IBM Watson Assistant

Go beyond chat.
Deliver actions and answers.

Highlights
Conversational AI
for customer care

Automate inquiries
across any channel

Ensure security
and data ownership

Powerful AI

Integrations to meet
your needs

No-code user interface

Enterprise-ready

Your customers don't want to chat. They want answers and action.
In today's omnichannel customer service environment, experience is everything—
so much that 91% of unsatisfied customers will part ways with a brand.[1]

Not only is a great customer experience mandatory to stay competitive—more
than half of organizations consider it to be a primary differentiator[2]—but
expectations are growing. Your customers now expect more personalized
experiences, automated self-support and exceptional customer care.

Building the ideal customer experience is not just about delighting them—it's
about eliminating friction and helping them reach their goals in the fewest number
of steps. But with 74% of customers using multiple channels to engage with and
complete transactions[3], many organizations struggle to a consistent experience
across all touch points. In fact, since 2020, call centers have seen a 38% increase
in hold times and 68% more escalations.[4]

Your organization needs to create, automate and deliver an omnichannel
experience that meets customers' expectations no matter where they interact.

This is where the power of AI comes in.

IBM® Watson® Assistant provides customers with fast, straightforward and
accurate answers to their questions, across any application, device or channel.
Watson Assistant is a platform built for business users, so your teams can design,
deploy and manage conversational AI using the same framework—and without
needing a data scientist to do it.

Powerful AI

In a recent IBM Institute for Business Value study, 99% of respondents reported improving customer satisfaction by using AI-enabled virtual agents, while 96% reported meeting or exceeding return on investment.[5]

While that sounds simple enough, in reality the varied needs of your customer base make implementing a solution incredibly complex. Most chatbots fall down when attempting to understand your customers' distinct goals and intentions, as well as differences in how they communicate them.

But Watson Assistant is different. Watson is designed to learn as it goes, improving automatically over time by gaining knowledge from every conversation, through a process called autolearning. Watson surfaces the most relevant responses to customer queries, improving its capabilities with no human supervision.

Watson Assistant understands your customers
Reduce friction and streamline conversations by deploying AI virtual agents with powerful natural language understanding.

Designed to accurately recognize what users want, Watson Assistant comes out-of-the-box with the latest NLP techniques. Watson understands the flow of natural language, so you can build robust assistants that understand natural conversations.

It can learn the vocabulary of your industry and even internal terminology unique to your organization. You can also customize Watson to understand nuances like regional dialects and colloquialisms.

Leading the industry in AI research
Watson Assistant benefits from the integration of constant breakthroughs at the forefront of artificial intelligence by IBM's leading AI research and development teams. Aiming to increase precision, decrease the amount of training data, and shorten the time to production, this continual investment in research and innovation positions Watson Assistant to be the heart of any organization's customer service operation.

For example, a recently published benchmark shows that the accuracy of Watson Assistant's latest intent detection algorithm, which is more accurate versus commercial and open-source solutions[6] (see Table) is 79%, up from 76.3% in the immediately previous version.

	Full average	Subset average	Average
IBM Watson Assistant	**73.8**	**70.5**	**72.2**
Google Dialogflow	69.2	64.0	66.6
Microsoft LUIS	59.9	54.6	57.5
Haptik	73	67.6	70.3
RASA	67.4	58.4	62.9
BERT	71.9	64.1	68.0

This means a Watson Assistant virtual agent can answer customer help requests much more often on its own without human agent involvement, which can save money and increase user satisfaction.

Seamless usability, no data science degree needed

Unlike other AI technologies geared only to data scientists and developers, Watson Assistant has been designed so that virtually anyone can create, modify and maintain a highly intelligent, AI-powered virtual assistant without having to rely on IT teams.

This usability means that you can support your organization's short and long-term goals with capabilities that not only allow you to get started quickly but can also improve and expand over time.

Easy to build
Launch a highly intelligent AI-powered web client on your site in minutes by eliminating the need for technical development. Watson Assistant lets your non-technical users build, train and maintain advanced chatbots without writing a line of code.

"We found Watson Assistant to be easy to use and very scalable. The interface allows anyone to create a chatbot, while also enabling our developers to leverage the full power of Watson."

Joan Francy
CEO
AdMed

Intuitive interface
A simple drag-and-drop dialog builder helps users design conversations based on how a customer would discuss an issue. Watson Assistant also includes predefined content packages for common use cases, including financial services, telecom, retail, customer service and more.

Customize your chatbot to fit your brand and embed it in your website with a simple copy and paste.

Most importantly, Watson Assistant provides users with a robust analytics dashboard, enabling them to spot trends, understand points of friction, and take immediate actions to improve how their assistants operate. You'll be able to automatically track the most common customer frustrations, before and during interactions, then use that data to reduce call times and allocate resources more efficiently and effectively.

Seamless integration

The modern customer service experience isn't limited to a single conversation. It spans a holistic ecosystem that includes customer service representatives, back-end business processes and systems, and an ever-growing array of third-party applications. Watson is designed to plug into this ecosystem, integrating with your front-end and back-end platforms and tools to make the entire customer service experience smarter and simpler from start to finish. This makes your customers' interactions with your business feel more like a meaningful relationship with someone who genuinely cares, and less like a series of random, fragmented conversations with strangers.

Extendable
Watson Assistant connects to your existing customer care and other external applications, sites, or systems (it's built with native integration with leading call center solutions), with many other custom integrations available through open APIs.

IBM Watson Assistant

Seamless integration

Key integrations include
– Advanced voice agent
– Facebook Messenger
– Genesys
– Salesforce
– Slack
– SMS
– Webchat widget
– WhatsApp
– Zendesk

Don't just chat
You need AI that can accurately identify what a customer is trying to accomplish, especially when the intent is unclear.

The artificial intelligence at the core of Watson Assistant is designed to recognize plain language responses and identify the countless permutations of intent in real-world omnichannel interactions, extracting the insight it needs to provide accurate and complete answers.

By connecting to existing content sources and automating responses to both common and complex customer inquiries from day one, Watson Assistant frees your agents to focus on more complex issues—not repetitive questions.

For example, customers can start a conversation on one topic, then ask an unrelated question, then return to the original thread. Watson Assistant can manage these different topics, respond to the off-topic question, and be able to return to the original topic.

Watson Assistant also reduces frustration by asking customers for context when they provide ambiguous statements, rather than making them continuously rephrase the question. If the customer intention still isn't clear, Watson Assistant provides them with some suggestions, and if it's unable to resolve a particularly complex customer issue, can seamlessly pass the customer to a human agent, right in the same channel.

Watson Assistant uses a single conversational platform across voice, messaging, and digital channels and automatically adapts to your domain, so you can simplify the experience for your customers as well as your agents.

Gets smarter over time
Instead of building all your conversations from scratch, Watson Assistant uses machine learning to mine your existing conversation transcripts and chatlogs for recurring topics. It then suggests which ones to use for training, using the previously answered questions to create new intents, automating its handling of the topic when it comes up again.

IBM Watson Assistant

Trust in IBM's enterprise-ready solutions

In addition to market leading technology, IBM maintains leadership in experience, expertise and research in artificial intelligence, so that your investment is backed by continual innovation and support.

Need help getting started?
Whether you are looking for expert guidance or engagement to help you get started quickly or more help to do a complete transformation, we have the teams ready to help you no matter where you are on your journey.

The IBM Experts Labs is a team of 2,500+ deep product experts available worldwide whose primary focus is to ensure that customers are getting the most out of their IBM technology while achieving a high return on their investment.

They provide:

– Accelerated delivery
– Cost-effectiveness
– Prescriptive approach
– Proven methods
– Leverage existing investments

Learn more about Expert Labs →

Protect your data and your network
Watson Assistant has the security and scalability you need to safeguard against misuse of customer data and support your virtual agent during peak times.

Maintain ownership over your data with available data isolation, mutual authentication, and data privacy by default. Feel confident that IBM has the network, physical and application security you need, from encrypting data at rest to controlling who can access it.

High availability and disaster recovery
Sometimes it's not hackers that cause a data loss, but inevitable technical failures. Watson Assistant provides continuous service to your customers no matter what, with enterprise-grade availability and no single point of failure.

Compliance and certifications
Complying with government and industry regulations is just as important as protecting data from malicious actors and technical hiccups. Fulfill your compliance and governance obligations with a solution that is ISO 27001, 27017, and 27018 certified and supports both GDPR and HIPAA compliance.

Lives on any cloud
Capitalize on deployment flexibility as your needs change.

Watson deploys on any public cloud—IBM, Amazon, Google or Microsoft—your own private cloud or on-premises with IBM Cloud Pak® for Data with the ability to move to a different deployment with Red Hat® OpenShift®.

337%

Pays for itself →
Less than 6 months for payback on investment and delivers 337% in ROI according to Forrester TEI report.

14.7%

More accurate →
Proven up to 14.7% more accurate than competitive solutions in a recent published study on machine learning.

1,000+

Trusted →
Proven a trusted and reliable partner with over 1,000 client deployments across every industry.

Where to go next

Now that you understand the value of AI to serve your customers, it's time to take the next step. Learn about how organizations like yours have used Watson Assistant to enhance their customer experience at ibm.com/watsonassistant.

If you're ready to create your own success story, discover how Watson Assistant can empower your customer service organization.

Start a free trial →
Ask an expert →
Get the Gartner report →

Notes
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5. The value of virtual agent technology, IBM Institute for Business Value, May 2, 2021
6. Benchmarking Commercial Intent Detection Services with Practice-Driven Evaluations, MIT- IBM Watson AI Lab, June 2, 2021