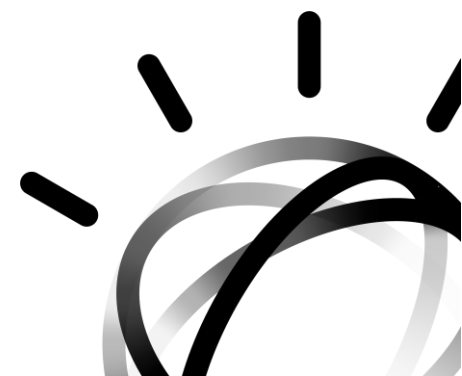
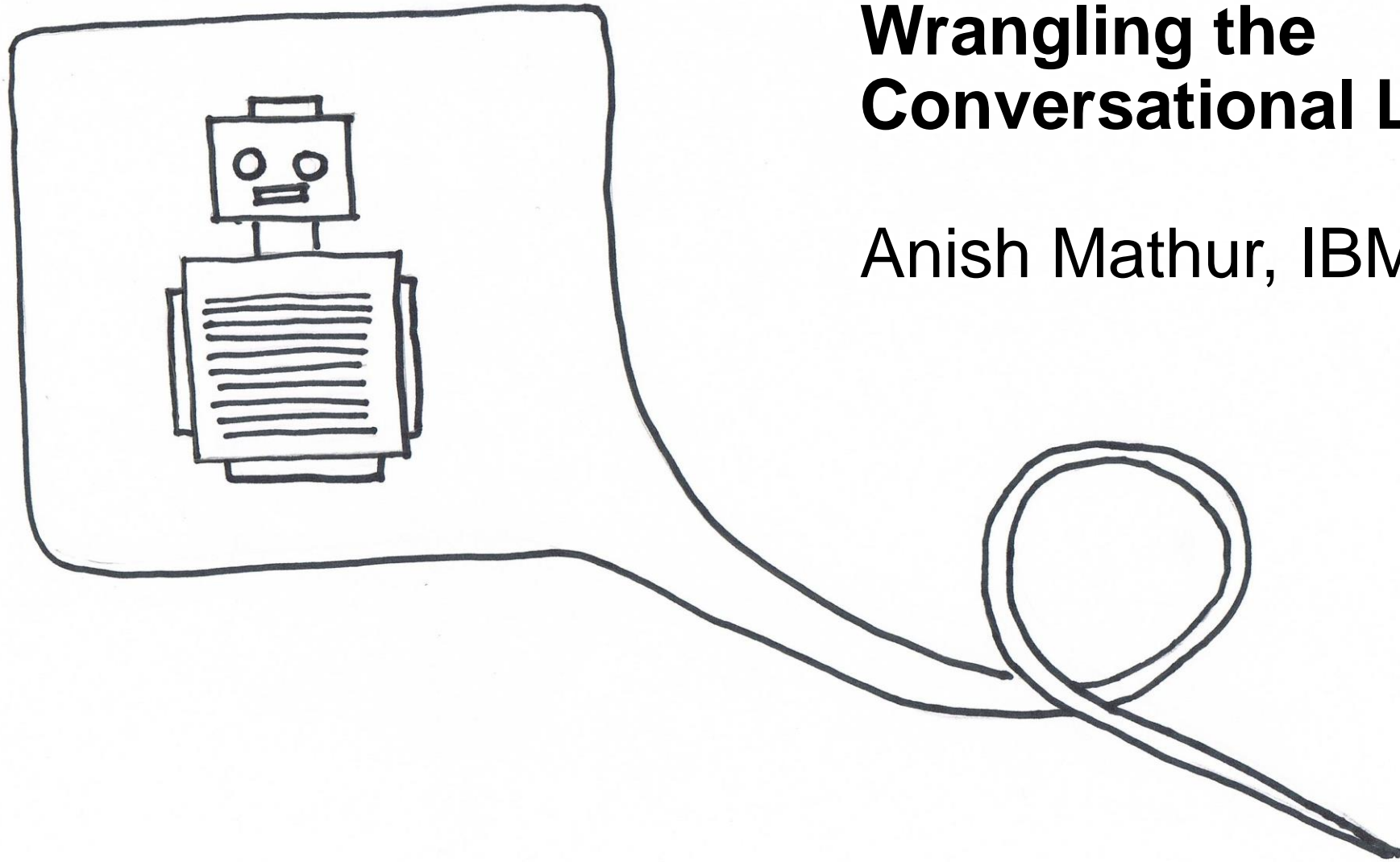


# Wrangling the Conversational Long-tail

Anish Mathur, IBM Watson





# 91%

of customers would use a single online knowledge base if it met their needs

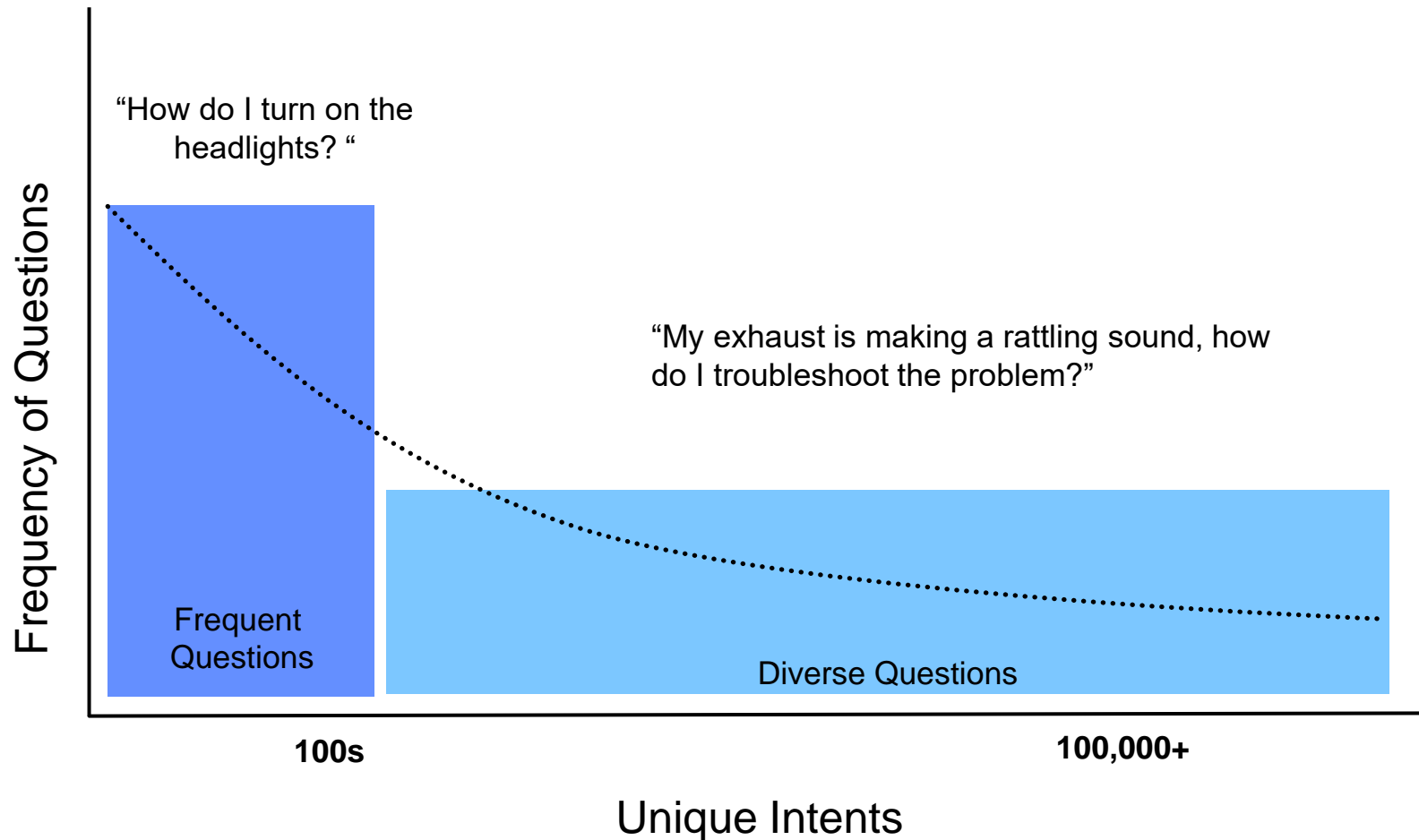
Amdocs survey of service providers

# 54%

of global information workers are interrupted multiple times a month to find information

Forrester Wave Cognitive Search and Knowledge Discovery





## Short-head



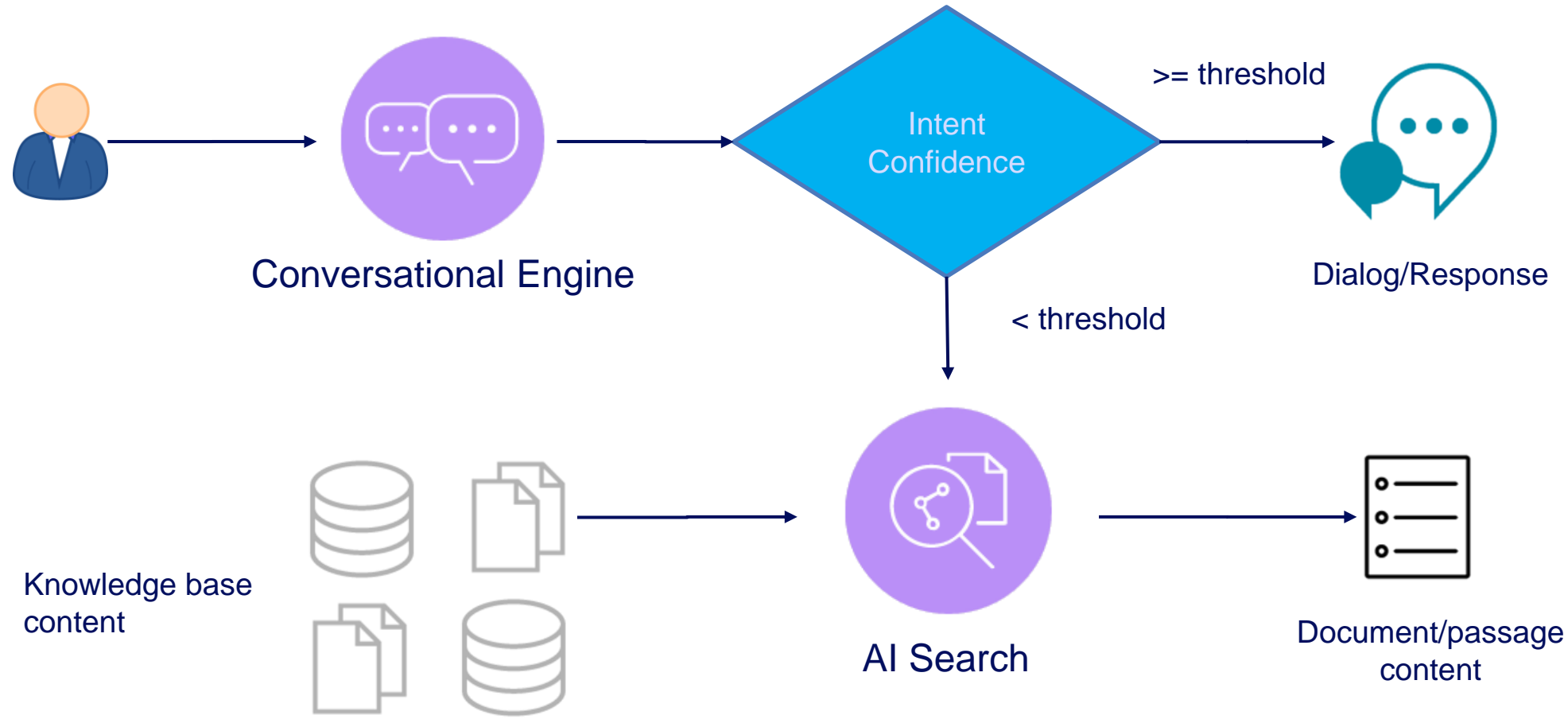
Using reasoning strategies that focus on the language and context of the question to answer simple questions.

## Long-tail



Using reasoning strategies that focus on identifying the most appropriate answer for complex questions using the context of the entire corpus.

# Implementing a solution for the long tail



# Creating an effective long tail search experience



Understands structure and language of documents and content



Scales to handle large volumes of content and interactions with limited maintenance



Learns from end user input to improve relevance



Accepts input and presents results in natural language

# Applying the long tail across industries



> 60 products



> 600,000 pages



> 100,000 lesson plans

# Watson Assistant



Anyone can build an assistant  
Powered by AI  
Reach your users wherever they are  
Secure and trusted

# Watson Discovery



Content and domain customization  
Embedded NLP  
Unify content from multiple sources  
Secure and trusted

# What's next?

## Conversational Search & Discovery

Generate conversational responses from the content, knowledge, and result sets

- Disambiguate
- Clarify
- Refine

A simulated chat conversation with a user and an AI assistant. The user asks for help with an error code, and the assistant provides troubleshooting steps and a table of possible solutions.

Hi, what can I help you with today

Error Q1-148 1<sup>st</sup> Lift Motor

Is this an error code from the Acme XYZ Auto-Lift system?

Yes

Ok, I found some troubleshooting steps for this product,  
1) Check the power source  
Have you completed this step?

Yes, power is fine

OK, 2) check the mechanical struct

Looks like that is faulty

OK, here are some possible solutions:  
- Replace the part

What replacement do I need?

This may help:

Unit/Size	0-10'
Unit 1234	Part ABC



# Thank You!

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References Slide 2:

<https://www.amdocs.com/media-room/amdocs-survey-service-providers-have-opportunity-substantially-reduce-call-center>

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