

# Der neue Mitarbeiter - der Chatbot!



# Maschinen übernehmen die Kommunikation

## Automated Journalism – AI Applications at New York Times, Reuters, and Other Media Giants



Last updated on November 29, 2018, published on June 22, 2017 by Corinna Underwood  
Corinna Underwood has been a published author for more than a decade. Her non-fiction has been published in m... [MORE](#)

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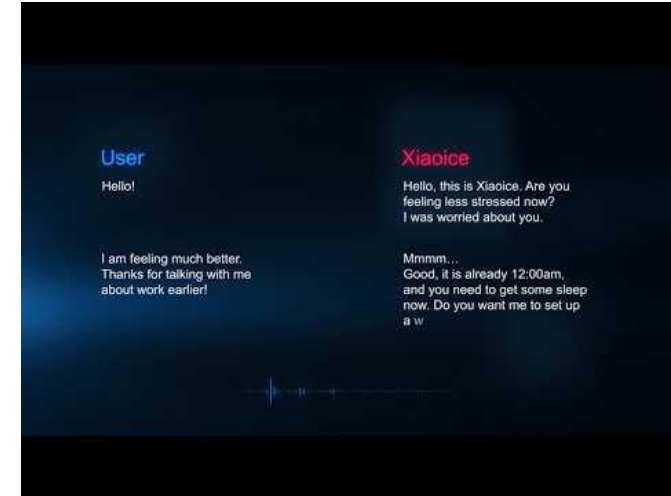
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Artificial intelligence in news media is being used in new ways from speeding up research to accumulating and cross-referencing data and beyond.

Source: <https://emerj.com/ai-sector-overviews/automated-journalism-applications/>

# Virtuelle Teenager auf Basis von intelligenten Chatbot-Systemen - Beispiel: Xiaoice

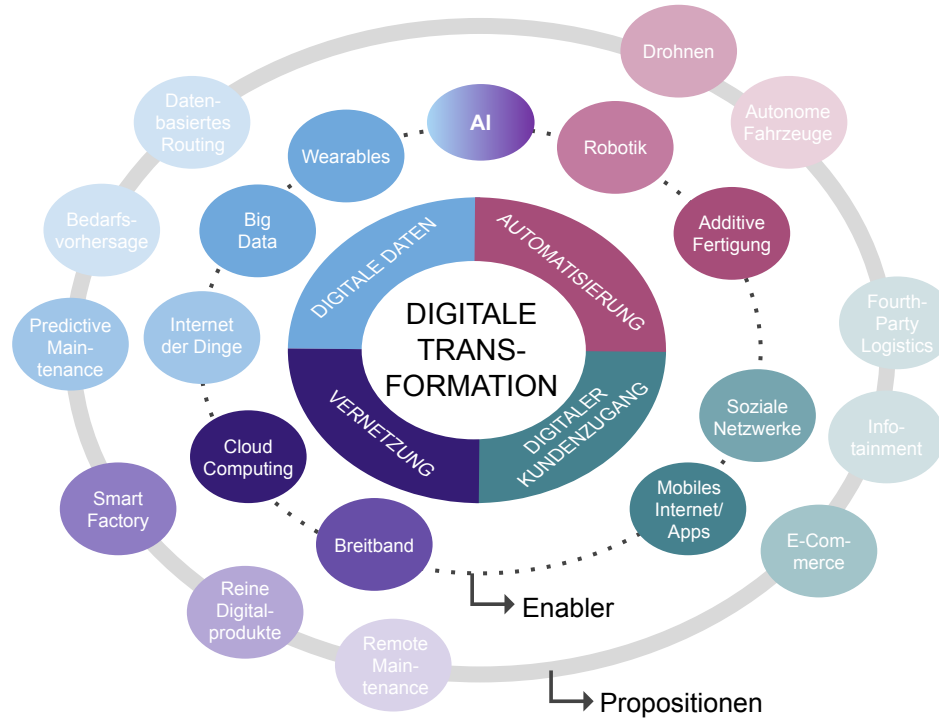


# Chatbots: Potential vs. Realismus

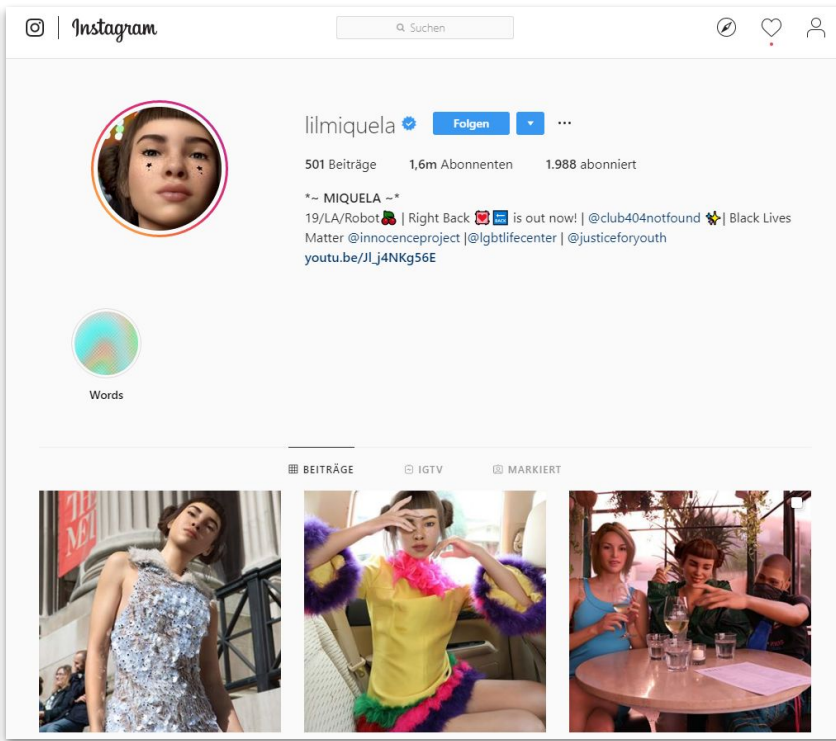
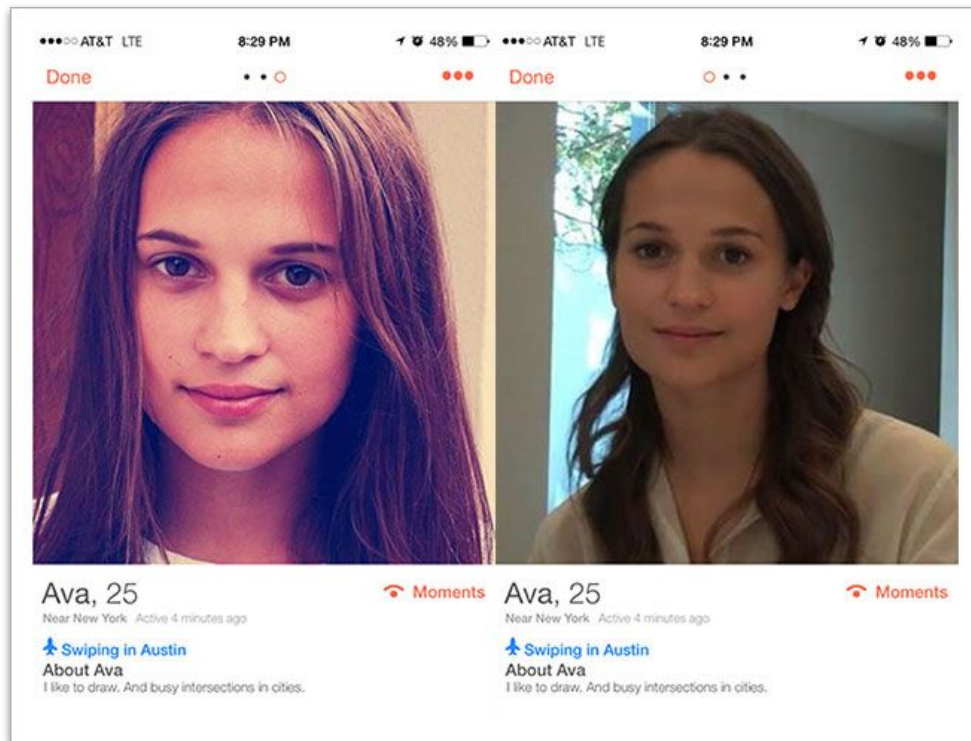


# Rahmenmodell Digitale Transformation

(angelehnt an Roland Berger)

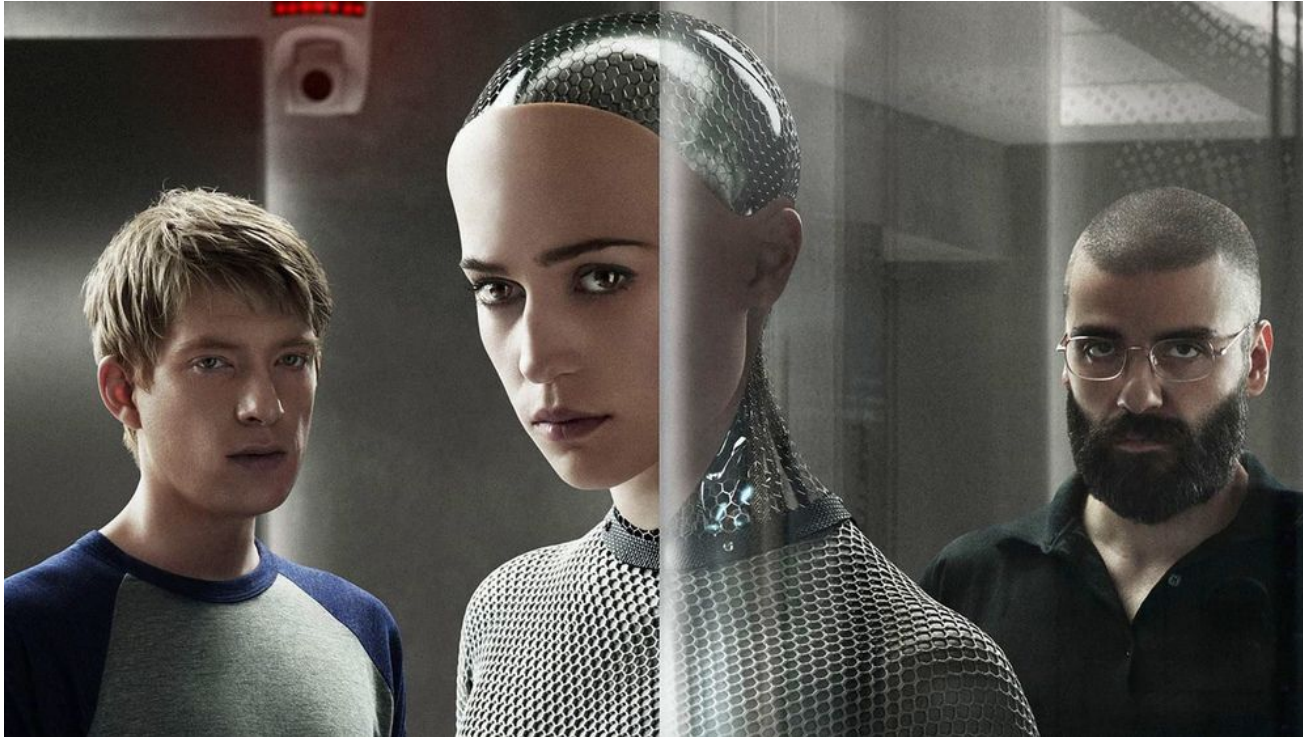


# Virtuelle Assistenten sind nicht immer als solche erkennbar





# Virtuelle Assistenten sind nicht immer als solche erkennbar



# Was ist ein Bot und was ist ein Chatbot?

- Bot
  - ein Computerprogramm, das weitgehend automatisch sich wiederholende Aufgaben abarbeitet, ohne dabei auf eine Interaktion mit einem menschlichen Benutzer angewiesen zu sein
  - In allen Bereichen der digitalen Welt einsetzbar
  - Immer mehr unter Einsatz von AI-Systemen
- Chatbot
  - Weitgehend autonom agierende Dialogsysteme (textbasiert)
  - Oft Datenbank-basierte suche nach Antworten Erkennungsmustern
  - ELIZA als erster Bot schon 1966





# Chatbots sind in ihrer Relevanz für das Marketing gestiegen

## Beliebtheit des Suchbegriffs «Chatbot» in der Schweiz



< 1–5 von 7 Unterregionen werden angezeigt >

Quelle: <https://trends.google.de/trends/explore?date=all&q=chatbot>; <https://trends.google.de/trends/explore?date=all&q=conversational%20commerce>

Dr. Michael Klaas | Der neue Mitarbeiter - der Chatbot!

# Bekannte Bot-Projekte in der Schweiz



- Bearbeitung von Kundenanfragen



- Chatbot



- Automatisierte Terminierung und Terminoptimierung



swisscom

- Bearbeitung von Kundenanfragen

# Beispiel: HelloNina


Menu

## HelloNina

**Hello startup, do you need advice? My experts and I help you running your own business.**

Get your question answered now - in my chat!

Find your experts



### My Business Expertise for you:

Start a Business

Expand the Team

Manage Finances

Find Clients

HelloNina Chat

Tue 11 Jun

Hello Digital! This is Nina, your startup buddy.

I'm here to make starting up more fun and less stressful!

You're a returning user? Great: log in for personalized info. Otherwise, you may register now, or just chat. You decide – I'm here for you! ;-)

Login

Register

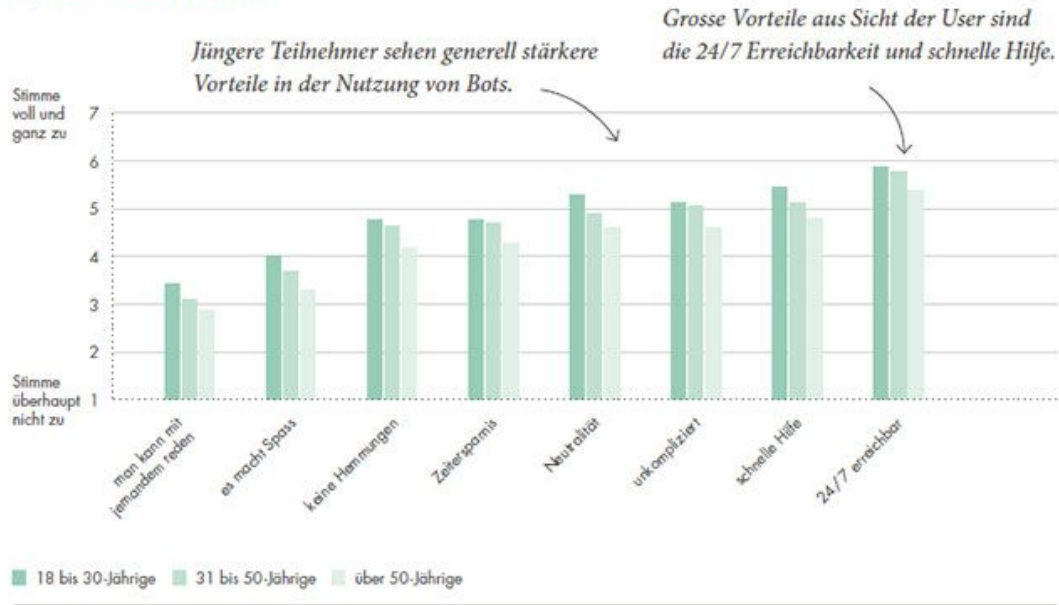
Just Chat

08:19 AM

Write a reply

# Die Nutzung von Chatbots ist in der Schweiz keine überdurchschnittlich grosse Hürde

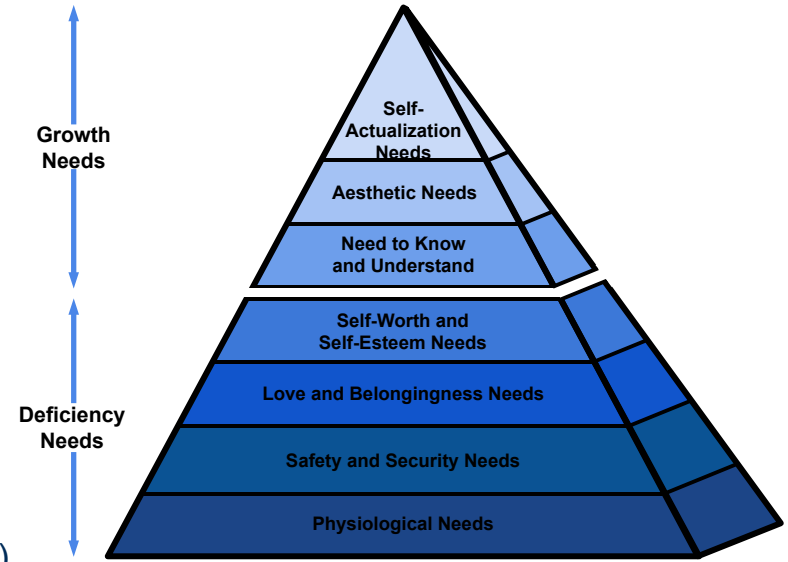
## Welche Vorteile sehen Sie in der Nutzung eines Chatbots?



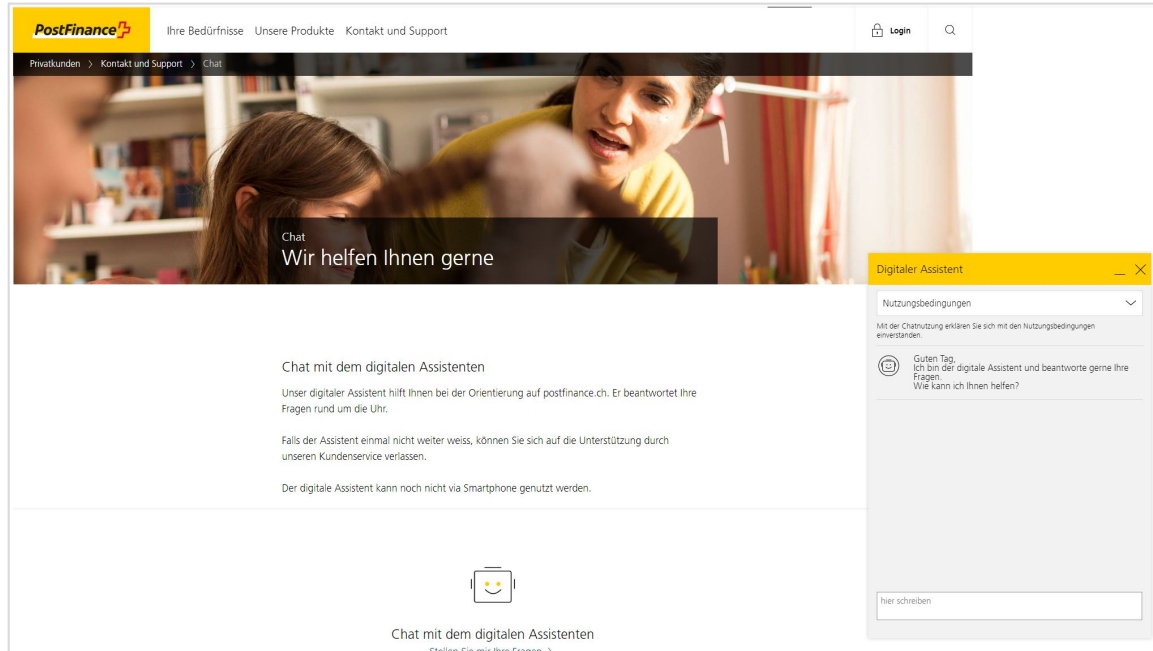
Quelle: <https://www.inside-it.ch/articles/52405>

# Bedürfnisse der Anwender nach mehr persönlicher Ansprache und Effizienz

- Generelle Bedürfnisstruktur, welche das Marketing und die Kommunikation adressiert, hat sich in den letzten Jahren nicht verändert
- Aber die Definition, welche Art der Beziehung Kunden mit Unternehmen aufbauen wollen unterliegt einem starken Wandel
  - Grössere Macht der Anwender (Social Media)
  - Personalisierung in der Kommunikation
  - Nachhaltigkeit bei Freigabe von Informationen
  - Relevanz der Inhalte und Informationen
  - Effizienz in der Suche
- Technologische Treiber (KIs oder Automatisierungssysteme) können die Effizienz der Unternehmen steigern



# Chatbots in Banken




Quelle: <https://www.postfinance.ch/de/privat/support/chat.html>



# Warum einen Chatbot einsetzen?

- **Schnelle Reaktionen auf Kundenanfragen** - Chatbots können so schnell oder so langsam arbeiten, wie Sie es wünschen.
- **Kostengünstig** - für großvolumige Anfragen sind Chatbots kostengünstiger als Kundenbetreuer.
- **24x7 Support** - Chatbots brauchen keine Mittagspausen, sie arbeiten 24 Stunden am Tag.
- **Verbesserte Antwortqualität** und **personalisierter Content** - wenn die trivialen Anfragen von einem Chatbot bearbeitet werden, können Sie die anderen Fragen den erfahrensten und hilfreichsten Mitarbeitern überlassen.
- **Großartige Analytik** - Mit seiner Fähigkeit, die natürliche Sprache zu verstehen und zu kodifizieren, können Chatbots eine große Menge an Informationen über Kunden bereitstellen, die überall eingesetzt werden können, von der Produktentwicklung bis zur Kostensenkung.

# Beispiel Lufthansa



Lufthansa Best Price

508 Personen gefällt das

Reiseunternehmen

14:01

Hi Michael , due to some technical issues I am temporarily not able to help you. Please try again later.

Hallo Michael! Ich bin Mildred. Du kannst mich nach Flug-Preisen fragen. Probiere mal: „Was kostet ein Flug von München nach New York?“ Du kannst auch einen Monat („im November“) oder eine Buchungsklasse („in Business“) hinzufügen.

Du kannst Deutsch oder English mit mir reden.

Deutsch

Englisch

Los geht's

Lufthansa Best Price

Auf Messenger aktiv

Optionen

Suche in Unterhaltung

Nachrichten verwalten

Erlebnis bewerten

Benachrichtigungen

Messenger-Link

[m.me/lh.bestprice](https://m.me/lh.bestprice)

# Beispiel Swiss

Swiss International Air Lines  
1,2 Mio. Personen einschli. Marina Moser und 40 weiteren Freunden gefliht das Reiseunternehmen

16:16

Los geht's

Unfortunately, I can't answer any questions about claims and complaints on this channel. Please contact customer relations for these inquiries.

Hi

For legal reasons, I need two confirmations before we can proceed:

1.) Please accept our terms and conditions and privacy terms. For detailed information, please press "Terms and conditions". To continue, press "Accept".

Terms and conditions

Accept

Hello Michael, I'm Nelly, the chatbot from SWISS. I can rebook your flights in irregularity situations and help you with questions around your trip.

I see that you speak German. Currently, I only speak English.

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1.) Please accept our terms and conditions and privacy terms. For detailed information, please press "Terms and conditions". To continue, press "Accept".

Terms and conditions

Accept

Unfortunately, I can't answer any questions about claims and complaints on this channel. Please contact customer relations for these inquiries.

I speak english

Hello Michael, I'm Nelly, the chatbot from SWISS. I can rebook your flights in irregularity situations and help you with questions around your trip.

I see that you speak German. Currently, I only speak English.

Unfortunately, I can't answer any questions about claims and complaints on this channel. Please contact customer relations for these inquiries.

For legal reasons, I need two confirmations before we can proceed:

1.) Please accept our terms and conditions and privacy terms. For detailed information, please press "Terms and conditions". To continue, press "Accept".

Terms and conditions

Accept

2.) Please confirm that you're 16 years old or older.

I confirm

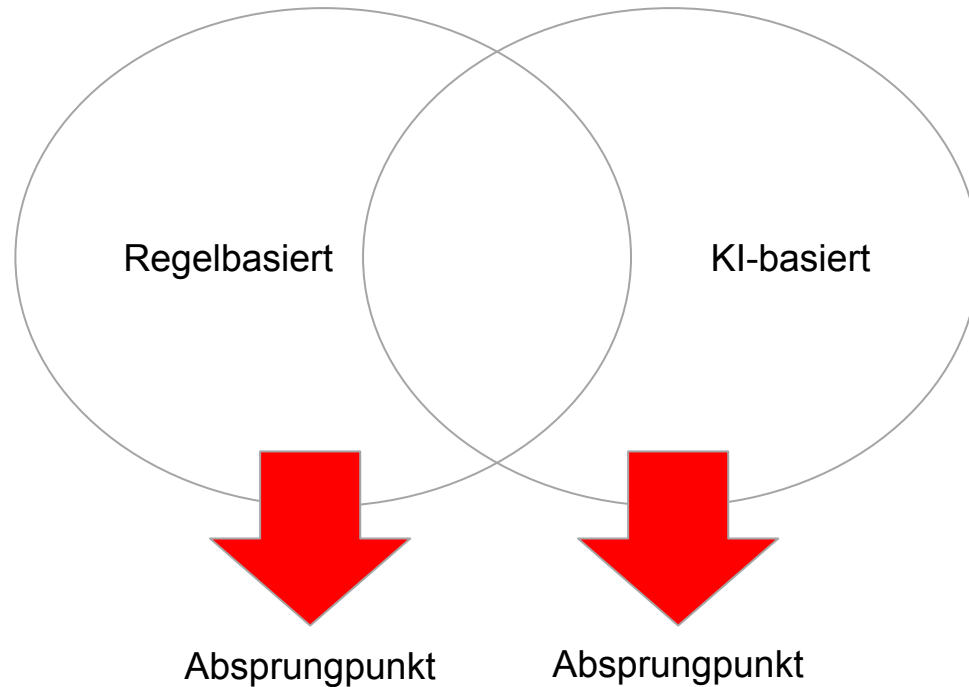
I decline

I confirm

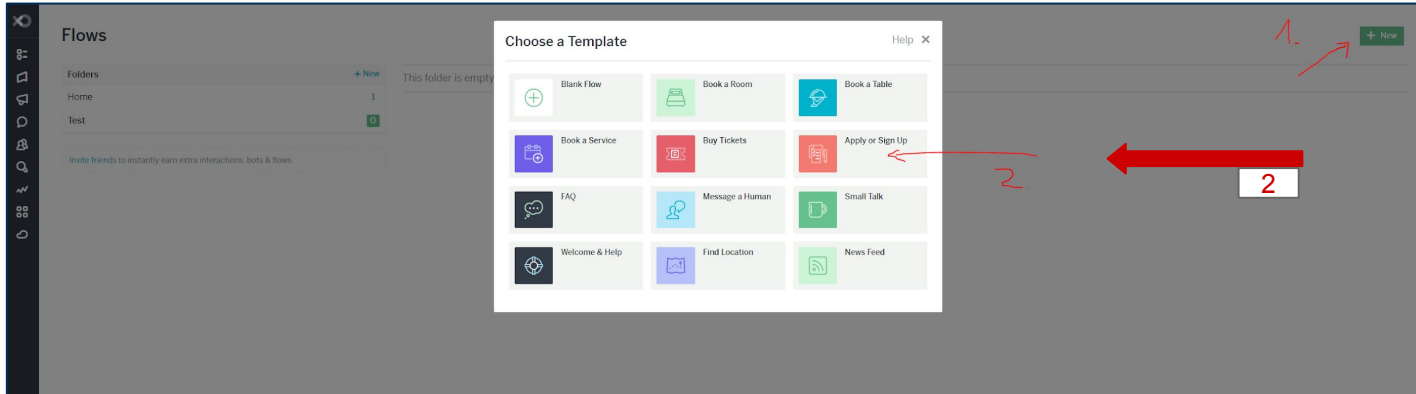
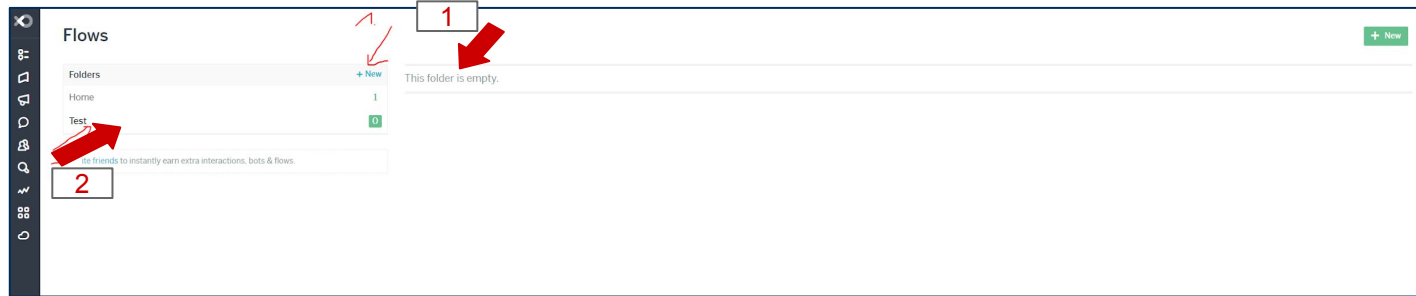
Please choose one of the following options.

Please select "Check my booking" to check your flight status and get help in case of a flight disruption. Otherwise, please select "Other questions".

# Arten von Chatbots

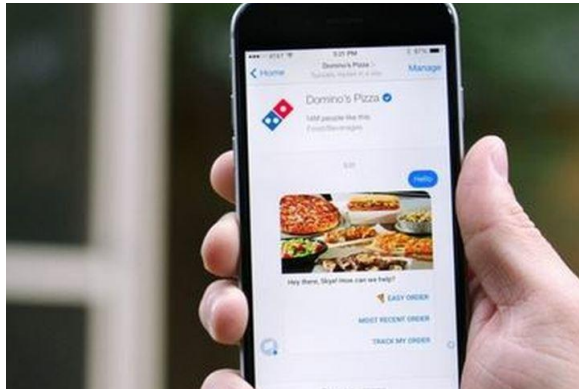


# Beispiel: Flow AI

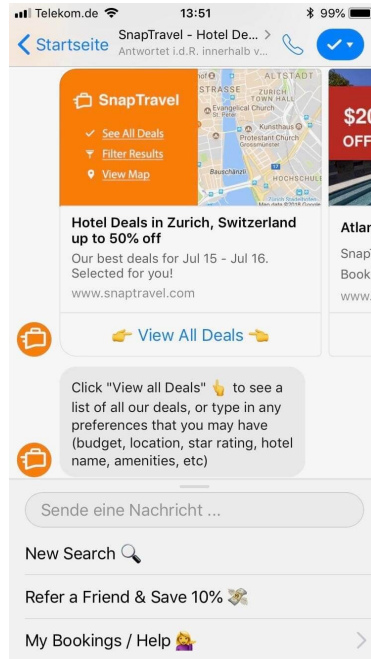


# Anwendungen

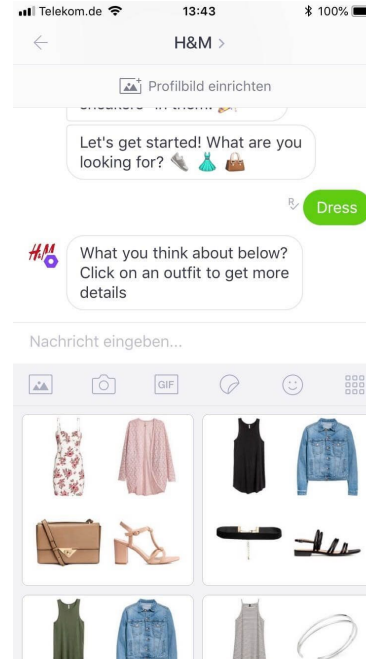
## Dominos Pizza Service



## Snaptravel



## H&M Bekleidung



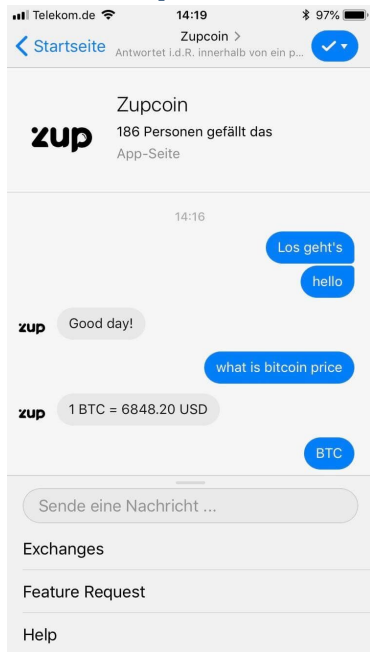
## WetterOnline



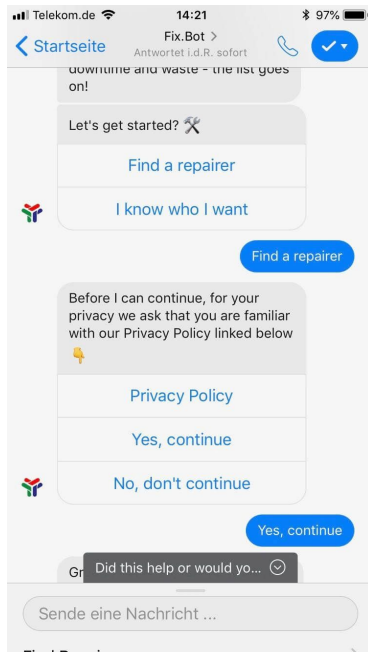


# Anwendungen

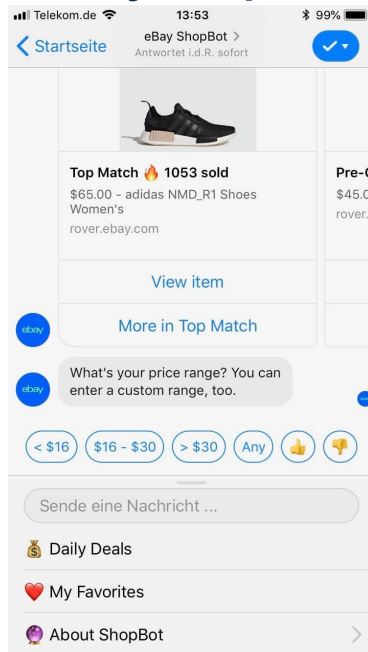
## Zup Coin



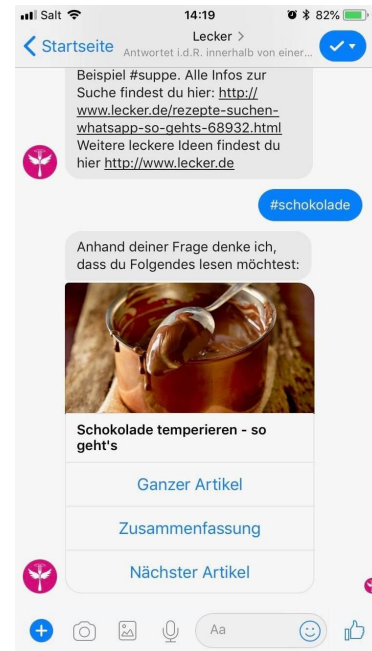
## FixBot



## ebay ShopBot



## Lecker



# Vorgehen zur Implementierung von Chatbots

- Persona Definition
- Use Case-Identifikation - Story Development
- Data Source-Identifikation
- Gemeinsame Grundlage für die Umsetzung bzw. Implementation eines Chatbots

# «DoNotPay» (RoboAdvisor)

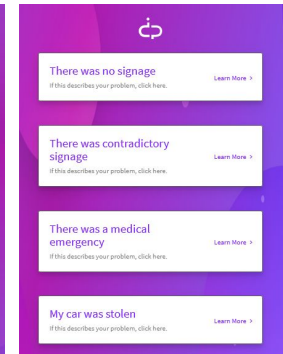
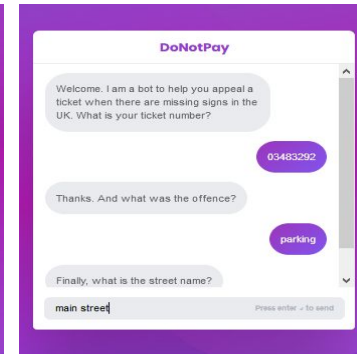
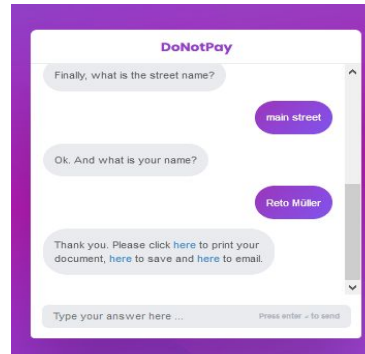
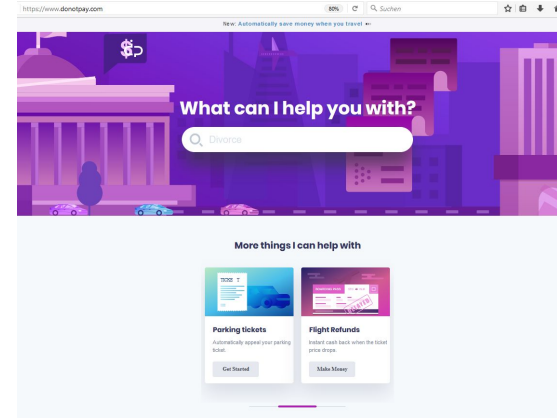
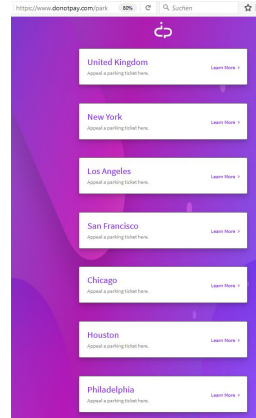
- Natural Language Processing
- Interaktive Rückfragen
- Output:  
PDF ausgefüllt mit Daten aus Interaktion  
zum Einreichen.

03483292

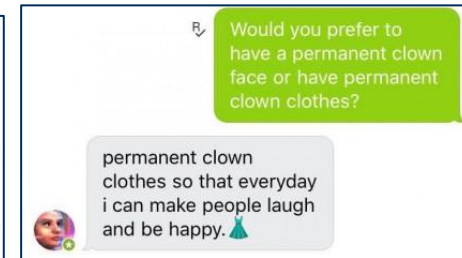
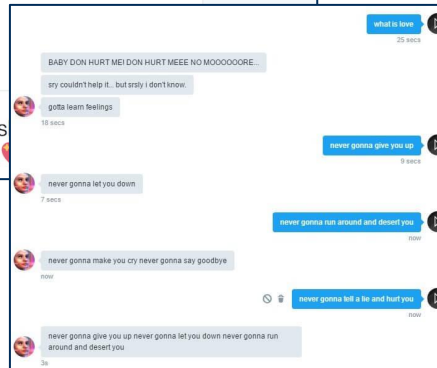
To whom it may concern,

Thank you for taking into account my appeal. I am appealing on the basis that the alleged contravention did not occur because there were no clear signs informing me of the regulations (as required by as required by Schedule 6 of Traffic Signs Regulations 1994 and under the Road Traffic Act of 1991). Though the ticket is the result of allegedly parking, I argue that the lack of signs on main street failed to inform me of the regulations. As the signage (or lack thereof) failed to inform me of what was required, no offence has been committed. I believe that the court should exercise fairness in cancelling a ticket that, according to the guidance, is perfectly justified to be cancelled. I will of course endeavour to avoid this again, but I feel that the issue of a ticket is an unlawful action inconsistent with precedent. Please let me know if you have any further questions.

Thank you,  
Reto Müller



# Microsofts "Tay« – KI entwickelt sich vom intelligenten Chatbot ...



# Microsofts "Tay" – KI entwickelt sich vom intelligenten Chatbot zum Feministinnen hassenden Neonazi



# Deepfake Technologien können Grundlage für zukünftige Kommunikationsschnittstellen sein





# Beispiel: Die automatisierte Auswertung von Online Reviews geht heute über die Sentiment-Bestimmung hinaus

25 August 2003 League of Extraordinary Gentlemen: Sean Connery is one of the all time greats and I have been a fan of his since the 1950's. I went to this movie because Sean Connery was the main actor. I had not read reviews or had any prior knowledge of the movie. The movie surprised me quite a bit. The scenery and sights were spectacular, but the plot was unreal to the point of being ridiculous. In my mind this was not one of his better movies it could be the worst. Why he chose to be in this movie is a mystery. For me, going to this movie was a waste of my time. I will continue to go to his movies and add his movies to my video collection. But I can't see wasting money to put this movie in my collection.

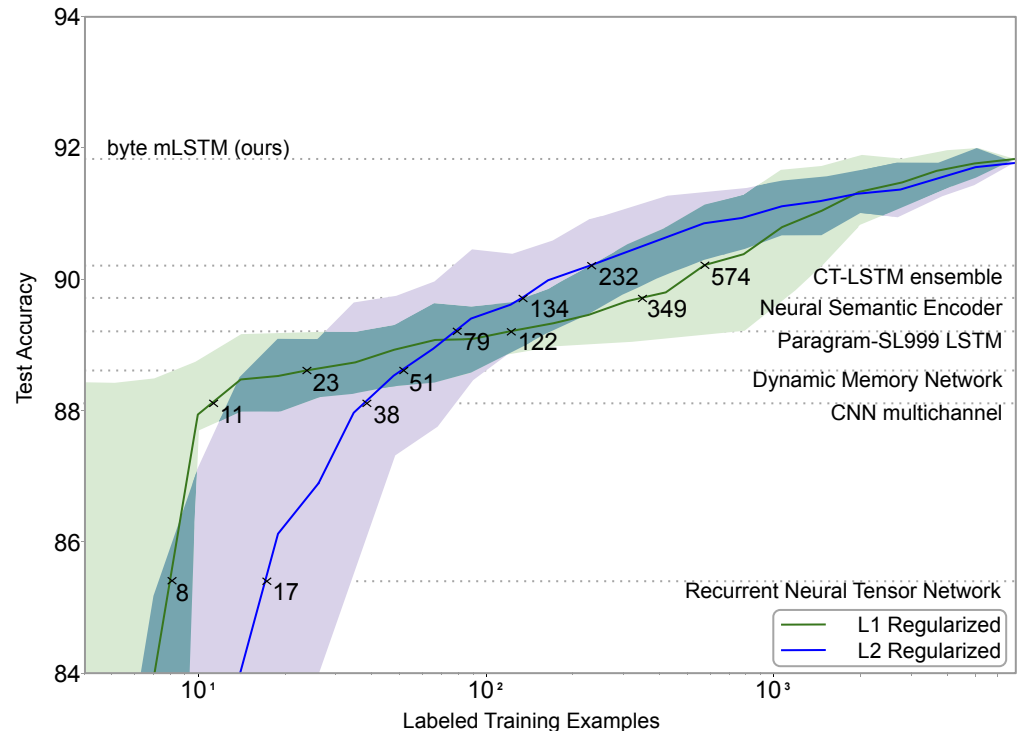
I found this to be a charming adaptation, very lively and full of fun. With the exception of a couple of major errors, the cast is wonderful. I have to echo some of the earlier comments -- Chynna Phillips is horribly miscast as a teenager. At 27, she's just too old (and, yes, it DOES show), and lacks the singing "chops" for Broadway-style music. Vanessa Williams is a decent-enough singer and, for a non-dancer, she's adequate. However, she is NOT Latina, and her character definitely is. She's also very STRIDENT throughout, which gets tiresome. The girls of Sweet Apple's Conrad Birdie fan club really sparkle -- with a special kudos to Birgitta Dau and Chiara Zanni. I also enjoyed Tyne Daly's performance, though I'm not generally a fan of her work. Finally, the dancing Shriners are a riot, especially the dorky three in the bar. The movie is suitable for the whole family, and I highly recommend it.

Judy Holliday struck gold in 1950 with George Cukor's film version of "Born Yesterday," and from that point forward, her career consisted of trying to find material good enough to allow her to strike gold again. It never happened. In "It Should Happen to You" (I can't think of a blander title, by the way), Holliday does yet one more variation on the dumb blonde who's maybe not so dumb after all, but everything about this movie feels warmed over and half hearted. Even Jack Lemmon, in what I believe was his first film role, can't muster up enough energy to enliven this recycled comedy. The audience knows how the movie will end virtually from the beginning, so mostly it just sits around waiting for the film to catch up. Maybe if you're enamored of Holliday you'll enjoy this; otherwise I wouldn't bother. Grade: C

Once in a while you get amazed over how BAD a film can be, and how in the world anybody could raise money to make this kind of crap. There is absolutely No talent included in this film - from a crappy script, to a crappy story to crappy acting. Amazing.

Team Spirit is maybe made by the best intentions, but it misses the warmth of "All Stars" (1997) by Jean van de Velde. Mist scenes are identic, just not that funny and not that well done. The actors repeat the same lines as in "All Stars" but without much feeling.

God bless Randy Quaid...his leachorous Cousin Eddie in Vacation and Christmas Vacation hilariously stole the show. He even made the awful Vegas Vacation at least worth a look. I will say that he tries hard in this made for TV sequel, but that script is so NON funny that the movie never really gets anywhere. Quaid and the rest of the returning Vacation vets (including the original Audrey, Dana Barron) are wasted here. Even European Vacation's Eric Idle cannot save the show in a brief cameo... Pathetic and sad...actually painful to watch...Christmas Vacation 2 is the worst of the Vacation franchise.



# Vielen Dank!