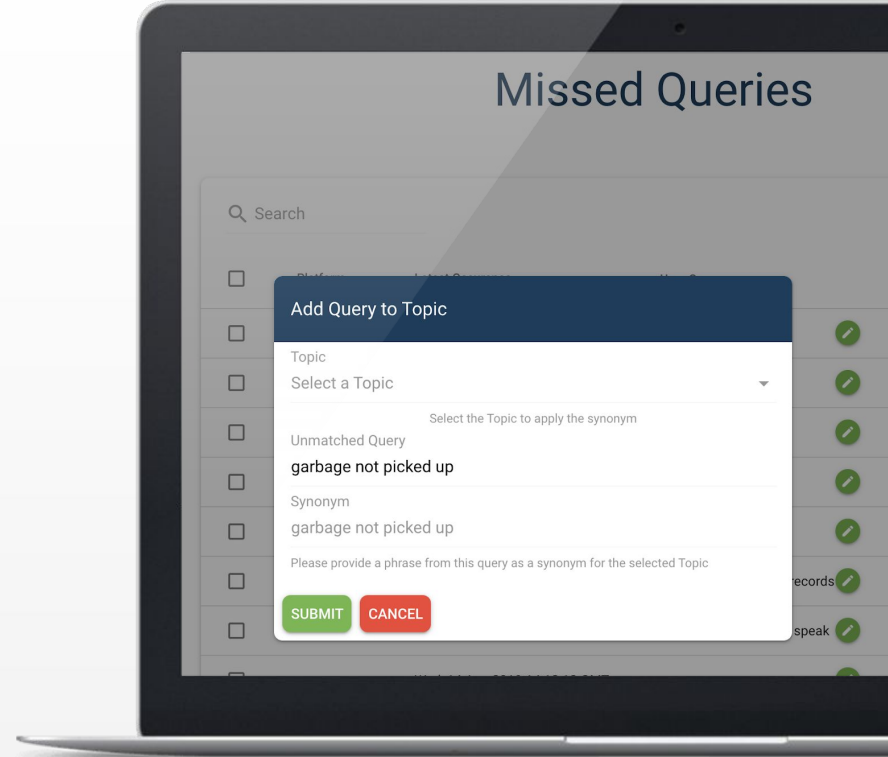


# DIDI - Conversational Chatbot

*Dito's Intelligent Discussion Interface*

Rapidly deploy rich, interactive, and conversational experiences with your customers using our Dialogflow-based chatbot solution.

The user-friendly admin console allows for simplified backend control to easily update your conversational design and user flows in real-time, train your model by quickly classifying intents, and run analysis on the conversational data submitted.



# DIDI - Conversational Chatbot

## Simplified Administration

Easily manage your chatbot's knowledge base from one convenient location, including the ability for administrators from multiple teams to design responses for their respective content paths and keep it in sync with the backend database.

**Chabot Topics**

CREATE NEW TOPIC ADD NEW DEPARTMENT

All Departments

Filter by Department Category

Key	Display Name	Department	Category	Created
DPW-Abandoned-Vehicles	Abandoned Vehicles	DPW	CHP	201908281829
DPW-Abandoned-Vessels	Abandoned Vessel	DPW	CHP	201908281831
DPW-Adopt-A-Road	Adopt A Road	DPW	ROADS	201908281811

## No Developers Needed

Save time, money, and engineering resources by leveraging our pre-built framework for developing voice and text-based chatbot solutions with Dialogflow.

DIDI provides everything:

- Google Assistant & web integration
- Conversation modeling UI
- Backend fulfillment
- Multi-layered NLP

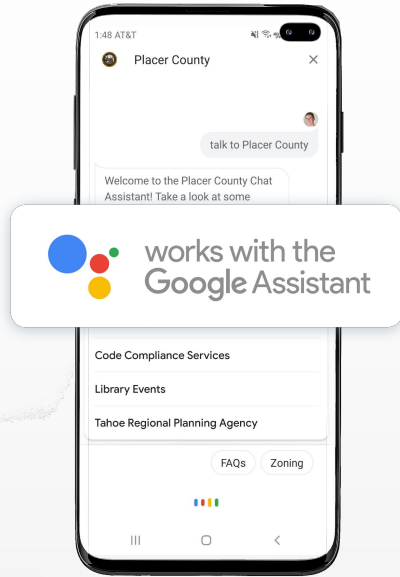
## Real-Time Updates

While Dialogflow allows users to capture conversations and intent, updates can take up to a day to be applied.

DIDI's backend architecture allows you to enable new topics in real-time & configure intent classifications from a unified interface.

Admins can view a realtime overview of user engagement from an analytics dashboard within the admin console.

# DIDI - Conversational Chatbot



## Multi-Platform Presence

Design once and deploy your chatbot to 10+ integrated platforms, including Google Assistant, to connect with your audience wherever they are, whenever they need you.

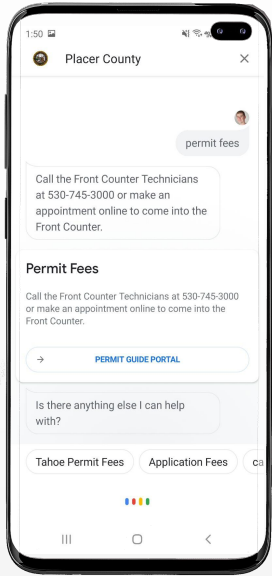
## Match Personality to Market

Utilize DeepMind WaveNet speech synthesis to inject the right personality into your chatbot to align with your brand, creating a more engaging experience.

## Context Aware Responses

With a short term memory of the current conversation, your chatbot will respond appropriately and more naturally based on active topics and recent information.

# DIDI - Conversational Chatbot



## Benefit from Google's NLP

Your conversational agent's speech and intent recognition is continually improved by training the Machine Learning model on the actual phrases your chatbot receives.

## Tailored Conversation Flow

Provide an intelligent and appropriate dialogue with users based on their preferred method of interaction.

Present rich content to users with a capable device or provide guided conversation flow for voice-only interactions.

## ML & Data Analytics

DIDI's administrative console allows you to:

Quickly view missed questions, update with new keywords and add them to the desired intent

Export all data from user engagements for further analysis in BigQuery or other analytics tools

# Placer County | Conversational AI Chatbot for Digital Engagement



*Placer County is Transforming its Digital Engagements using Multi-Platform, Voice-Enabled Chatbots to Streamline Operations While Creating More Engaging Customer Experiences*

## Challenge

To support its growing population, the county wanted to go beyond the traditional self-service IVR systems and hiring additional staff, and instead look to transform its customer experiences with a digital-focused engagement strategy.

Through its Community Development Resource Agency, Placer County launched a multi-faceted initiative they called “eServices,” with an objective to offer customers access to information and services that would typically require an in-person visit to its offices.

*“Ask Placer [County] presents a major opportunity because, for the first time ever, the number of active users of messaging apps, such as chatbots, has surpassed social network users... Placer County is one of the first, if not the first, local jurisdiction to use both Google Assist and Amazon Alexa to provide information and respond to customer questions. Placer is trailblazing the use of artificial intelligence to provide better county services.”*

- Shawna Purvines, Principal Planner @ Placer County

## Solution

Placer County worked with the Dito and Google Cloud to develop an AI solution that would enable its community to engage in a more interactive, modern, and conversational manner.

The “Ask Placer County” (phrase used to initiate a session) chatbot, accessible through both web and voice interfaces, was developed using Dito’s chatbot architecture that leverages Google Cloud Platform technologies including Dialogflow, App Engine, Cloud Datastore, Google Assistant, and Actions on Google.

The deployed chatbot offers robust natural language processing, is expandable to include multi-lingual support, and is able to surface the knowledge base of questions and answers stored in Cloud Datastore.

## Results

The “Ask Placer County” solution works across multiple voice platforms, such as Google Assistant with Dialogflow, Amazon Alexa, and mobile/web interfaces to more efficiently support its community. Residents can now access a dynamic, conversational self-help solution that offers real-time answers and related resources. By capturing and analyzing the questions being asked, the county is able to fine tune the training of its chatbot to better support future conversations while also gaining a deeper understanding of how to provide better answers, services and support to its community.

The chatbot is saving significant amounts of time by offloading repetitive and time consuming Q&A from the admin and support teams to focus their time and attention on more important matters.