Getting Started Guide

Comm100 Chatbot

Comm100's Chatbot is an automated virtual agent that is designed to answer your customer's questions. It acts like your human live chat agents, helping your customers get answers to their questions and accomplish their goals.

Comm100's Chatbot is an add-on feature with an additional cost. To find out more about pricing, contact our sales team.

This article walks through the steps to begin using Comm100's Chatbot:

- Creating a New Chatbot
- Manage Chatbot Intents and Entities
- Chatbot Entities
- Quick Replies
- Smart Triggers
- Chatbot Learning
- Manage Chatbot
- Enable Comm100 Chatbot for your Campaign

Creating a New Chatbot

After your sales agent or account manager has activated the Chatbot, you can create your very first Comm100 Chatbot. Here is how you get started:

1. Log in to your Comm100 Control Panel.
2. From the left navigation menu, go to **Bot** > **Chatbot**.
3. Click the drop-down list and go to the Manage Chatbots area.
4. Click **Manage**.
   The Chatbots drawer appears.
5. Click **New Chatbot**.
6. Give your Chatbot a **Name** and select the **Language** you want the Chatbot to speak.
7. Click **Save**.

Note: You can create up to three Chatbots by default. If you want to create more Chatbots, send a request by filling out the New Bot Request form.

Managing Chatbot Intents and Entities
Create New Intents

Intents are the purposes or goals that a user wants the Chatbot to understand, such as booking a flight, paying a bill, or finding a news article. Start creating your intents, and your Chatbot will understand your visitor's questions and help with the goal they are trying to achieve.

A good place to start when creating your initial Chatbot question bank is by inputting your most frequently asked questions and answers. To create a new intent in this repository, follow these steps:

1. Click **New Intent**.
2. Enter a question that might be asked by your visitor as an **Intent** name.
3. From the drop-down list, select a **Category** for the questions.
4. In the Questions section, enter a question that might be asked by your visitor.
   You can define multiple questions based on your Intent. A certain number of questions coverage helps your Chatbot better understand a visitors' purpose.
5. In the Answers section, set up an answer to the questions. You can use the available Chatbot Actions and build answer flows. To learn more about the actions available on Chatbot, see this article.
6. You need to label the Entities in questions before you can collect data from visitors via:
   a) **Form**: The Chatbot sends a form to visitors so they can provide the information needed to return a response.
   b) **Prompts**: The Chatbot gathers needed information in a Question and Answer format. Visitors will be presented with predefined options as potential answers for each prompt. For each prompt, you can add up to 10 options.
7. You can also choose to get visitors to share their location; allow your Chatbot to ask for visitors' geographic location and return answers which are location specific.
8. Click **Save**.

Chatbot Entities

A Chatbot Entity contains detailed information that is relevant to a visitor's purpose and helps you extract a data type from the visitor's questions. The data can be a name, product name, date, or any group of words.

Comm100 provides some common Prebuilt Entities such as temperature, ordinal, email, and phone number. You can also Import your own
Entities. On the **Import Entities** page, you can download and check a sample file before importing Entities.

Importing Intents and Entities

If you have many ready-made Intents and Entities, you can easily get started by importing them into your Comm100 Chatbot. To learn more about importing Intents and Entities, see this article.

Canned Quick Replies

Quick replies are displayed in the chat window as clickable buttons with pre-defined answers. When clicked, the button provides a quick response or connects the visitor to an online agent.

To create a Quick Reply, follow these steps:

1. From the left navigation menu, go to **Bot** > **Chatbot**
2. Select a Chatbot from the drop-down list and click **Canned Quick Replies**.
3. On the Canned Quick Replies page, click the **New Canned Quick Reply**.
4. Enter the name for the Quick Reply and click **New Quick Reply** to select one of these options to define what will happen next: **Trigger an Intent** or **Contact an Agent**.
5. There is a 20-character limit for each quick reply name and item name.
   a) You can add up to 10 items in one quick reply.
   b) **Trigger an Intent**: Once the visitors click on the quick reply button, it returns the answer of that intent.

c) **Contact an Agent**: Visitors can click on the button to chat with online agents. The button text changes based on an agent's status.

6. Click **Save**.

For every one of your Chatbot's Intents, you can add one Quick Reply. It will be displayed at Bottom of the chat window.

Smart Triggers

Smart Triggers allow you to perform automated actions when certain events occur or conditions are met while the Chatbot is chatting. These automated actions can include sending notifications to your agents, monitoring a chat, transferring a chat to a live agent, adding visitors to predefined Visitor Segment, and so on.

To create a new Smart Trigger, follow these steps:

1. Log in to your Comm100 Control Panel.
2. From the left navigation menu, go to **Bot** > **Chatbot**.
3. Select a Chatbot from the drop-down list and go to **Smart Triggers**.
4. Click **New Smart Trigger**.
5. On the New Smart Trigger page**,** give the trigger a name.
6. Turn on the **Enable** toggle key.
7. Set up the conditions for the rule to be trigged.
   You can also use Chatbot specific conditions such as Chatbot Found no Response, Visitors Rate an Answer
8. Click **Save**.

Chatbot Learning

When the Chatbot is asked a question, it doesn't have a High Confidence Answer to, it will keep track of it. This can help you enrich and optimize your Intent base. You can add visitor-asked-questions to your question base either by adding a new intent or by adding it as a similar question of an existing intent.

Manage Chatbot

Go to **Bot** > **Chatbot** > **Manage chatbots** area. There you can manage the basic settings for your Chatbot.

Customize Chatbot Name and Avatar

Go to the Chatbot that you have just created under the Chatbot module, click on the Chatbot Name and you can configure settings for a specific Chatbot.

You can define your own Chatbot Name and upload a customized image as the Avatar of your Chatbot. You can also adjust the Chatbot Sensitivity and Channels from the Advanced drop-down.

Event Message

The Event messages are pre-defined messages sent by your Chatbot to the visitor in different scenarios. Each Chatbot can have its own automatic greeting message.

Chatbot Sends Different Messages Based On Its Answer Scenarios

When Chatbot doesn't know the answer to a visitor's question, you can specify what the Chatbot should say instead. When Chatbot returns an answer to your visitor, but the visitor rates it as Not Helpful, it can send a message with an apology and a suggestion to switch to a human agent.

To learn more about Event Messages, see this article.

Chatbot Sensitivity

Clicking the Advanced menu will extend the options for you to change Chatbot's Sensitivity which determines how your Chatbot handles requests based on the confidence it has that it's delivering the right answers. The sensitivity score range is from 0 to 100 and can be manually adjusted. This will change the score range of the returned "High Confidence Answers", "Possible Answers" and "No Match Score Answers". To learn more about Chatbot Sensitivity, see this article.

Enable Comm100 Chatbot for your Campaign

By default, a new Chatbot isn't attached to any campaign. You can **Choose a Campaign** to associate with that Chatbot.

1. Log in to your Comm100 Control Panel.
2. From the left navigation menu, go to **Live Chat** > **Campaign**.
3. Click the drop-down list and select a campaign.
   Note: If you have multiple campaigns, double-check the name for customizing the correct campaign.
4. Go to **Chatbot,** and turn on the **Enable** toggle key.
5. From the **Bot for Campaign** drop-down list, select the Chatbot you want to use for that campaign.

Define When Chat Requests Will Be Distributed to Chatbot

To optimize your chat acceptance, you can select when the chat request should be distributed to Chatbot based on the chat queue length or a defined probability.

Probability of being distributed to Chatbot: **50%** means after a visitor initiates the request, there is a 50% chance that this chat request will be distributed to the Chatbot. Note that if you have enabled Routing Rules for your campaign, you need to set up the percentage under the **Campaign**> **Routing Rules**.

If you need any further assistance to help you get started with our self-learning for the Chatbot, feel free to talk with our live chat agents now!

Comm100

Let's chat

Comm100 is a leading global provider of omnichannel customer engagement solutions with a mission to make online service and support delivery more genuine, more personalized, and more productive through meaningful conversations.

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