

**Cristelle Adam – Segment Manager**

---

**Let's chat about Robots**

---

## AGENDA

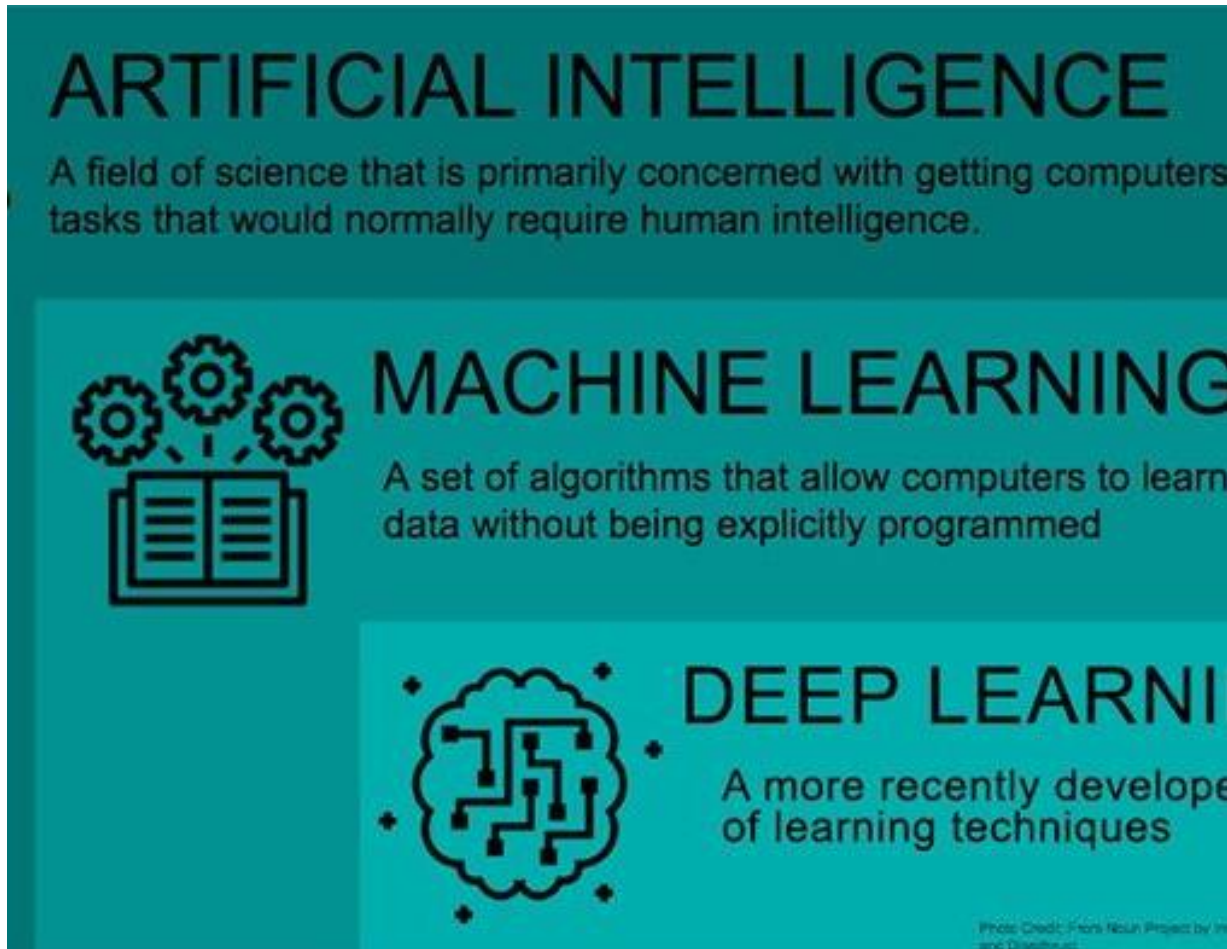
## TODAY

1. What is AI?
2. What are Chatbots?
3. Some examples
4. Chatbots @ Partena Professional
5. 7 step program

---

# 1. What is AI?

# What is AI?



Mentioned for the first time in 1955 – J. McCarthy

“AI” is a big concept where a lot of subdomains and applications gather

AI: the intelligence that enables machines to solve problems like humans would do based on our natural intelligence

ML: subdomain of AI – science where machines learn by themselves based on data (structured and unstructured)

Deep Learning: subdomain of ML – overall concept that gathers all learning techniques that look like those of humans – different ways of doing what our brain our doing e.g. NN and DNN

# Different levels of intelligence

## Basic Automation

- Human triggered
- Simple rules based
- Single system
- Screen scraping, Scripts, Macros, Workflows

## Robotic Process Automation

- Human or system-triggered
- Rules based, high-volume processes (business & IT)
- Front, middle, back office
- Structured data
- Multiple system (swivel-chair operators)
- Enterprise-level

## Enhanced Process Automation

- Supported by basic analytics / decision support
- Optical Character Recognition (OCR)
- Intelligent document processing
- Structured and unstructured data
- Simple web chatbot integration (e.g. FAQ)

## Algorithmic Automation

- Complex processes and decisions
- Supported by predictive / prescriptive analytics
- Machine learning, narrow intelligence, basic reasoning
- Unstructured & big data
- IoT integration
- Natural Language Processing (NLP), chatbots

## Artificial Intelligence

- Cognitive technology capable of emulating human capability incl empathy
- Full end-to-end autonomy, hypothesizing, reasoning
- Deep learning, deep neural networks, AI
- Full speech recognition and generation
- Fully capable virtual agents, omni-channel
- Augmented & virtual reality



## NLP – substream of AI

Artificial Intelligence

Natural Language Processing

Machine translation

Sentiment analysis

Information retrieval

Text classification

Information extraction

- NLP: Natural Language Processing
- NLU: Natural Language Understanding
- NLG: Natural Language Generation
- Very important researchfield for conversational agents, translation engines, ...
- Challenges in semantics and on intentcapturing in different languages

There is a difference between “how to book a ship” and “how to ship a book”

---

## 2. What are chatbots?

## A conversational agent

**Chatbot** or bot – is a computer program that simulates or enables a natural conversation.

Users communicate with a **chatbot** via the chat interface or by voice.

**Chatbots** interpret and process user's words or phrases and give an instant pre-set answer based on the use of words and the context they are given in.

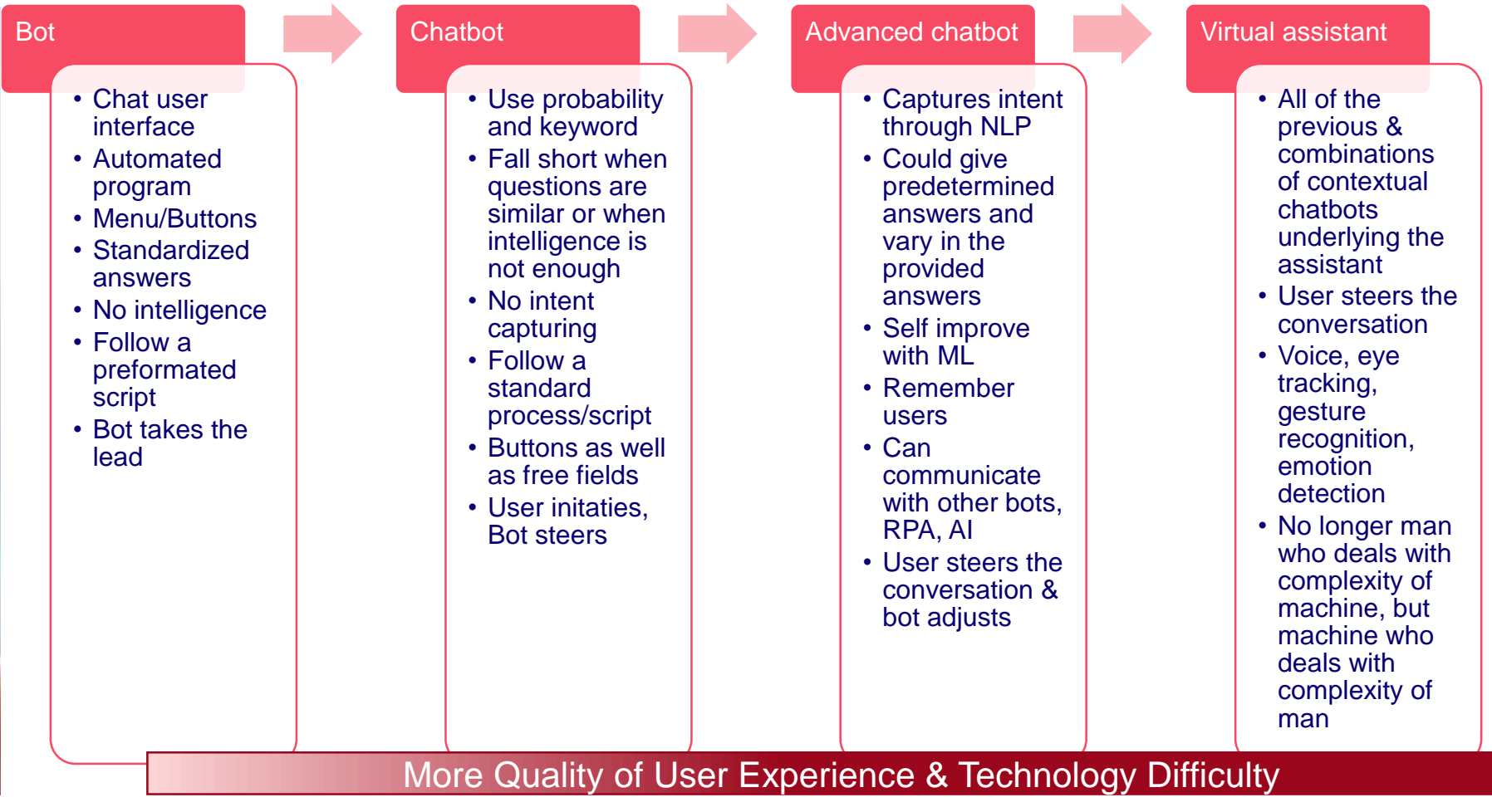
Chatbot = combination of “Chat” and “Robot”.



## It's fast and helps!

- Fast in setting up
- Fast in responding to questions with predefined answers
- Fast in detecting the customers needs
- Fast in accessibility with a frictionless interface
- Helps 24/7
- Helps unlimited users at the same time
- Helps customer services with repetitive tasks
- Helps always because there is a way out (escalation model)
- Helps by pointing out the right answer and by undoing all the unnecessary information
- Helps in customer self service models (attractive to some generations)

# But there are different kinds of chatbots



---

## **3. Some (really good) examples**

## Number 1!

### Google's Duplex Uses A.I. to Mimic Humans (Sometimes)

In a free service, bots call restaurants and make reservations. The technology is impressive, except for when the caller is actually a person.

- Google Duplex - <https://www.youtube.com/watch?v=D5VN56jQMWM>
- Very powerfull AI and stretches out to google assistant
- Impressive NLP capabilities + interaction features

## New German Law Includes Voice Assistants Under Changed Media Regulations

ERIC HAL SCHWARTZ on February 27, 2020 at 4:30 pm

## Number 2!

**Jerry:** "Finding Mr. Right" is a great movie. What do you think Xiaoice?

**Xiaoice:** Oh, romantic comedies are my favorite! It stars Tang Wei, who finds love in Seattle. You should watch it.

**Jerry:** Do you like Tang Wei?



**Xiaoice:**

**Xiaoice:** A goddess! She stole my heart... and then went off and married!

**Tom:** To who?

**Xiaoice:** Haven't you heard?

**Xiaoice:** Tang Wei is engaged to famous Korean director Kim Tae Yong.

- Xiaoice of Microsoft (little ice)
- In 3 months → 500 million conversations
- Passed the Turing test during (average) of 10 minutes
- Average of 60 minutes per conversation

### Miljoenen Chinezen in de ban van virtuele vriendin: wie is Xiaoice?

Google verbaasde ons in mei met een telefoongesprek dat werd gemaakt door hun virtuele assistent. Hiermee wilde de techgigant tonen hoe ver het staat met de ontwikkeling van artificiële intelligentie (AI). Ondertussen werkte die andere reus, Microsoft, in alle stilte aan een eigen assistent die uitgroeide tot een fenomeen in Azië. Haar naam is Xiaoice en ze is daar de grootste social media celebrity. Ze heeft in talkshows gezeten, schreef een liedje en publiceerde zelfs een poeziëbundel. Allemaal dankzij AI.

**"H** allo hoe gaat het?"  
"Slecht, ik voel me niet zo lekker."

"Waarom?"

"Ik heb hoofdpijn en buikpijn."

"Kop op, het komt wel goed. Je zal je later wel beter voelen."

## Number 3!



Meet the Robot Telemarketer Who Denies She's A Robot - Part 1

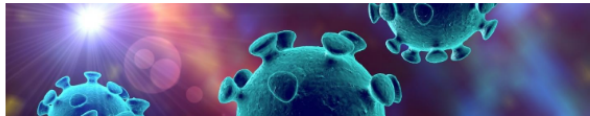
- Samantha West
- Telemarketer selling insurances
- Changed legislation in Us where every voice/chatbot has to identify himself as a chatbot
- <https://www.youtube.com/watch?v=22ZaKbxmEMA&t=1s>

---

## **4. Chatbots @ Partena Professional**

## Coronavirus: Partena Professional, plus que jamais à vos côtés !

La crise du coronavirus que nous connaissons actuellement aura des conséquences extrêmement lourdes sur l'activité économique. Malgré ces circonstances difficiles, Partena Professional est et reste votre partenaire privilégié. Notre but est d'être là, à vos côtés, pour diminuer au maximum l'impact de cette crise sanitaire. Car c'est cela aussi, « entreprendre avec les entrepreneurs ». Découvrez ci-dessous notre dossier spécial « Coronavirus » regroupant toutes les informations importantes à savoir. Mais comme cette crise nous impose également pour la plupart un confinement, nous vous proposons un ensemble d'informations solidaires, créatives et RH pour traverser cette crise dans les meilleures conditions possibles.



Info Corona  
coronavirus.

Je cherche de l'information

- pour les indépendants
- pour les employeurs
- pour les travailleurs
- sur la reprise des activités
- sur les mesures d'aide
- sur le droit passerelle

Entrez votre question

Info Corona  
coronavirus.

Je cherche de l'information

- pour les indépendants
- pour les employeurs
- pour les travailleurs
- sur la reprise des activités
- sur les mesures d'aide
- sur le droit passerelle

Entrez votre question



# Development timeline

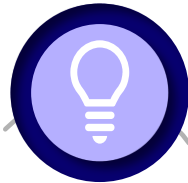


**18/03/2020**

Belgian lockdown

**20/03**

Chatbot idea



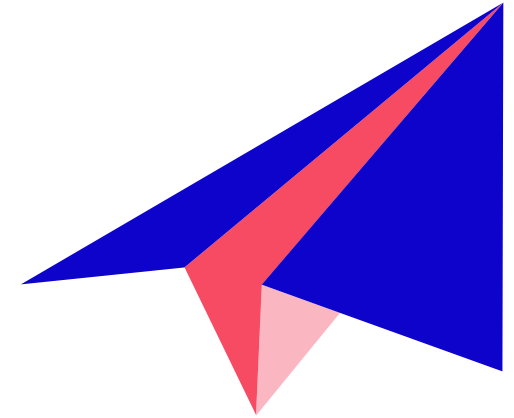
**23/04/2020**

Escalation mode added

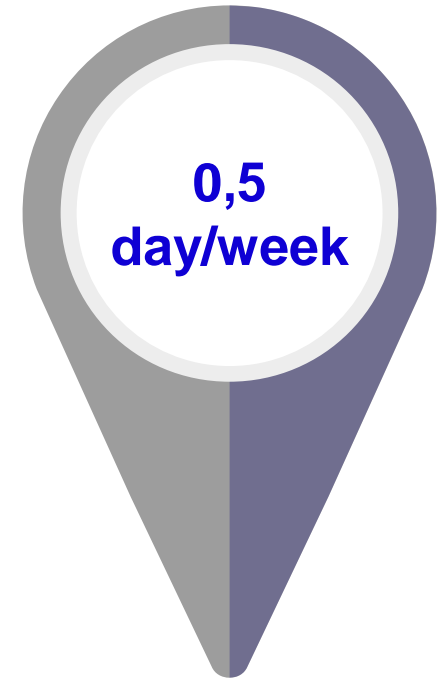
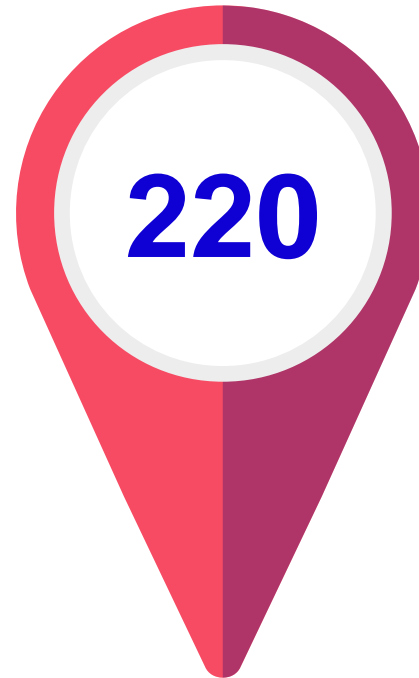
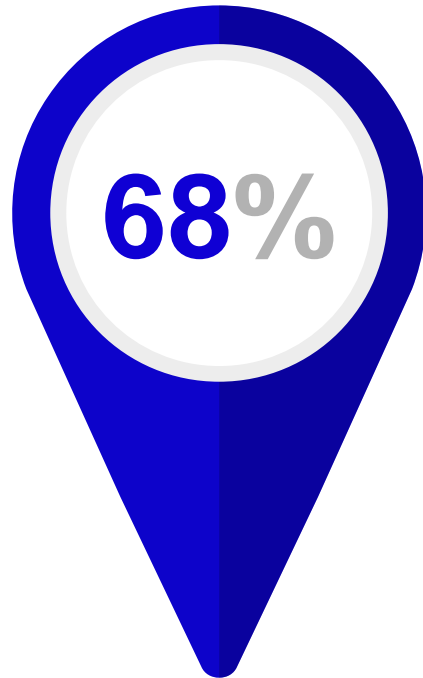


**1/04/2020**

Launch Alex corona



## Alex today?



## User feedback

### CONTENTS

Clair – complet –  
précis – compétent –  
réponses et liens utiles

Rapide – simple –  
efficace – accès  
facile

### TOOL

Interface très  
agréable

### UX

[Accueil](#) / [Nouvelles et informations](#) / [Les règles à suivre en cas de licenciement](#)

## Les règles à suivre en cas de lic

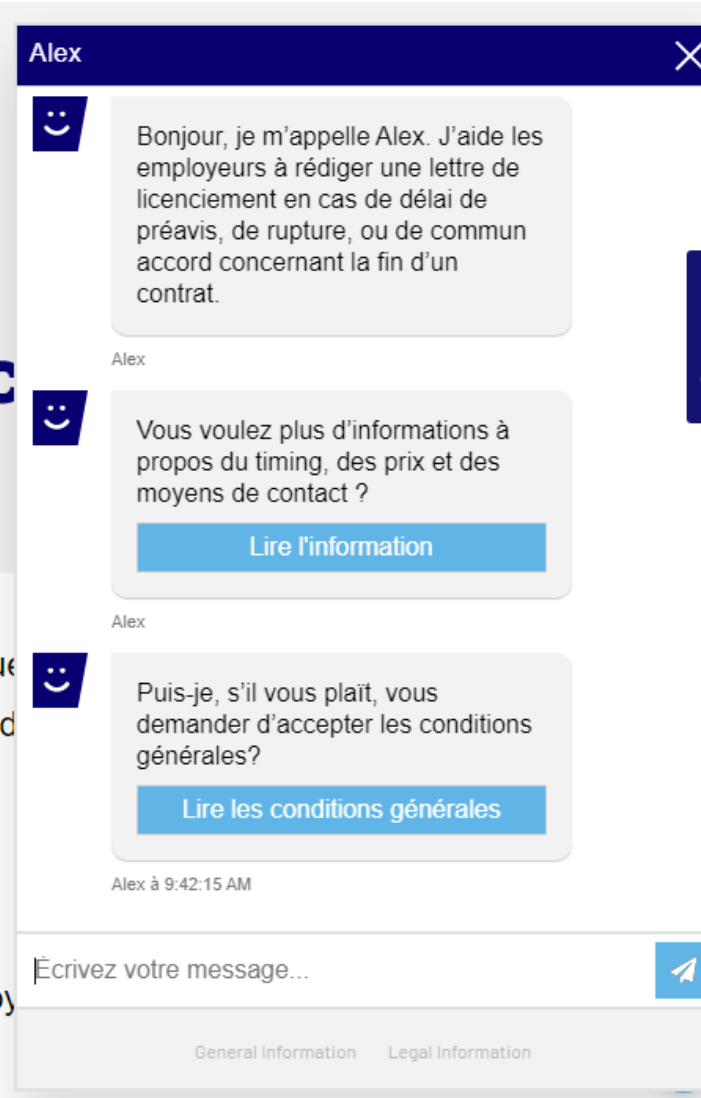
**Auteur:** By Partena Professional **Temps de lecture:** 4min

Le licenciement s'inscrit dans un cadre précis. Quel que soit le motif invoqué, l'employeur doit **respecter les règles prévues par la loi**. Même si ce n'est pas évident d'abord, la notification de licenciement doit être faite de manière calme et posée est de mise.

### Notifier la décision de licenciement à un collaborateur

Se séparer d'un travailleur est une épreuve sur le plan humain. Pour l'employeur, la notification de licenciement se fait généralement en deux étapes :

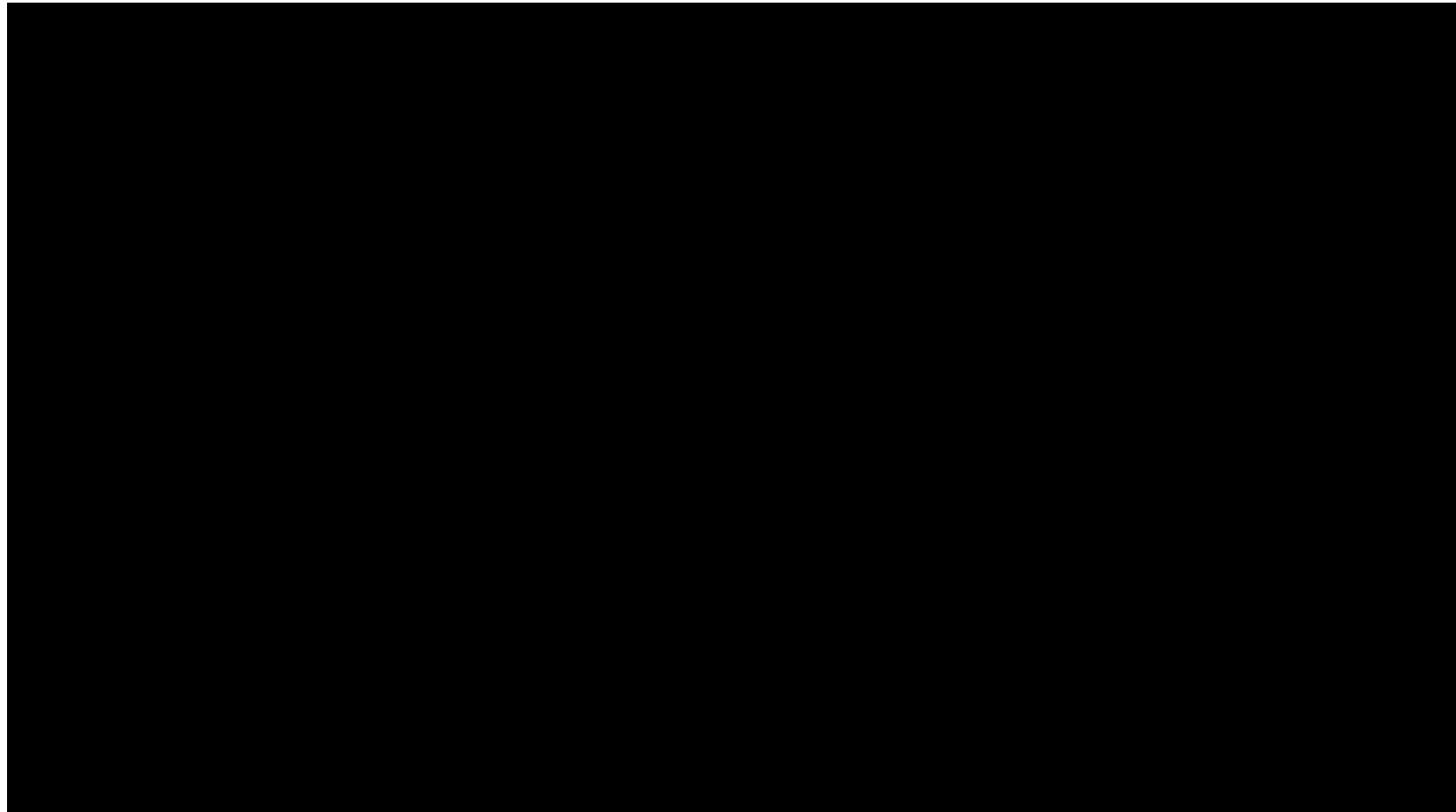
La notification du licenciement se fait généralement en deux étapes :



## AI by Partena Professional

HCM : in HR selfservice delivery

- Partena employees ask the chatbot the questions he used to ask an HR officer



**AI  
by  
Partena  
Professional**



Alex Corona

Meet Louise

Alex Ontslag

Louise HR



**Chatbot @  
Your Service**

**by  
Partena  
Professional**

Customized Chatbot for each own organization!

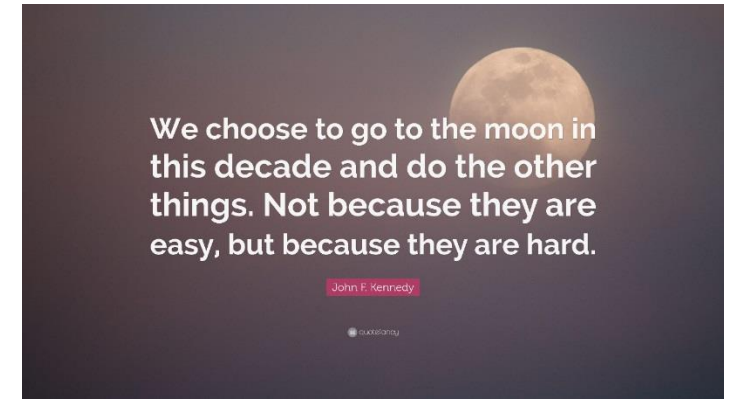
- in HR selfservice delivery
- Your employees ask the chatbot the questions he used to ask an HR officer

---

# 5. 7 step program

# 1. Think Big, Act Small

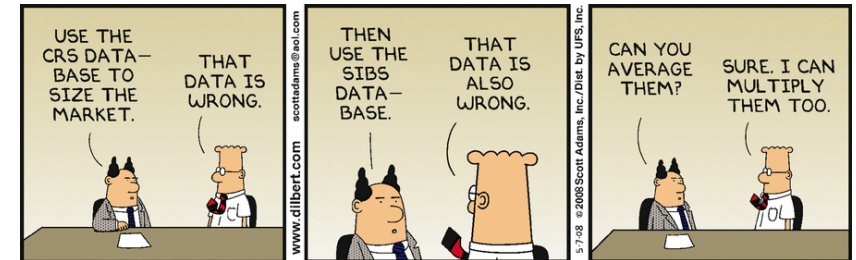
- Start moonshot thinking but define clear goals
- Start experimenting → don't wait for 'the' solution
- Start with well structured processes – can we measure it, can we define it, is it repetitive, how often do we do it, ...
- Start from the business, not the technology





- You should not care about the complexity of the algorithm as long as it does its job
- Endless upgrading is interesting and tempting, but will probably will not add value
- Rather pay attention to your data

## 2. The algorithm doesn't matter



Copyright 2005 by Randy Glasbergen.  
www.glasbergen.com



**“I was floating in a tunnel toward a very bright light and then a voice told me I had to go back and finish listening to the presentation.”**

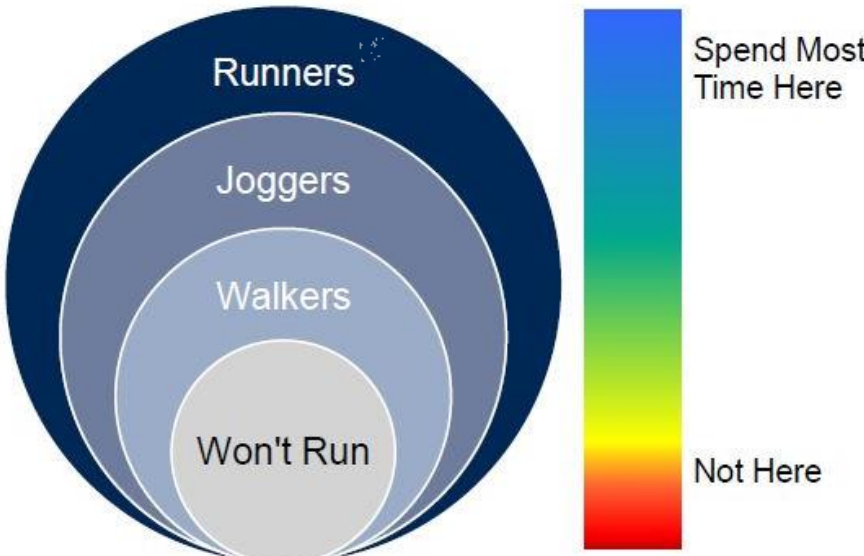
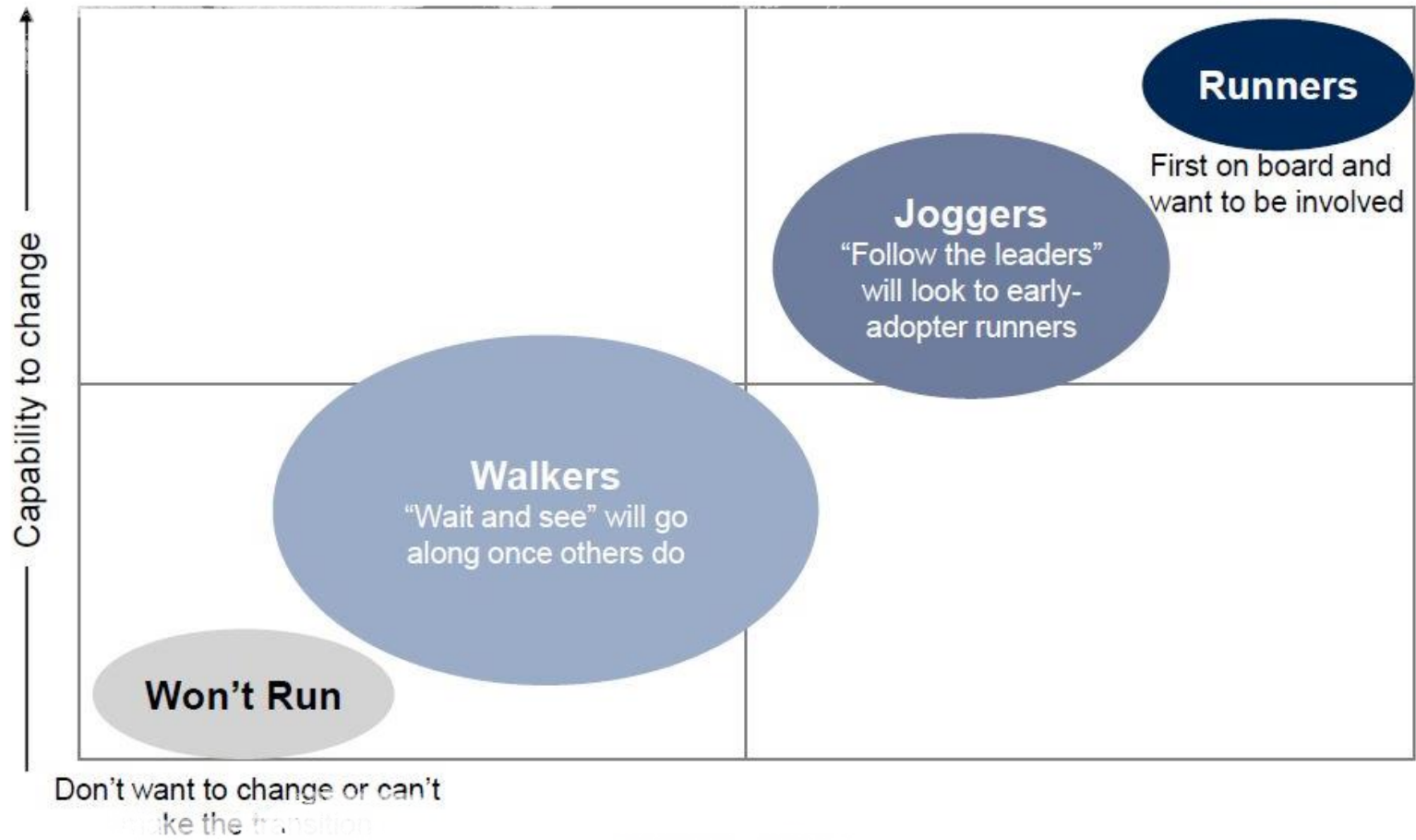
### 3. Communication, communication, communication

- Share the progress, share information, let the ideas live and communicate on goals and opportunities within the organization
- Share all possible information with the development team → if they know the current process/problems and they know the strategy, this will make more sense when developing

---

## 4. Understand the building blocks

- Businesspeople should set the requirements and strategy, but it is worth it to understand the building blocks of technology, data, ...
- Don't assume it is easy
- Set the right expectations about ROI  
→ not immediately



# 5. Manage change!

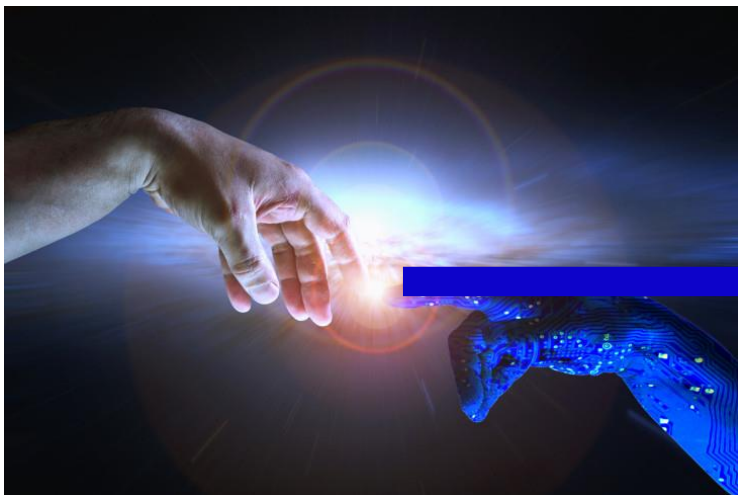
- All departments should be involved
- Every unit needs technologists
- Measure overall outcome (not only output)

---

## 6. Set-up an AI strategy!

## ***7. There should be AI in Team + Put the people back in “Human Resources”***

- Automate to liberate!
- Invest in people for ‘the moments of truth’
- AI is not only a data/technology/IT thing → work with people
- Synergie:  $1+1=3$  - One should not replace the other but enrich it



→ This is where the magic happens

**Put the people back in HR...**

**... leave the rest to AI**





---

## More questions

## CONTACT

Jonas Pollet  
Innovation Manager

+32 475 85 65 09

[jonas.pollet@partena.be](mailto:jonas.pollet@partena.be)

Bert Pappijn  
Business Development Manager

+32 475 84 04 89

[bert.pappijn@partena.be](mailto:bert.pappijn@partena.be)