

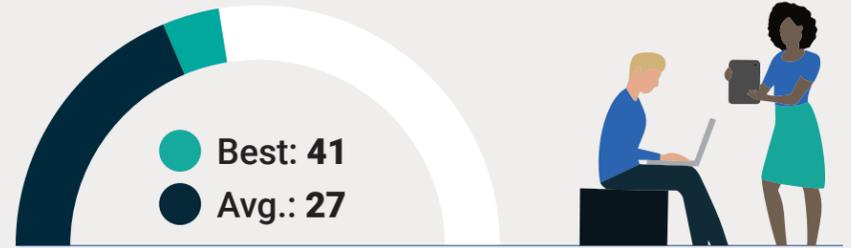
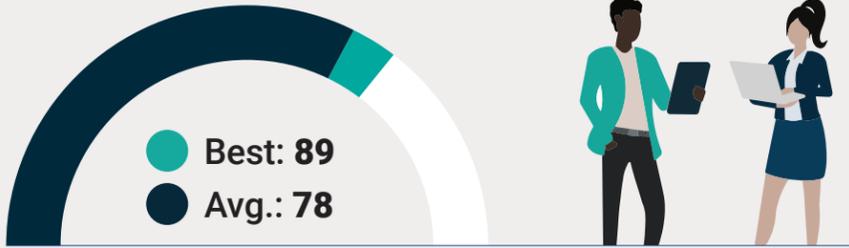
Wysdom's State of the Virtual Agent Industry

*Based on a survey of large B2C chatbots in North America.

Virtual agents in the enterprise, when done right, can increase revenue, save money and improve the customer experience. But... getting them right is difficult and unfortunately rare. There are so many virtual agents that just don't deliver a high-quality experience. Here are some key metrics to compare your bot to others.

Performance Metrics

A virtual agent analytics suite should focus on measuring the experience and effectiveness of your bot program.



1. BOT EXPERIENCE SCORE (BES)

Measuring the customer experience will tell you how your customers are experiencing the bot, which is crucial for long-term success. You can deliver an effective solution but without a good experience, customers will not come back.

We have found customer experience to be the number one goal of a mature bot program. All businesses want to attract and retain customers and if the bot is delivering a bad experience then those goals will be put at risk.

2. BOT AUTOMATION SCORE (BAS)

Measuring the effectiveness of the bot brings into focus all of the business objectives other than customer experience. Driving revenue and savings are the ultimate output of an effective bot.

This measures how often the bot can satisfy the customer's need without the need for human intervention. This is a binary metric, the conversation was either fully automated or it wasn't. We are not attempting to measure the experience here, just how effective the bot is at completing tasks.

BES & BAS by topic

Anyone experienced in virtual agent management knows that actionable insights are key to continuous improvement. High-level metrics don't provide the information necessary to improve a bot.

Wysdom has developed a system to provide BES and BAS by contact reason. All conversations between customer/bot and customer/live-agent are analyzed and clustered into groups of contact reasons or topics. There are typically analyzed by AI and placed into 100 - 200 unique contact reasons.

This topic based monitoring provides a set of actionable insights that will help you to give attention to the bot exactly where it will have the most impact.

	BES	BAS
topic 1	78	23
topic 2	54	32
topic 3	65	43
topic 4	35	38

3. NLU RATE

The NLU rate is a common metric in the virtual agent industry. It is simply a measure of the rate that a classifier is able to match an utterance to a known intent at a given confidence level.



4. FALSE POSITIVE RATE

The false positive rate is a measure of the rate that an utterance is classified by the model incorrectly although the model gives it a high confidence level. This is a difficult rate to measure and relies on an independent parallel NLP model.



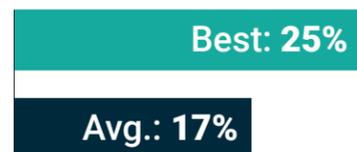
5. BOT REPETITION RATE

Bot repetition is used in the BES but is also a good independent measure for all bots. A virtual agent theoretically should never repeat itself but this still happens regularly and identifying it will lead to quick improvements.



6. POSITIVE FEEDBACK RATE

Negative feedback is given in almost all situations at a multiple of positive feedback. The positive feedback rate is the rate of positive feedback divided by the total amount of feedback (positive, negative, neutral) to get a more useful rate.



What is the BES & BAS of your bot?

Are you wondering how your bots stack up? With these metrics and many more, you will be able to compare your bots to others and see if they are making customers happy, driving revenue and savings, or if they need some attention. **Get in touch: sales@wysdom.ai or visit: www.wysdom.ai**