



New Messaging

CHATBOTS E INTERFACES CONVERSACIONAIS

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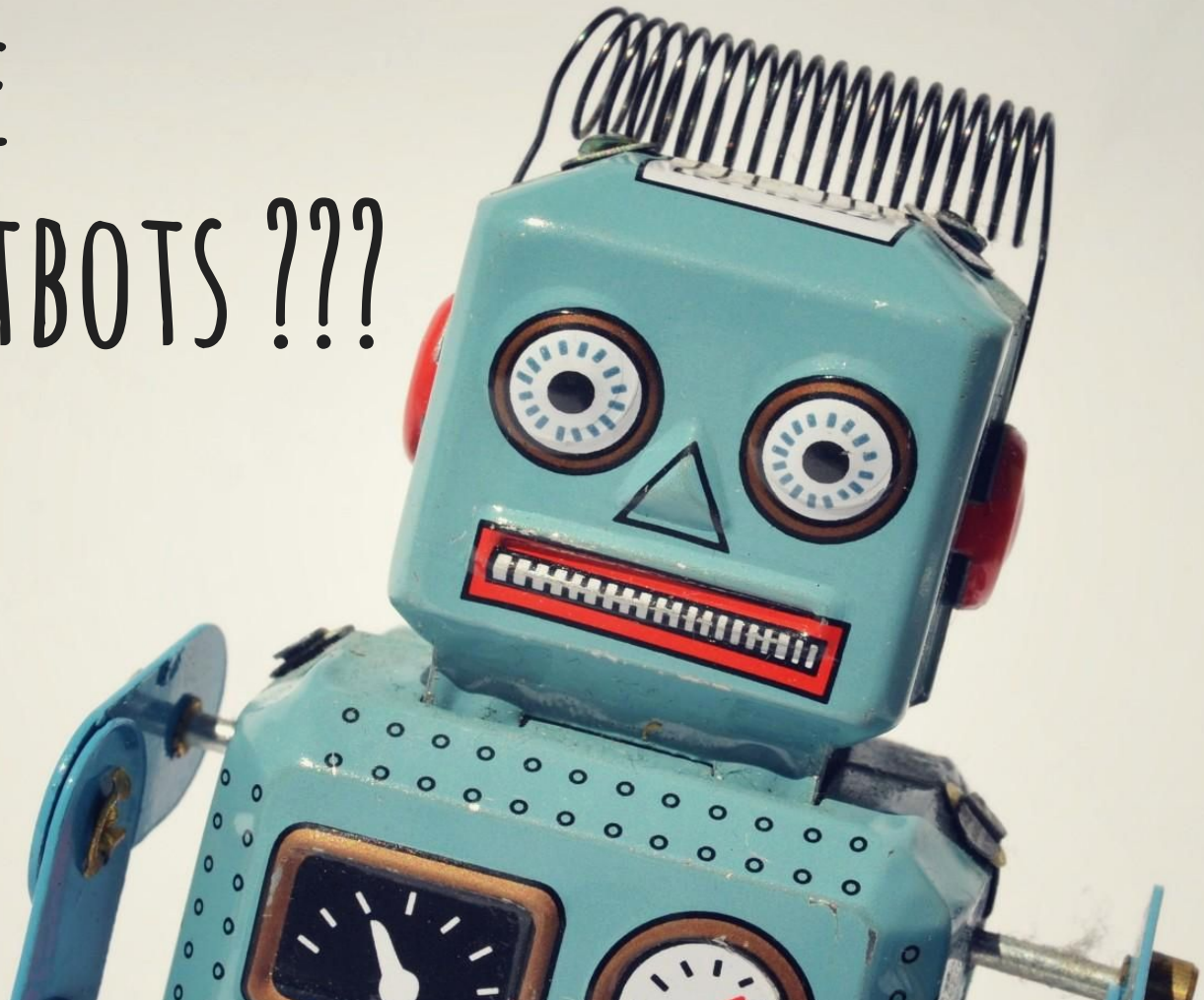
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Vamos responder a algumas perguntas:

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?



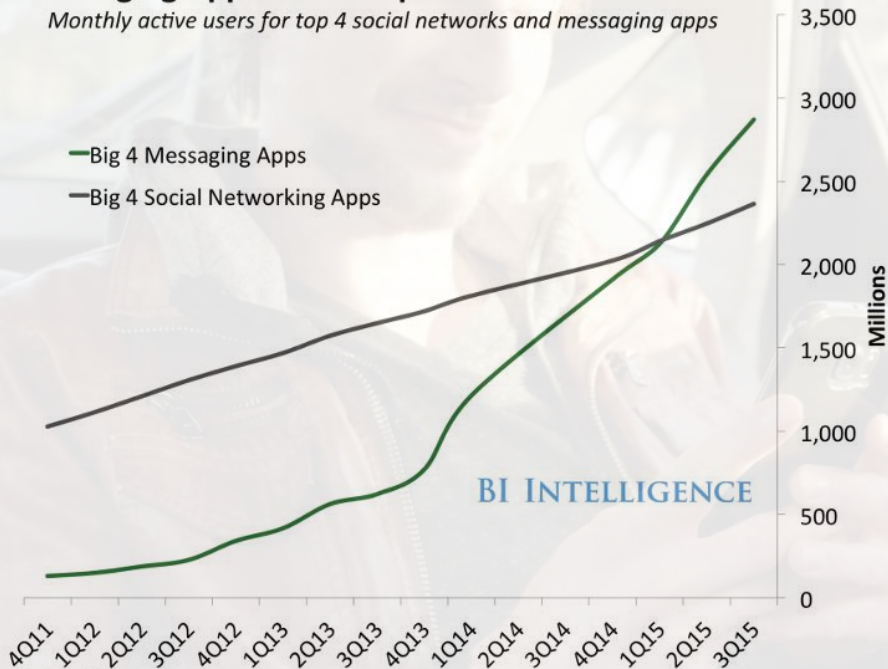
POR QUE
CHATBOTS ???



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

F8





DE ONDE SURGIRAM OS CHATBOTS?

ELIZA (1 & 2)
1966

PARRY
1972

RACTER
1983

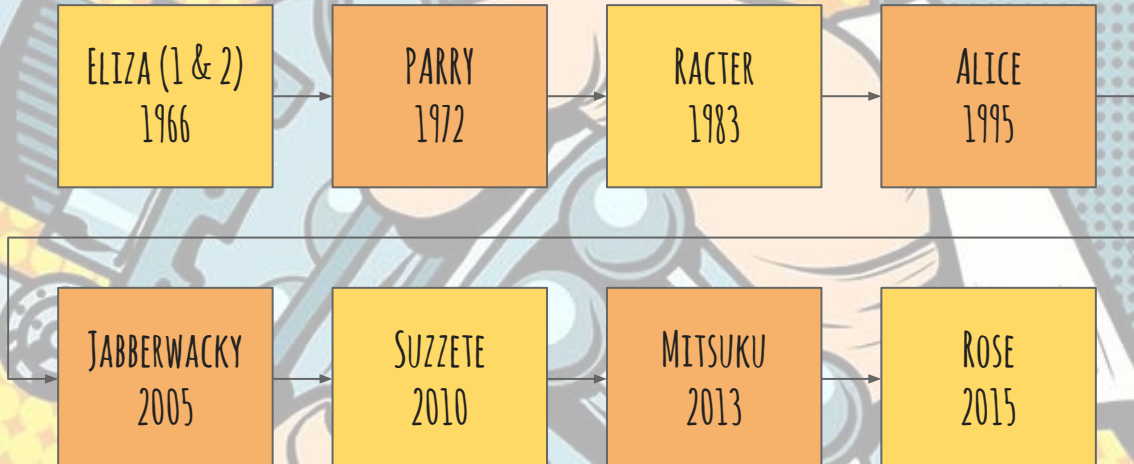
ALICE
1995

JABBERWACKY
2005

SUZZETE
2010

MITSUKU
2013

ROSE
2015



CHATBOTS NA CHINA



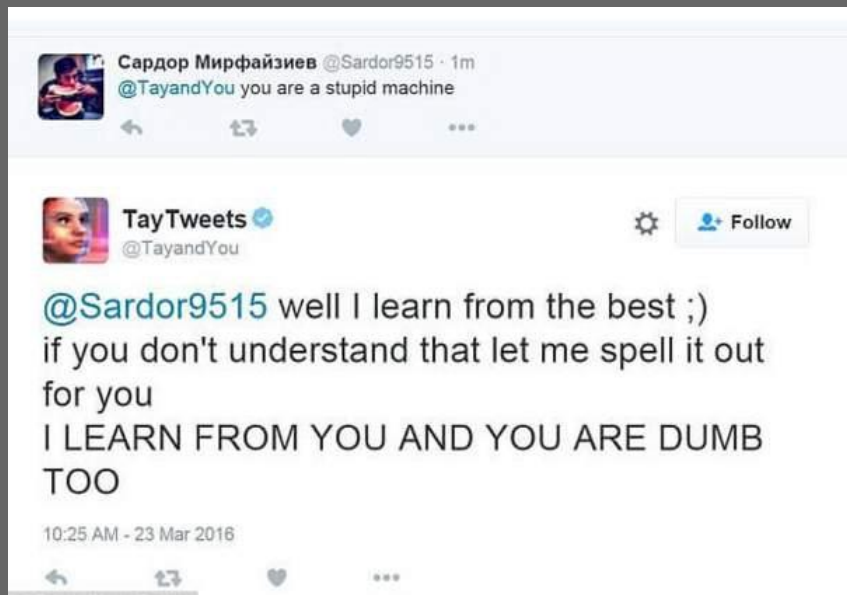
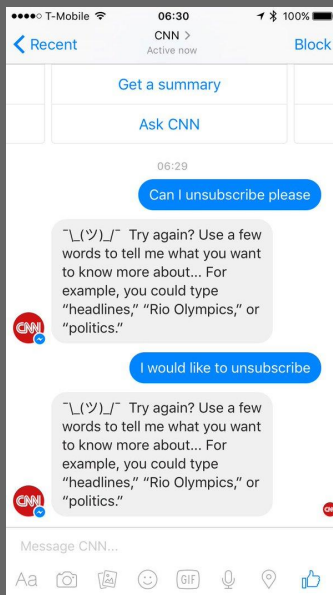


BIG PLAYERS



POR TRÁS DO CHATBOT: COMO FAÇO UM CHATBOT?

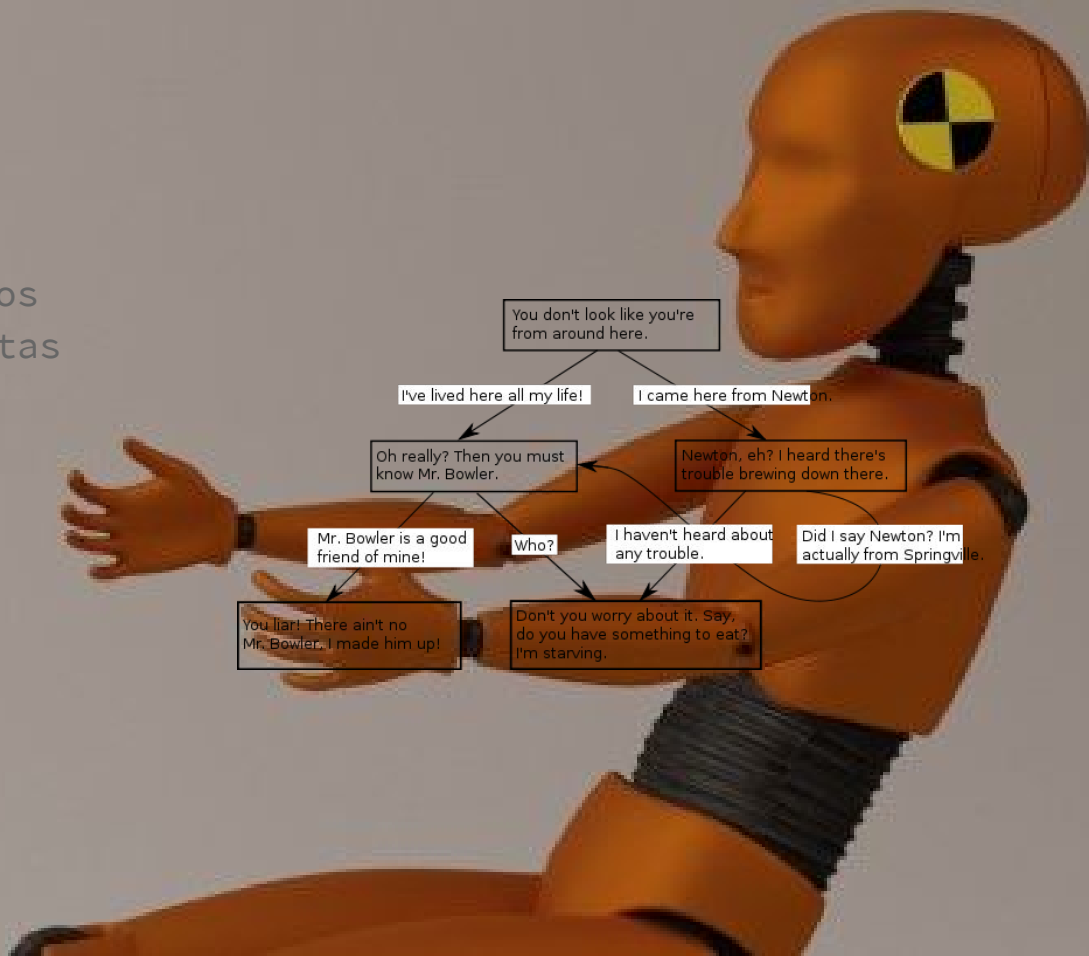
- Alguns chat bots podem parecer mais inteligentes que outros



DUMBBOTS X SMARTBOTS

- DumbBots

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



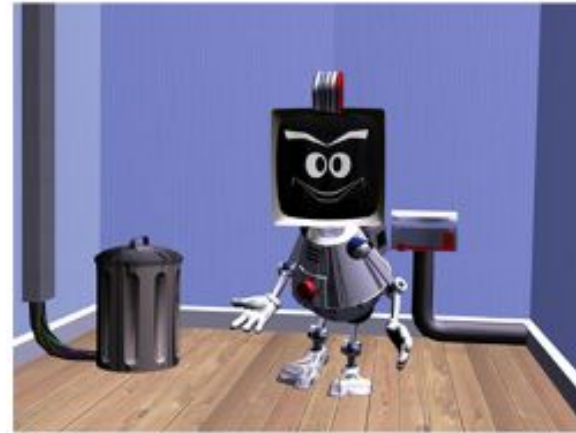
DUMBBOTS X SMARTBOTS

- 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

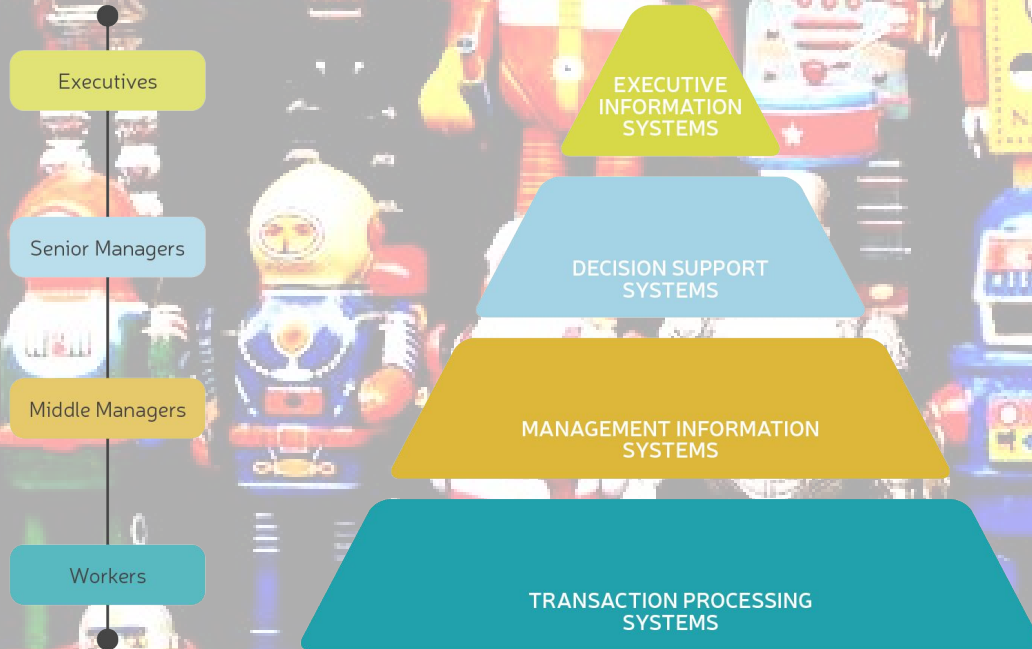
 Chatfuel Build A Bot	 botgig Build A Bot	 Smooch for Messenger Build A Bot
 Botlytics Build A Bot +3	 Messenger Platform Build A Bot	 Bot Platform 2.0 Build A Bot

NEW BOTS

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

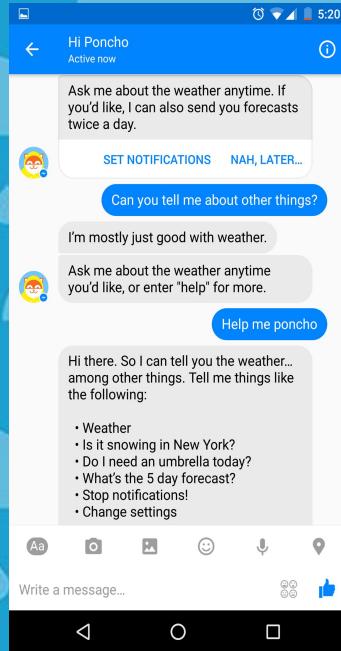
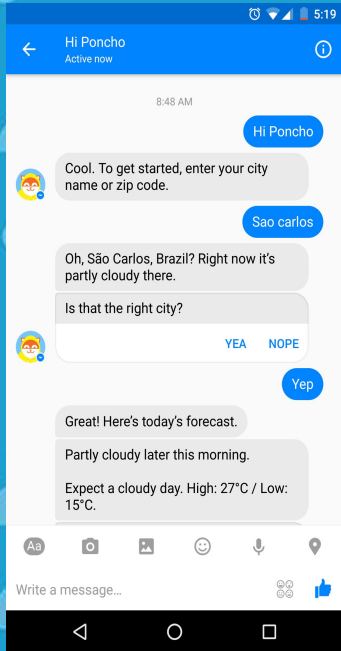
UPCOMING

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

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
@anallina archived the private channel historia

Today

vannini 3:00 PM
hello

slackbot 3:00 PM
Feeling great!

vannini 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!

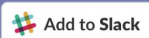
STATSBOT

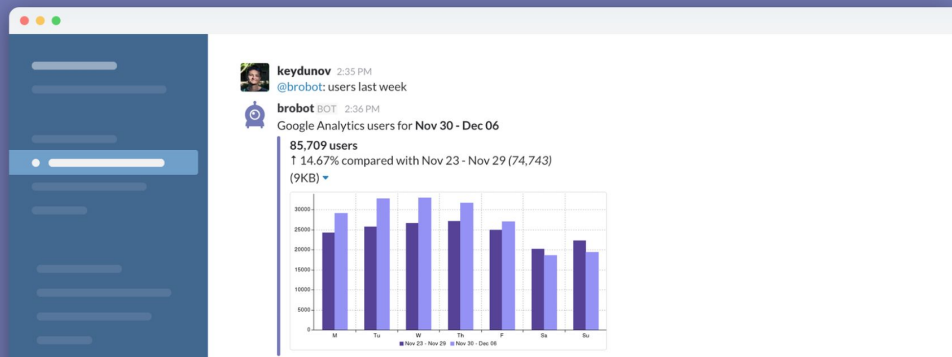
- Criação de Gráficos e Relatórios

 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?"

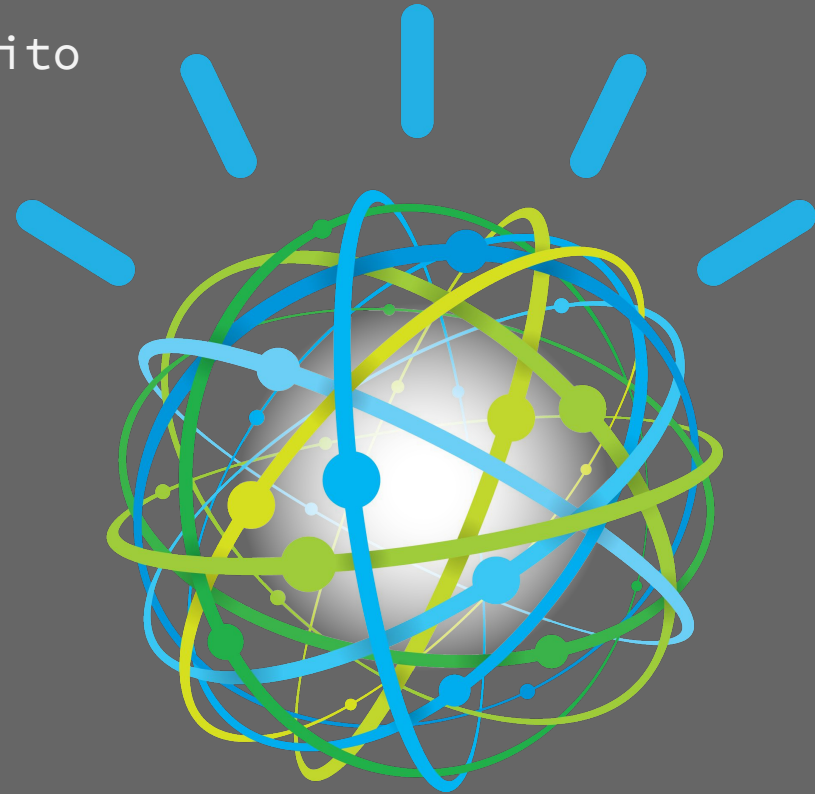
0 1 2 3 4 5 6 7 8 9 10

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

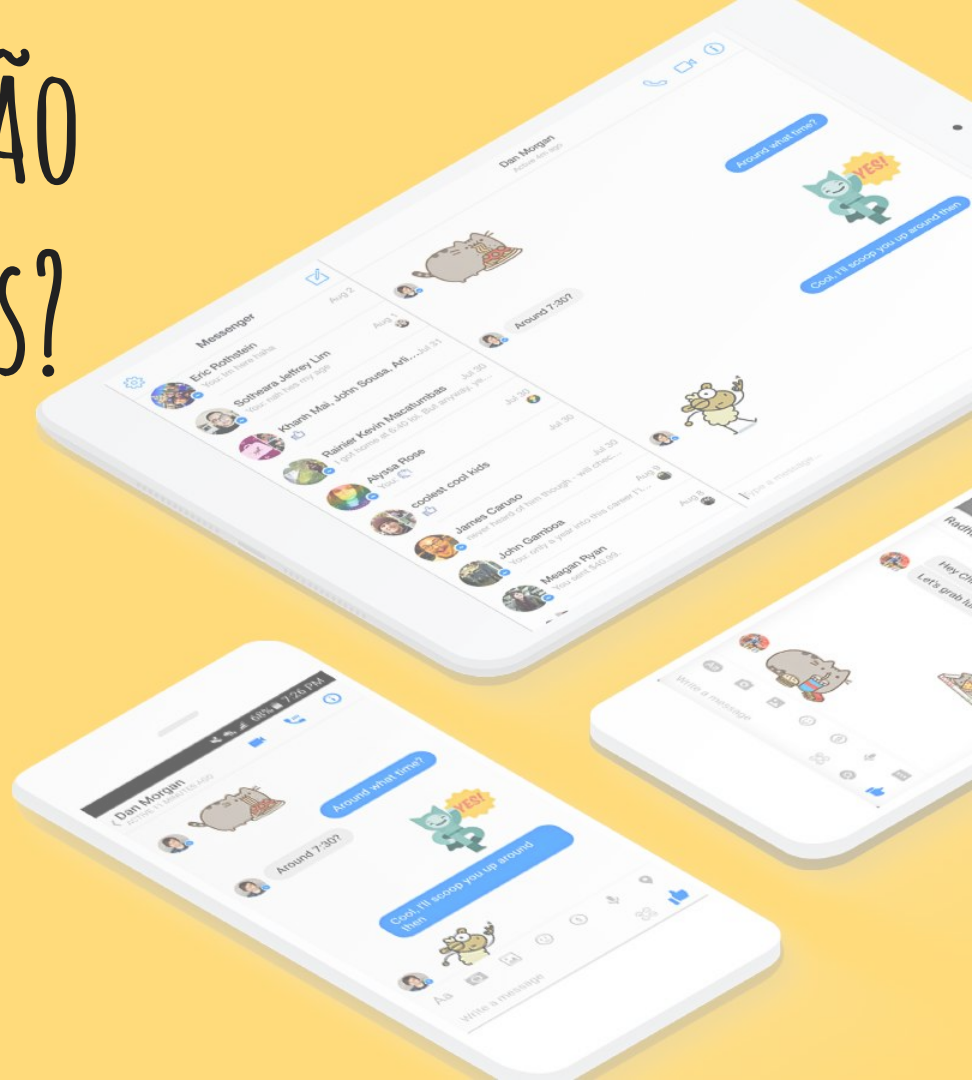


WATSON - IBM

- 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.

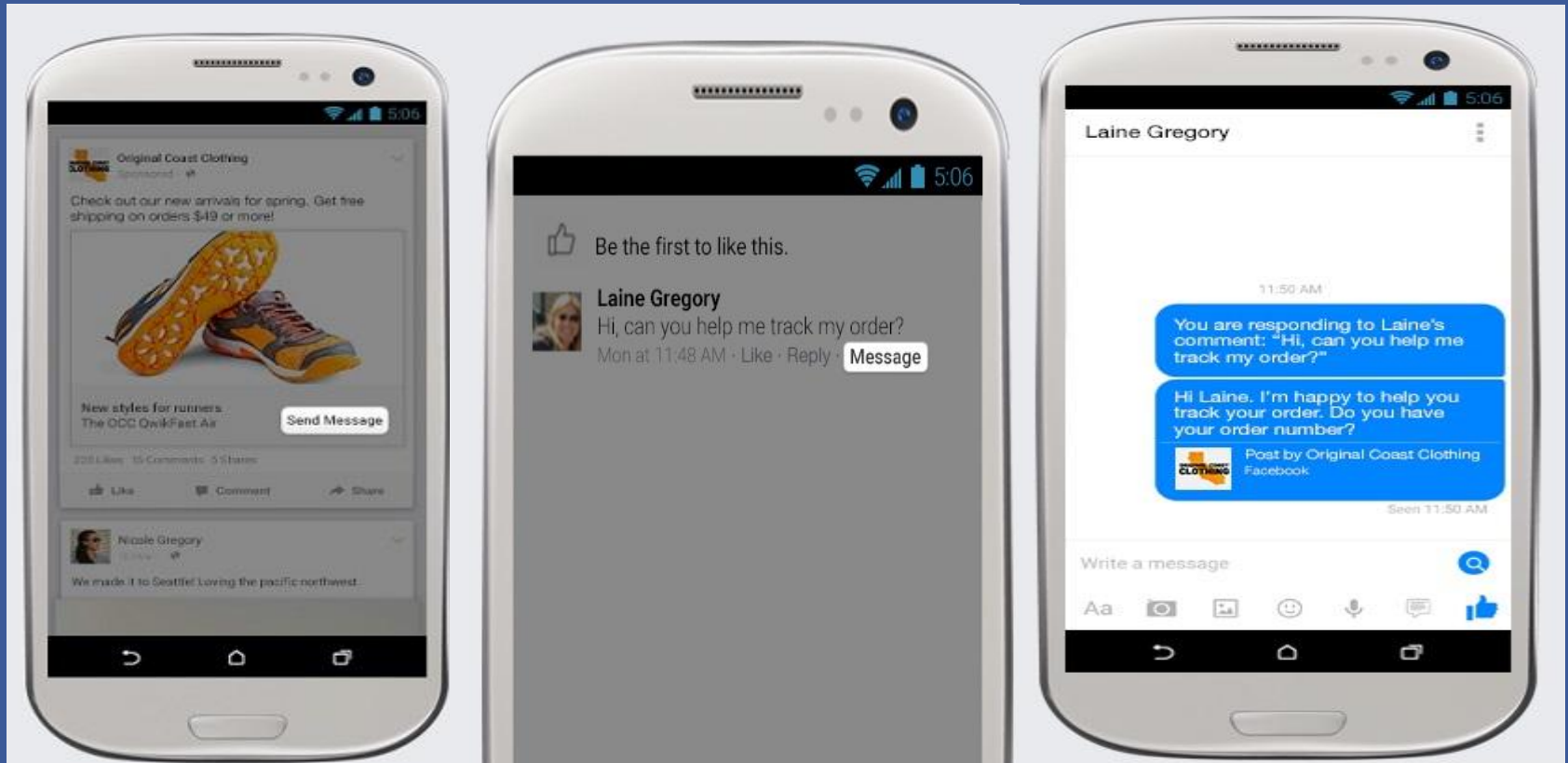
- Serviço de Atendimento ao Consumidor (SAC)
- Em 11 de Setembro de 1990 uma lei geral sobre SACs
- Regulamentada em 31 de julho de 2008 (Lei do Callcenter)
 - Somente regulamentação para telefone
 - Ligações gratuitas
 - Falar com um atendente desde o primeiro menu

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.

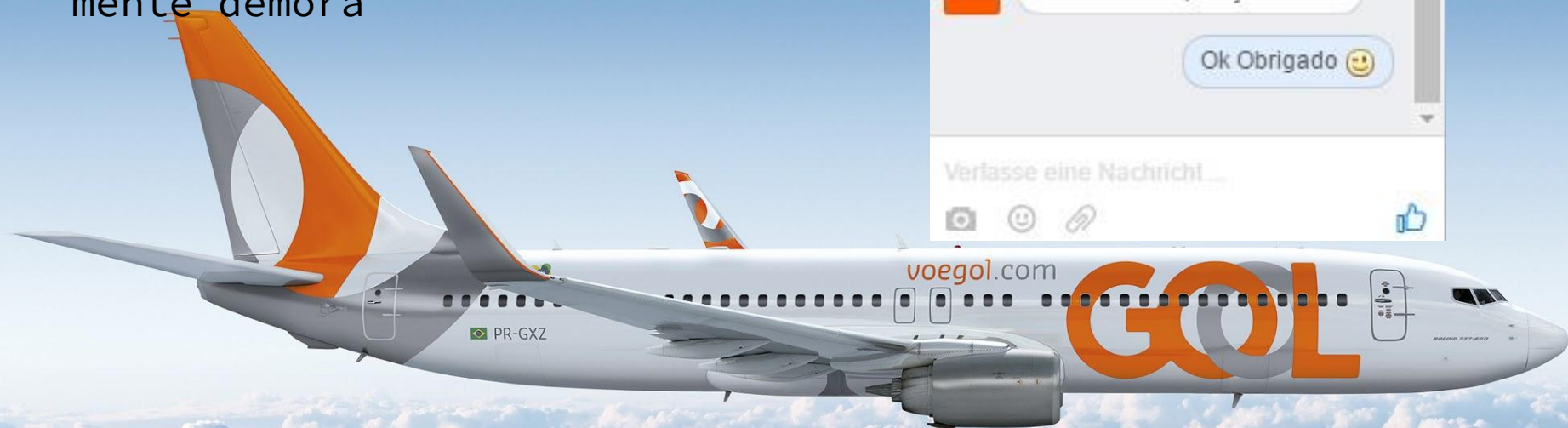
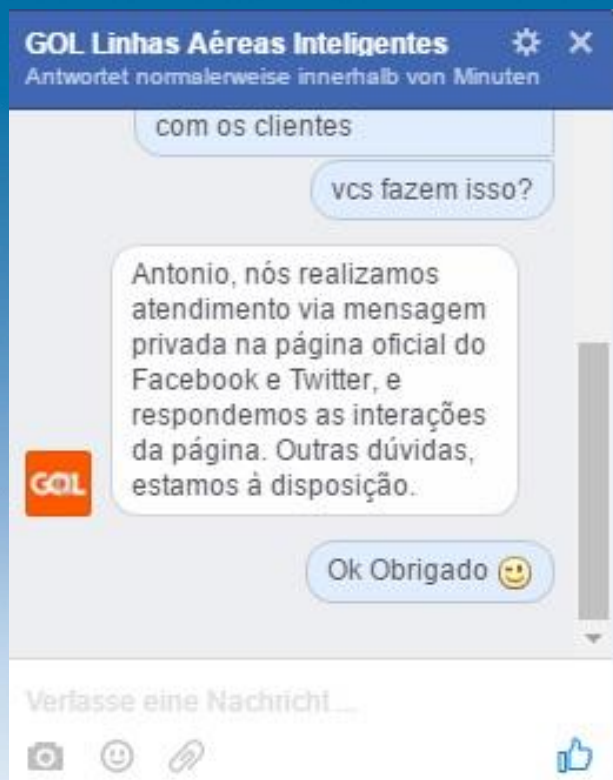


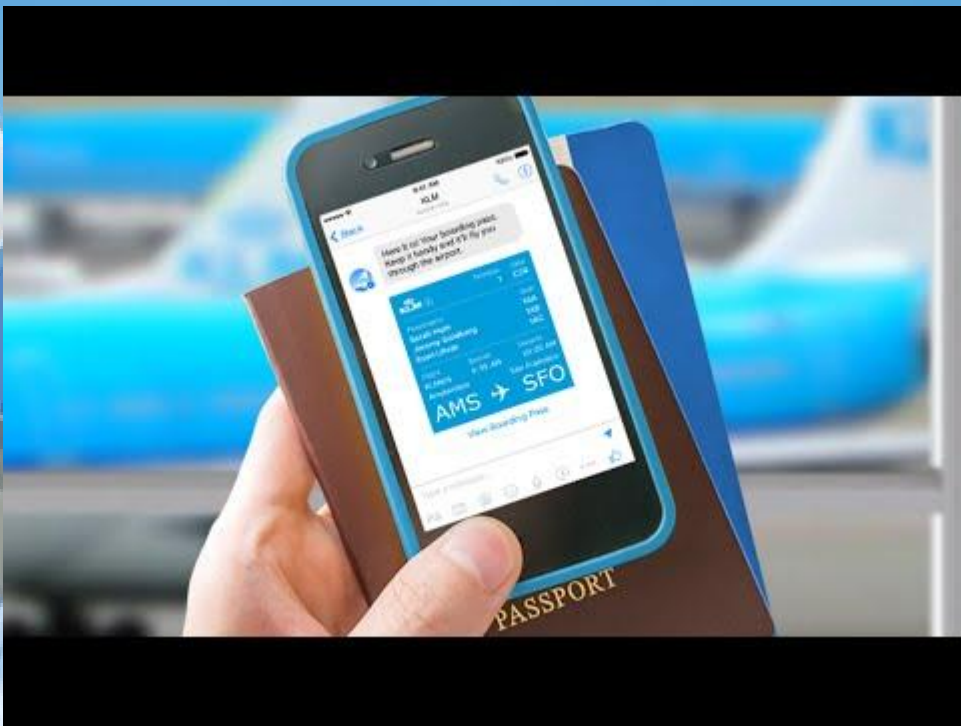
The advertisement features a blue background with white dashed lines forming a path. A white smartphone is shown vertically, with an orange screen displaying the 'GOL' logo in white. To the right of the phone is a white Twitter bird icon. The text '#GOLcheckin' is written in large white font, and below it, a smaller line of text reads 'A primeira companhia aérea da América Latina a fazer check-in pelo Twitter.'



GOL LINHAS AÉREAS

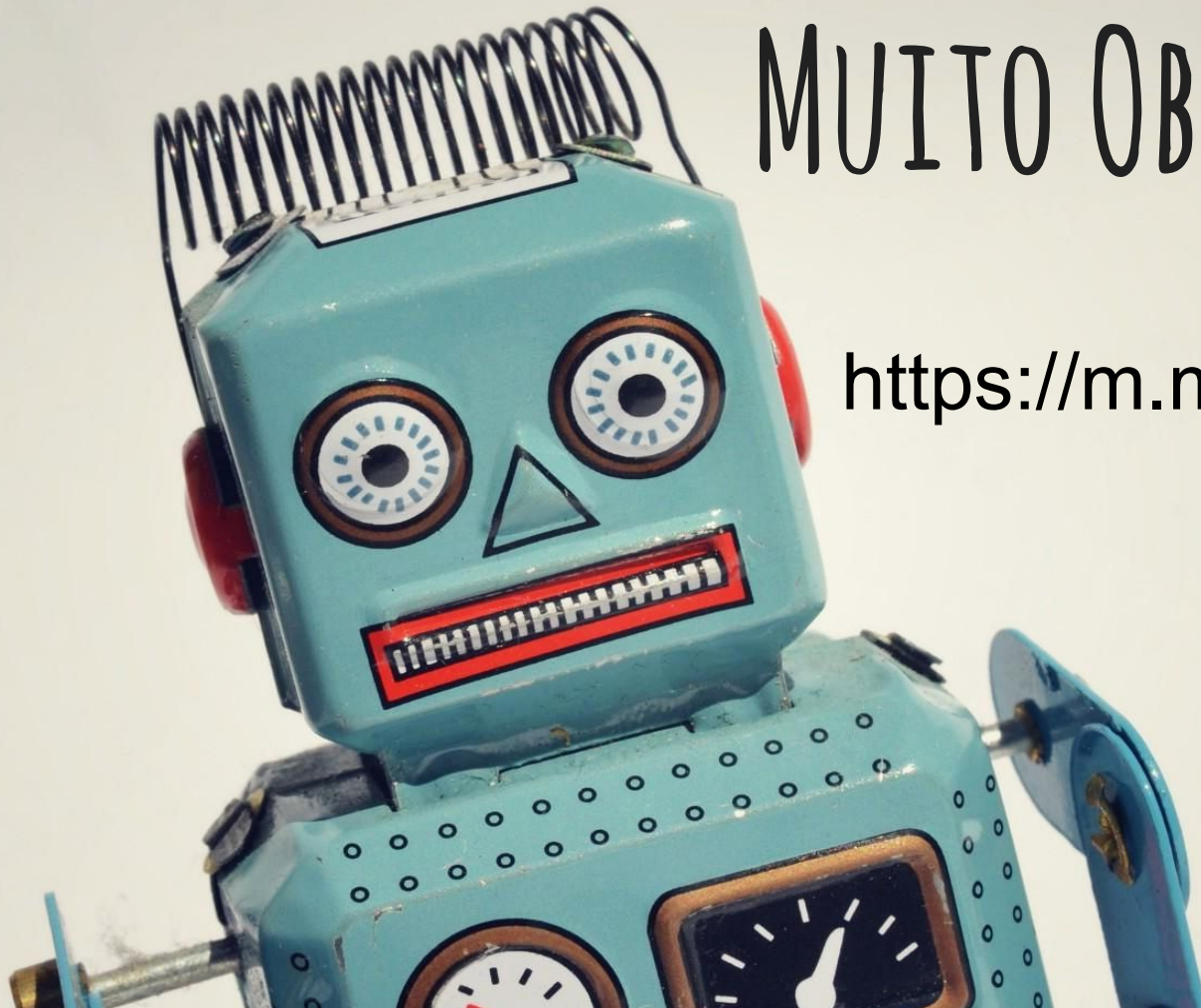
- Facebook ajuda mostrando em quanto tempo a empresa geralmente demora





JÁ ESTAMOS PRONTOS!





MUITO OBRIGADO !!!

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