Going global?
Are you ready for
digital employees?

Indra Sāmīte

Board Member@Tilde

indra.samite@tilde.com

Insights into designing and building your **dream employee**

Always
available,
friendly and polite,
no sick days,
no holidays,
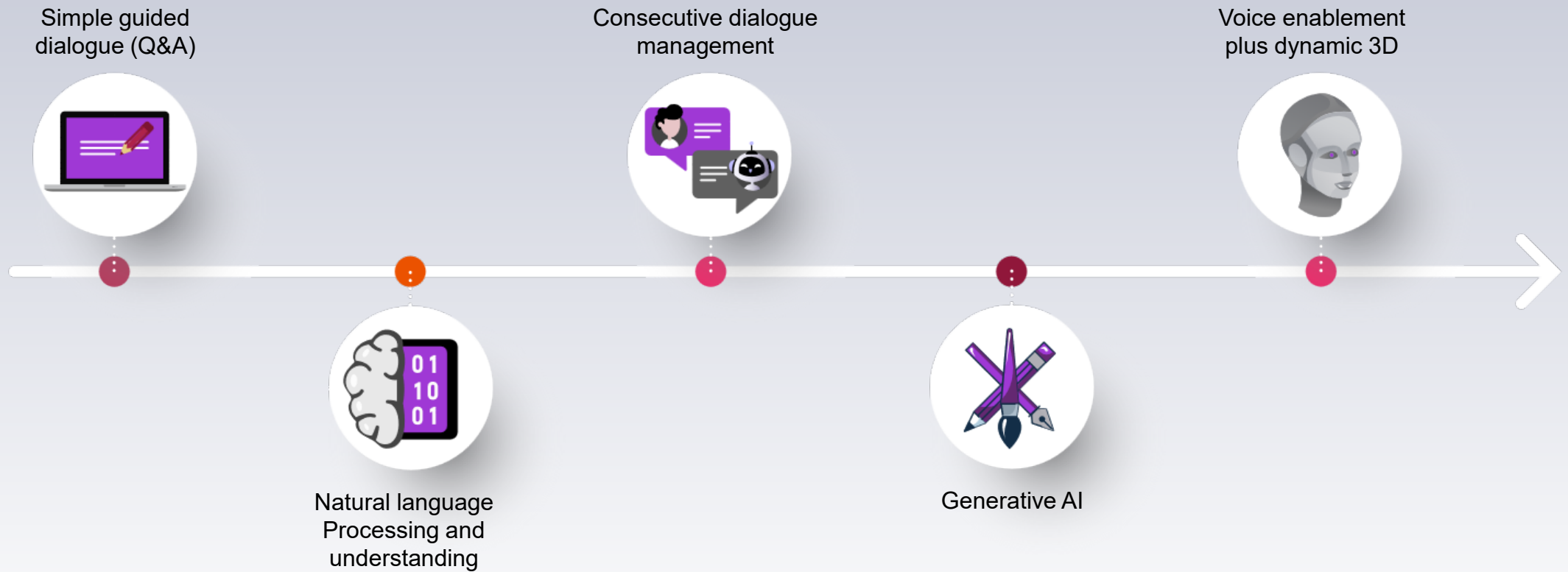never cranky,
doesn't make inappropriate
jokes.

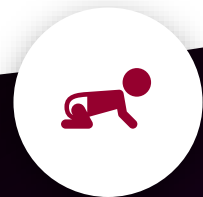# What can you **expect** from your digital employee?

- Answer questions, solve customer issues 24/7
- Work in multiple places
- Be a sales channel
- Take notes, make appointments
- Be a research assistant
- Work with other virtual assistants or team w/humans

Chatbot evolution

Simple guided
dialogue (Q&A)

Consecutive dialogue
management

Voice enablement
plus dynamic 3D

Natural language
Processing and
understanding

Generative AI

Types of **Digital Employees**

Ultimate – complex problem solving

Superior – multilingual written and voice recognition & synthesis

Advanced – advanced QA scenarios, AI enabled, voice recognition

Client manages the conversation

The bot NLU (natural language understanding) – AI – intent detection

Must model the client's intent

Bot training

Dialogue flow expert (examples and answers

Guided dialog

Cannot ask about anything that the bot is not set up to answer (happy ending or frustration for the client)

Basic – Key word driven

What exactly makes a digital Employee
AI enabled

- Dialogs in Excel vs **Intent detection**

- Multiple answers for one question vs. **Multiple questions** for one answer

- **Multilingual** intent conversations

- **Facial feature** that projects emotions

- **Voice feature** that projects emotions

# It's not **EASY,** but there's a creative **THRILL**

- **Determine the type** of digital employee you require

- **Define the problem** you want to automate

- Agree on a **personality, visual** aspect

- **Address the fears** and concerns of human employees

- **Keep working** with the bot, and it will be able to do more and more

Create your perfect employee, pay attention… it will represent your brand

- **Define pesonality, language style**, chit chat, how it reacts to offensive questions, create the "persona"

- Highly advanced digital employees have **customized facial features**, they express the appropriate emotion for the conversation

- An advanced digital employee will **detect anger** in a client and seek to diffuse it before continuing

- **Voice synthesis** can mimic voice modulation with expressive speech synthesis
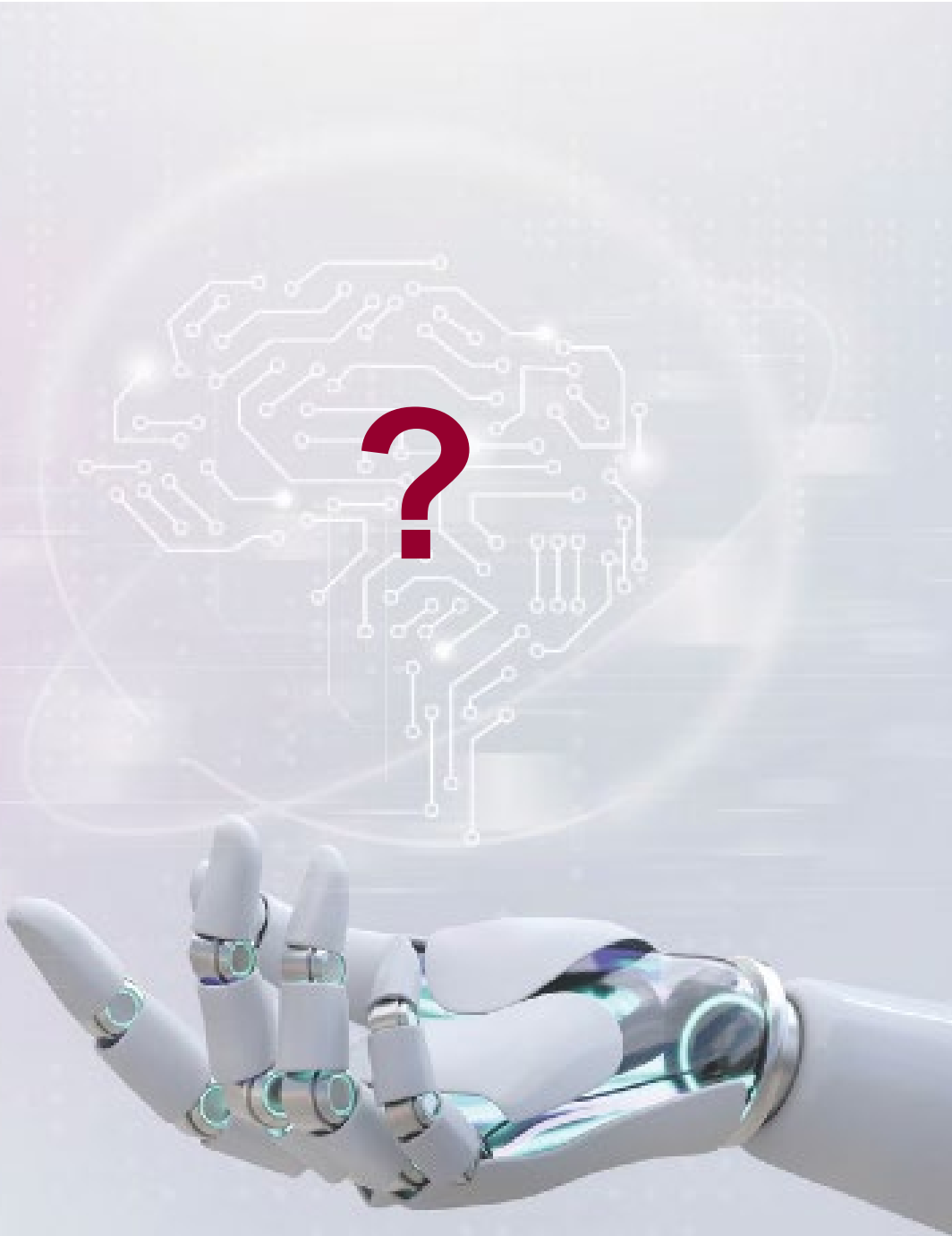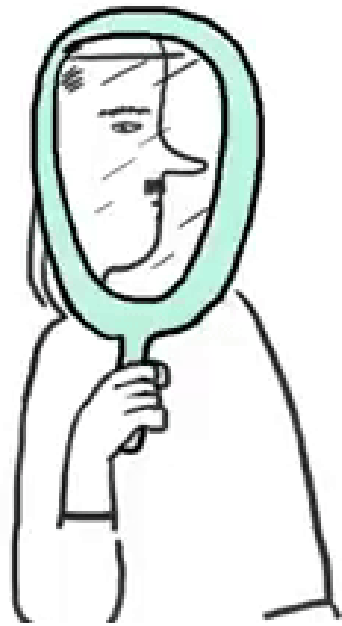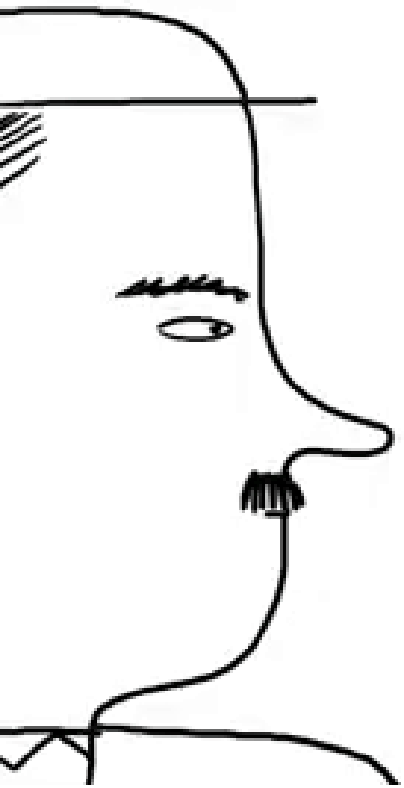
Your digital employee should mirror your customer.

Our journey started with Laura

- Tilde created Laura, a prototype **digital local guide** for a large language tech conference in Rīga in 2012

- Laura's responsibilities were to **answer spoken and written questions about things to do** and places to go and how to get there

- Laura was really advanced for the time and incorporated many **cutting-edge features**: voice recognition, voice syntheses, animated delivery, connected to multiple info bases

Tilde digital employees: past and present
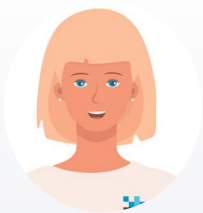

Literary & entertainment characters

Public services

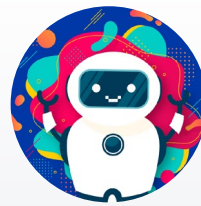Private sector

…and many more

Signe
eParaksts

Maija
Rīgas 1. slimnīca

Zintis
Viszinis ☺

Mantas
Lietuvas pasts

Vendis
Cēsis

Mona
Latvijas Banka
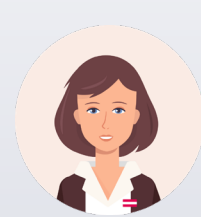
Lelde
Elektrum

Una
Uzņēmumu reģistrs

Nora
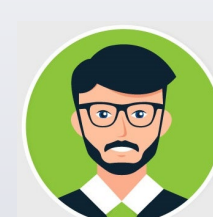Valsts vides dienests

Justs
Tiesu administrācija

Leo
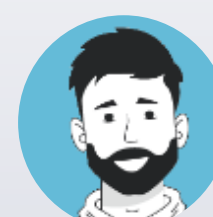Rīgas Tehniskā universitāte

Ieva
Lauku atbalsta dienests

Valts
Sadales tīkls

David
Pulsar

Juris
Rīgas namu pārvaldnieks

Toms
Valsts ieņēmumu dienests

Hugo
Kultūras informācijas sistēmu centrs

Virtuālais rekrutieris
NBS Rekrutēšanas un atlases centrs

Maija
Latvijas Investīciju un attīstības aģentūra

Eriks
Valsts reģionālās attīstības aģentūra

EVA
Eiropas kosmosa aģentūra

Revis
Lietuvas ceļu satiksmes direkcija (REGITRA)

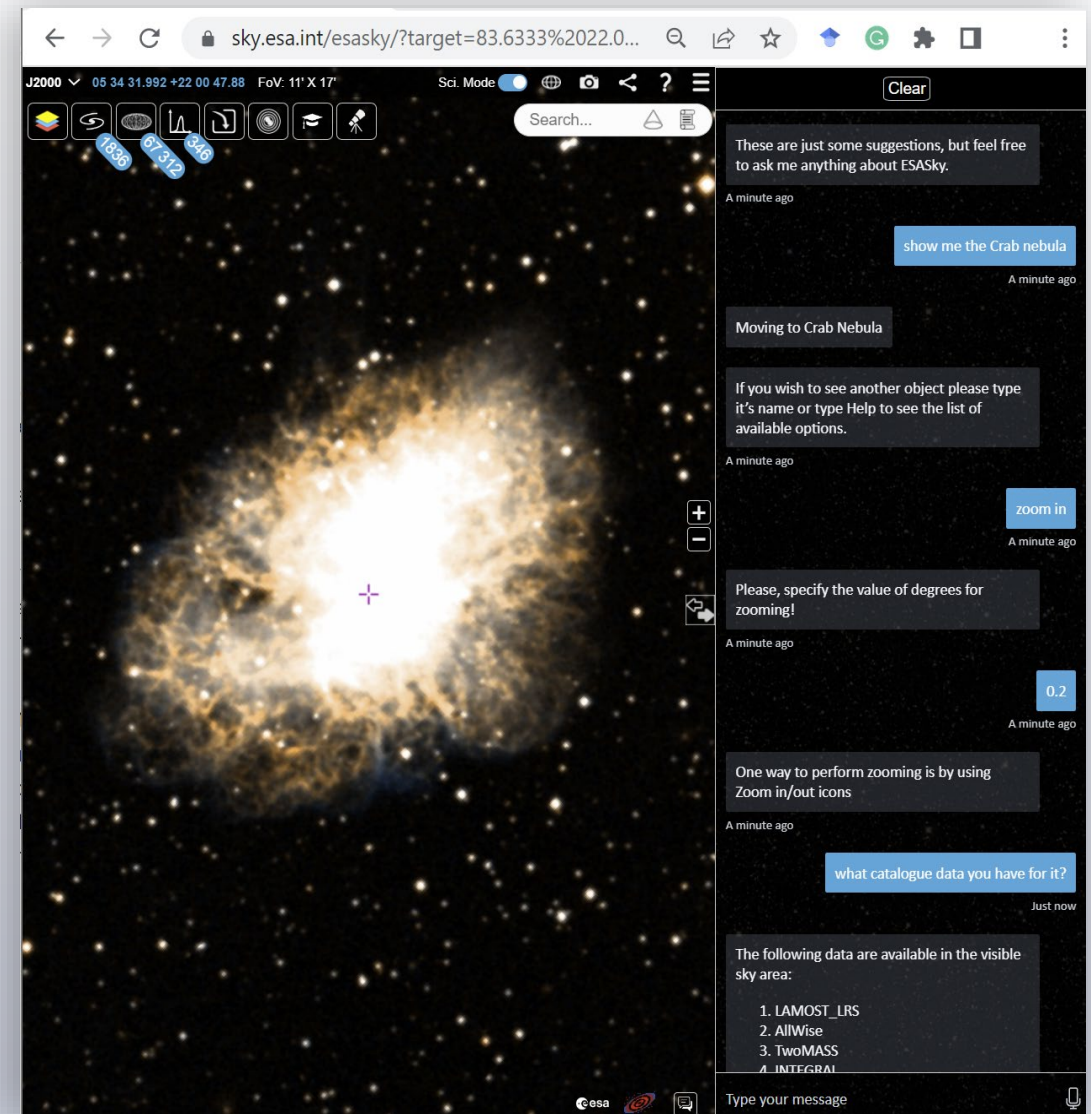**Simas**
Lietuvas nodoklu inspekcija (VMI)

ESAsky – European Space Agency bot

- Unique service bot

- Helps the public find stars

- Helps researchers find data across 3 ESA databases and gives them the links to the data

Virtual assistants not only make communication with the organization faster and more convenient. They also offer new ways to interact with the space science portals by helping to navigate in the sky and educating about the cosmos in an interactive way. With the help of virtual assistants, sky enthusiasts will have a chance to locate different astronomical objects by specifying the name of an object or providing its coordinates, zoom in to see the object closer, change the background of the sky, follow the news of space missions.

Juris from the Rīga Building Mgt Co.

- Brought to life in the spring of **2023**

- **Add pictures** – dripping faucet

- Get clarification on bills

- **Voice** messages

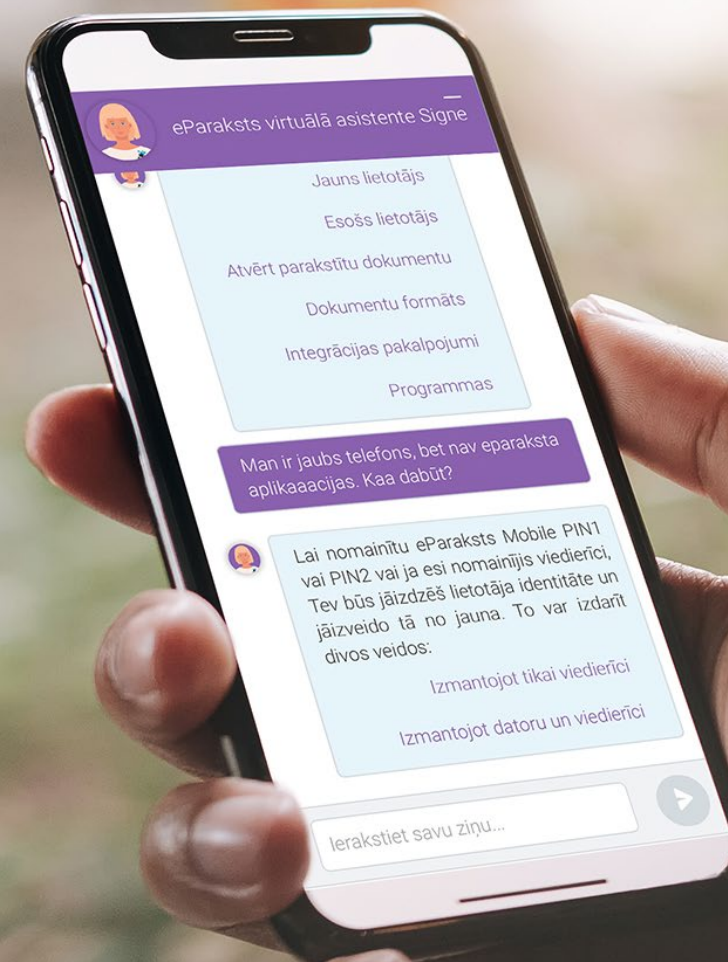- TBD – user **authentification** & personalized problem solving

Signe at LVRTC

- Brought to life in the spring of **2020**

- Solves almost **30% of all incoming inquiries**

- Has a knowledge base of **7740 different questions**

- **First telephony bot in the world** who can understand and answer in Latvian via phone call

LATVIA STATE
RADIO AND TELEVISION CENTER

Even digital talent retention and usefulness depends on maintenance and tuning.

Opportunities & Synergies

- Digital assistant training

- Dialog/intent experts/ChatGPT

- Universal CS agents
  - Bot mentor & client support

- Digital assistants have even been observed mentoring junior staff

- New opportunities for localization teams
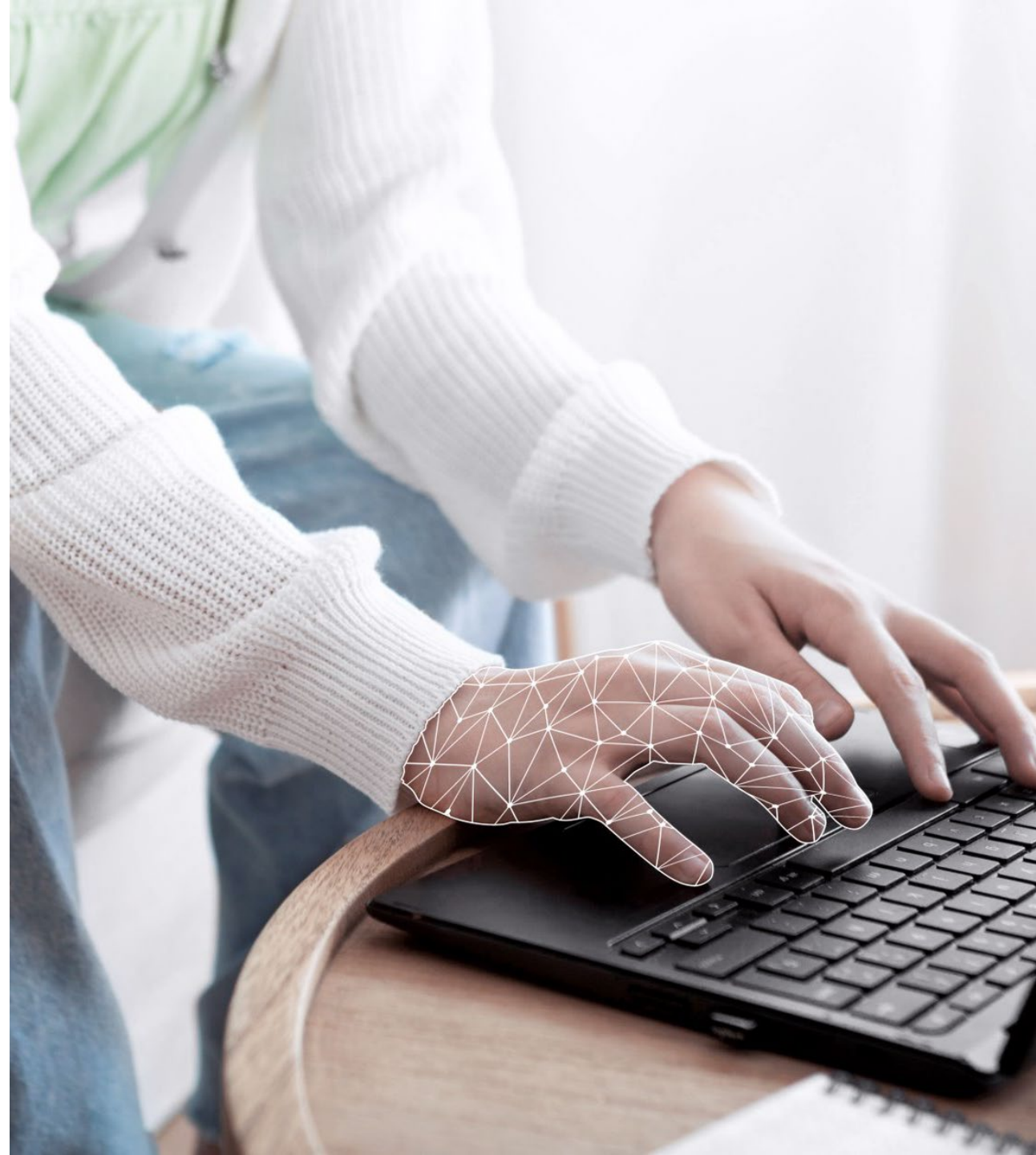
Thank you!
Questions?

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