Transform Data into Intelligent Action

CLAUDIO MIRTI
PRINCIPAL SOLUTION SPECIALIST – DATA & AI

Microsoft

#bigdata

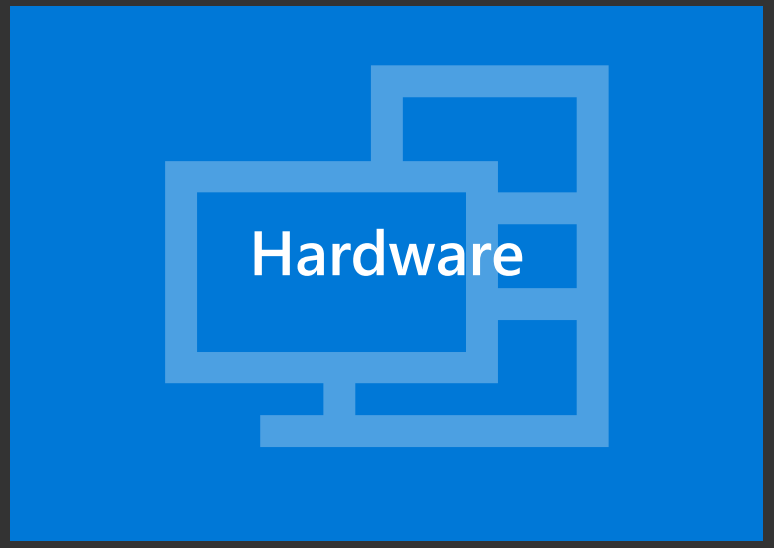
#advancedanalytics

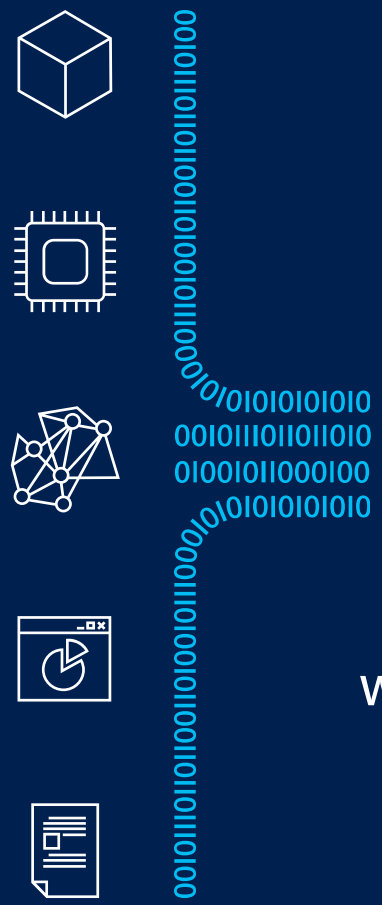
#machinelearning

#internetofthings

#artificialintelligence

The future of analytics





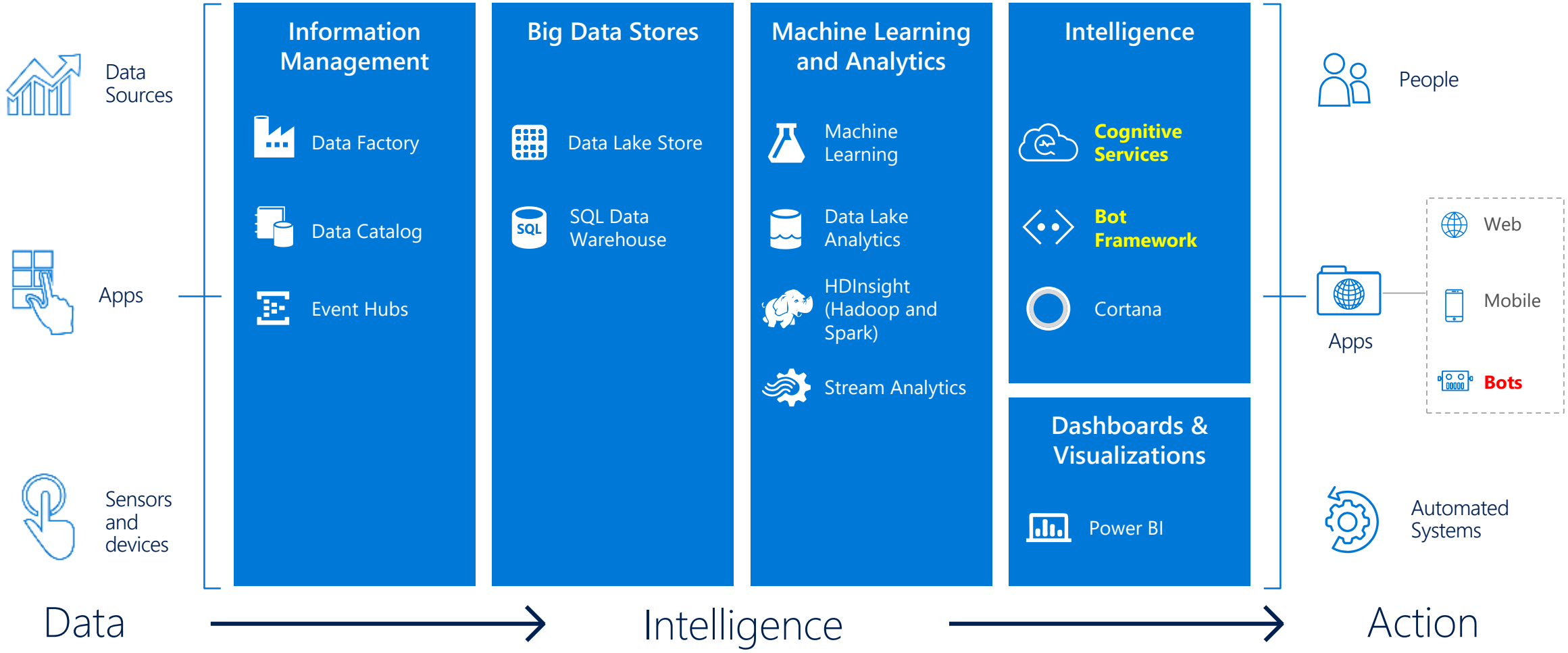
Intelligent action

What happened? **Why did it** happen? **What will** happen? **Wh**

Accelerating the speed of business

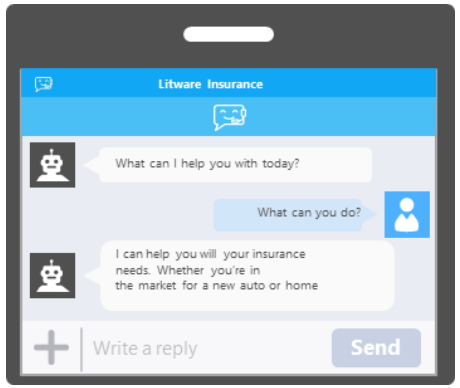
Artificial Intelligence is already there…

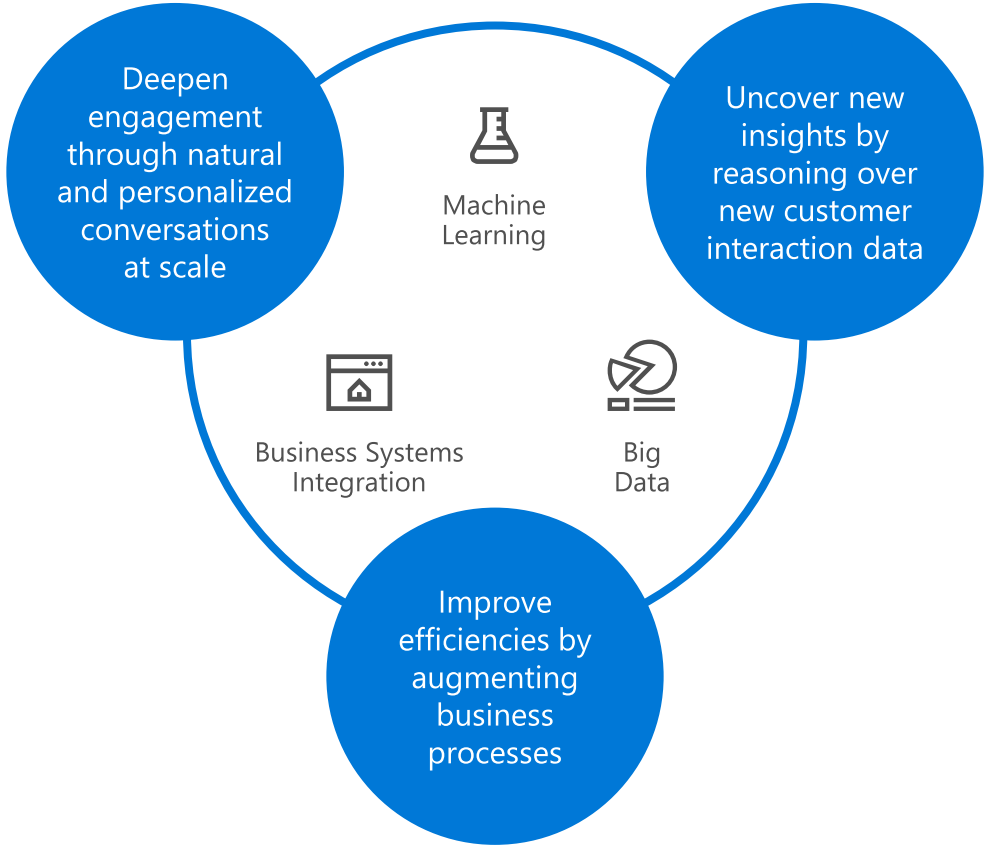
Cortana Intelligence Suite



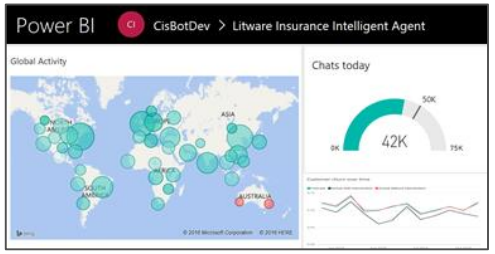
Reach user where they are

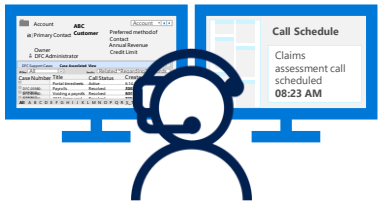
CUSTOMER



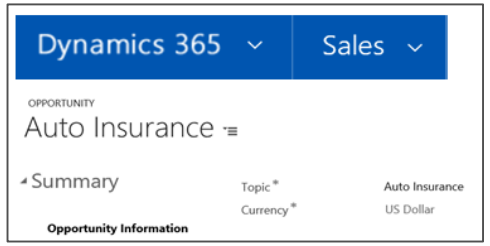


VP OF OPERATIONS





CONTACT CENTER AGENT



How do I transform data into intelligent action?

Chatbot – a new ecosystem centered around conversation

Meet Yvette

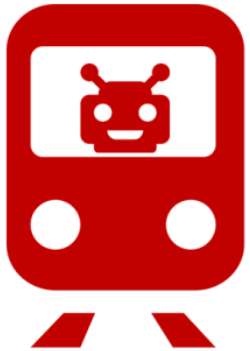
Name: Yvette Michel

Jahre: 70

Zivilstand: verheiratet

Hobbies: Lesen, Reisen, Nähen und Stricken

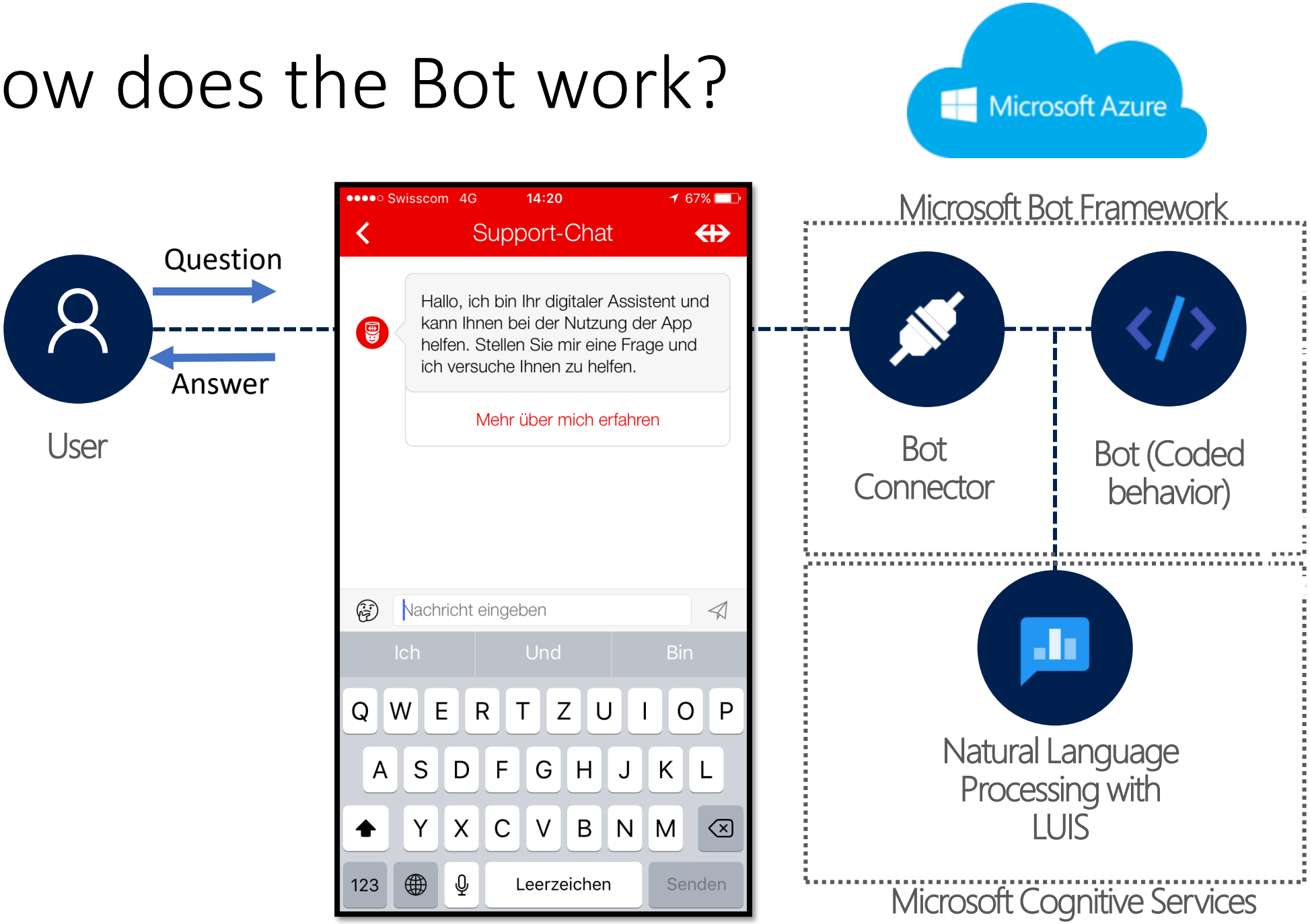
Use Cases



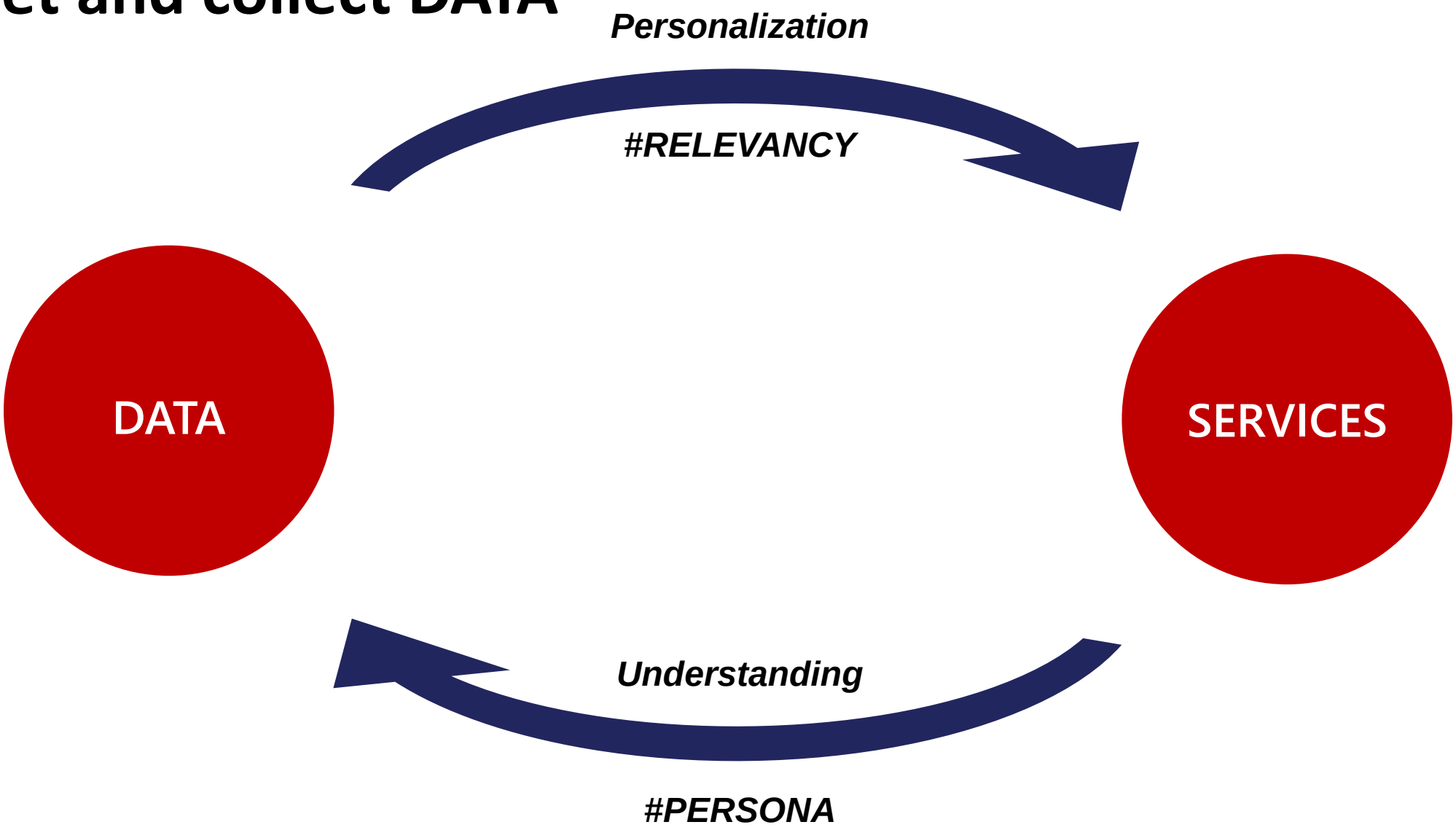
Chatbot

Request Help	I need help / support for a problem
Ask Information	I need more information about services / products
Get Inspiration	inspire me and give me some advice for excursion / activities
Order Product	I want to order a product / service
Check Connection	I want to find a connection

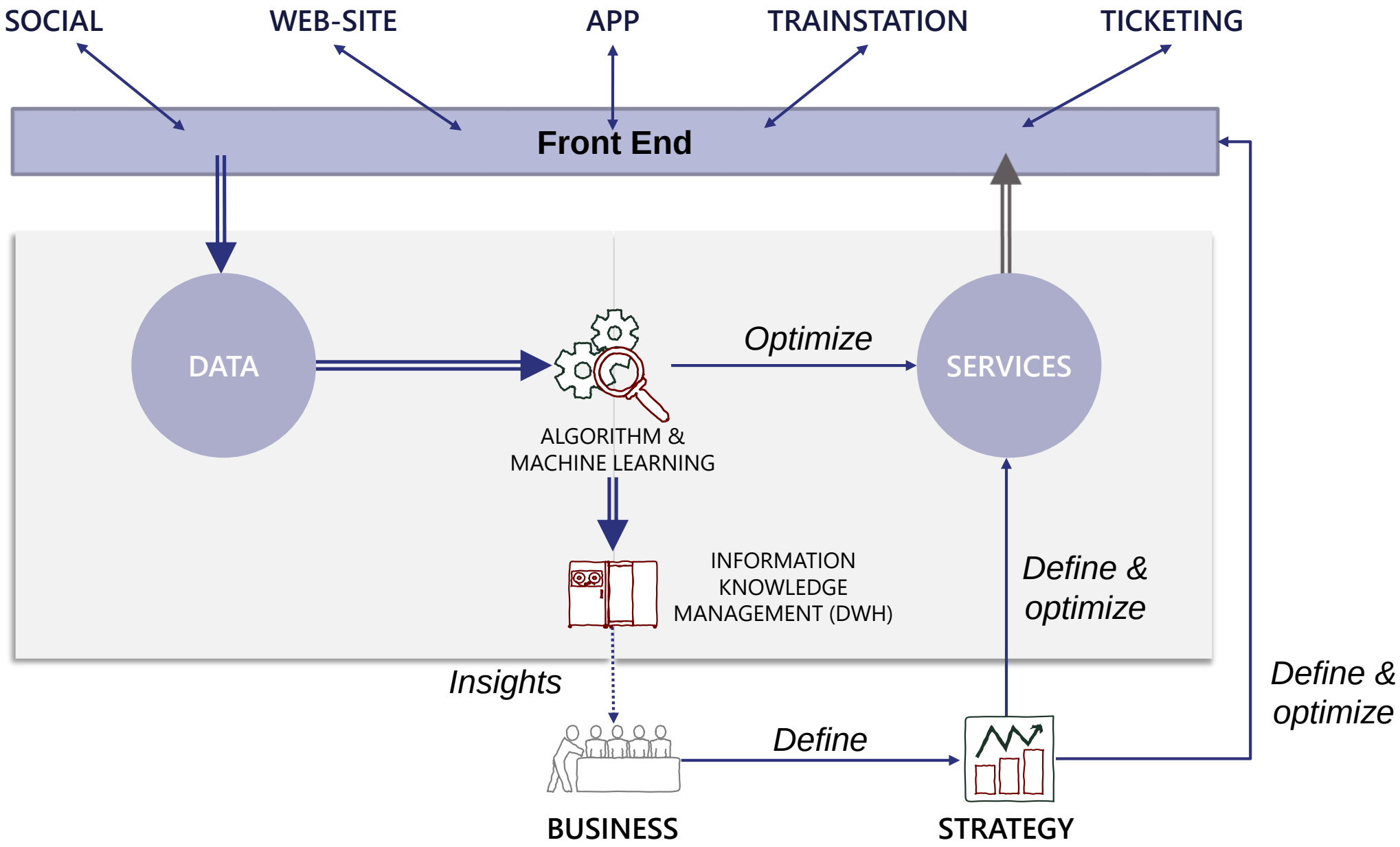
How does the Bot work?



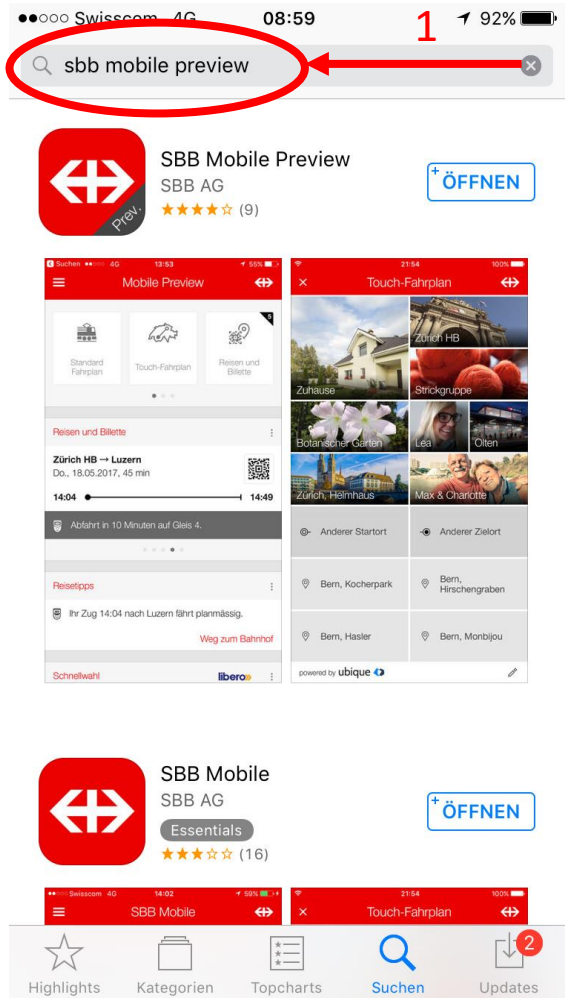
Get and collect DATA

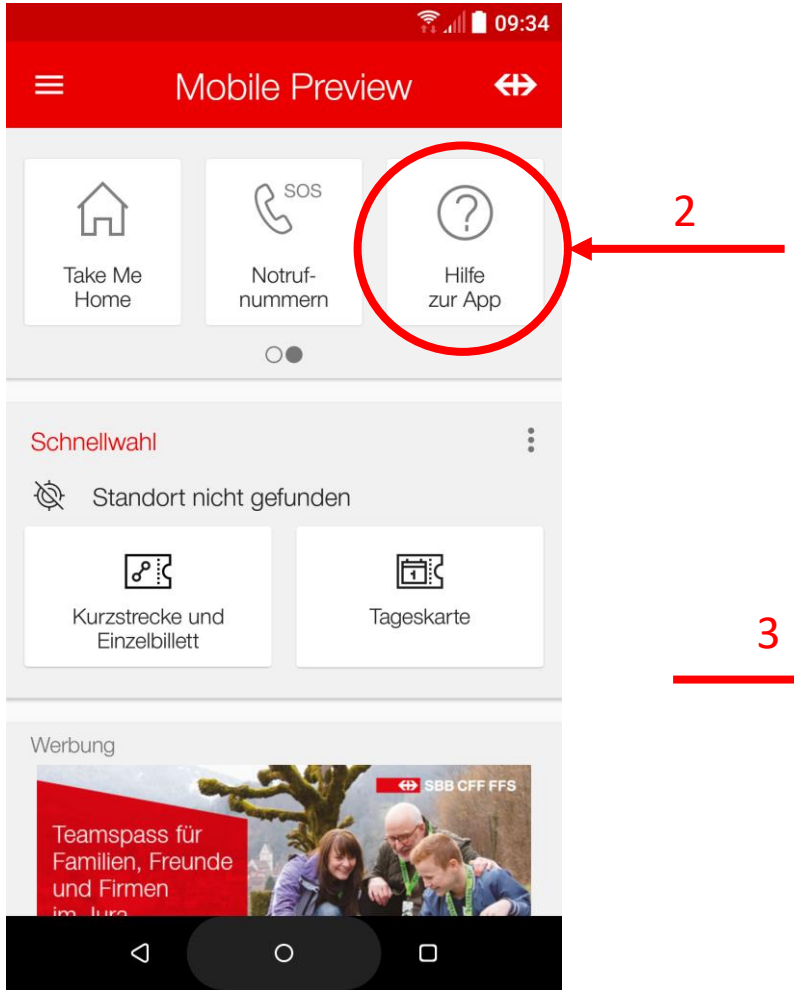


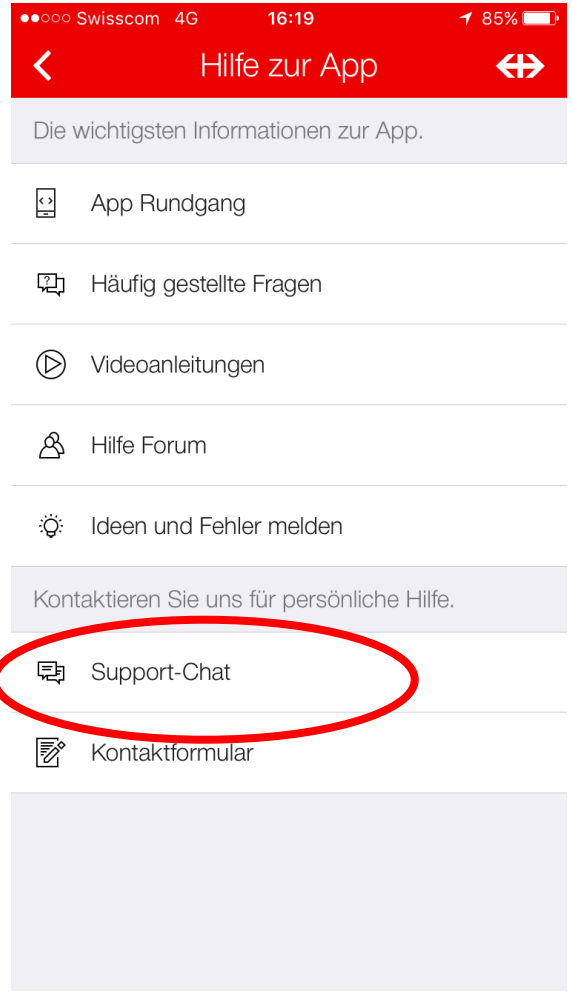
The Digital Data Platform



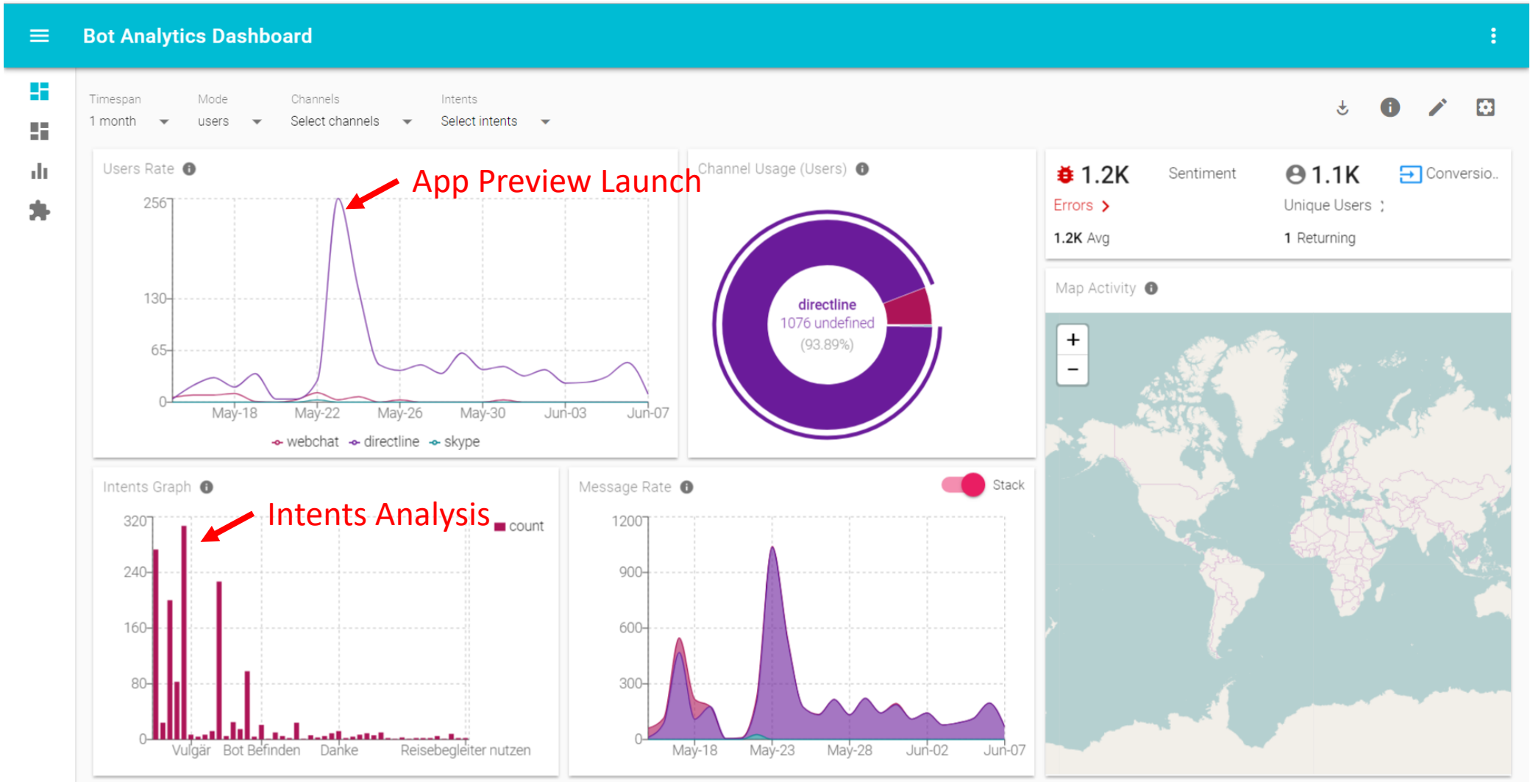
How to find SBB Support-Chat on SBB Mobile Preview







How is the Support-Chat doing?



My apps | My keys | Docs | Pricing | Support | About

SBB Support Bot

Version: 0.1

Settings

Dashboard

Intents

Entities

Features

Train & Test

Publish App

← Back to App list

Overview

Facts & statistics about the app's data and the received endpoint hits at any period of time ... Learn more

Dashboard | Suggested utterances

Suggest utterances for : Startseite anpassen

Save | Discard | Delete | Reassign Intent

Labels view (Ctrl+E): Entities

Search in utterances ...

Utterance text	Suggested Intent
einrichten zahlunhdkonto	0.61 None
storno	0.77 None
guete morge	0.7 None
ich möchte wählen via	0.67 Verbindungsabfrage
kann ich ein sparbillett erstatten ?	0.97 Ticket stornieren u...
wo finde ich die sprach eingabe ?	0.98 Voice-Fahrplan
[$Ticketart] wird bei kontrolle nicht aus der apo erkannt ! ?	0.82 Swiss Pass Verknü...

Microsoft Bot Framework

Conversation as a Platform

Microsoft

https://qnamaker.ai/

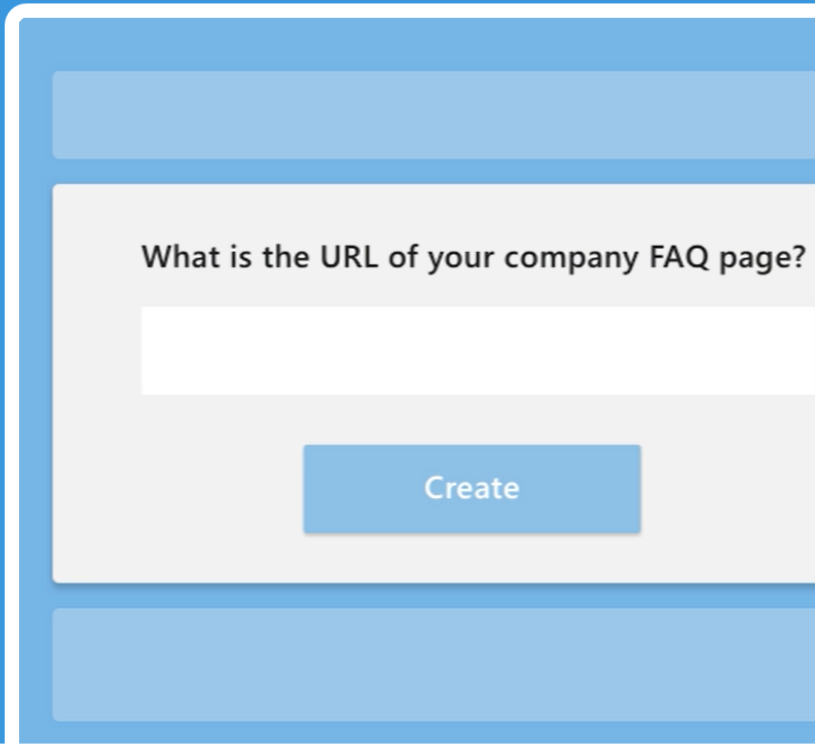
QnA Maker
PREVIEW

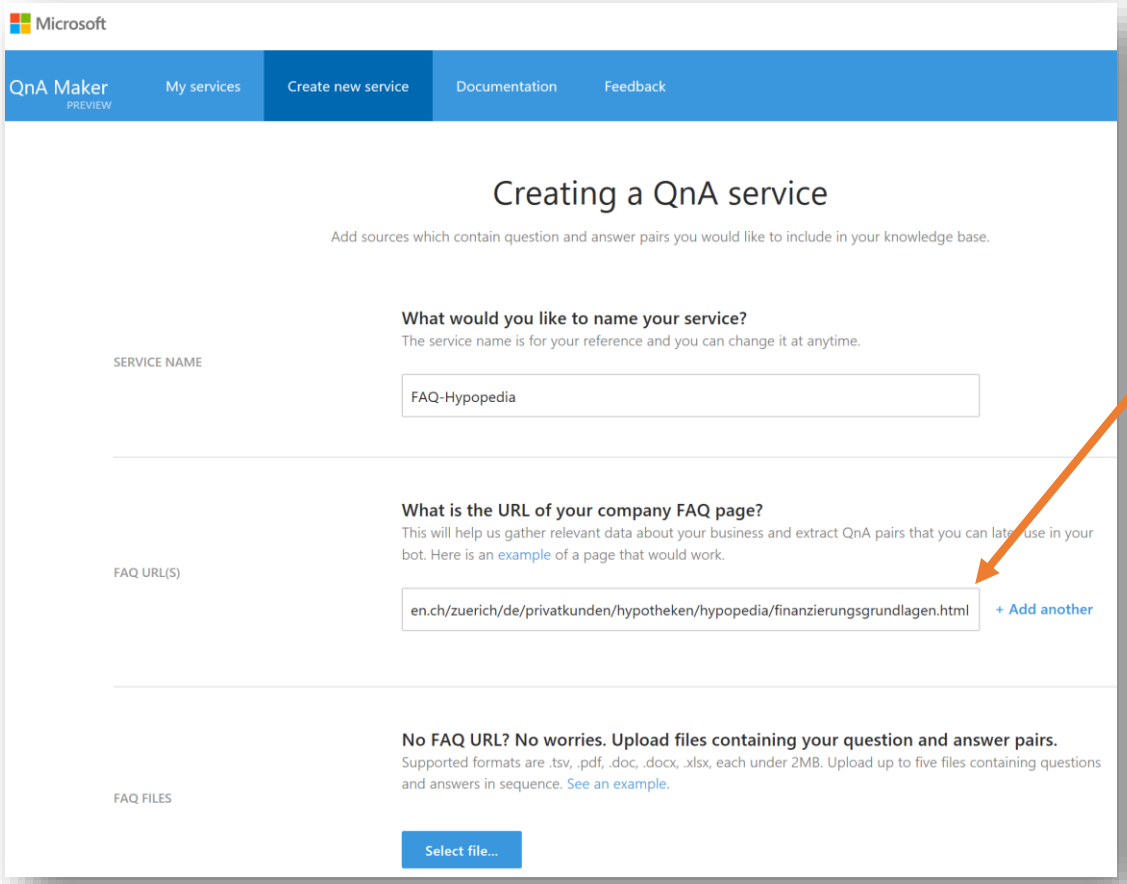
My services | Create new service | Documentation | Feedback

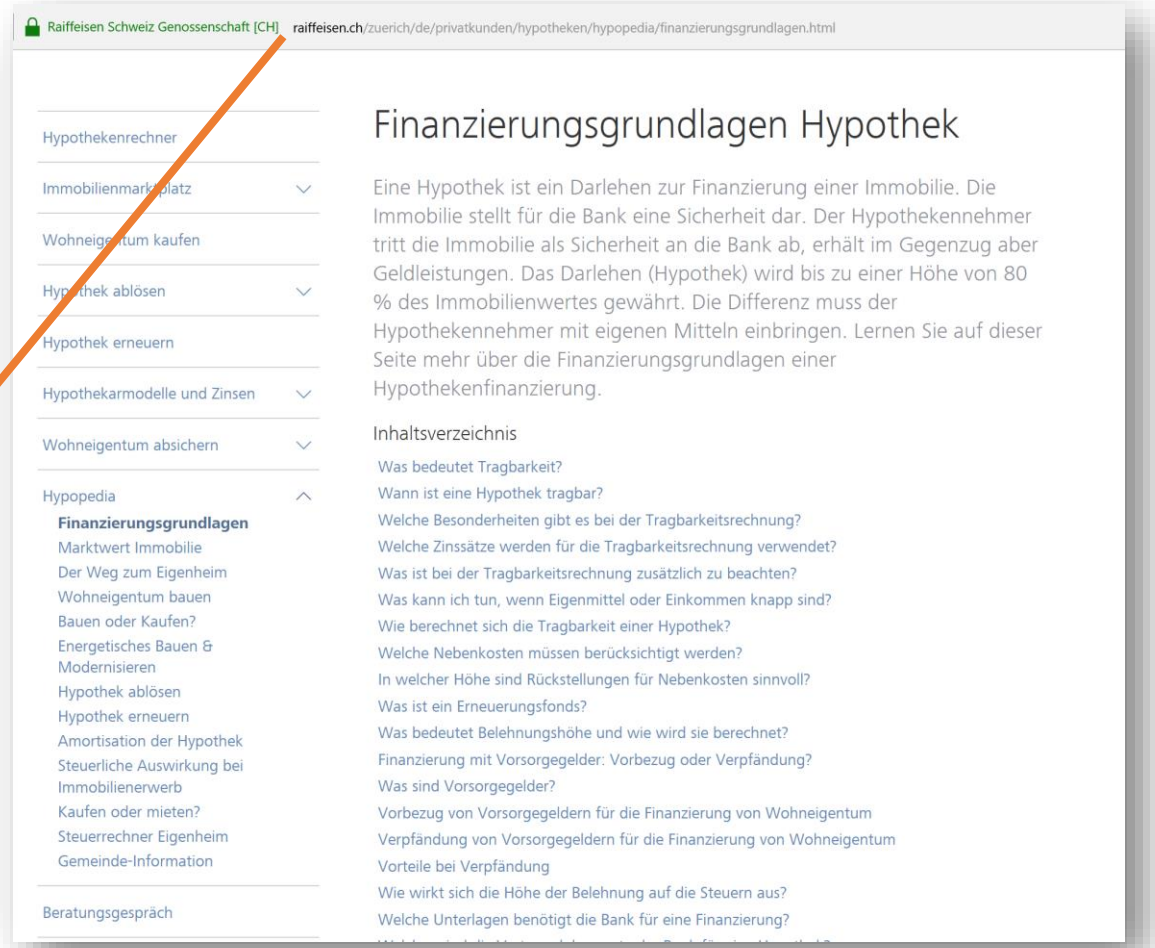
From FAQ to Bot in minutes.

Build, train and publish a simple question and answer bot based on FAQ URLs, structured documents or editorial content in minutes.

GET STARTED >







Example: https://www.raiffeisen.ch/zuerich/de/privatkunden/hypotheken/hypopedia/finanzierungsgrundlagen.html

Microsoft

QnA Maker PREVIEW | My services | Create new service | Documentation | Feedback

FAQ-Hypopedia

Download Knowledge Base | Replace Knowledge Base

Save and retrain

Retrained a few seconds ago

Publish

- Knowledge Base
- Test
- Settings

KNOWLEDGE BASE | 20 QnA pairs

+ Add new QnA pair

	Question	Answer
	Original source: Editorial	
1	Hi	Hello
	Original source: https://www.raiffeisen.ch/zuerich/de/privatkunden/hypotheken/hypopedia/finanzierungsgrundlagen.html	
1	Was bedeutet Tragbarkeit?	Die Tragbarkeit zeigt Ihnen, ob - insbesondere bezogen auf Ihr Einkommen - die finanziellen Voraussetzungen zur Deckung der laufenden Gesamtkosten für Ihr Eigenheim gegeben sind.
2	Wann ist eine Hypothek tragbar?	Eine Hypothek ist dann tragbar, wenn Ihre gesamten Wohnkosten nicht mehr als ein Drittel Ihres Einkommens betragen. Zudem müssen sie mindestens 20 % Eigenkapital in die Finanzierung einbringen.
3	Welche Besonderheiten gibt es bei der Tragbarkeitsrechnung?	\n\nDie Besonderheit der Tragbarkeitsberechnung besteht darin, dass für die Ermittlung Ihrer laufenden Hypothekenkosten nicht etwa die aktuellen und tatsächlichen Zinsen angesetzt werden, sondern vielmehr mit langjährig durchschnittlichen (also kalkulatorischen) Zinsen gerechnet wird. \n\nSomit ist sichergestellt, dass Ihre Finanzierung auch dann noch tragbar für Sie ist, wenn die Zinsen wieder auf ein höheres Niveau steigen. \n
4	Welche Zinssätze werden für die Tragbarkeitsrechnung verwendet?	Es werden nicht die aktuellen [Zinssätze für Hypotheken](/zuerich/de/privatkunden/hypotheken/modelle/hypothekenzinsen.html "Zu den Hypothekenzinssätzen wechseln") verwendet, sondern vielmehr wird mit langjährig durchschnittlichen (also kalkulatorischen) Zinsen gerechnet.
5	Was ist bei der Tragbarkeitsrechnung zusätzlich zu beachten?	Abschliessend sollten Sie wissen, dass neben den Hypothekarzinsen auch die Rückzahlungen (Amortisation) für die zweite Hypothek, sowie die Rückstellungen für Nebenkosten, Reparaturen oder Renovationen ebenfalls in die Tragbarkeitsrechnung einbezogen werden.

Microsoft

QnA Maker
PREVIEW

My services | Create new service | Documentation | Feedback

FAQ-Hypopedia

Download Knowledge Base | Replace Knowledge Base

Save and retrain

Retrained a minute ago

Publish

- Knowledge Base
- Test
- Settings

TEST

Chat

Hi! I'm FAQ-Hypopedia. Say "hi" if you'd like to chat.

FAQ-Hypopedia · Now

hi

You · Now

Hello

FAQ-Hypopedia · Now

Thema Nebenkosten

You · Now

Neben- und Unterhaltskosten sind die Kosten für Energie, Wasser, Versicherungen, Gartenunterhalt, Reparaturen sowie den Ersatz von Geräten. Wohneigentümern und Hausbesitzern empfehlen wir regelmässig Rückstellungen zu bilden, damit auch unvorhergesehene Reparaturen jederzeit ausgeführt werden können.

FAQ-Hypopedia · Now

Download chat logs | Upload chat logs

Choose the most appropriate answer from these alternatives.

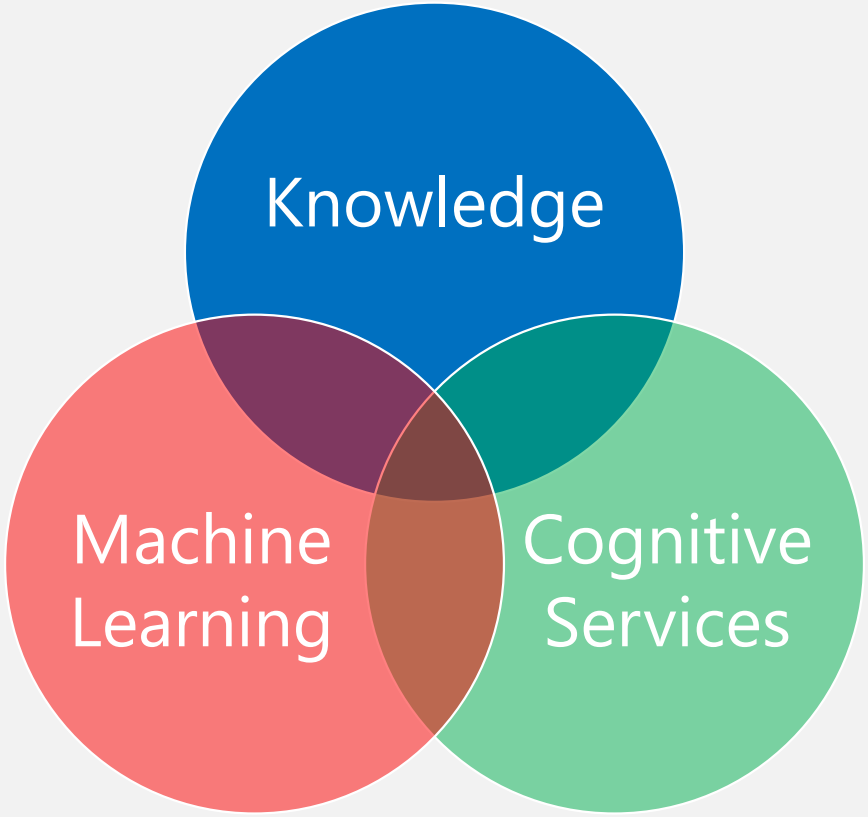
- Neben- und Unterhaltskost...
- Je nach Alter und Zustand...
- None of the above

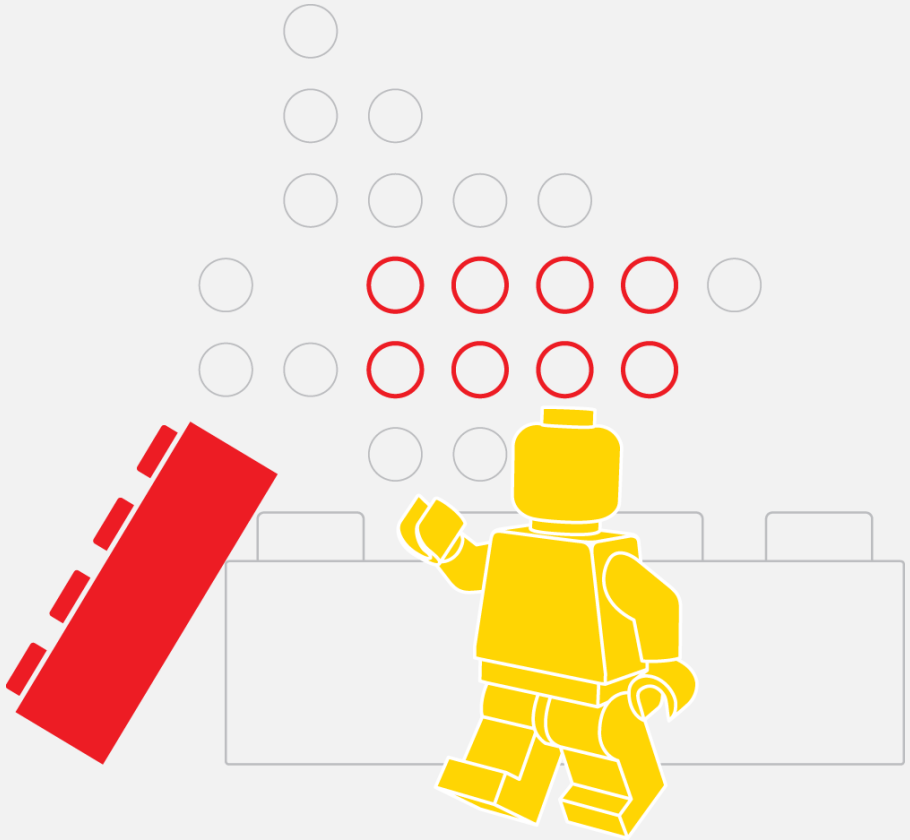
Provide multiple alternative phrasings to the question, to broaden the knowledge base.

Add alternative here +

Thema Nebenkosten ×

Building blocks for interaction





Microsoft Cognitive Services

Vision

Computer Vision

Category	People; 1 face
Adult / Racy?	False / True
Dominant colors	
Accent color	

Speech

Speech-to-Text and Text-to-Speech Service

Convert text to spoken audio

Convert spoken audio to text

Extract intent of user

Language

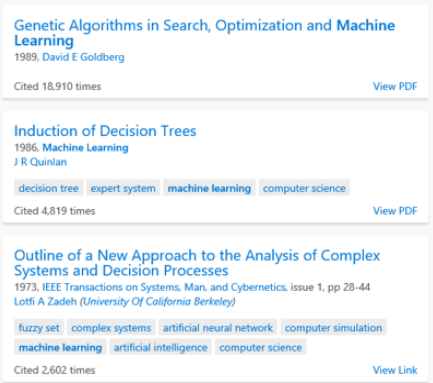
Natural Language Processing

```
Intent: PlayEpisode
Content: Daily Show
DateTime.date: today
```

Knowledge

Knowledge Exploration Service

Here are the top results:



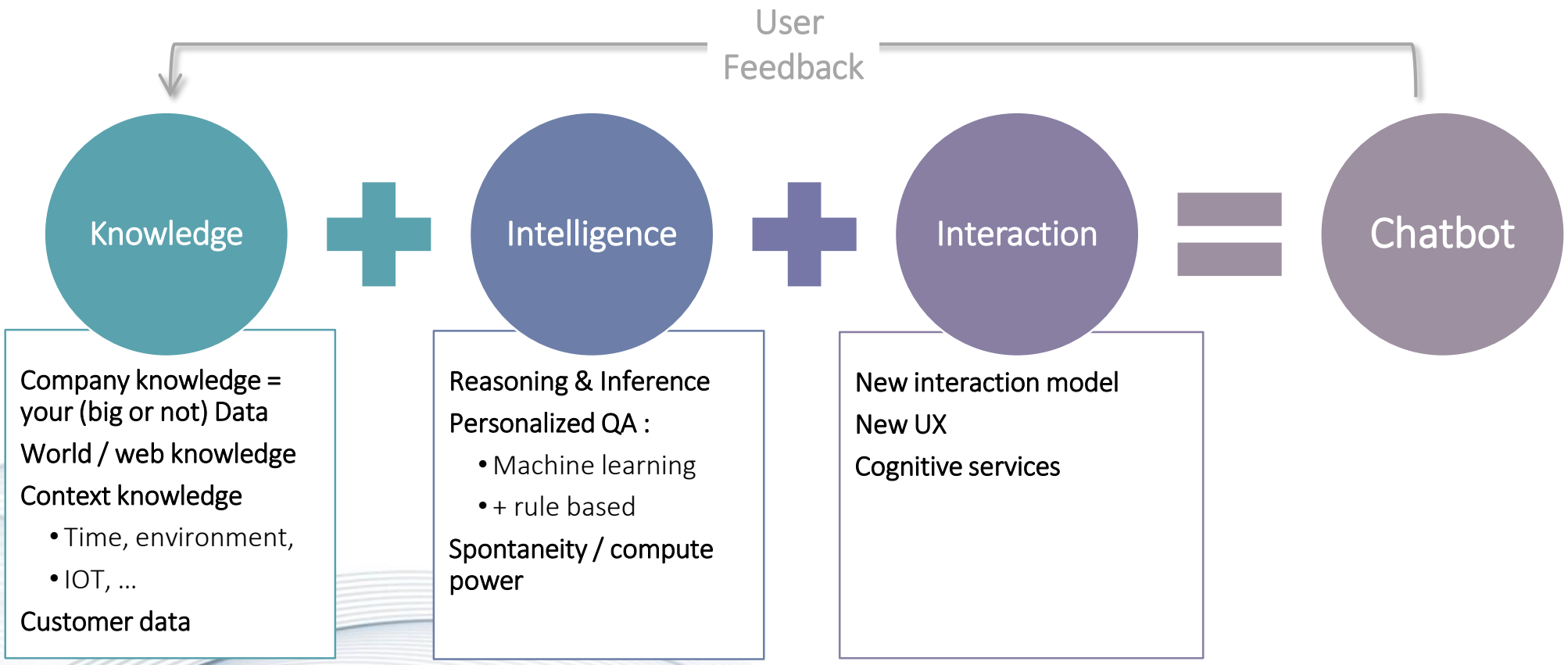
Search

Bing Search

Here is what I found:

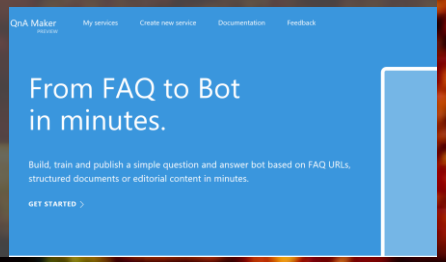
BOTS bridge the gap between apps and humans

Es braucht folgende Zutaten….



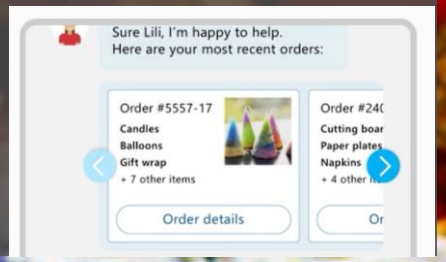
QnA Maker

https://qnamaker.ai/



Bot Framework

https://dev.botframework.com/



Language Understanding Intelligent Service

https://www.luis.ai/

12V DC
1.0A

Thank You

Claudio Mirti

Microsoft