



KELLTON TECH

# 6 Things to Keep in Mind While Deploying Conversational AI

Deploying conversational AI is a high-stakes scenario. The process involves taking a step forward in the era of sophisticated robotics, which if goes awry, can hit the core business bottom lines. To avoid a setback, it's important for enterprises to consider the following factors before putting customer conversations in the hands of a machine.



## 1 ALIGN BUSINESS FUNCTIONS TO EMBED VIRTUAL ASSISTANTS

Take the integration approach and align your business functions to effectively deploy virtual assistants as your customer-facing touchpoints. It's this integration that would allow assistants to access information from multiple sources, participate in a dialogue with intent to solve, and escalate complex situations to real humans.

Selecting appropriate datasets is important to bring contextual messaging to your bots or virtual assistants. Begin with determining high-value use cases, assess the quality of data, and if necessary, augment its value to suit your end objectives.

## 2

### IDENTIFY, CLEANSE, AND ENHANCE KEY DATA SETS



## 3 BUILD A CONTENT STRATEGY TO DEFINE YOUR BOT PERSONALITY

Lay down a strategy on integrating content with your virtual assistant. For enabling contextual messaging, shape the content and provide units of information in bit-size, short replies, and paragraph-long answers.

## 4

### CREATE A FOOLPROOF AI SYSTEM

Building fail-proof systems is essential. One way to go about it is ensuring real-time access to all relevant CRM and ERP systems.



## 5 ROPE IN YOUR TEAMS TO SUPPORT CULTURE TRANSITION

To increase the adoption of Conversational AI, educate your workforce about its benefits and future role in business enhancement. Invest extra time with your compliance and legal teams to help them navigate the intricacies of conversational AI.

## 6

### INTEGRATE LANGUAGE SUPPORT

Build a virtual assistant for your global audience. Integrate Language Support for multilingual settings and cater to the queries of diverse populations with ease.

