progress to stakeholders by guiding them through the process of preparing a summary of completed work, ongoing work, and upcoming tasks.

Data Look-Ups using Queries Workspace

Search Projects: Allow employees to search for projects by name or ID, and view their key details such as owner, status, and progress.

View Assigned Tasks: Enable employees to view the tasks assigned to them for a particular project, and their due dates and priorities.

Check Project Budget: Provide employees with a quick way to check the budget status for a project, including expenses, revenue, and remaining budget.

Lookup Project Contacts: Allow employees to search for project contacts by name, role or organization, and view their contact details and responsibilities.

Alert Automation using Events Workspace

Deadline Reminder: Send proactive notifications to team members to remind them of upcoming project deadlines.

Task Assignment Notification: Notify team members when they are assigned a new task, including the task details and due date.

Project Milestone Update: Send a notification to the project manager when a team member updates the status of a project milestone. The notification should include the milestone name, date of the update, and any comments or notes from the team member.

Conclusion

Conversational AI Use Case Summary

The possibilities for Conversational AI use cases are endless. Conversational AI can truly be implemented across a variety of industries and use cases. To summarize, these are how pretty much all conversational AI use cases provide organizational benefits:

Revenue Generation: Conversational AI can be used to generate leads, provide personalized recommendations, and increase sales.

Cost Reduction: Conversational AI can be used to automate routine tasks, freeing up employees to focus on more complex tasks and improving overall productivity.

Best Practices for Conversational AI

To ensure the success of a Conversational AI solution, Enterprise Architects must follow best practices. Here are some of the best practices for building a Conversational AI solution:

Start with a clear use case and define success criteria: Define the use case for the Conversational AI solution and identify the key performance indicators (KPIs) that will be used to measure its success.

Design a natural and intuitive user experience: Design the Conversational AI solution with a user-centric approach, ensuring that the user experience is natural and intuitive.

Test and iterate: Test the Conversational AI solution with users and iterate based on feedback to improve its effectiveness and user experience.

Regularly maintain use cases: Ensure the platform you invest in offers analytics so you can ensure your use cases are making the impact you hoped for.

Invest in a platform that chain LLMs: Ensure the platform you use is always incorporating the latest large language models into their technology so your use cases are constantly improving.

Enterprise Architect Considerations for Conversational AI

When building a Conversational AI solution, Enterprise Architects must consider several key factors. Here are some of the most important considerations for Enterprise Architects:

Data Security and Privacy: Conversational AI solutions must be designed with data security and privacy in mind. User data must be protected at all times to ensure user trust and compliance with regulations such as GDPR and CCPA.

Scalability: Enterprise Architects must ensure that the Conversational AI solution is scalable to handle increasing volumes of user interactions as the business grows.

Integration with Existing Systems: Conversational AI solutions must be integrated with existing business systems such as CRM, ERP, and helpdesk software to provide a seamless customer experience.

Training Data and Model Maintenance: Enterprise Architects must ensure that the Conversational AI solution is trained on quality data and that the ML models are regularly updated to improve performance.

User Experience: Conversational AI solutions must be designed with a user-centric approach, providing a natural and intuitive user experience that meets user needs.

We'll leave you with this...

Conversational AI has the potential to revolutionize how businesses interact with their customers, employees, and other stakeholders. To build an effective Conversational AI solution, Enterprise Architects must consider several key factors, including data security and privacy, scalability, integration with existing systems, training data and model maintenance, and user experience.

By following best practices and implementing a natural and intuitive user experience, businesses can leverage the power of Conversational AI to improve customer service, increase sales, and improve employee productivity.

Moveworks