

Eagerly chatty bots

The release of the ChatGTP dialog chat bot has been a recent popular topic. From those just playing, others getting “help” to write their school essay, to experts involved in language processing, many have had a go and tried it. Perhaps you have already chatted with it for a few giggles and were surprised on how coherent, diverse and natural the responses were. Better yet, it seems that it can understand the context of your questions!

ChatGTP is still far from perfect, yes, but the best showcase of the possibilities of natural language processing (NLP). Sure, a model becomes great when exposed to a huge amount of curated training data and this bot is clearly the best yet at producing coherent responses. But that’s not luck! It took a huge amount of effort into creating and curating it.

Although ChatGTP and other advanced chat bots might look like a toy to most, inherently, the capability of processing text, and understanding its meaning and context is fundamental for every organisation. For example, try to find a document in your computer or network without using keywords, but go more about the overall theme. Unless some of the words are in the search match, even nowadays, the possibility of finding the right information quickly is remote.

This is where good search and contextualisation becomes important. We spend many hours a week trying to find the right information online. That used to be the exclusive job of search engines, but now, with the advent of chat bots, we have a tool to ask, within a site, for what we want, or to provide with specific help. A bot is way more than a search bar in the site (yet another forgotten tool), it’s a communication tool between clients or visitors and the organisation: a small step behind an actual phone call or email.

Yet, how many of us have tried, and failed, at using a chat bot in a webpage? Or do you just ignore them? Most of these bots are quite rudimentary but pop out at any chance, eager to provide you with some sort of user experience. Some might be smart enough and direct you to an actual human after a few interactions (great ones will carry the questions you made before), others will get stuck and provide nothing more than a dead end to your questions, while others might not even find an

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answer remotely linked to the topic of the question. Frequently, the experience is lacklustre, frustrating, provides no useful results and is a waste of time. Worse, it erodes the business brand!

Here is where we, at Fujitsu Data & AI, can help your business. The creation and upkeep of a chat bot, with technologies such as Azure Bot Service can produce great end results and result in a great user experience. We at Fujitsu Data & AI are specialists in cloud driven Data and AI solutions, including Azure Bot Service. Contact a Fujitsu Data & AI specialist to see how we can help your business implement a chat bot which drives tangible business outcomes.

Remember, a chat bot on your website is more than just going with a premade template and few generalist answers, it is a highly visible communication channel with your visitors.

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