Virtual Assistants in the Enterprise

Vinay Dwivedi
Head of Product, Sapho
The Promise of Enterprise Software

- Extensive Features
- Automated Workflows
- Tons of Information

→ Improved Profitability
The Reality: Most employees have trouble using them

So little value is derived from many of these expensive systems.
Why the missing link?

• Complicated UIs
• Too much information (often stale)
• Data on disparate applications
The mobile era offers new user-centric interactions

- Conversational speech focused UIs
  - Easier to access and capture information
  - Rethink stale old workflows

- Notifications and feeds to deliver insights
  - Bringing information directly to users
  - Making it relevant and personalized
Enterprise use cases abound for Siri and Google Now style apps.

Users can “Pull” information easier through spoken conversations.

Systems can “Push” timely information via feeds without users needing to ask.
Examples from the Enterprise

Oracle Voice
- A conversational virtual assistant for sales teams on-the-go

Talking to Salesforce on Amazon Echo
- Could Alexa be your next in-office virtual assistant?

Sapho
- A platform to build and deliver notification driven virtual assistants
Oracle Voice
The problem with CRM applications

• Most sales reps don’t use the software
  – Hard to access and navigate on the go

• So information about sales deals becomes stale

• And a company’s ability to make forecasts and draw insights suffers
Oracle Voice - A speech-enabled virtual assistant for sales teams

- Access and capture contacts, notes and activities for sales opportunities on the go
Fast, Friendly, Fun

• Speech-focused
• Conversational
• Multi-modal

Video
The Nuts and Bolts

Speech to Text and Text to Speech conversion

Cloud

Identity Management

Natural Language Processing Engine

Sales Data

Your Opportunity
User Benefits

• Easily access to critical sales data, whenever and wherever needed

• Sales reps can capture newly discovered information quickly on the spot

• **Current data** drives better visibility and decision making companywide
Talking to Salesforce on Amazon Echo
Is Alexa your next in-office virtual assistant?

- Alexa, the voice service that powers the Echo, offers myriad Enterprise use cases given it’s open Speech and NLU APIs

- Far-field voice recognition technology makes the Echo a better device than mobile around the office or in a conference room
The Nuts and Bolts
Sapho
Getting work done isn’t easy

• Useful data and events spread across several Enterprise applications

• Difficult for employees to find information and to remember the actions they need to take

• If only there was a virtual assistant that “pushed” across relevant information and actions to employees at the right time
Sapho - A platform to build notification focused virtual assistants

- Sapho notifies employees about information they need and actions they need to take from across all the business systems they use.
Information and actions, pushed to employees

- Proactive BI
- Consolidated Approvals
- Aggregated Metrics
User Benefits

• Enterprises can rapidly build and deploy notification focused virtual assistants that connect to all their business systems

• Based on events in those systems, relevant information is surfaced to employees before they know they need it, delivered in a Facebook-like feed.

• Employees can take actions and complete tasks with one-click, right from the notification feed.
Takeaways
Observations and Lessons Learned

• Users expect consumer grade experiences on enterprise apps.
  – Desktop style navigation menus, forms and workflows don’t carry over well to mobile
  – New interactions (Voice/NLU, Notifications/Feed) need to be well tested to avoid user frustration

• Less is more. Focus on what is relevant to the user.
  – Ask only for key inputs when capturing information (default or pre-fill as much as possible)
  – Deliver only relevant and actionable information (limited screen space, less cognitive load)

• Where identifiable patterns exist, move thinking from the user to the system.
  – Automatically prompt user to capture information (right after meeting for a sales person)
  – Deliver information before users know they need it (meeting briefing, earnings reports)
Thank you!

vinay@sapho.com
www.sapho.com