Training the Digital Virtual Agent

Brett Knight – Lead Digital Product Manager
The Digital Virtual Agent

>900k members per month engage with the digital assistant.

The digital agent has >2M conversations per month.
The Digital Virtual Agent

89%

Containment rate i.e. 89% members that engage the digital agent, do **not** escalate to a live representative.

90%

The digital agent accurately routes to live member contacts.

Let's get you to the right insurance representative. What's your request about?

Add or Replace a Vehicle

Thanks. Just tap below to reach us or try our self service.

Add or Replace a Vehicle Now

Wait Time: 4 min

Busy - Place Me in Line
Interaction Types

Understanding

Questions and Context – NLU+

Responses

“Simple”

Complex – Account

Complex – Dialogue

Transactional
The Phases of Training

- Discover
- Design
- Build
- Deploy
- Maintain
Where AI & ML Enhance Training

Recognition & “Understanding”
What is my checking account balance?

“Simple” Responses
You can find balance information here.
Where AI & ML Enhance Training

Conversational Analytics
Tuning and New Opportunity

User Interface (UI)
Topic Hints, search suggestions, positioning
Human Interaction Needed for Training

Complex Responses
Database interactions, conversational dialogue

Transactional
Card replacement, updating contact info
AI Toolkits and Frameworks

Differences in toolkit features influence process.

Business User Interface Vs. Program Code
Web APIs and Platforms Enable Actions

Take Action

Example: Block and unblock a credit card.
Thank you...