

Greetings! And a good day to you!

By the way, it seems like there is a **thunderstorm with heavy rain** outside right now, around Singapore! So at least don't forget to bring an umbrella. You people should stay safe!

5:38 PM

What can i help you with?



I // THE START

STUDENT SERVICES HUB

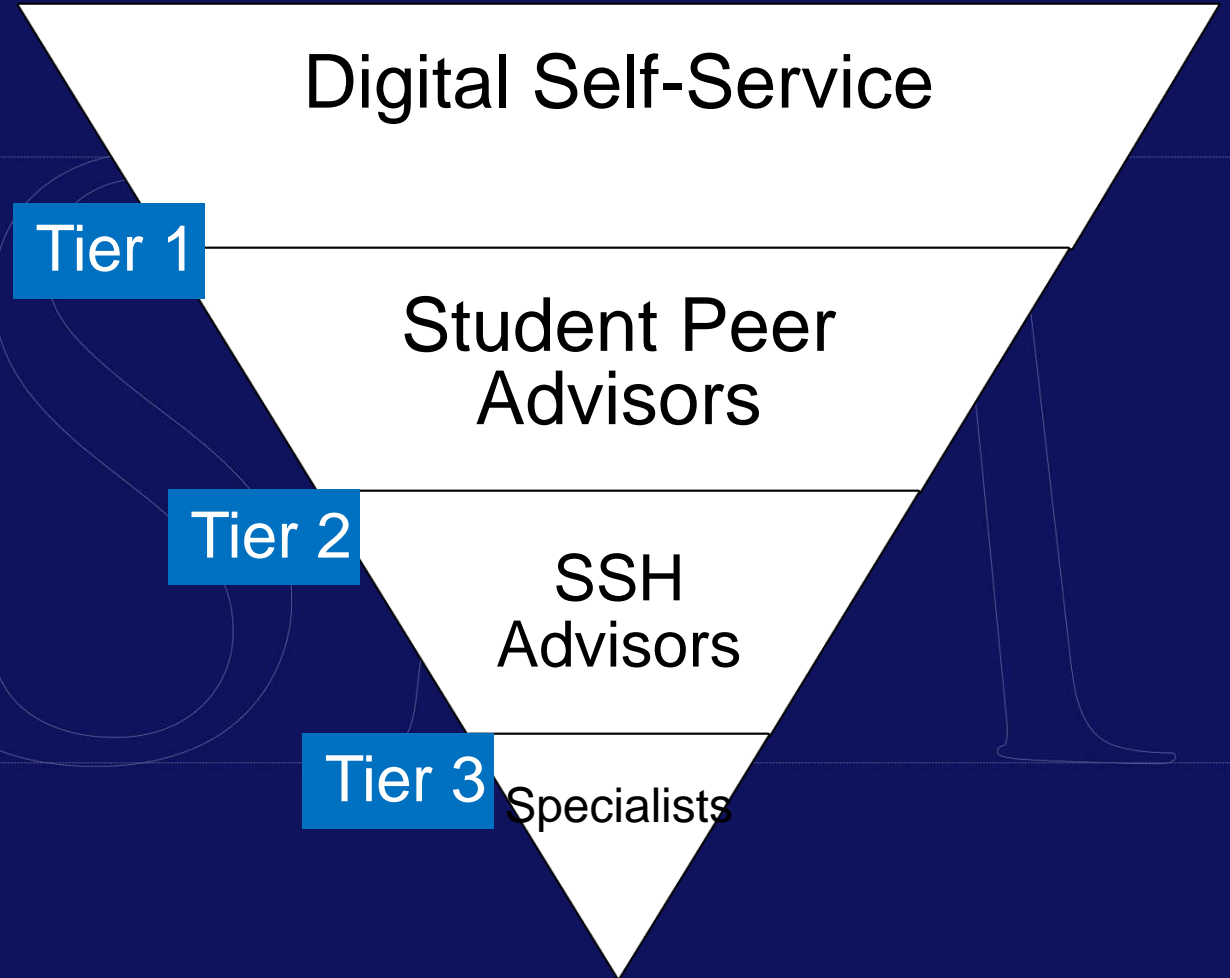


STUDENT SERVICES



"The focus of student-centred services is to ensure that each student's 'touch point' with the institution provides the quality, accuracy, and responsiveness expected by today's students,"

*Darlene Burnett,
Planning for Student Services: Best Practices for the 21st Century*



Flipping the touchpoints



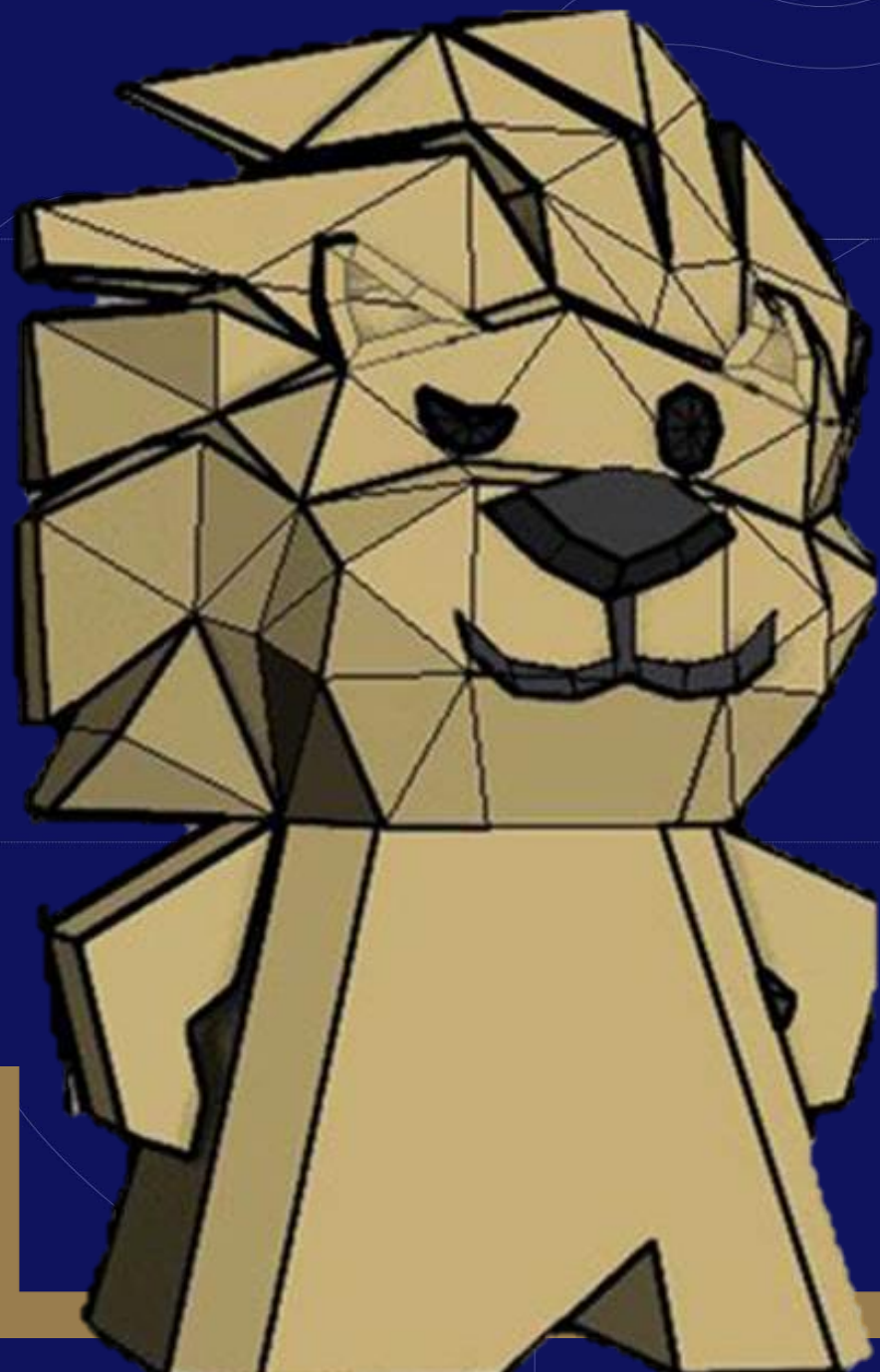
Short responses to avoid **TL;DR** in users

Chatbot to have a personality

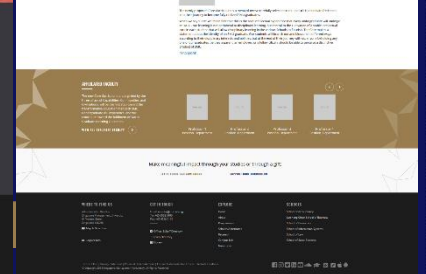
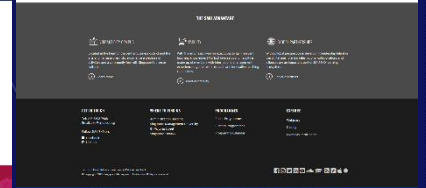
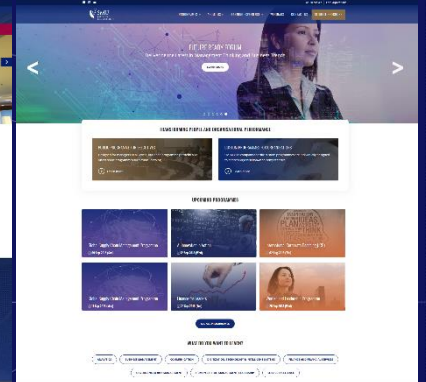
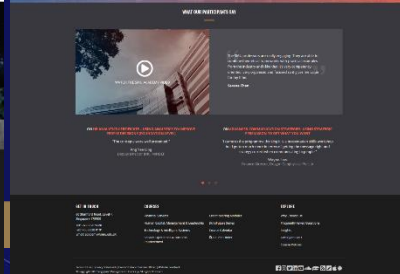
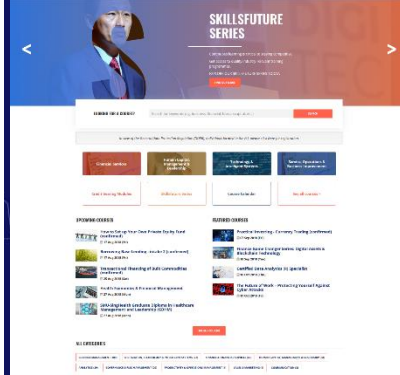
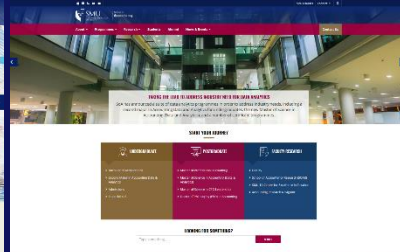
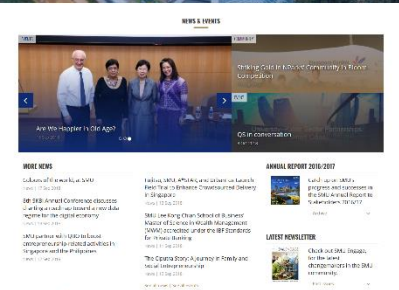
Knowledge of existing 700+ FAQs

FAQ owners maintain the questions independently

Design Aim for the Chatbot



SmooSmoo



CONTENT EDITING



CUSTOMISATION



WEB SERVICES



Drupal™

Create Knowledge Base Article

Question/Title *

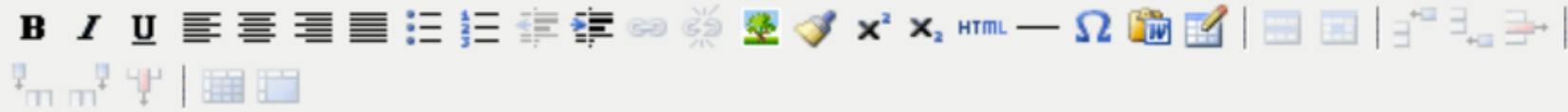
Alternate Title



Add another item

QUESTION with variants

Summary



Text format

Full HTML

SHORT ANSWER

Related Programmes:

Available Options:

BSc (Economics)
BSc (Information Systems)
Bachelor of Laws
SUTD-SMU DDP in Tech & Mgt
Grad Dip in Healthcare Mgmt
MSc in Applied Finance
MSc in Wealth Management
MSc in Finance
MSc in Applied Economics
Master of Prof Acct



Selected Options:

Bachelor of Business Mgmt
Bachelor of Accountancy
Bachelor of Social Science

Keywords

Tags

Separate tags with comma (,)

PROGRAM, KEYWORDS,

Section *

- Select a value -

Careers & Comm Service: Pro-Bono Placement
Careers & Comm Service: The Finishing Touch
Exchange: Academic
Exchange: Administrative
Exchange: Before Applying
Exchange: Global Summer Programme
Exchange: Post Exchange
Exchange: Preparing for Exchange
Exchange: Selection Process
Finance & Admin: Absence & Withdrawal
Finance & Admin: Asset Loans
Finance & Admin: Certification/Personal Info
Finance & Admin: Fee Matters & Financial Assistance Schemes
Finance & Admin: Student Identification Card
Student Life: Alumni Relations
Student Life: Diversity, Inclusion & Integration
Student Life: Facilities
Student Life: Safety & Emergency Preparedness
Student Life: SLiMS
Student Life: SMU LifeLessons®

CATEGORIES

Rawr! I'm sorry to hear that. I promise I'll try to do better next time. 😞

sadness

negative

[edit](#)



happy

positive

[edit](#)

joy

surprise

You put a smile on my face. 😊

happy

positive

[edit](#)

joy

surprise

I'm sorry. Please don't scold me as I'm just a cub.

sadness

negative

[edit](#)

SENTIMENT

That's an easy question! I think this is the answer.	high	Prefix	edit
Yeah okie, let me help you with that! 😊	high	Prefix	edit
Oh I should know this one!	high	Prefix	edit
Ok, I stumbled upon this question many times already!	high	Prefix	edit
Well, I'm not so sure but I believe the answer could be found in one of these below.	low	Prefix	edit
Please don't scold me if I get it wrong, as I'm only a cub. Do you mean:	low	Prefix	edit
Whoa! This question has never crossed my mind. 😁 Did you mean:			

DENCE PREFIXES

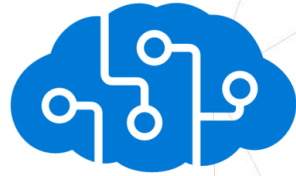
Hello there! How's the day so far? 😊 Let me answer your questions.	19-22	Welcome Message	edit
Why, hello there and good evening to you. How can I help?	19-22	Welcome Message	edit
Hello! Hope you had a great day so far. How can I help you now?	19-22	Welcome Message	edit
Hi! Not in bed yet? 😬 Can I help you answer some questions?	22-04	Welcome Message	edit
Hey there! As a cub chatbot, I don't sleep 😊 How can I help you?	22-04	Welcome Message	edit
A'ha, I'm still up! How can I help you?	22-04	Welcome Message	edit
Well, hello there, we lion cubs are active at night! 🌙 😊 How can I help you?	22-04	Welcome Message	edit
Well, hello and good late evening! 🌙 😬 How may I help you?	22-04	welcome message	edit


WELCOME MESSAGES

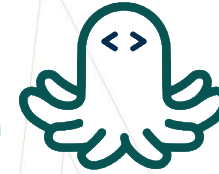
What is the tallest building in SMU? The Library, because it has so many stories.	-	Joke	edit
Can February march? No, but April may.	-	Joke	edit
Did you hear about the guy whose whole left side was cut off? He's all right now.	-	Joke	edit
What do computers eat for a snack? Microchips!	-	Joke	edit
Why couldn't the leopard play hide and seek? Because he was always spotted.	-	Joke	edit
What starts with E, ends with E, and has only 1 letter in it? Envelope.	-	Joke	edit
What happens to a frog's car when it breaks down? It gets toad away.	-	Joke	edit



USERS



 Microsoft
 Cognitive Services
 Translation
 Spell-check



Rapid API


Sentiment Analysis
Emotion Detection



SMOO



REAL-TIME UPDATES

WEB CONTENT MANAGEMENT SYSTEM

MANAGE KNOWLEDGE BASE & FAQs



Distributed, RESTful search and analytics engine

SEARCH & INDEX



Plugin with visualization capabilities for content indexed

MANAGE INDEX



DynamoDB

Managed noSQL fast database

LOGGING

RETRIEVE CHAT RESPONSE

IMPROVE RESPONSE

Find and Connect to the World's Top APIs. [See How](#)

For Developers

For API Providers

Categories

- Commerce
- Communication
- Data
- Devices
- eCommerce
- Education
- Email
- Entertainment

Most Used APIs

All Time | Today



Microsoft Computer Vision

The Computer Vision API provides state-of-the-art algorithms to proces...

● Healthy microsoft-azure ★ 4 **Freemium**



Imgur

Imgur's API exposes the entire Imgur infrastructure via a standardized...

● Healthy imgur ★ 4 **Freemium**

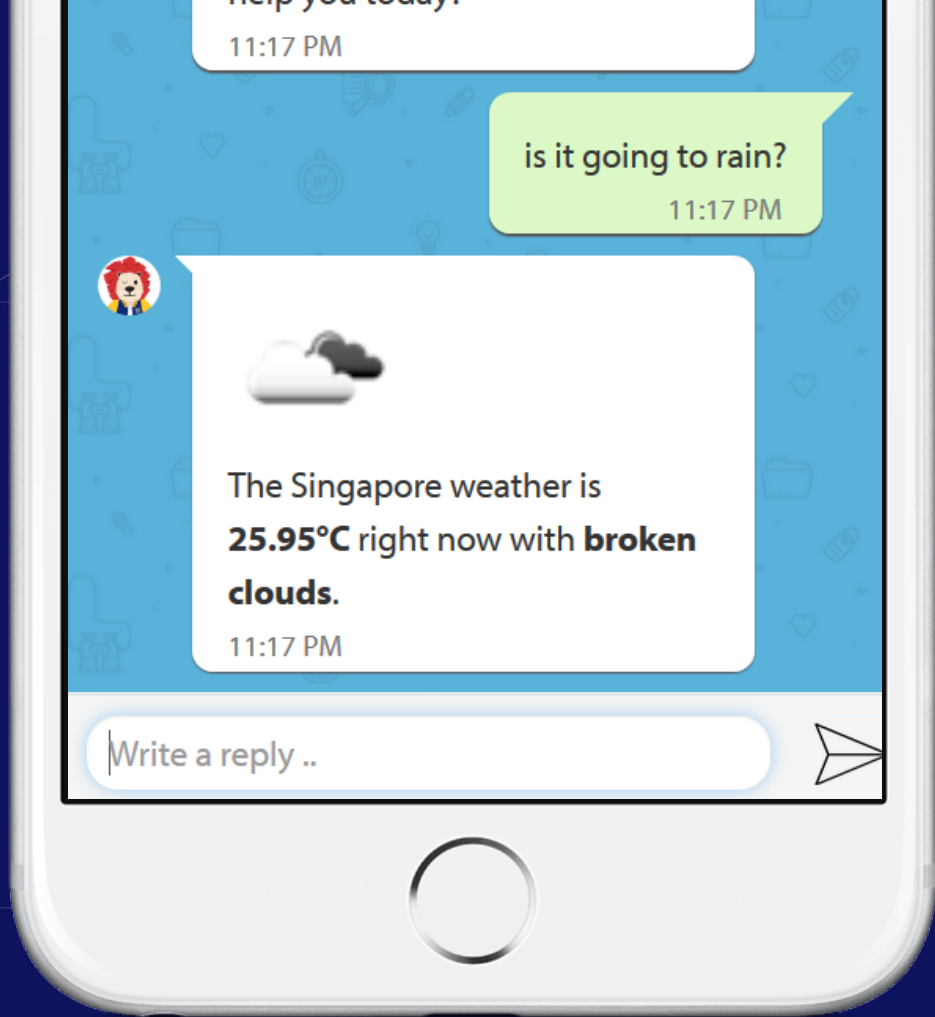
5M ▲

Add your API

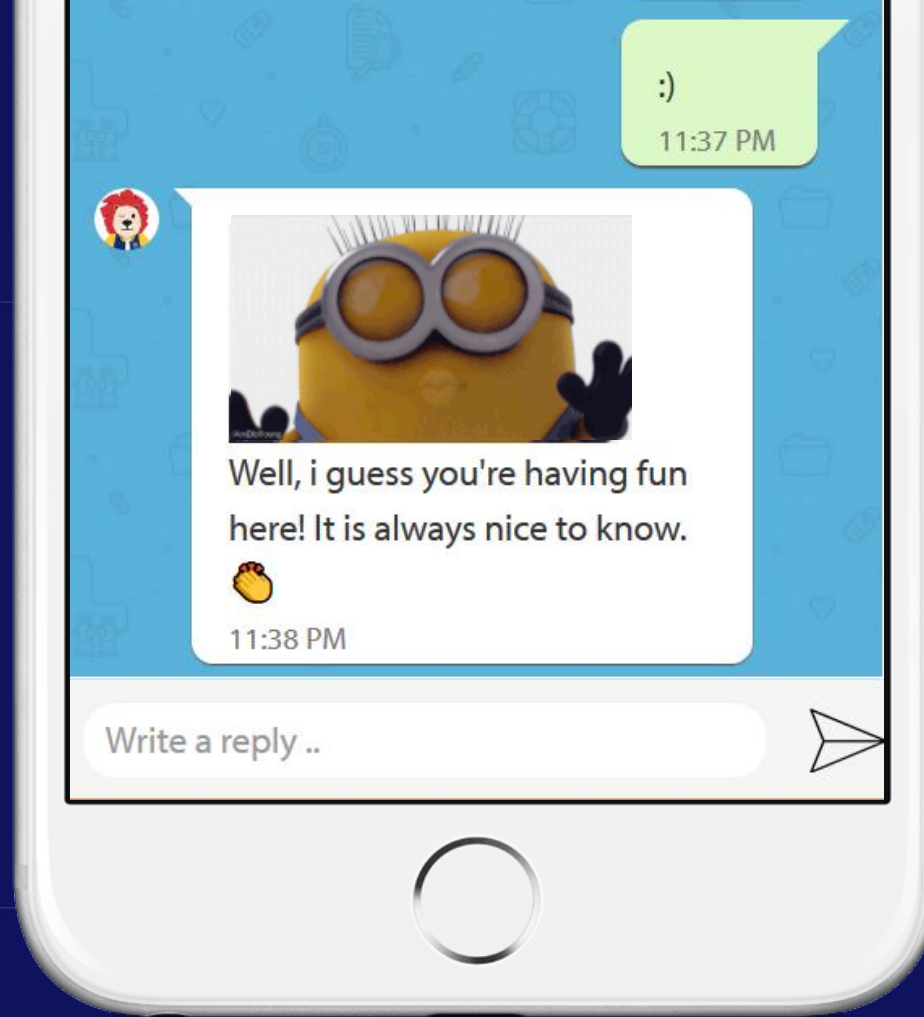
Add your API
to our marketplace

Featured API

Botometer Pro
Freemium



 **OpenWeatherMap**



Intellexer
plug into the future



 **Microsoft**
Cognitive Services

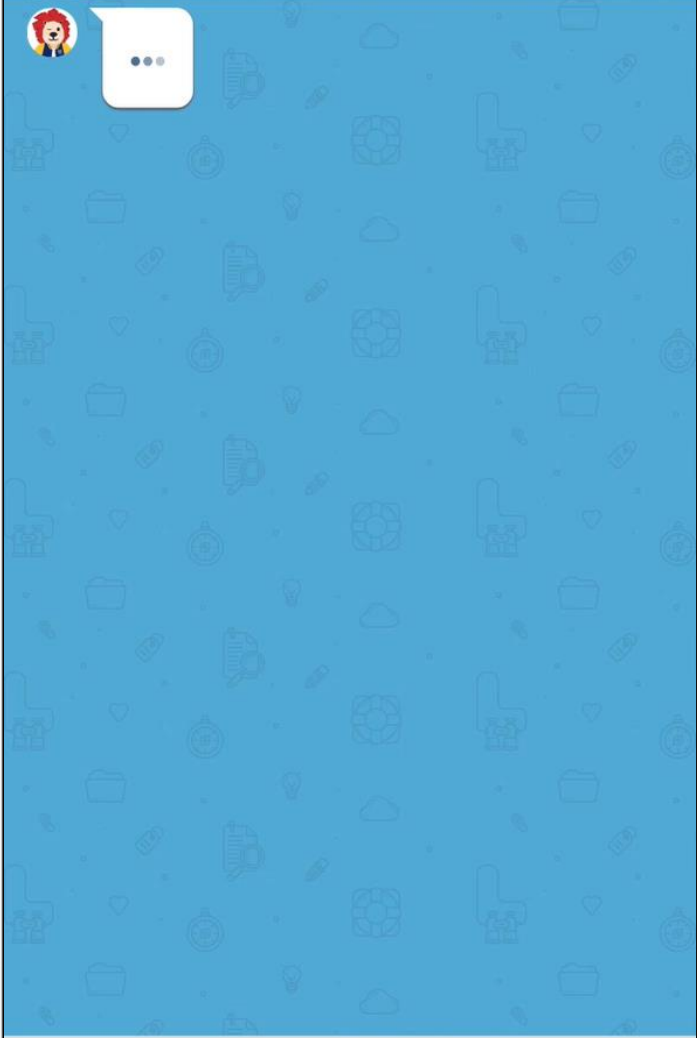


Translation
Spell-check



AskSmooSmoo
(Bot-in-training)

Start over



Send a message..



Student Services Centres Conference

Adelaide, Australia 13 - 15 June 2018



Association for Tertiary
Education Management

connecting your career with people and practice



Improving Digital Marketing & Customer Experience with AI, Advanced Analytics and Chatbots

Marina Bay Sands, 15 - 16 Aug 2018



HighEdWeb Annual Conference

Sacramento, CA, USA 21-24 Oct
2018



IHL CIO FORUM

NETWORKING THROUGH TECHNOLOGY & EXPERIENCE SHARING

Nanyang Polytechnic, 26 Sep 2018

Organisations from hotels to schools to malls have turned to chatbots to improve customer experience and reach out to millennials



Benson Ang

Have a question about renewing your passport, registering your child for Primary for Males?

Ask Jannie. You can say she is the face of the Government - her smiley face can be found on more than 50 government agency websites.

Jannie is not human, of course, but a chatbot, a computer program designed to answer the questions of users like a real person.

Organisations from hotels and airlines to educational institutes, malls and even a jewellery company have enlisted the help of chatbots in recent years, to improve customer experience and reach out to tech-savvy millennials.

Integrated creative consultancy Ogilvy Singapore, for example, has built chatbots for the likes of telcos and pharmaceuticals, as well as food-and-beverage outfits.

"We started introducing this service to our clients two years ago when we saw an increasing demand for it," says Mr Yeong Yee, 40, a senior consultant at the agency.

Across the globe, including in Singapore, chatbots are on the rise as they are more efficient and can bring about cost savings in the long run.

At Andaz Singapore, a hotel in Kampong Glam under Hyatt International, "personal digital concierge" Andy has been a great help to the hotel's social media team since he started work in May this year.

He handles most queries about the hotel that come in through social media, freeing the team up to focus on more complex queries,

says Mr Olivier Lenoir, the hotel's general manager.

"It has also helped to encourage more guests and potential guests to field queries via social media and Andaz now has a very active social media presence," he adds.

Besides government and banking websites, chatbots are also used by businesses from airlines to malls.

Cathay Malls launched a chatbot last month called Caca that can be accessed via Facebook Messenger.

Caca can link customers up with the booking pages of the mall's tenants, where they can buy movie tickets or make restaurant reservations. She can also serve as an activity planner or information desk for shoppers.

Just last month, low-cost carrier Scoot launched a robot-shaped chatbot called Morrie, which can help customers search for and book flights and more.

At Chun Brothers Travel, there is Charoella - a chatbot named after its dinosaur-like mascot - which was added to its website in November last year.

At universities, mascots are passé, while mascot-like chatbots are the new kids on the block.

In February, Singapore Management University (SMU) officially launched AskSmooSmoo, a lion-shaped chatbot that can address more than 1,000 frequently asked questions, such as those about admissions, student life and intern-

ships. It can also inform users of the weather and even try to tell jokes.

For example, when "joke" is typed in, he replies: "I mostly hang out at the SME concourse. You can not miss me."

Ms Linda Boey, 22, a second-year SMU undergraduate, has used the chatbot to ask about financial matters, such as tuition fees, as well as exchange programmes.

"The experience was great as I was able to get information for most of my queries. The chatbot will also provide a source link for us in case we need more information," she says.

For some brands, a chatbot is an attempt to improve on image and reach out to younger customers.

Leading the charge at Goldheart Jewellery, for example, is Bing, a diamond-adorned chatbot launched in July last year to help couples find the perfect ring or piece of jewellery.

Ms Iris Tan, Goldheart's senior brand manager, says Bing represents the brand's long-term strategy to diversify its customer base and connect with millennials, who may feel the brand remains out of reach.

"Goldheart embraces digitalisation, such as chatbots, as the new frontier for retail businesses to engage today's time-strapped, impatient consumers," she says.

But the adoption of these chatbots is not always smooth.

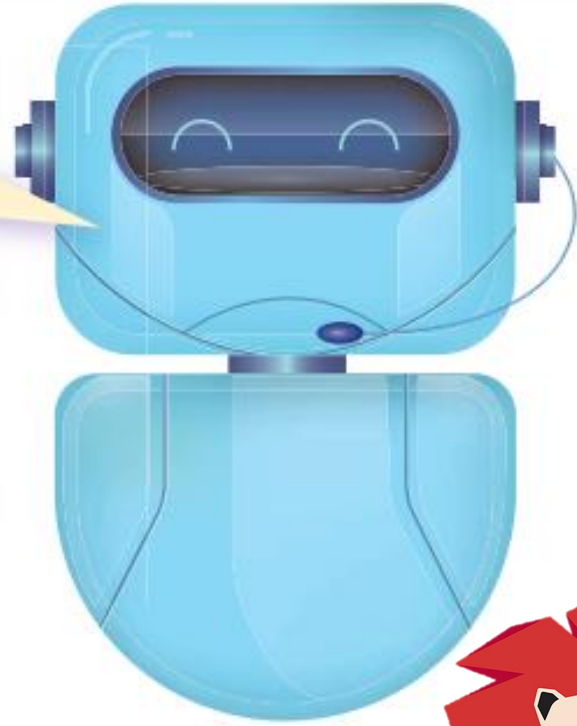
Ms Justine Brothers, says: "I'm getting the chatbot to do what exactly customers are asking about, as the service should be asked in my mind."

Mr Yeong says one that can deliver a more personalised way, with personalisation for the user. It should also be an intelligent neuro-linguistic program can learn the people use and be with more interaction.

It should also be an intelligent neuro-linguistic program can learn the people use and be with more interaction.

It should also be an intelligent neuro-linguistic program can learn the people use and be with more interaction.

Talk to our chatbot



The experience was great as I was able to get information for most of my queries. The chatbot will also provide a source link for us in case we need more information.

SINGAPORE MANAGEMENT UNIVERSITY UNDERGRADUATE LINDA BOEY on its chatbot, AskSmooSmoo, launched in February

II // PRESENT



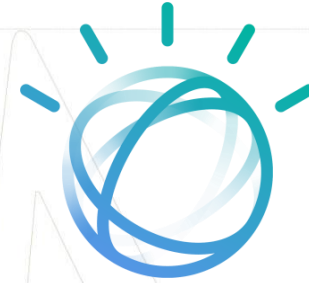
elasticsearch

Search & Analytics Engine

Keyword query

Ranked in keyword relevance

Finding an answer

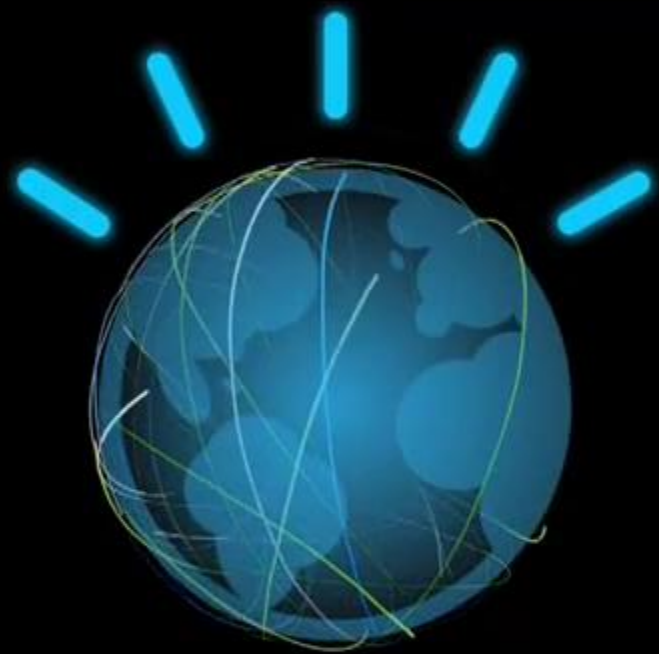


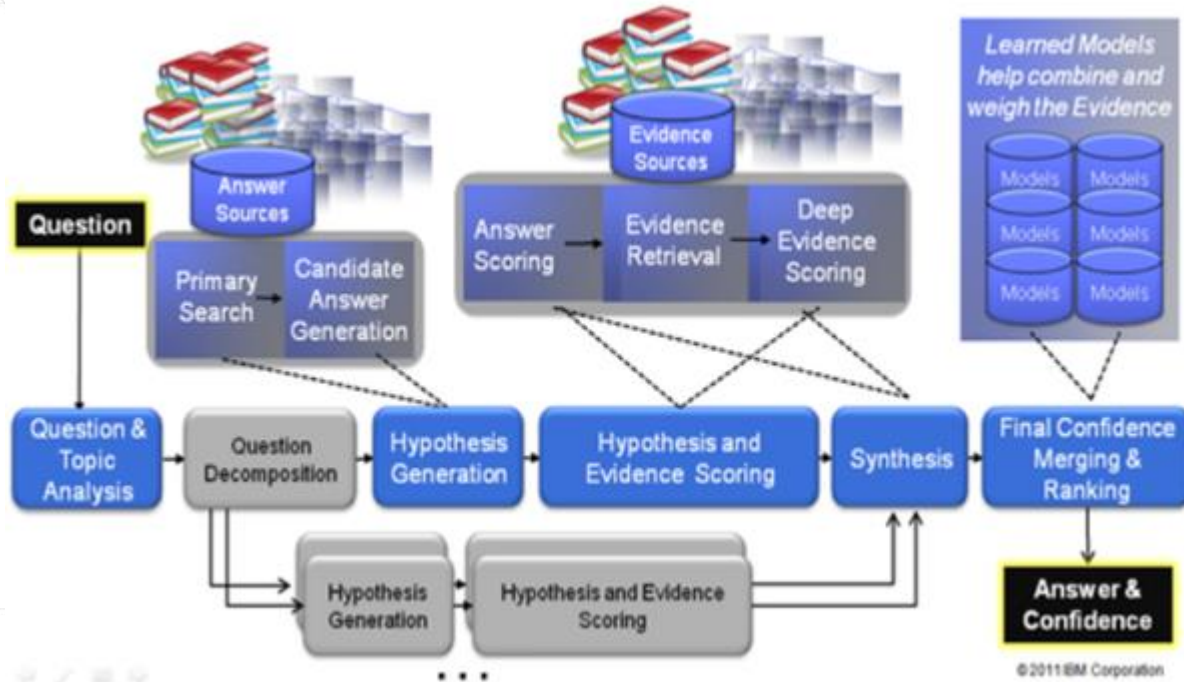
Question & Answer Technology

Takes questions in natural language

Driven by machine learning & NLP

Understand, then respond





<https://www.aaai.org/Magazine/Watson/watson.php>



UNDERSTAND
INTERACT
SEARCH
DISCOVER

I want to go to Paris

INTENT

#bookflight

ENTITY

@destination

@date

@pax

@airline

Workspaces



Watson Assistant [Change](#)

Create a new workspace

Workspaces enable you to maintain separate intents, user examples, entities, and dialogs for each use or application.

You are using 6 of 20 available workspaces in this instance.

Create

Customer Service - Sam...

A virtual assistant for customer service sample

English (U.S.)

Edit sample

01 Student Services Hub

AskSmooSmoo SSH Chatbot

English (U.S.)

Last modified: 2 minutes ago

02 IT Help Centre

Integrated Information Technology Services

English (U.S.)

Last modified: 3 minutes ago

03 Admissions

Admissions

English (U.S.)

Last modified: 2 minutes ago

(Dev) LST

eLearn team

English (U.S.)

Last modified: just now

(Dev) Student Services H...

Copied for testing.

English (U.S.)

ZZZ Car Navigation

Cognitive Car Dashboard workspace which allows multi-turn conversations to perform tasks in the car.

English (U.S.)

IBM WATSON ASSISTANT WORKSPACES



Intents

Entities

Dialog

Content Catalog



Add intent



Intent (797) ▼

Description

Mo



#BOSSAcademics_AC_ApproachDiscussDegreeRequir...

24



#BOSSAcademics_AC_CheckApplicableCourseAreasFo...

24



#BOSSAcademics_AC_CheckHaveCompletedTheRequi...

24



#BOSSAcademics_AC_CourseNotAppearingUnderDesi...

24



#BOSSAcademics_AC_DoubleCountingCoursesWork

24



#BOSSAcademics_AC_FindCurriculumWorksheet

24



#BOSSAcademics AC FindDegreeProgressReport

24

TENTS



Intents **Entities** Dialog Content Catalog



My entities System entities



Add entity



Entity (4) ▼

Values

@account_type

alumni, student, staff

@confirmation

yes, no

@term_start_period

not_decided, before, after

@withdrawal_period

within_first_2_weeks, after_first_2_weeks

ENTITIES



Add node

Add child node

Add folder

Settings

01 Student Services Hub

Welcome
welcome

1 Response / 0 Context set / Does not return


BOSS & Academics

7 Dialog nodes / Does not return


Careers & Comm Service

DIALOGS

Expand All | Collapse All


▲  **BOSS & ACADEMICS**


▲  **ADVISEMENT & CURRICULUM**


▲  #BOSSAcademics_AC_ApproachDiscussDegreeRequirements


Delete this Q&A


+ Add Alternate Question


 Who can I approach to discuss my degree requirements?


 Do consult your school manager if you have questions on your


▶  #BOSSAcademics_AC_CheckApplicableCourseAreasForCourse


▶  #BOSSAcademics_AC_CheckHaveCompletedTheRequirementsL

▶  #BOSSAcademics_AC_CourseNotAppearingUnderDesiredCourse

▶  #BOSSAcademics_AC_DoubleCountingCoursesWork

▶  #BOSSAcademics_AC_FindCurriculumWorksheet

▶  #BOSSAcademics_AC_FindDegreeProgressReport

▶  #BOSSAcademics_AC_MinimumCourseUnitsCURequiredStudent

who can talk to me about my degree requirements?

5:22 PM

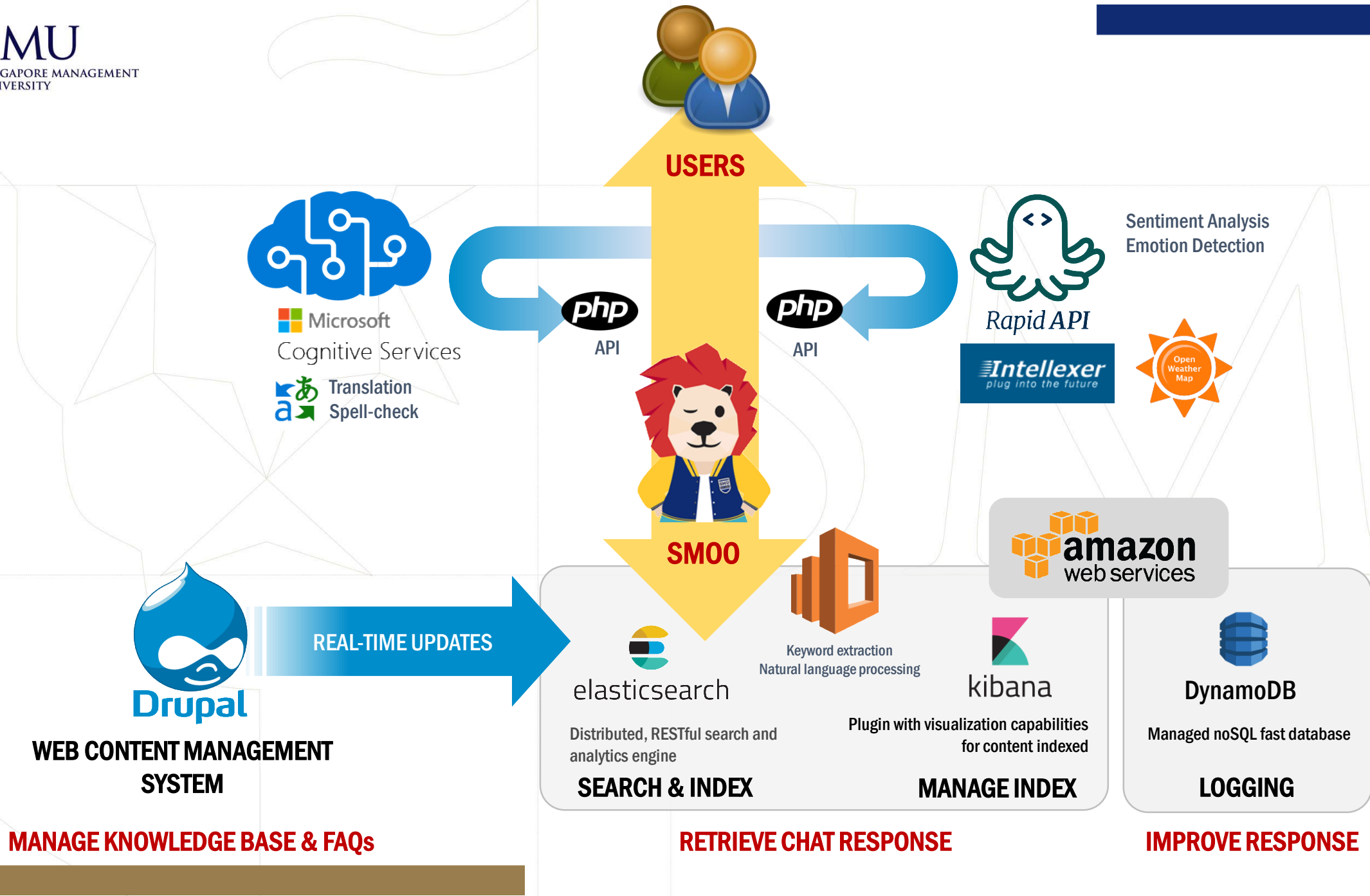


Easy-peasy. This is what I found.

Do consult your school manager if you have questions on your degree progression or degree requirements.

Source: BOSS & Academics > Advisement & Curriculum > Who can I approach to discuss my degree requirements?

5:22 PM





USERS



SMOO



REAL-TIME UPDATES



CUSTOM FAQ UPDATE WEB APPLICATION

MANAGE INTENTS & DIALOGS

IBM WATSON

RESPOND & MACHINE LEARNING



AskSmooSmoo
(Bot-in-training)

Start over

10:09 PM



Awesome! 👍

10:09 PM

Woohoo! We're on track!

Since you are part of the inner-circle, we can tell you all about Student Services, Global Exchange, BOSS & Academics, Career Development & Comm Service, Student Payments and Admin as well as Student Life. Ask away!

10:09 PM



Finance & Admin

184 Articles inside

Send a message..





AskSmooSmoo
(Bot-in-training)

Start over

Woohoo! We're on track!

Since you are part of the inner-circle, we can tell you all about Student Services, Global Exchange, BOSS & Academics, Career Development & Comm Service, Student Payments and Admin as well as Student Life.

Ask away!

4:09 PM



BOSS & Academics
115 Articles inside
[Click to browse](#)

ON 1 // Show what's on offer



AskSmooSmoo
(Bot-in-training)

Start over



I'm so sorry but I didn't get what you meant. What you asked might be something out of my knowledge.

ⓘ You may also [create a ticket](#) so that our agent can follow up on this conversation later.

4:16 PM

Requesting to create ticket.
4:17 PM



Your ticket has been submitted via Email, by

Write a reply ..



ON 2 // Offer an escape route



AskSmooSmoo
(Bot-in-training)

Start over

Who can talk to me about my degree requirements?

9:02 PM



Yep, I believe I know this one.



Do consult your school manager if you have questions on your degree progression or degree requirements.

Source: BOSS & Academics > Advisement & Curriculum > **Who can I approach to discuss my degree requirements?**

Write a reply .



DN 3 // Indicate the answer source



Enriching SmooSmoo with knowledge in IT Help, Admissions

Improving in Watson for examples, entities, context

Working with business users for conversation pathways



CURRENT WORK & CHALLENGES



III // FUTURE

**As President, I believe that
robotics can inspire young
people to pursue science and
engineering. And I also want to
keep an eye on those robots, in
case they try anything.**

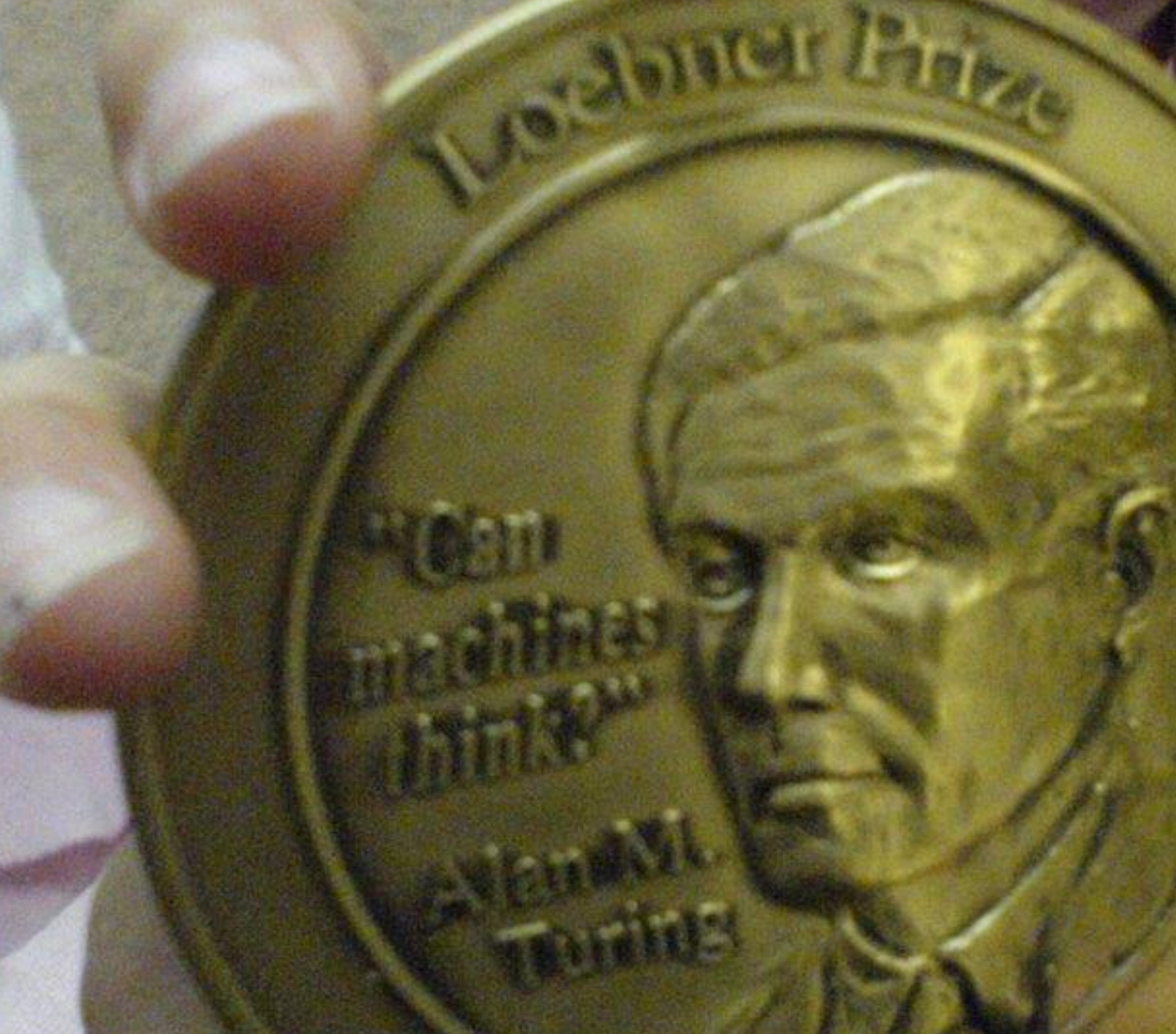
BARACK OBAMA
FORMER US PRESIDENT



If you work like a robot, you
will be replaced by a robot.
In this era we must be
"more human" than ever -
in anything we do.

ONG YE KUNG
EDUCATION MINISTER





The Most Human Human



What Talking with Computers
Teaches Us About What It
Means to Be Alive

Brian Christian

USER

Scaramouche, Scaramouche

Cleverbot **Will you do the Fandango?**

USER

Thunderbolt and lightning

Cleverbot **Very, very frightening me**

USER

Galileo

Cleverbot **Galileo. Galileo**

S M M

Cleverbot // Loebner prize 2010 finalist

USER

You know why they call it an Xbox 360?

Cleverbot Why?

USER

Because when you see it, you turn 360 degrees and
walk away

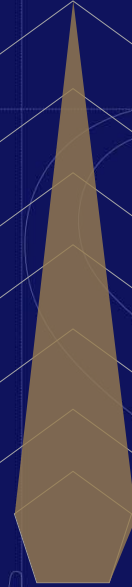
Cleverbot No because then you would be facing it and that
would be unfunny

Cleverbot // Loebner prize 2010 finalist

5 DIMENSIONS BOTS
SHOULD EVOLVE FOR
MAINSTREAM ADOPTION

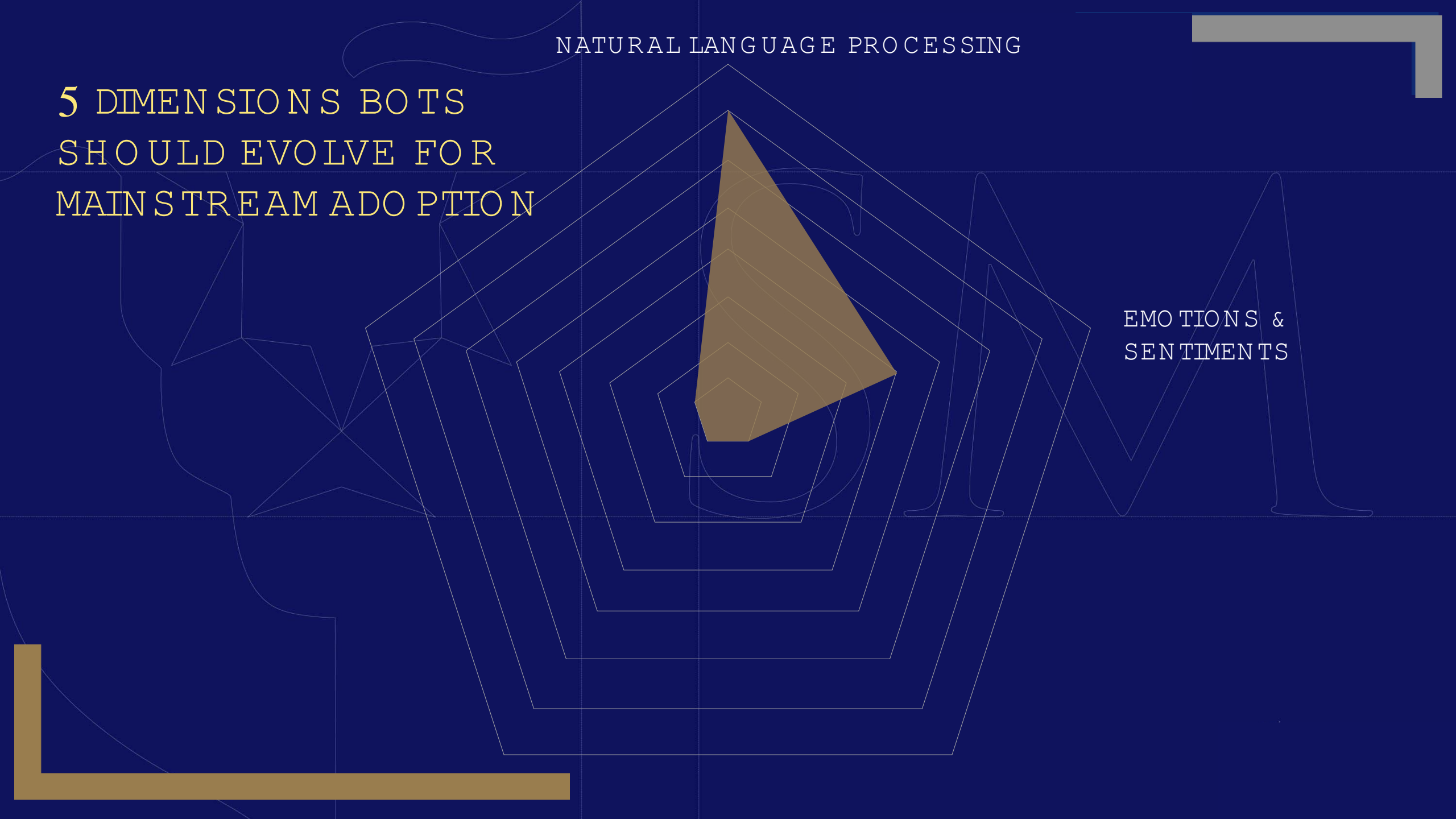


5 DIMENSIONS BOTS
SHOULD EVOLVE FOR
MAINSTREAM ADOPTION



5 DIMENSIONS BOTS
SHOULD EVOLVE FOR
MAINSTREAM ADOPTION

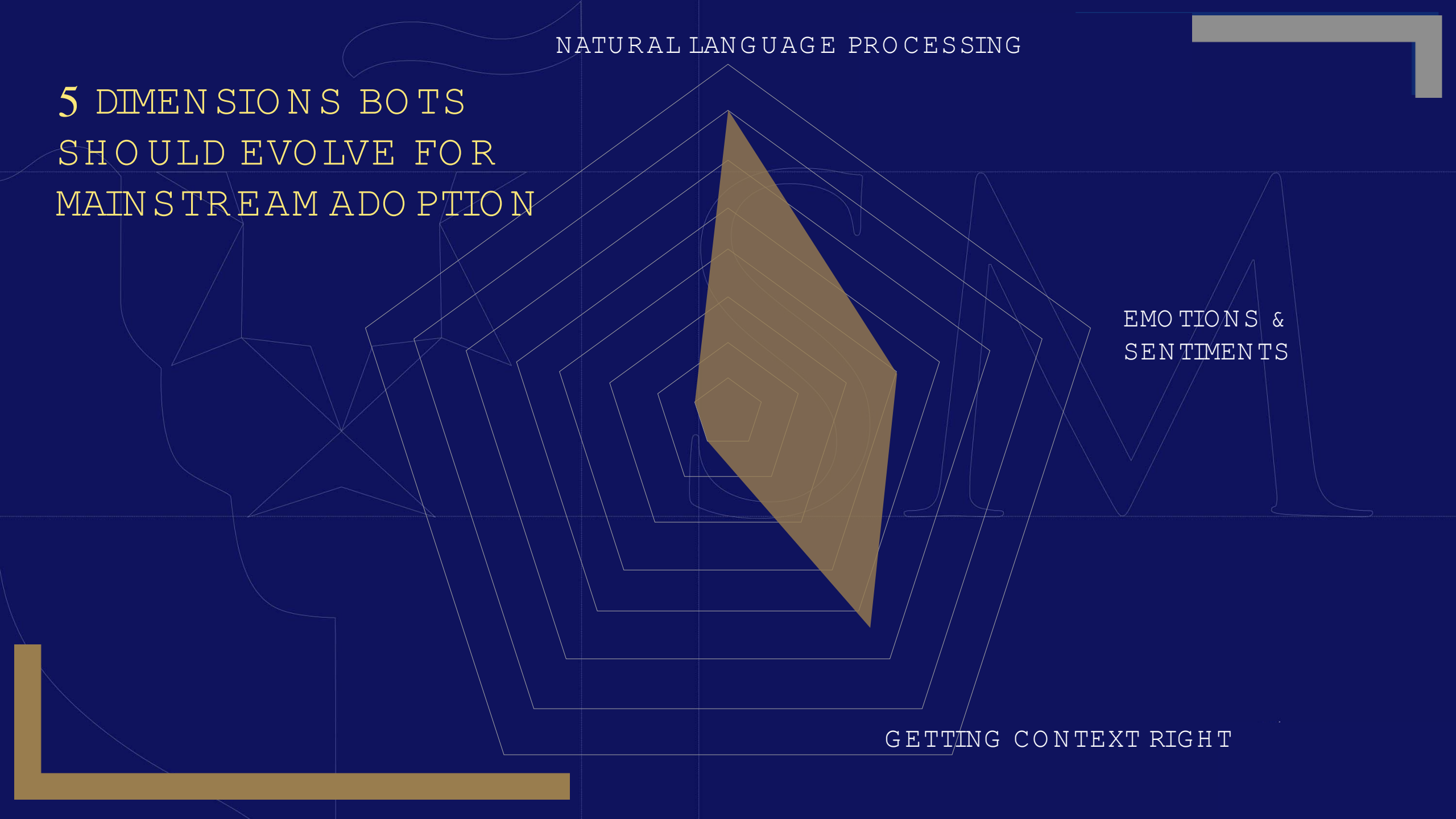
EMOTIONS &
SENTIMENTS



5 DIMENSIONS BOTS
SHOULD EVOLVE FOR
MAINSTREAM ADOPTION

EMOTIONS &
SENTIMENTS

GETTING CONTEXT RIGHT

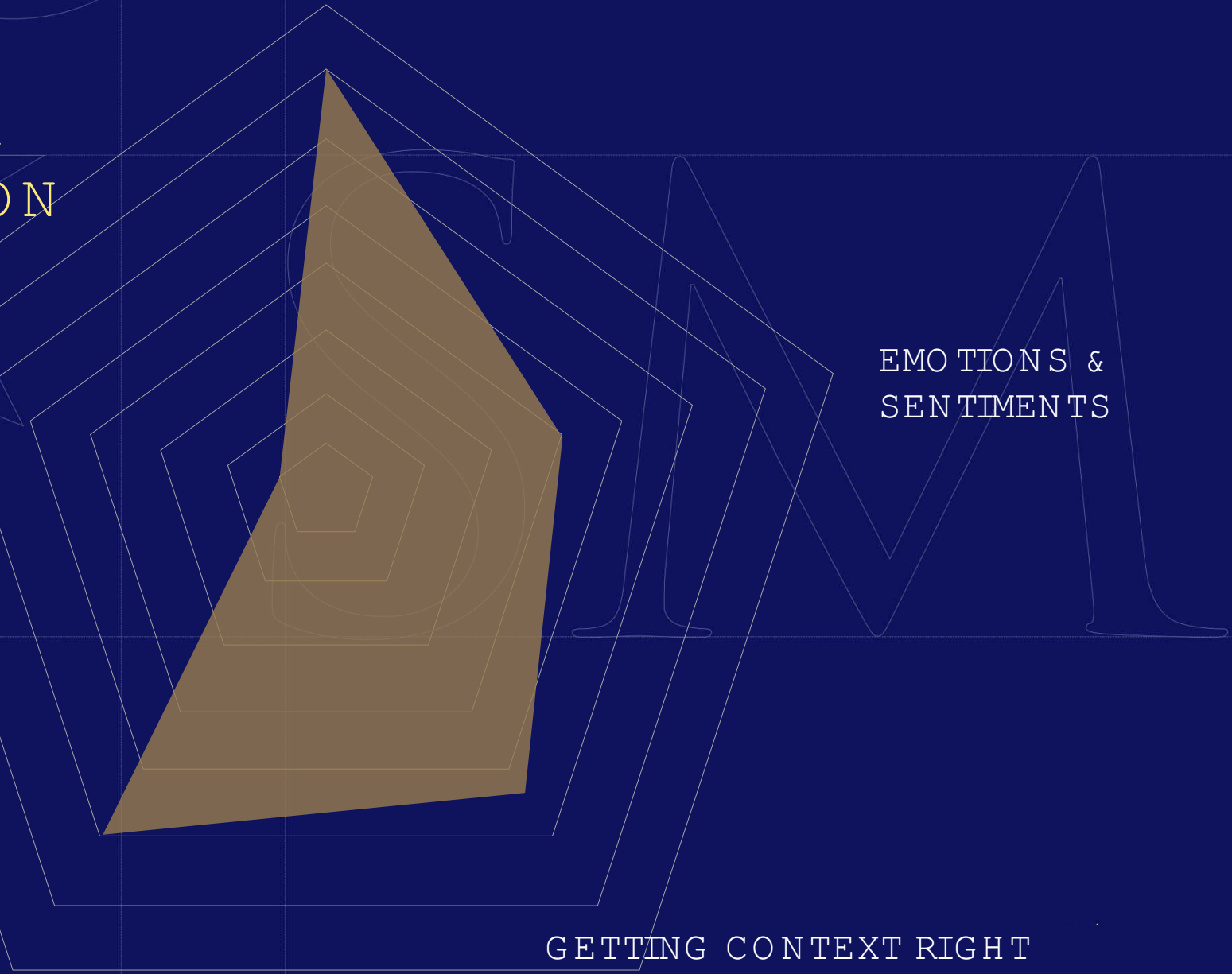


5 DIMENSIONS BOTS
SHOULD EVOLVE FOR
MAINSTREAM ADOPTION

EMOTIONS &
SENTIMENTS

KNOW HOW & PLATFORMS USABILITY

GETTING CONTEXT RIGHT



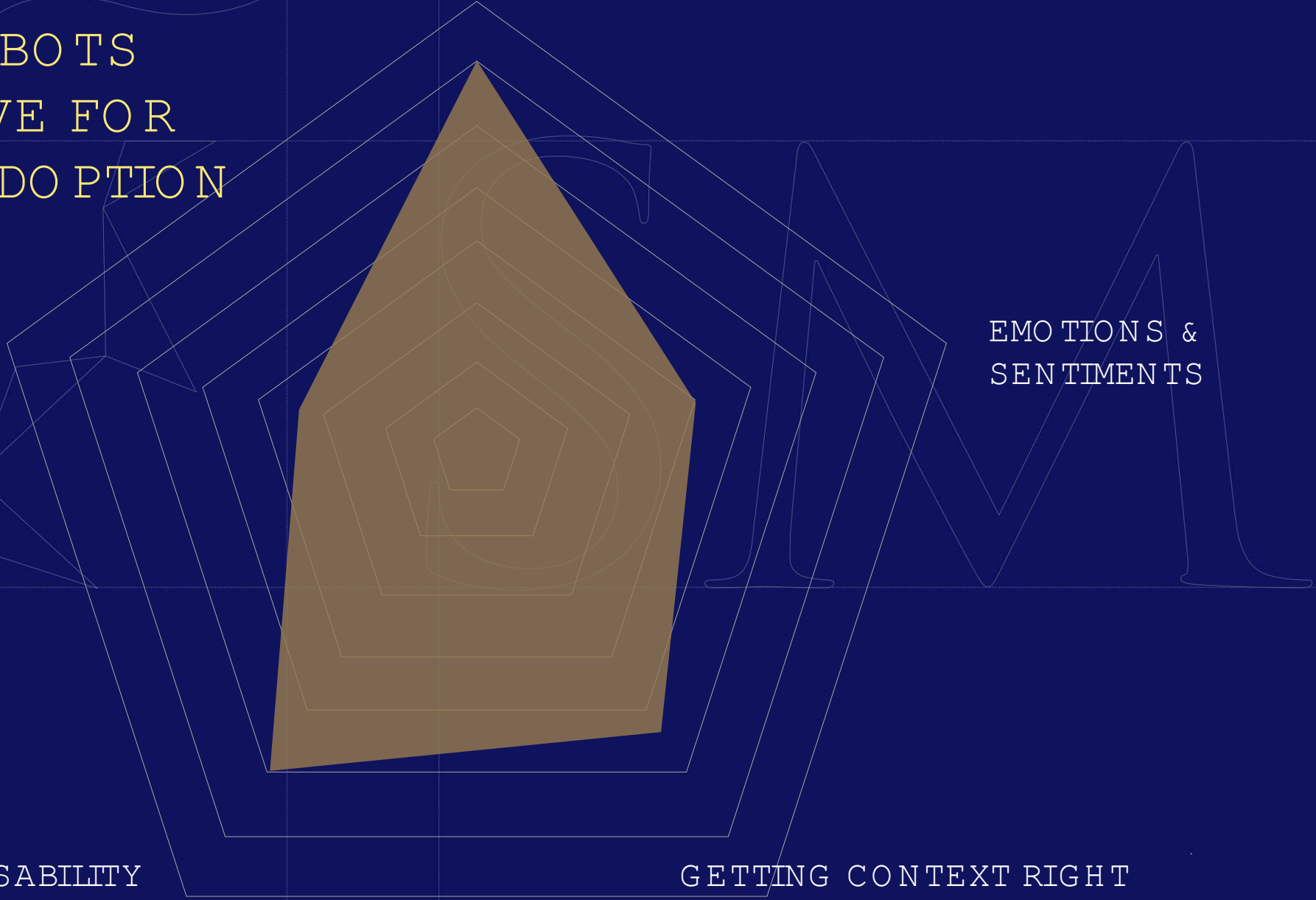
5 DIMENSIONS BOTS SHOULD EVOLVE FOR MAINSTREAM ADOPTION

BOTS WORKING EVERYWHERE, TOGETHER

EMOTIONS & SENTIMENTS

KNOW HOW & PLATFORMS USABILITY

GETTING CONTEXT RIGHT





Artificial Intelligence
A Modern Approach
SECOND EDITION
Pearson Education

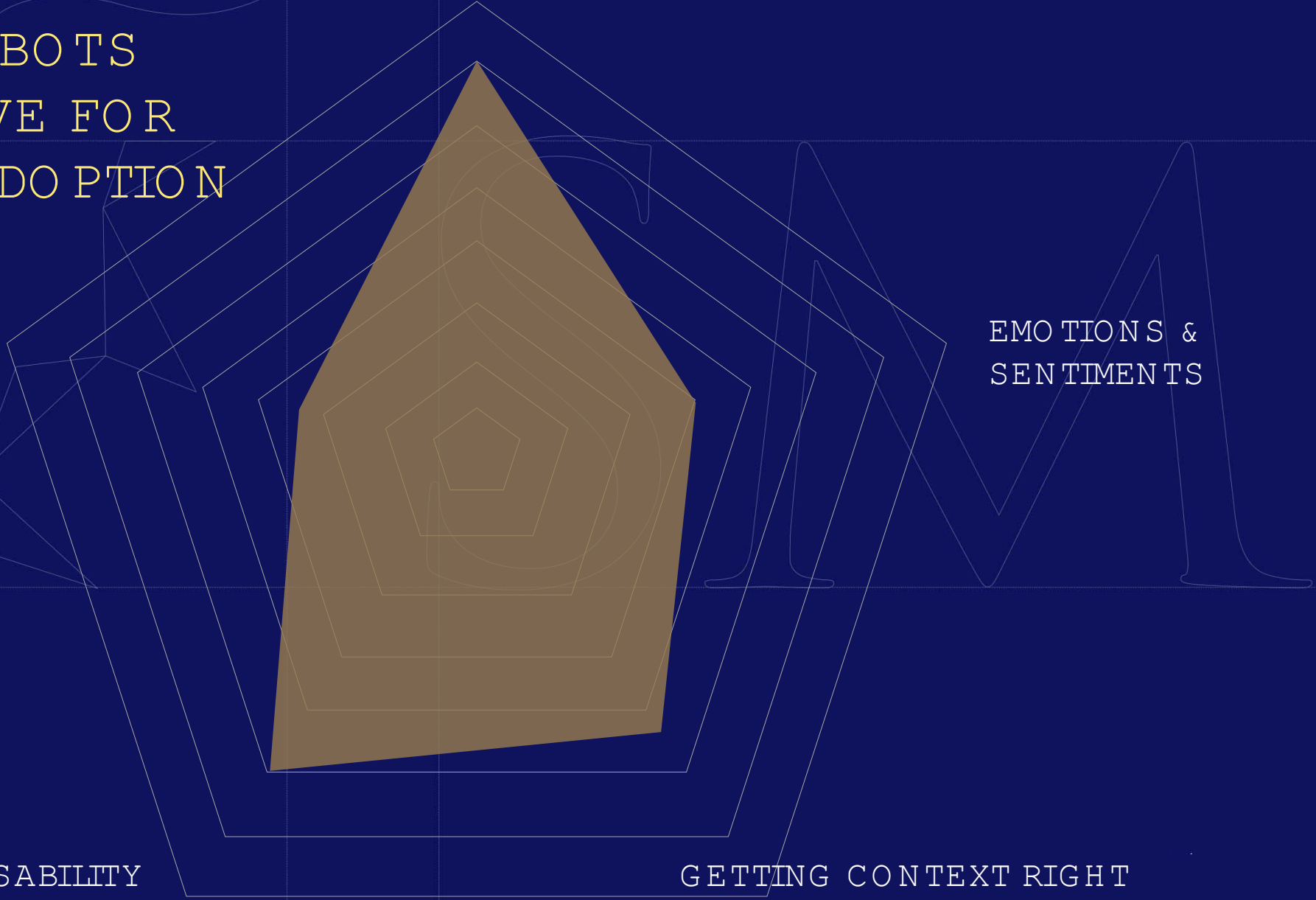
5 DIMENSIONS BOTS SHOULD EVOLVE FOR MAINSTREAM ADOPTION

BOTS WORKING EVERYWHERE, TOGETHER

EMOTIONS & SENTIMENTS

KNOW HOW & PLATFORMS USABILITY

GETTING CONTEXT RIGHT





IHL
CHIEF
INFORMATION
OFFICER
FORUM



IHL
CHATBOT
INTER
OPERABILITY
FORUM

THANK YOU

