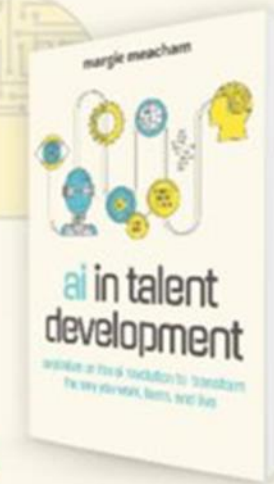


HOW CHATBOTS DRIVE LEARNER ENGAGEMENT, RETENTION, AND PERFORMANCE

Thursday, March 25, 2021 2:00pm - 3:00pm ET

By Margie Meacham



Welcome!



AI & Brain Newsletter:

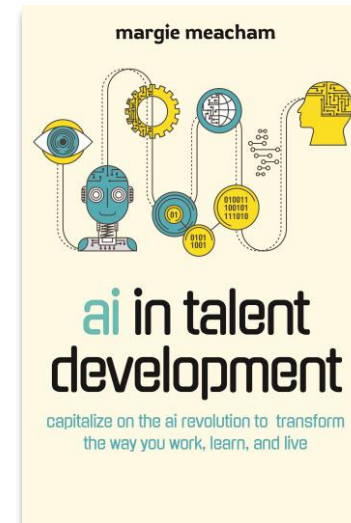
<https://www.surveymonkey.com/r/8N6G6KW>

LinkedIn Profile:

<https://www.linkedin.com/in/margiemeacham/>

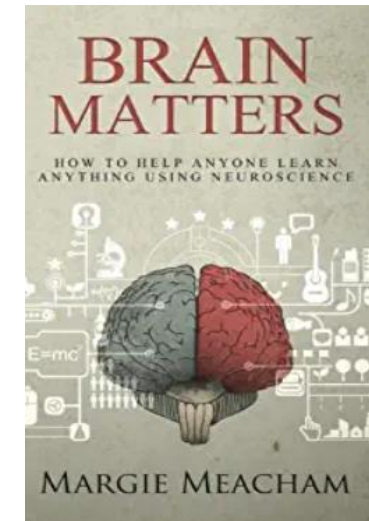
Website: <https://tinyurl.com/y59a592>

Twitter: @margiemeacham



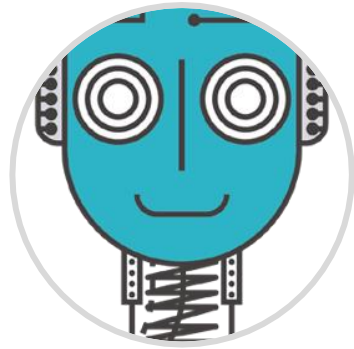
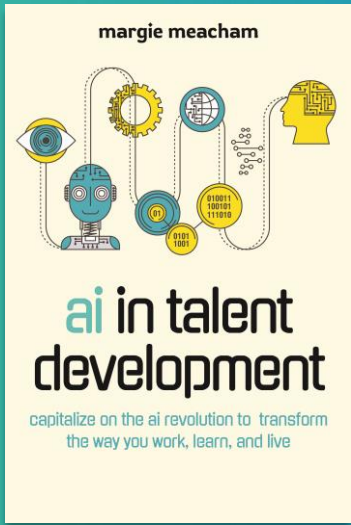
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<https://tinyurl.com/3m7uut9z>



Brain Matters

<https://tinyurl.com/y9a4aene>



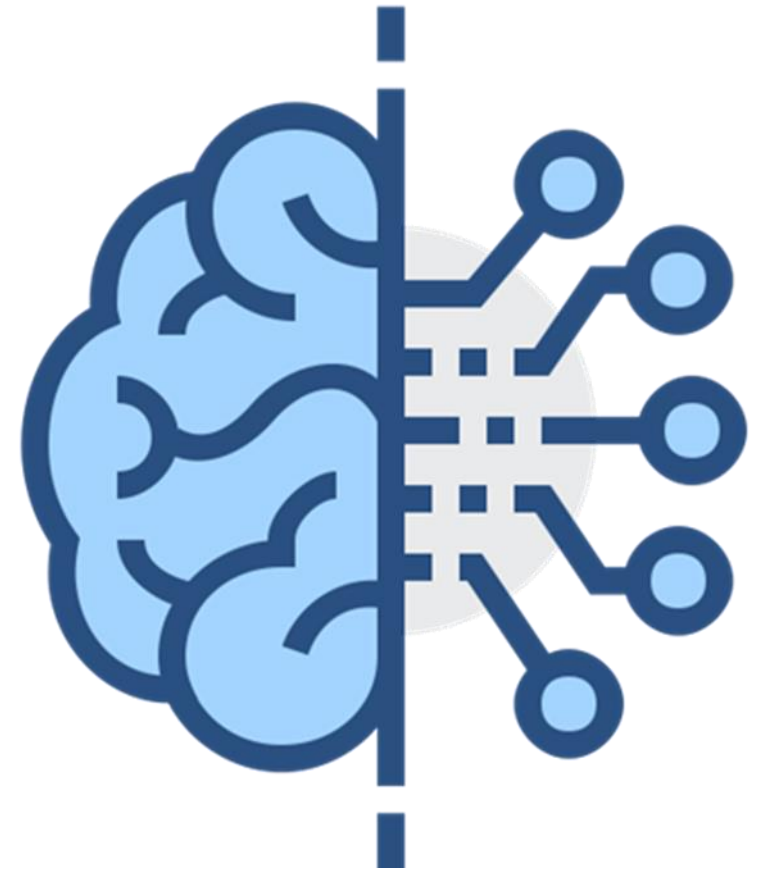
Neuroscience

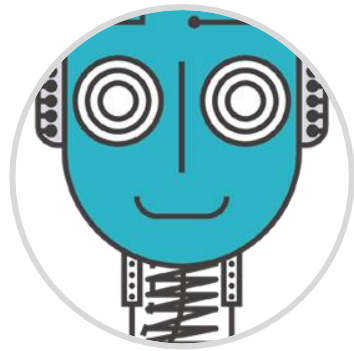
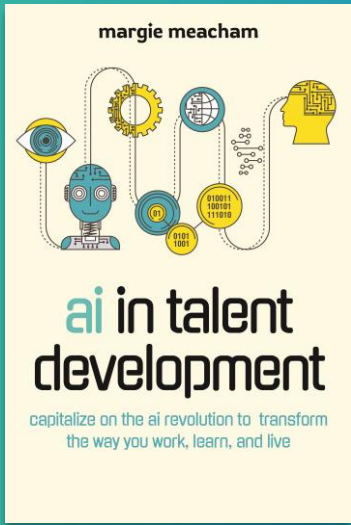
Understanding how the human brain responds to change, stress, learning, and technology

Artificial Intelligence

Understanding how AI can automate, enhance, and personalize the working experience

What I Do

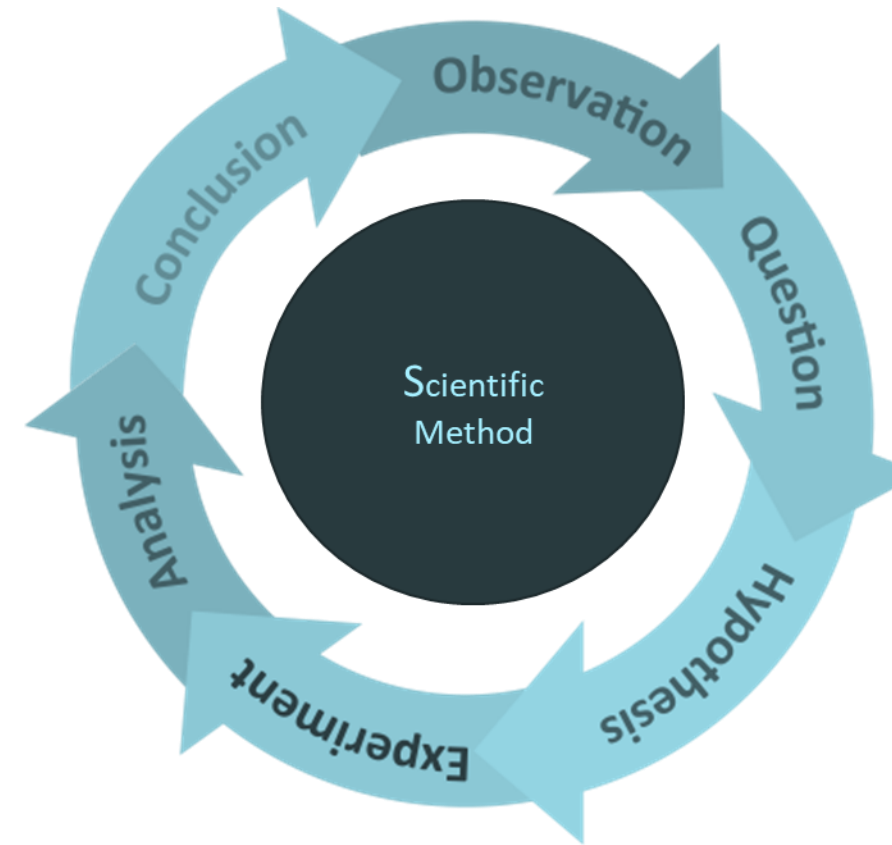




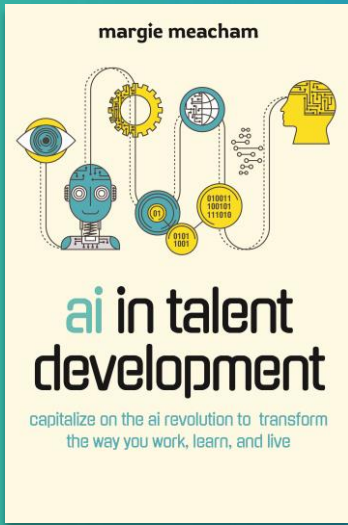
Science

- A repeatable process to understand our world
- An iterative approach to improving the world of work
- A systematic way of applying critical thinking to make business decisions

How I Do It



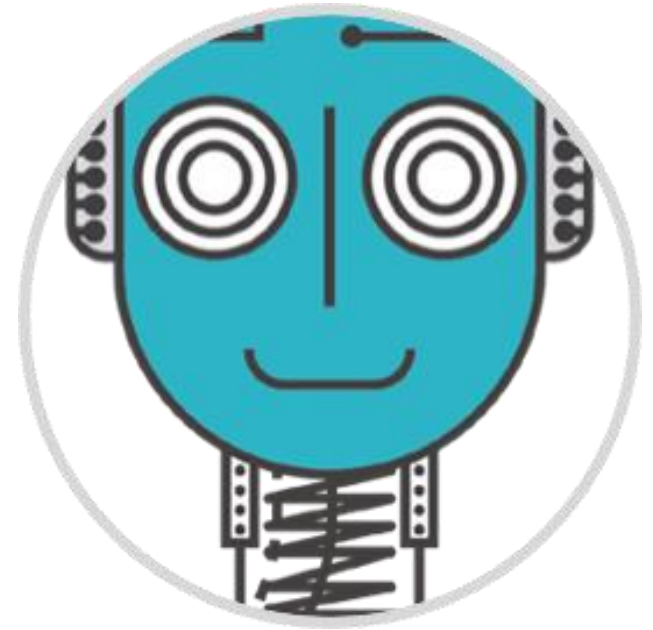
Instructional design is the scientific method applied to real-world applications.

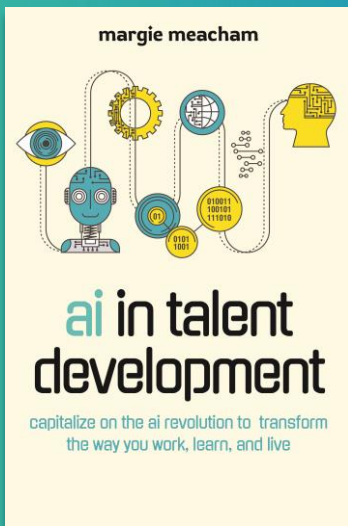


Futurist Ray Kurzweil, Google's Director of Engineering, predicts that by 2029 an artificial intelligence will achieve human levels of performance and by 2045 humans will merge seamlessly with intelligences we have created.

Chatbots are a very simple first step towards a true AI experience.

Prediction





Human Resources and Talent Development

Learning & Development

Training Reinforcement
Onboarding
Performance Support
Sales Enablement
Safety and Compliance
E-learning alternative

Customer Service

General FAQs
User Authenticated Help Desk

Health and Wellness

Wellness Coaches
Clinical Treatment Aides

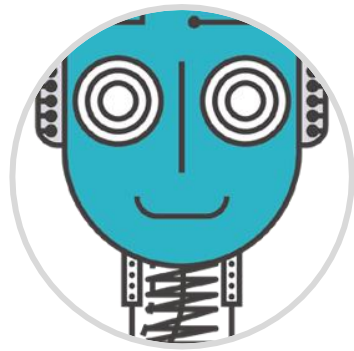
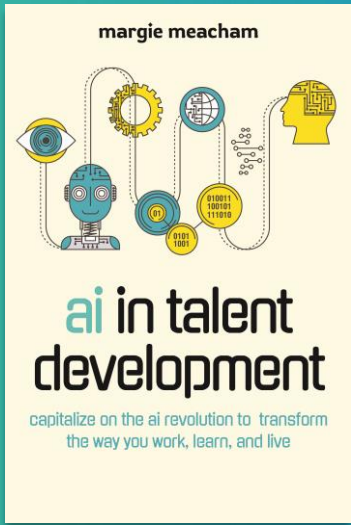
Corporate and HR

Marketing Chatbots
HR Help Desk Bots

Consumer Use Cases

Stand alone, single purpose chatbots (Benefits enrollment, onboarding, troubleshooting, purchasing, course enrollment, etc.

Which of these have you seen?



- History of AI
- What is a chatbot?
- How does a chatbot support learning?
- Chatbot Use Case
- Getting Started

Agenda

A Brief History of Chatbots

1950

The Turing Test

Computer pioneer Alan Turing suggested that if a text-based bot could fool 50% of people, it could be considered “intelligent.”

2010

Apple Siri

Apple’s intelligent assistant used natural language user interface to perform tasks and answer questions.

2016

Georgia Tech’s Jill Watson

A computer science professor introduces his “teaching assistant” to his students without telling them that Jill is an AI.

2006

IBM Watson

After defeating human champions in Jeopardy, IBM’s AI platform has been used to develop data analytics, custom AI, and defeat the world champion in GO.

2015

Alexa and Cortana

Amazon and Microsoft introduce their version of a personal assistant, modeled after Siri.

2021

You

You will have implemented your own chatbot for learning.

AI Terms



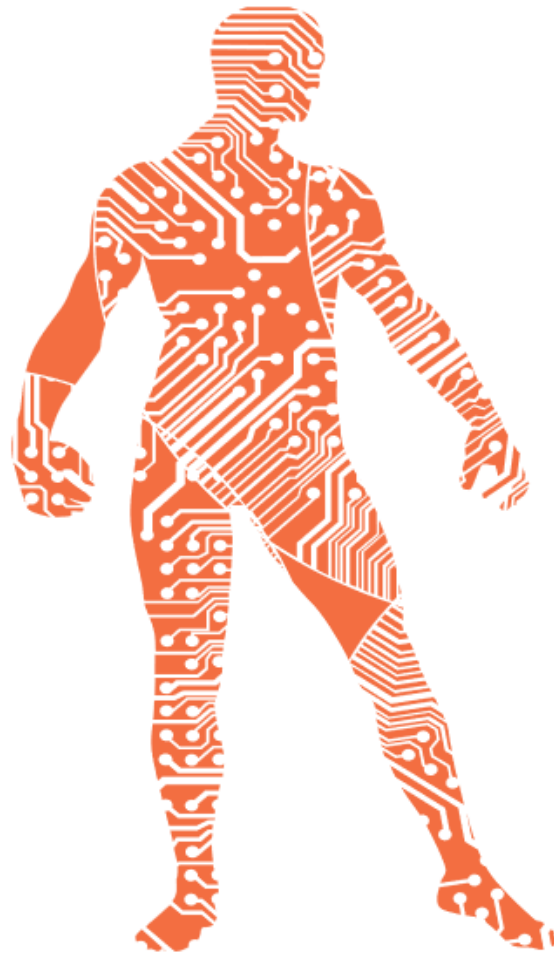
Algorithm

An algorithm is a step-by-step procedure for calculations. Algorithms are used for calculation, data processing, and automated reasoning.



Weak AI

Weak **AI**, (also known as narrow **AI**), is an **AI** system that is designed and trained for a particular task. Virtual personal assistants, such as Apple's Siri, are a form of weak **AI**. (Not quite there yet.)



NLP

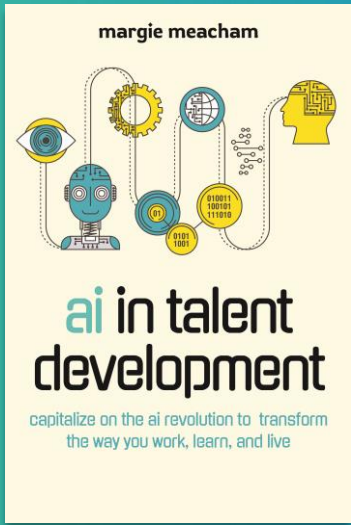
Natural Language Processing (NLP) is a sub-field of Artificial Intelligence that enables computers to understand and process human languages, making it easier for humans to interact with machines and vice versa



Strong AI

Strong **AI**, also known as artificial general intelligence, is an **AI** system with generalized human cognitive abilities. (We're not there for a long while ...)

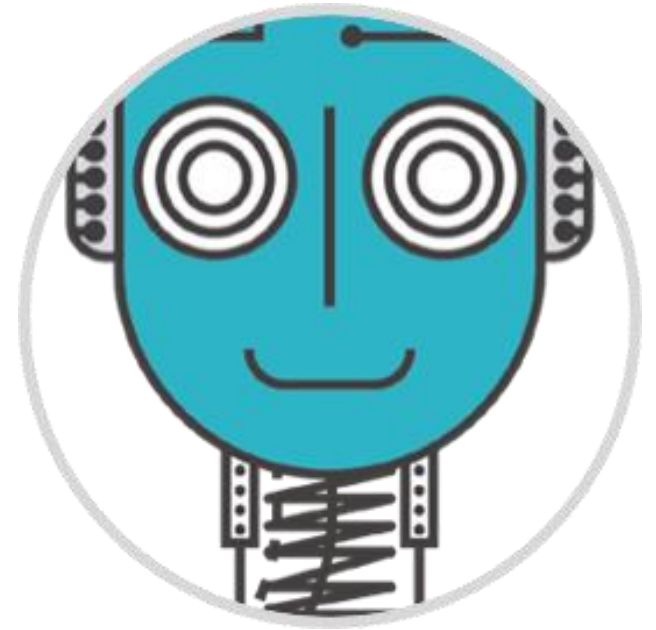


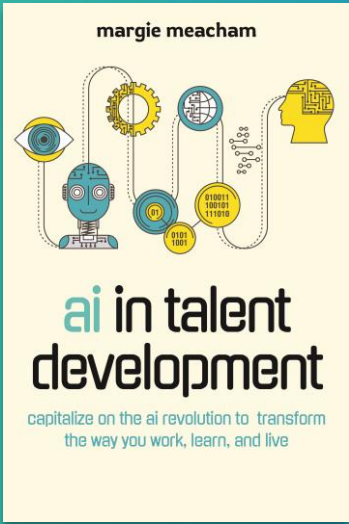


A chatbot is a program designed to *simulate* conversation with human users, especially over the Internet.

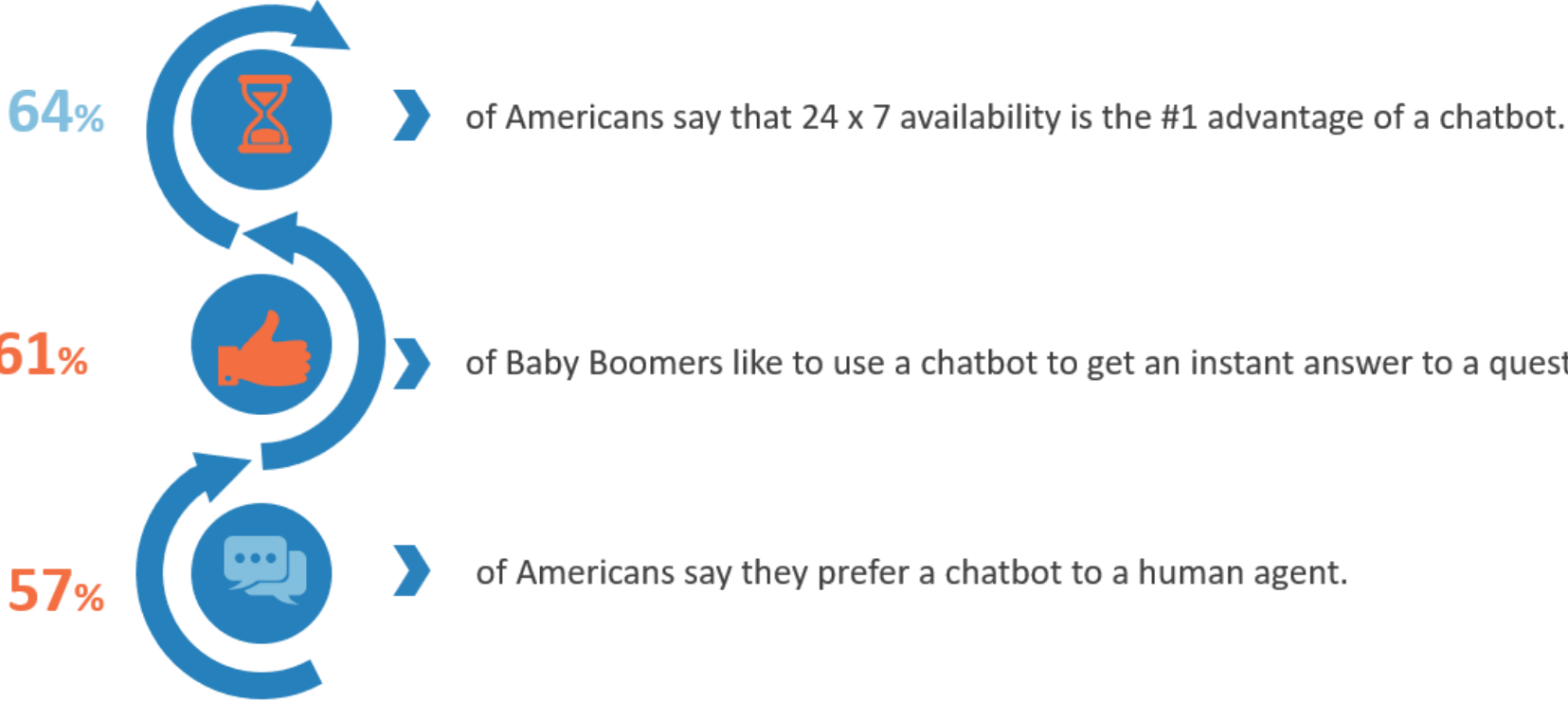
Chatbots can be used to capture user responses, provide information, or deliver a unique learning experience.

What is a chatbot?

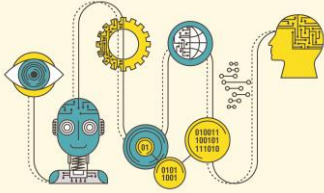




Why chatbots?



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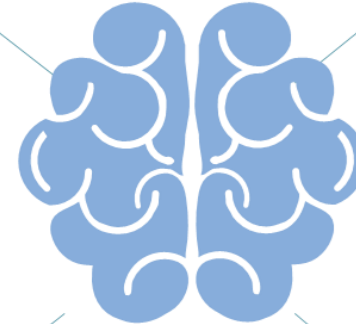
Engagement

As chatbots get better and better at mimicking human speech, they create a mental perception of the interaction that is very similar to interactions with human partners.



Socratic Experience

Instead of simply asking the bot for the answers, you can flip the design, and let the bot engage the learner in a series of questions, harnessing our natural urge to explore and solve puzzles.



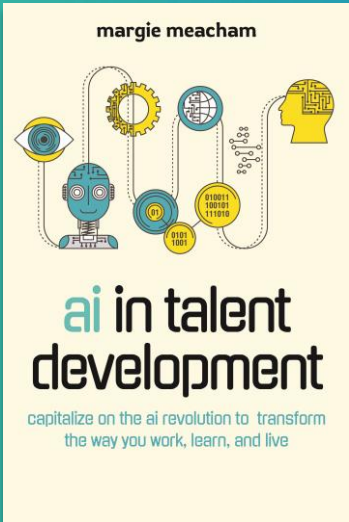
Knowledge Management

Learners can focus on mastering application and theory, when there is an "always on" bot to remind them of key terms and process steps.



Coaching and Reinforcement

Your learners will have a built-in defense against the Forgetting Curve when they receive targeted questions, messages, and reminders from their bot-coach.



Modalities

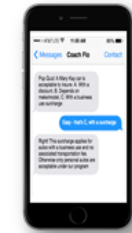


On public websites to answer basic FAQs

Admin portals
HRIS LMS
CRM



On web portals with user login and user specific messaging



On a common mobile messaging platform for 24/7 availability

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ASK JULIE Your Virtual Assistant

book trip

Let me help you book. Click the button below to start the booking process.

Book Tickets

Type your question here. **SEND**

AMTRAK About Julie Search Contact Us

Seattle Balloon Assistant

Want to see an Epic drone [video](#) of our flight? All tours include masks and amazing views

Epic Balloon Flight
YouTube

Celebrating An Anniversary 🎉

Celebrating A Birthday 🎂

Bucketlist ✅

Planning your flight amid Corona Virus

Proposal 💍

Already Booked?

DOT

Hi there! I'm DOT, a chatbot built to keep you updated about the global COVID-19 pandemic. I hope you're staying safe and healthy out there.

Apr 16, 8:03 AM

I'm programmed with the following functions. Press one of the green buttons below to get started.

- Can I get data about the virus in my country?
- Do I have coronavirus (COVID-19)?
- How do I prevent getting the virus?
- What can I do to help others?
- What's social distancing/quarantine/etc.?
- How worried do I need to be, really?
- What are the symptoms of coronavirus?
- Quarantine sucks 😞

Apr 16, 8:03 AM

Send message... **Send**

Examples

Hi there! I'm **Brainybot**. I'd like to show you some examples of how Bot in a Box can help your business. What would you like to see?

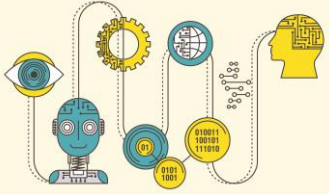
New Employee Training

New Manager Training

Training Reinforcement

Help me find something

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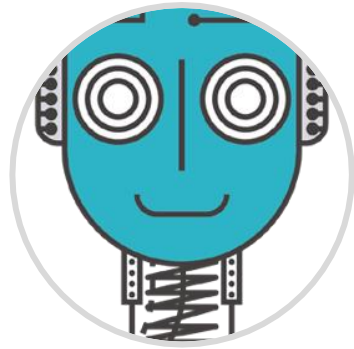
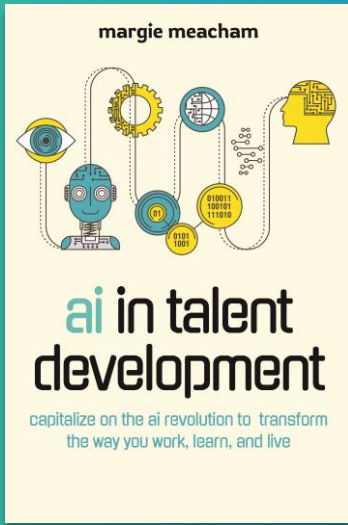
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An Educational Chatbot



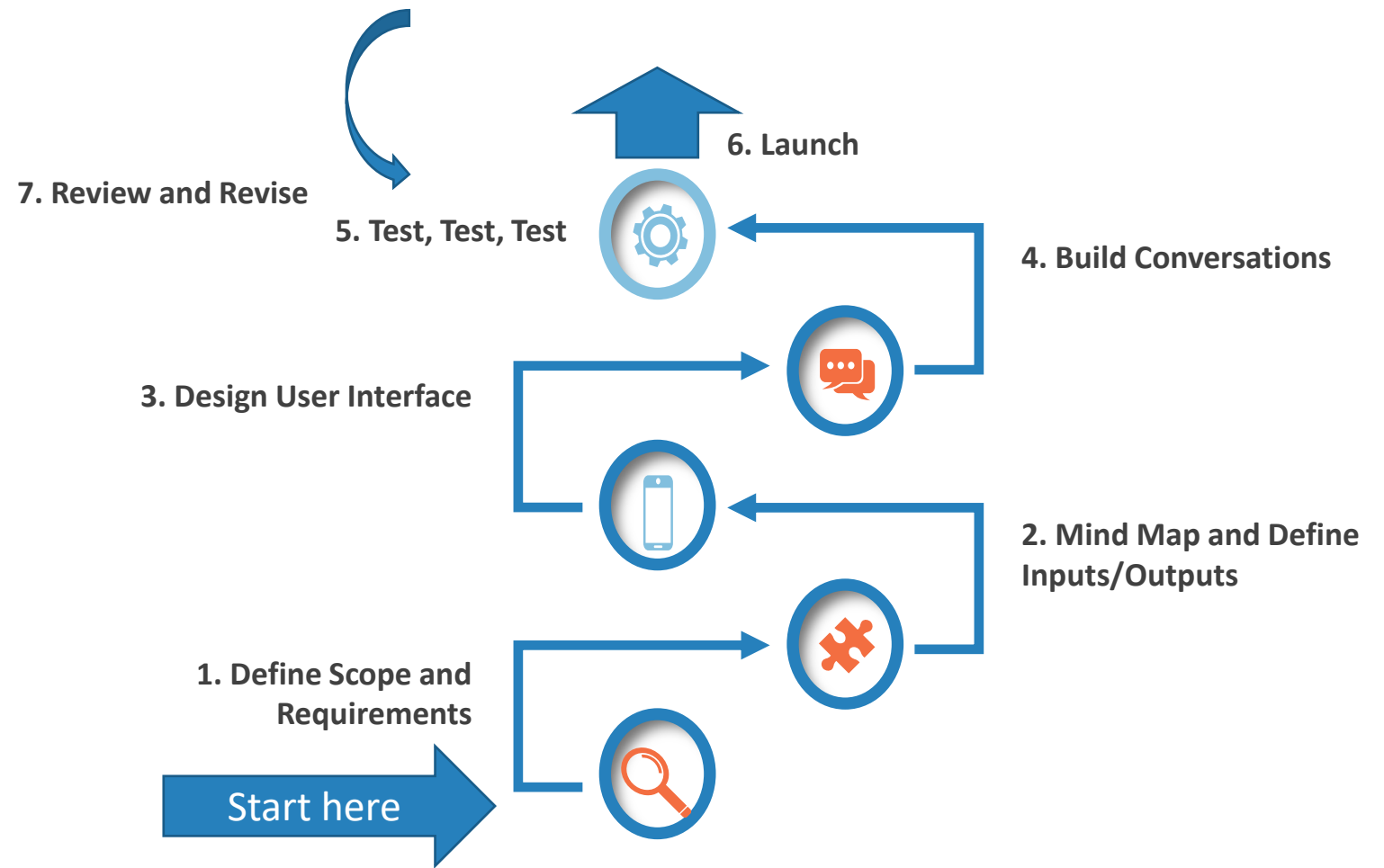
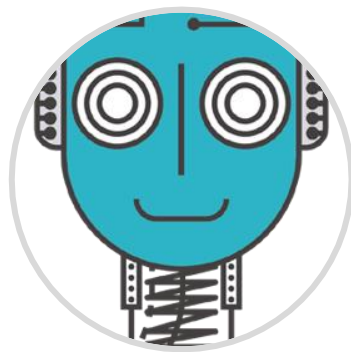
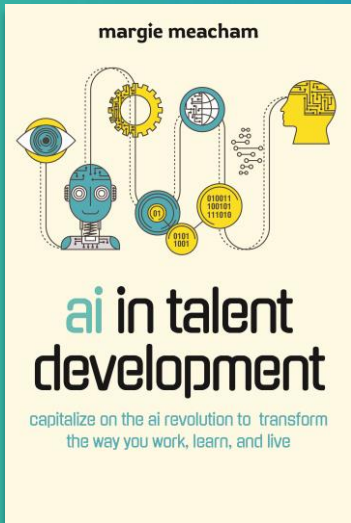
Queen Bee

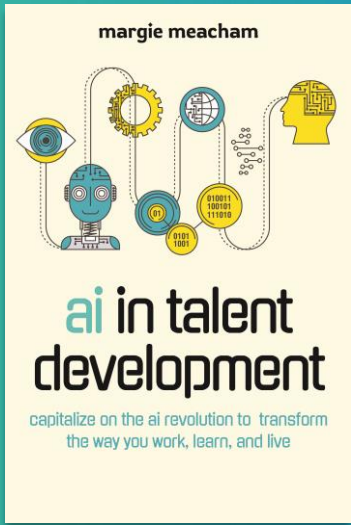
You are in the presence of royalty. I have granted you an audience so that you can learn more about me, my people, and why bees around the world are dying. What do you wish to know?



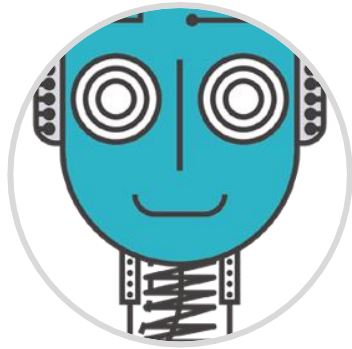
We're building a bot that ...

- **Presents** a consistent “personality” to increase engagement and retention
- **Responds** learner questions about the subject to create a learner-centric path through the content
- **Challenges** the learner with fact-based and reflective questions to deepen the learner experience
- **Recommends** additional resources based on the interests of the learner
- **Integrates** with your LMS to provide meaningful data on learner behavior throughout the course



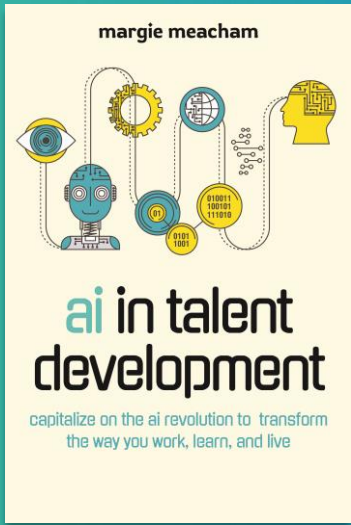


Define Scope and Requirements

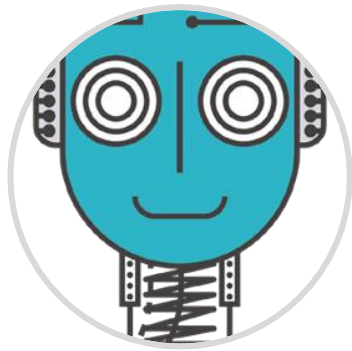


At Learningtogo, we ask three simple questions to start the planning process:

- What problem are you trying to solve?
- Do you know the cause of the problem?
- How could a chatbot help you solve this problem?



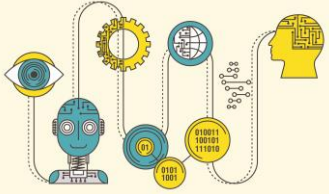
Step 2: Map the Conversation



Your bot can:

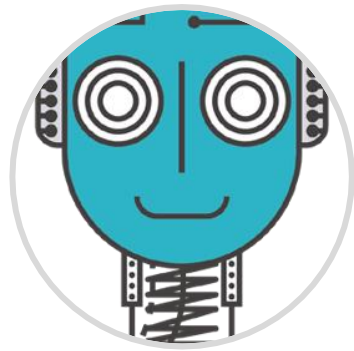
- Answer questions from the learner
- Ask questions to reinforce content or assess understanding
- Collect and report on learner responses
- Direct learners to web pages or source documents/images/videos

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AI Minion



Albert



Alberta



Alicia



Ava



Clara



Jason



John



Jordan



Juji



Kai

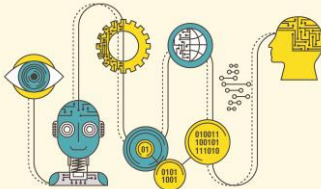


Kaya



3. Choose a Persona

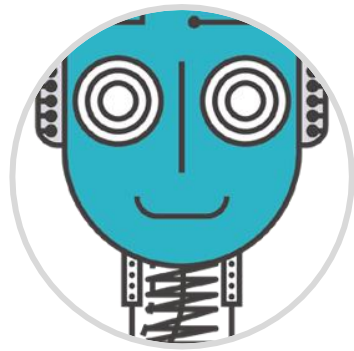
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4. Give your bot a name, a bio, and upload an image




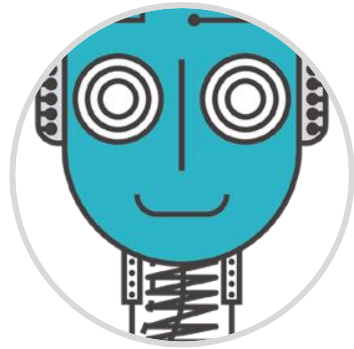
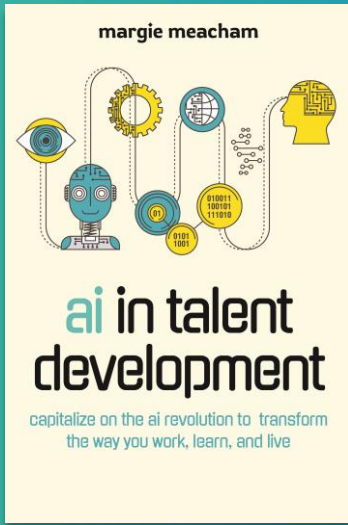


Upload image

Enter AI Helper Name

Enter AI Helper Bio

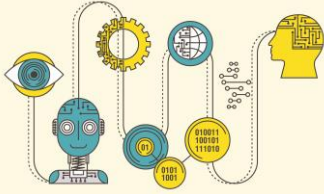




5. Test, Test, Test

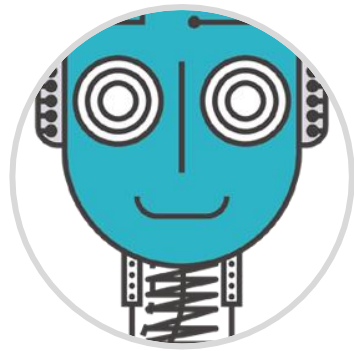
- **Understanding:** Does your chatbot understand any kind of user input — curse words, small talk, idioms, emojis...?
- **Answering:** Are answers context-relevant and accurate enough?
- **Navigation:** Is navigation intuitive enough for a first-time user?
- **Personality:** Does its tone suit your audience and the nature of the ongoing conversation?
- **Intelligence:** Does your chatbot “remember” certain details, key information that the user has provided throughout the conversation (if necessary)?
- **Error/Exception Response:** How does your chatbot handle errors and exceptions?
- **Content Delivery:** Do all the links provided by the bot work? Are they relevant to the conversation?

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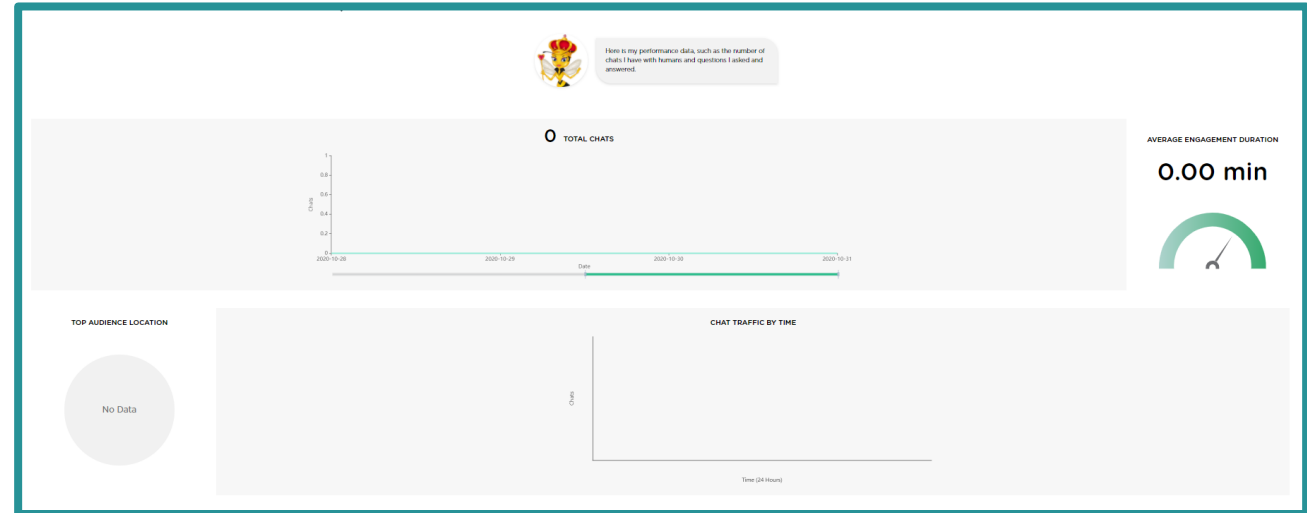


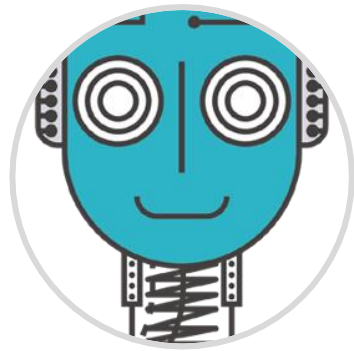
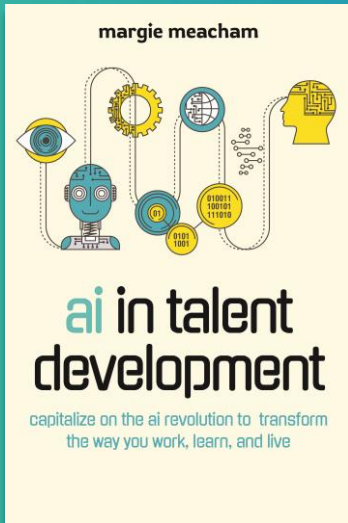
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Reports

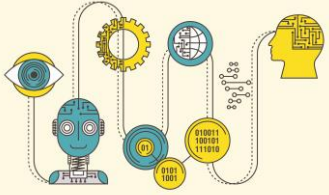




Next Steps

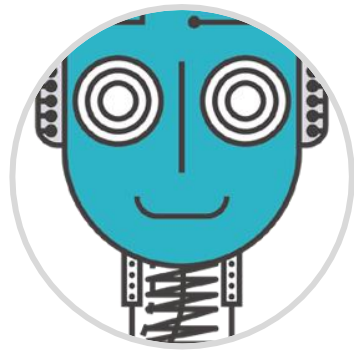
- **Communication:** How will you announce the bot to your learners and stakeholders?
- **Change Management:** Do learners need to do something differently to engage the bot?
- **Pilot:** Is there a representative group that serve as the pilot audience before wider distribution?
- **Measurement:** What data are you collecting on the back end?
- **Review:** How often will you *review, revise, and test* again?

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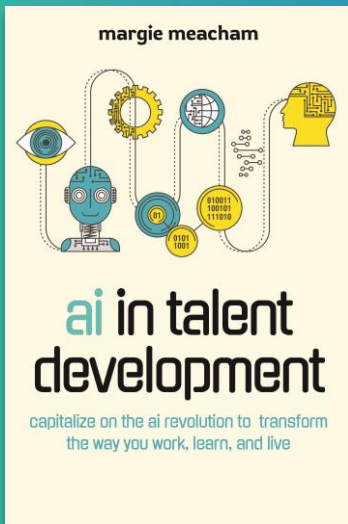


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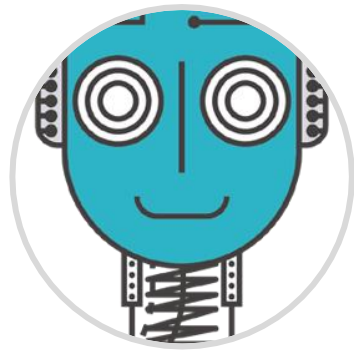
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Questions?



Resources



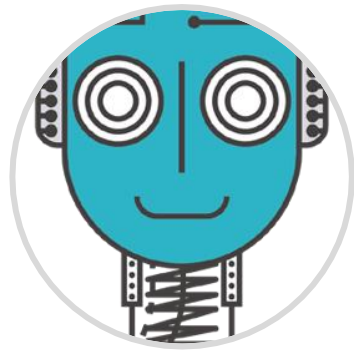
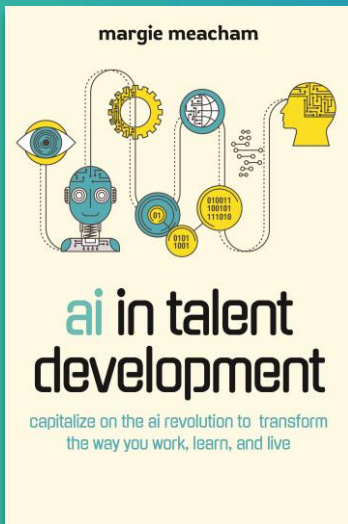
For more information:

Enhancing the Classroom with Chatbots: <https://snatchbot.me/education>

AI in Talent Development: Capitalize on the AI Revolution to Transform the Way You Work, Learn, and Live: <https://tinyurl.com/yyjby35x>

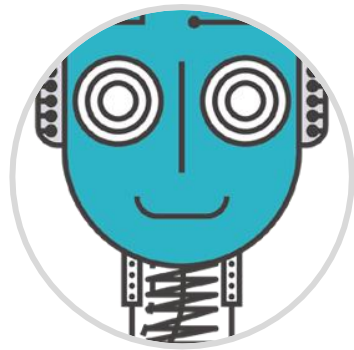
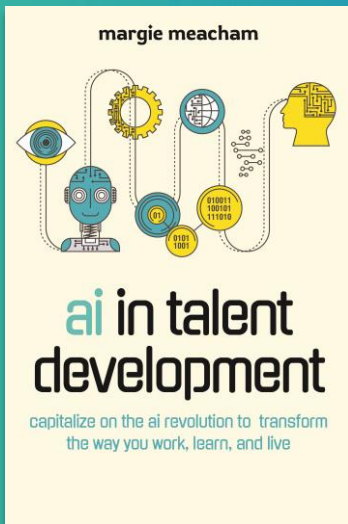
The 9 Best Chatbots of 2020: <https://www.userlike.com/en/blog/best-chatbots>

New employee onboarding bot: Margie@learningtogo.info



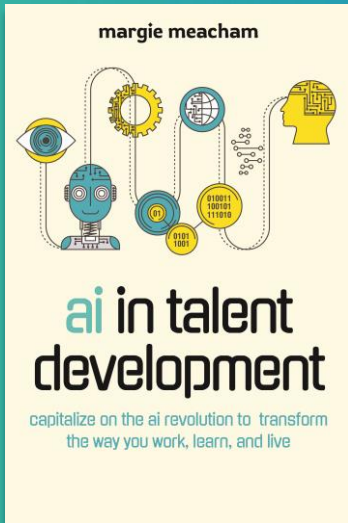
Resources

Tool	URL
Amazon Lex	https://aws.amazon.com/lex/
BotFramework	https://dev.botframework.com
Botkit	https://botkit.ai/
Botsify	https://botsify.com/
Collect.chat	https://collect.chat
Dialogflow	www.dialogflow.com
FB Messenger 1	https://messengerdevelopers.com/
FB Messenger 2	https://manychat.com/
FB Messenger 3	https://mobilemonkey.com/
FB Messenger 4	https://chatfuel.com/



Resources

Tool	URL
Flow XO	https://flowxo.com/
IBM Watson	https://www.ibm.com/cloud/watson-assistant/
Imperson	http://imperson.com/
ManyChat	https://manychat.com/
Meya.AI	https://www.meya.ai/
Octane.AI	https://octaneai.com/
Pandorabots	https://home.pandorabots.com
QnAMaker	https://www.qnamaker.ai/
Reply.AI	https://www.reply.ai/
Snatchbot	https://snatchbot.me
Wit.ai	https://wit.ai/



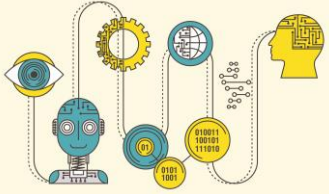
Website: www.learningtogo.info

Twitter: @margiemeacham
Margie@learningtogo.info

Let's get in touch!

Ask about our educational chatbot service. Let us help you plan, design, build, implement, and evolve your next conversational AI.

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