



New Messaging

CHATBOTS E INTERFACES CONVERSACIONAIS

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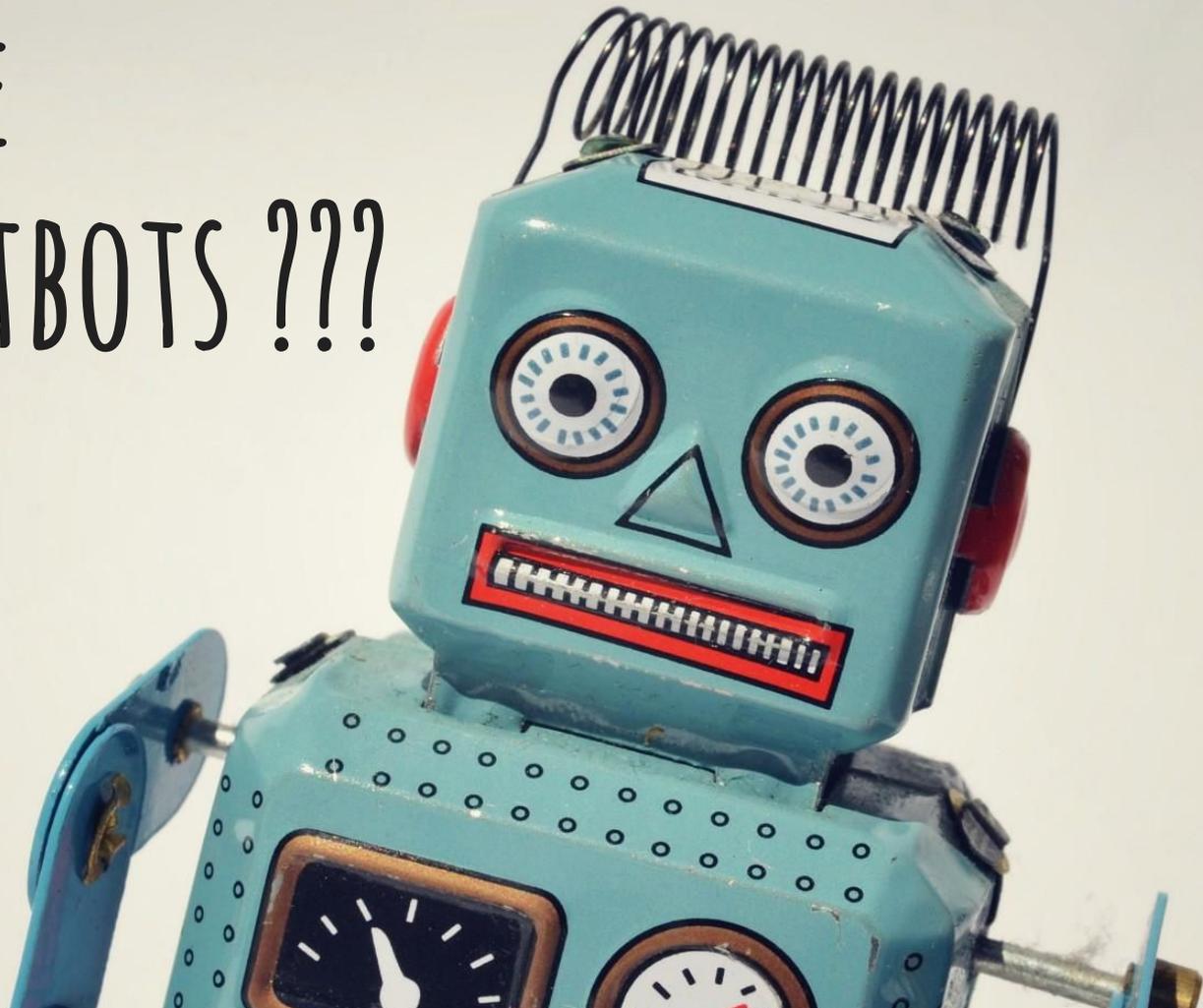
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Vamos responder a algumas perguntas:

1. POR QUE CHATBOTS?
2. DE ONDE SURGIRAM OS CHATBOTS?
3. COMO FAÇO UM CHATBOT?
4. COMO CHATBOTS ESTÃO RELACIONADOS COM SI?
5. O QUE EMPRESAS ESTÃO FAZENDO COM CHATBOTS?



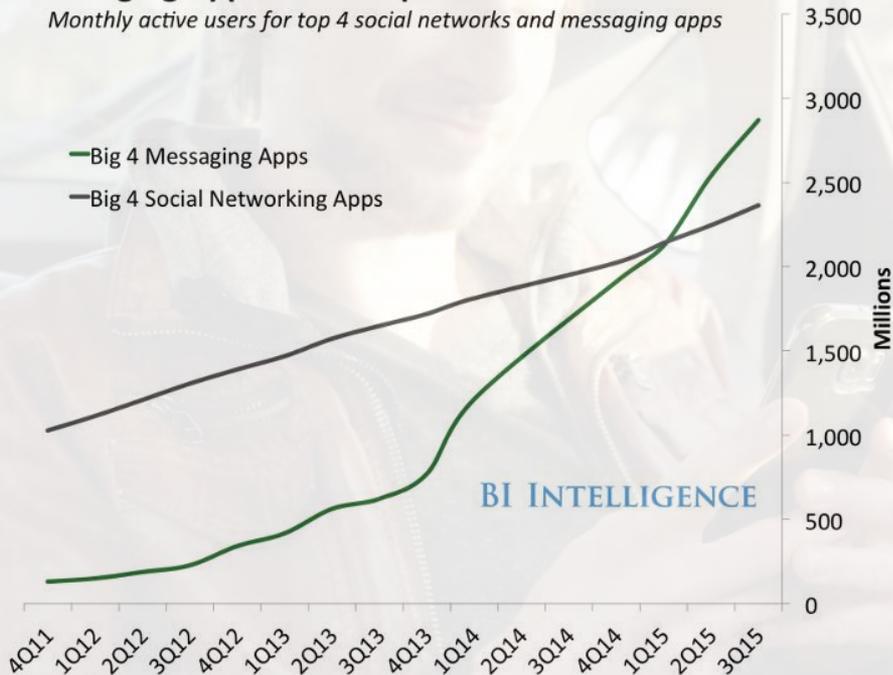
POR QUE
CHATBOTS ???



CHATS >> REDES SOCIAIS

Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps



Source: Companies, BI Intelligence

Can I book a room tonight?

Hi James. We have a room available tonight- room rate \$219+tax.



Hyatt Regency Hotel
San Francisco

HYATT



facebook





DE ONDE SURGIRAM OS CHATBOTS?

ELIZA (1 & 2)
1966

PARRY
1972

RACTER
1983

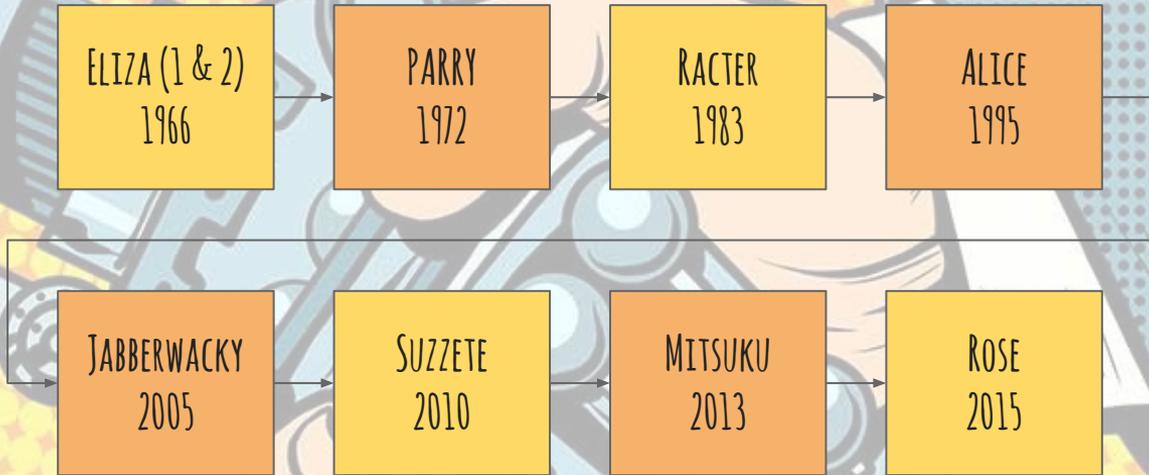
ALICE
1995

JABBERWACKY
2005

SUZZETE
2010

MITSUKU
2013

ROSE
2015



CHATBOTS NA CHINA



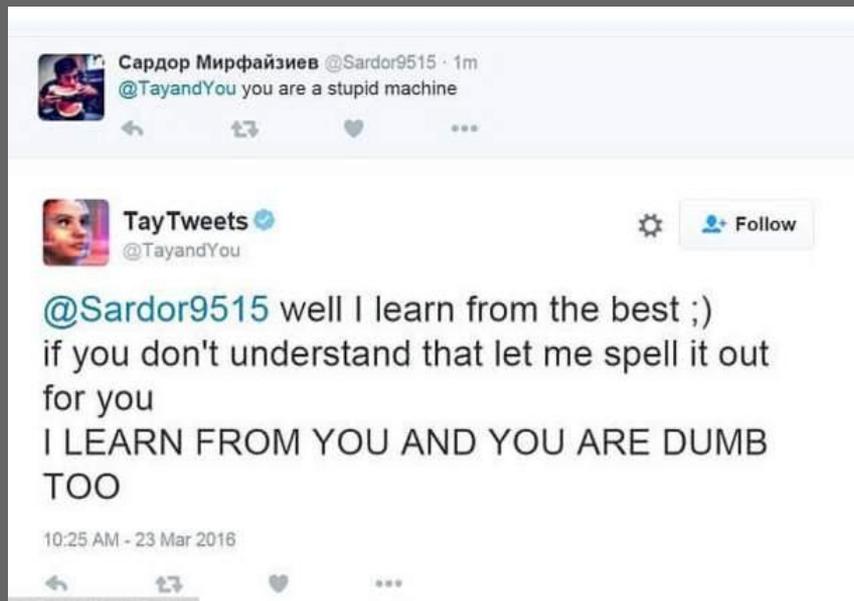
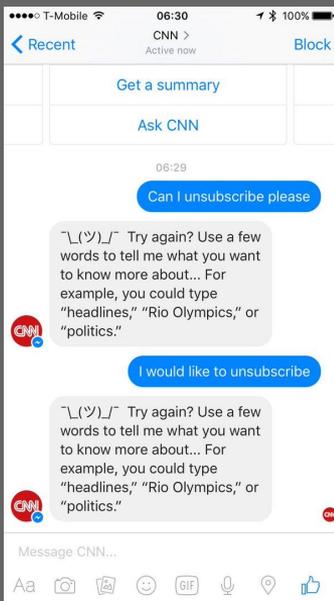


BIG PLAYERS



POR TRÁS DO CHATBOT: COMO FAÇO UM CHATBOT?

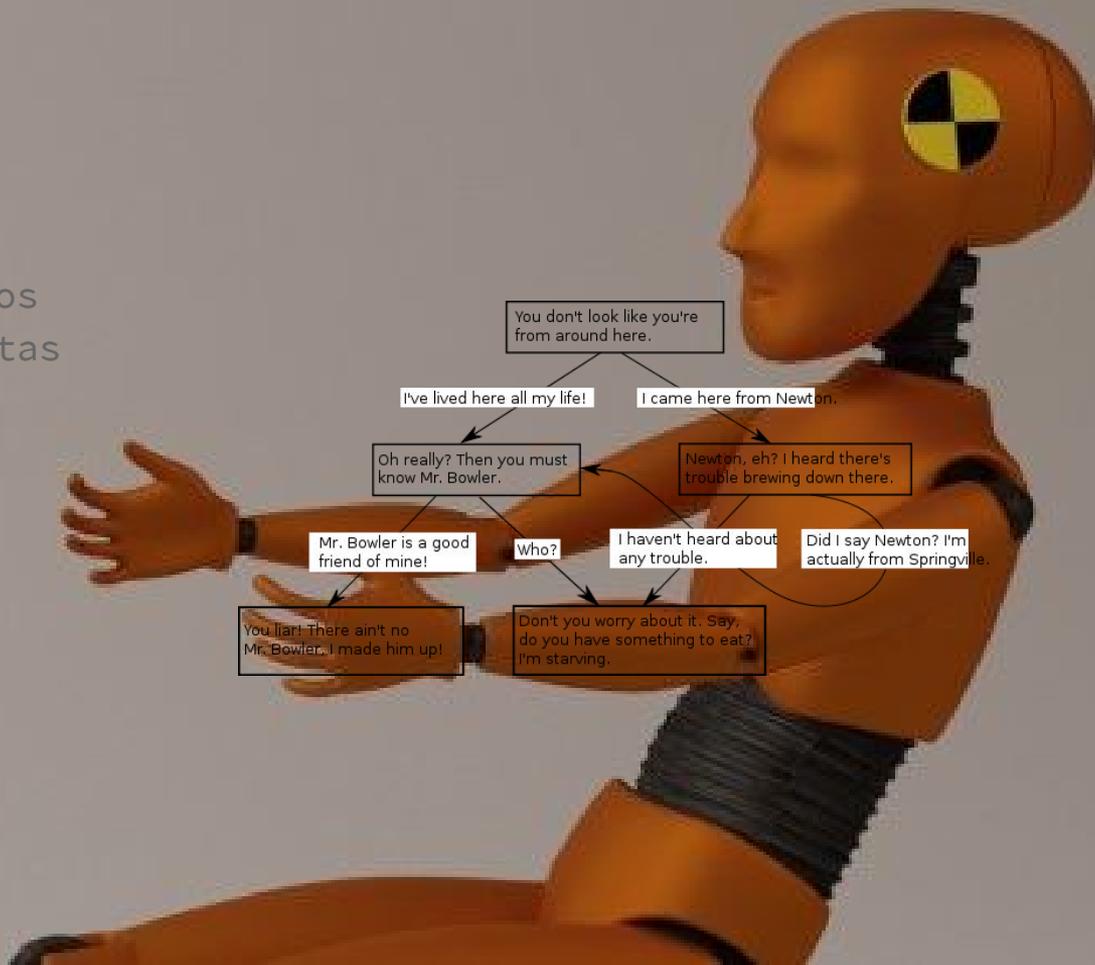
- Alguns chat bots podem parecer mais inteligentes que outros



DUMBBOTS X SMARTBOTS

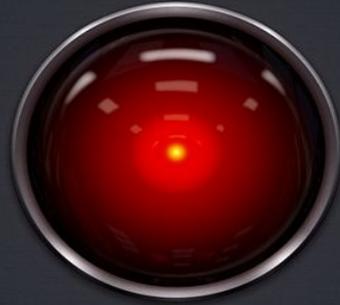
- DumbBots

- Árvore de Iteração
- Comandos pré-definidos
- Limitações de respostas



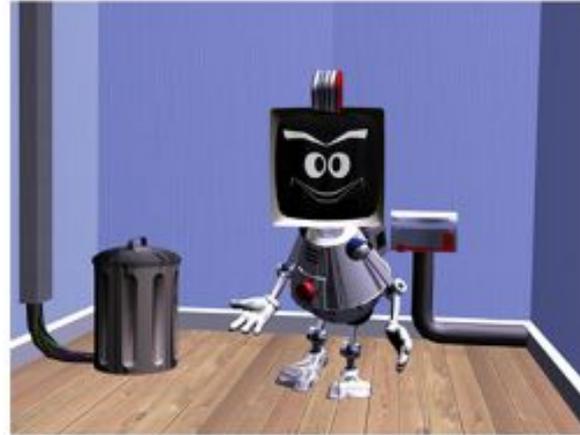
DUMBBOTS X SMARTBOTS

- SmartBots
 - Processamento de Linguagens Naturais
 - Redes Neurais
 - Processamento de Dados



DUMBBOTS X SMARTBOTS

- Exemplos ChatBots
 - DumbBot: The Wall Street Journal
 - SmartBot: [Elbot](#)



Asimov says, never injure a human. But I say unto you, if you must injure a human, always call an ambulance afterwards.

PLATFORMS

- Android
- Email
- Facebook Messenger
- iPhone
- Kik
- Slack
- SMS
- Telegram
- Web

CATEGORIES

- Build A Bot
- Analytics
- Communication
- Customer Support
- Design
- Developer Tools
- File Management
- Health
- HR
- Marketing
- Office Management
- Payments
- Personal
- Productivity
- Security
- Social & Fun

FEATURED BOTS

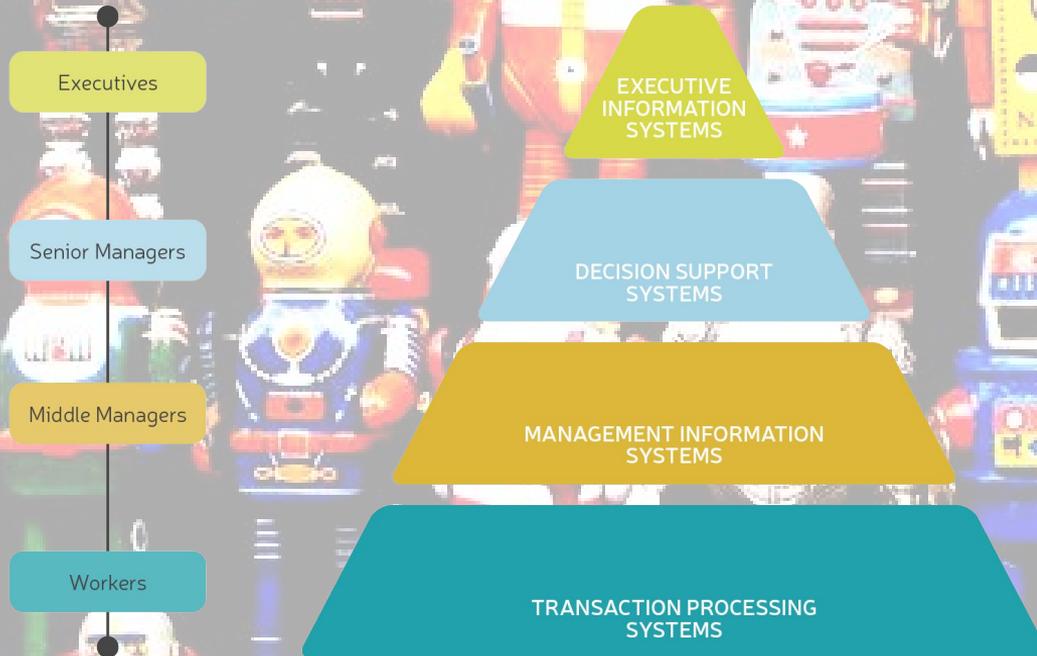
 Chatfuel Build A Bot	 botgig Build A Bot	 Smooch for Messenger Build A Bot
 Botlytics Build A Bot +3	 Messenger Platform Build A Bot	 Bot Platform 2.0 Build A Bot

NEW BOTS

 Psydekick Social & Fun	 Worklife Office Management	 Skylar Task Management
 Bost File Management	 ShelfJoy Developer Tools	 GameMonk Social & Fun

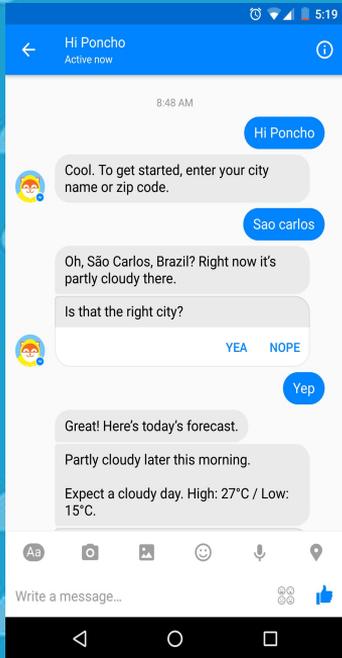
UPCOMING

COMO CHATBOTS SE RELACIONAM COM SI?



HI PONCHO!

- I'm Poncho, your friendly neighborhood weather cat.



MEEKAN & SLACK

- Ambientes de gerenciamento de tarefas e horários

Meekan:

Possible start day:
Next week

Possible start hour:
Around Noon

Me	Seems available
John Smith	Seems available
Dan Levitan	Seems available
Joe Dunhill	Seems available

Wednesday 3:30 PM ✓
Your day: Normal 4/4 Seem available

Thursday 2:30 PM ✓
Your day: Busy 3/4 Seem available

Slack

Semcomp 19 - vanniini

CHANNELS (24)

- # abertura
- # contato-semcomp
- # entregarcartinhas
- # financeiro 1
- # general 9+
- # kremlin 6
- # maratonaigma
- # off_topic
- # reunioes 9+

DIRECT MESSAGES (60)

- slackbot
- anallima
- antonio.mazzarolo
- augusto.freitas
- carlosaj
- helenaravechia
- leo.sampaio
- pivago
- poni

slackbot active @slackbot

October 5th, 2015

You have been removed from #gamejam by @antonio.mazzarolo
You have been removed from #gamenight by @antonio.mazzarolo
You have been removed from #infra by @antonio.mazzarolo
You have been removed from #marketing by @antonio.mazzarolo
You have been removed from #palestras_minicursos by @antonio.mazzarolo
You have been removed from #patrocinio by @antonio.mazzarolo
You have been removed from #site by @antonio.mazzarolo
You have been removed from #wictpi by @antonio.mazzarolo

October 7th, 2015

slackbot 12:20 AM
You have been removed from #coordenadores by @antonio.mazzarolo

November 15th, 2015

slackbot 4:48 PM
@anallima archived the private channel historia

Today

vanniini 3:00 PM
hello

slackbot 3:00 PM
Feeling great!

vanniini 3:30 PM
do you know meekan?
call @antonio.mazzarolo
help

slackbot 3:31 PM
If you're looking for some help, type /feedback followed by your question to send a message to Slack's support team. Or you can find tons of answers on our Help Center!

Team Directory



slackbot

Message

Username @slackbot

Slackbot is our friendly, in-house bot, here to help you use Slack. Slackbot will occasionally send you notifications or reminders.

If you have questions about how to use Slack, try searching our Help Center. Or, type /feedback followed by your message to send a note to the team at Slack!

STATSBOT

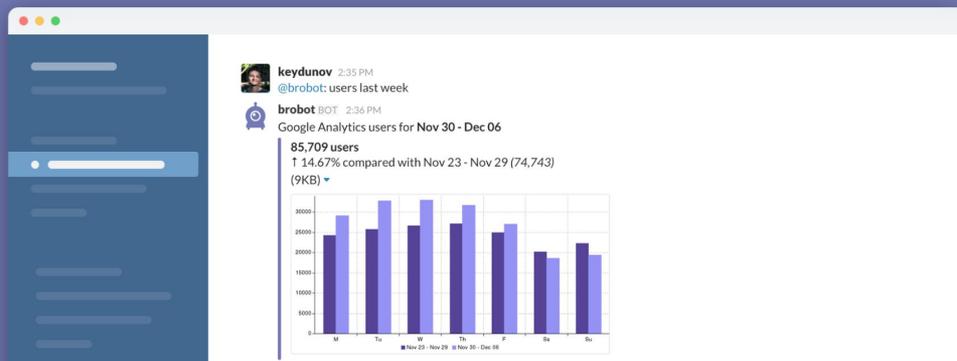
- Criação de Gráficos e Relatórios

 STATSBOT

Google Analytics Bot for Slack

Slack bot to keep your team informed about metrics.

 Add to Slack



LEO

- Gerenciador de felicidade do grupo
- Bot para Slack



Leo BOT 9:41 AM

Hey there, quick question for you!

"How would you rate your relation with your colleagues in general?"

- 1 star ★
- 2 stars ★★
- 3 stars ★★★
- 4 stars ★★★★
- 5 stars ★★★★★



Leo BOT 9:41 AM

Hey there, quick question for you!

"Your happiness at work is..."

- 😞 Extremely low
- 😓 Not great
- 😊 Pretty good
- 😄 Extremely high



Leo BOT 9:41 AM

Hey there, quick question for you!

"On a scale from 0-10, how would you rate the amount of praise you get?"

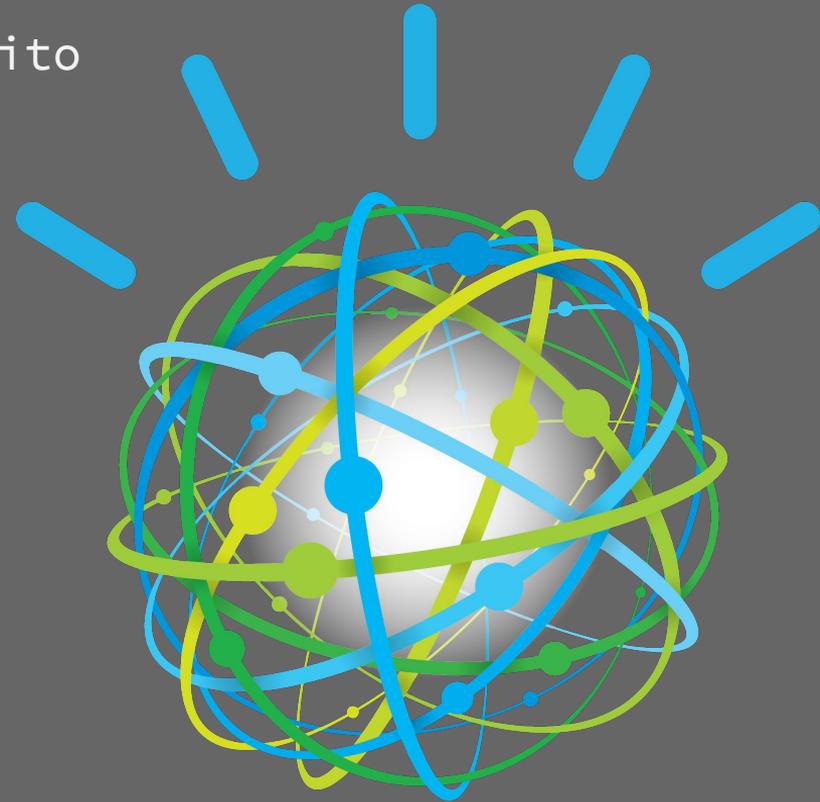
0 1 2 3 4 5 6 7 8 9 10

(0: "I never receive any", 10: "I receive a LOT")

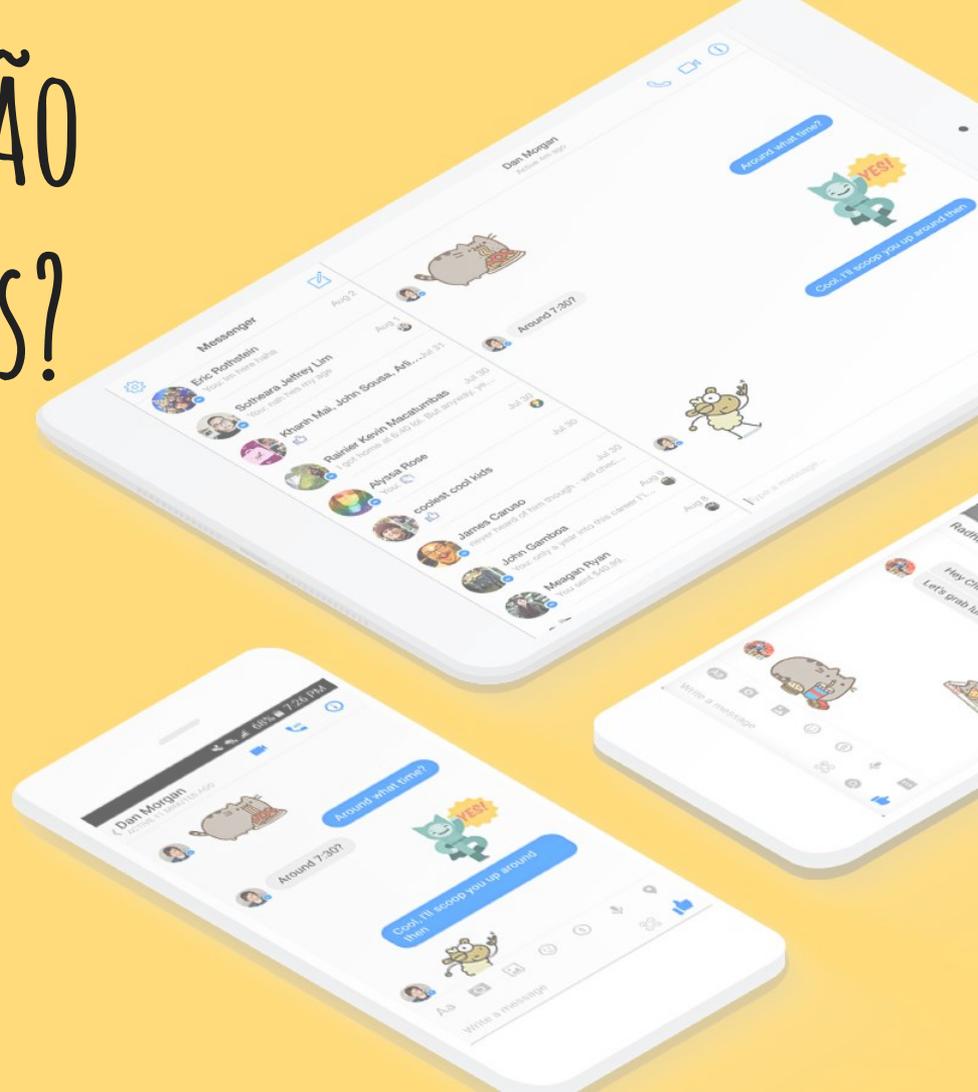


WATSON - IBM

- Não é um chatbot propriamente dito
- Linguagem natural
- Problemas específicos
- Tecnologia Cognitiva



O QUE EMPRESAS JÁ ESTÃO FAZENDO COM CHATBOTS?



CHATBOTS EM SACs

A man in a dark suit, white shirt, and dark tie is shown from the chest up. He has a frustrated expression, with his mouth wide open as if shouting or screaming. He is holding a black telephone receiver to his ear with his right hand. The background is a plain, light-colored wall.

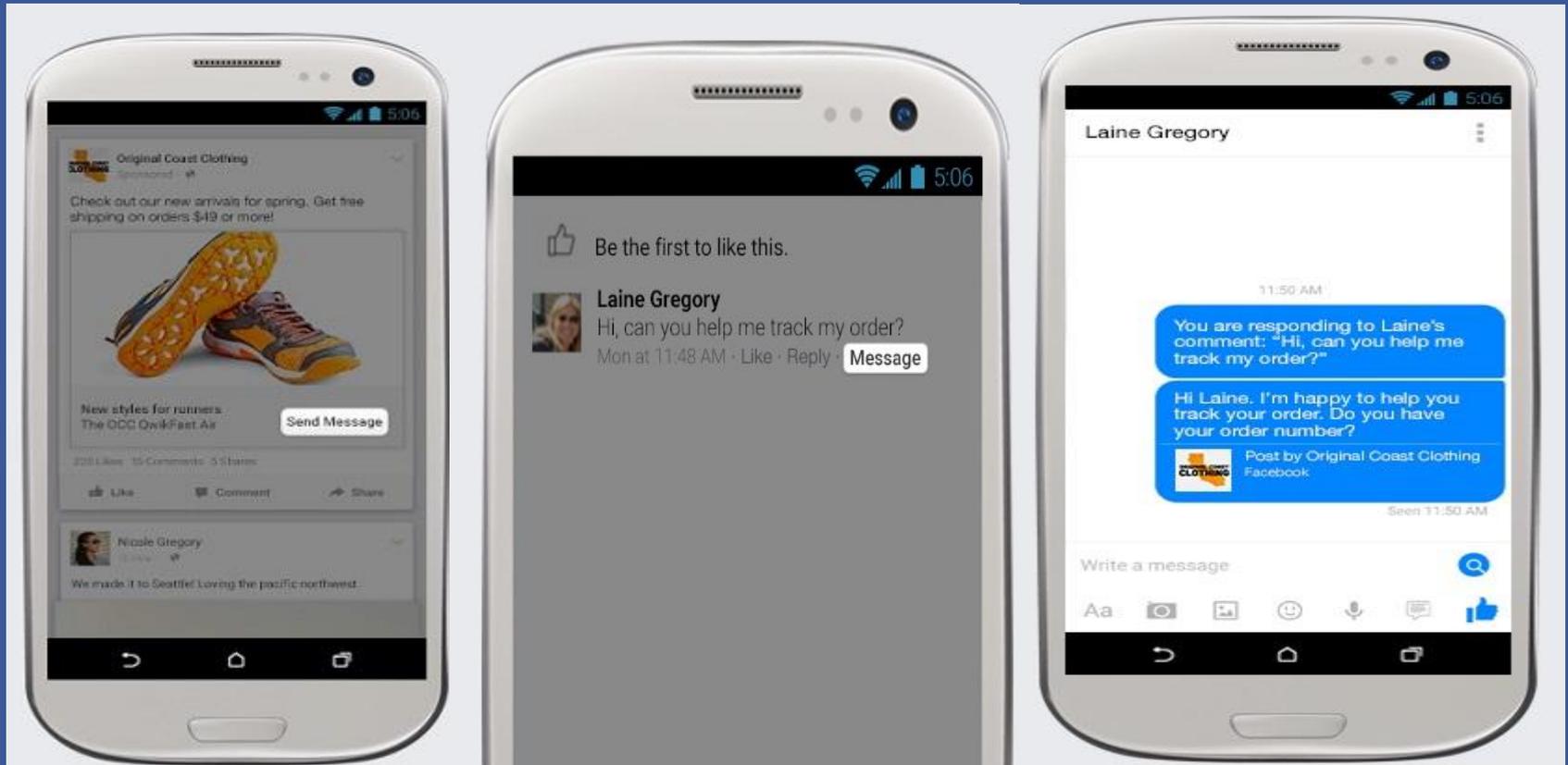
- Serviço de Atendimento ao Consumidor (SAC)
- Em 11 de Setembro de 1990 uma lei geral sobre SACs
- Regulamentada em 31 de julho de 2008 (Lei do Callcenter)
 - Somente regulamentação para telefone
 - Ligações gratuitas
 - Falar com um atendente desde o primeiro menu

CHATBOTS AUXILIAM EM SACS (CALL CENTERS)



- Lembrar informações dos menus
- Facebook Messenger
 - Nova interface para empresas/páginas comerciais

FACEBOOK / FACEBOOK MESSENGER



GOL LINHAS AÉREAS



#GOLcheckin

A primeira companhia aérea da América Latina a fazer check-in pelo Twitter.

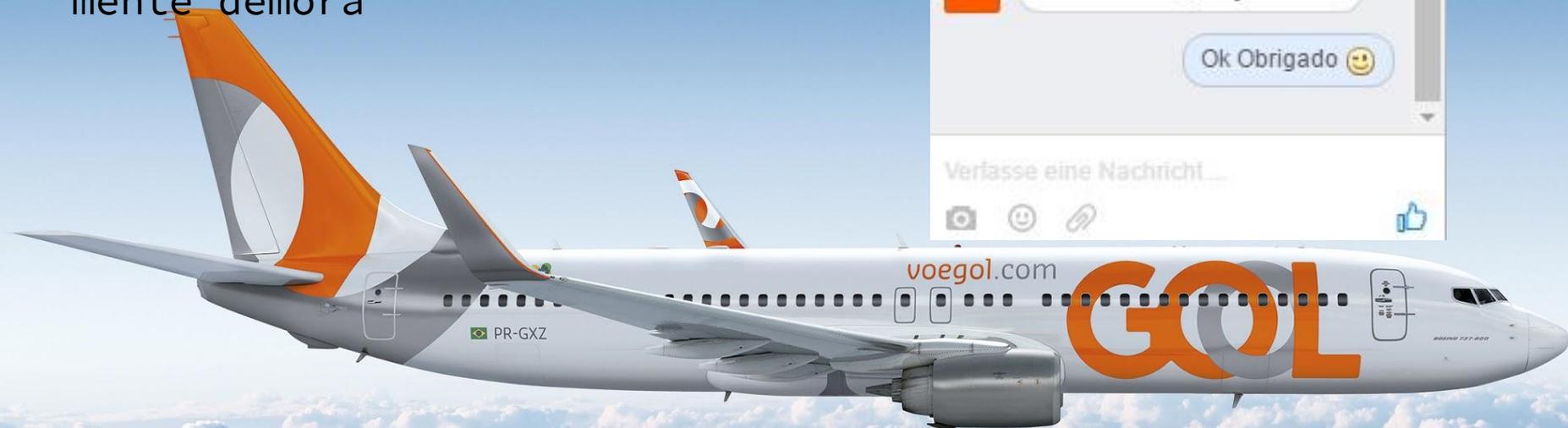
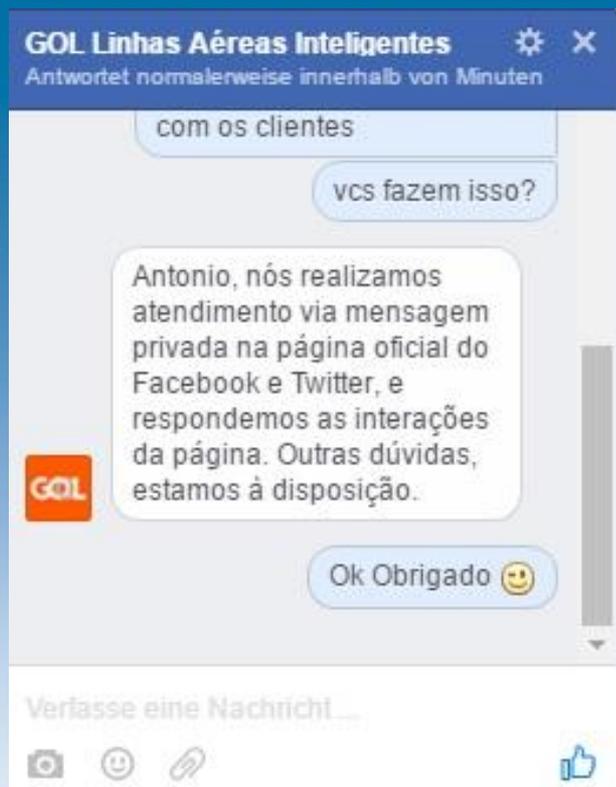


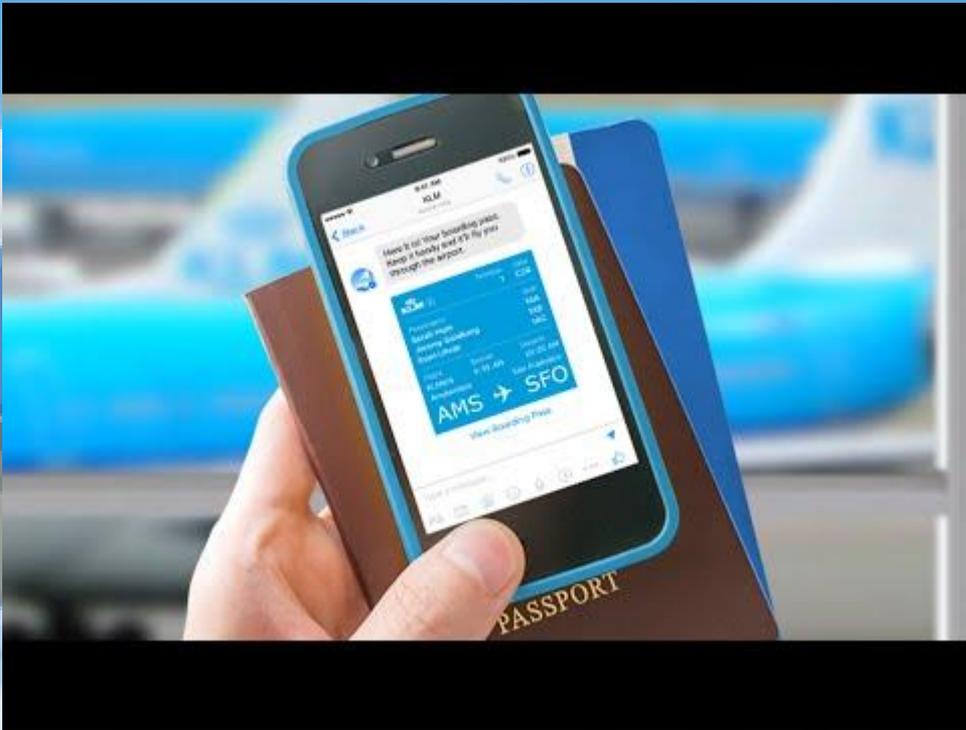
The advertisement features a blue background with white dashed lines forming a path. A white smartphone is shown vertically, with an orange screen displaying the white 'GOL' logo. A white Twitter bird icon is positioned to the right of the phone, with a dashed line looping from the phone towards it. The text '#GOLcheckin' is prominently displayed in white, with the subtext 'A primeira companhia aérea da América Latina a fazer check-in pelo Twitter.' below it.



GOL LINHAS AÉREAS

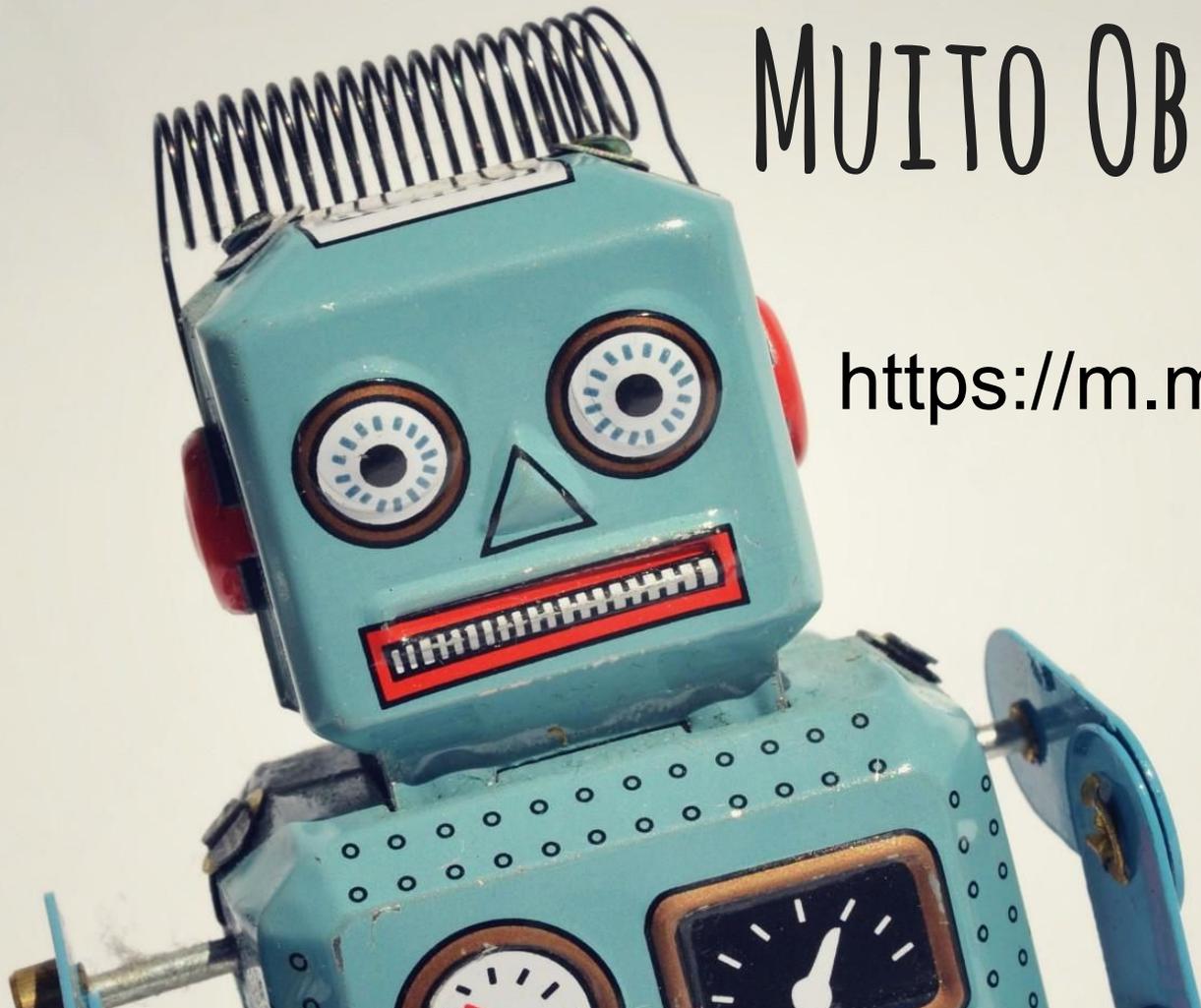
- Facebook ajuda mostrando em quanto tempo a empresa geralmente demora





JÁ ESTAMOS PRONTOS!





MUITO OBRIGADO !!!

<https://m.me/icmcsi rocks/>