

ChatBot

Vamos conversar com robôs?



01

O que é um chatBot

02

Tipos de chatBot

03

Como funciona

04

Para que servem

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Onde estão os chaBots

06

Como criar um chatBot

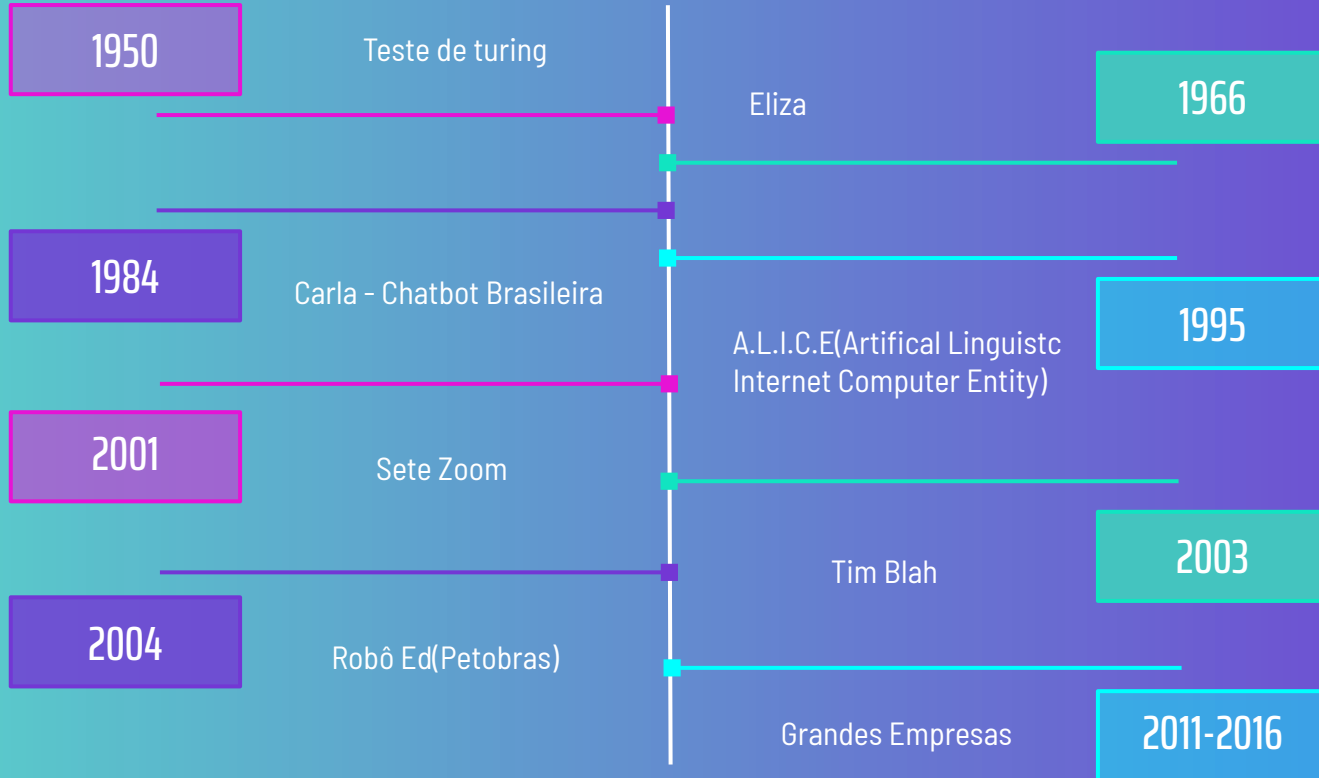
Tabela de Conteúdo

01 O que é?



01/01

Linha do tempo

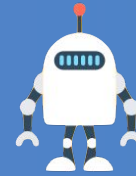


Chatbot é um programa de computador que faz o que é programado, simulando uma conversa humana em um chat. Dessa forma, é possível automatizar tarefas repetitivas e burocráticas, como dúvidas frequentes, na forma de diálogo pré-definido entre o usuário e um "robô".

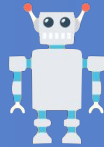


Tipos de ChatBot

Quais tipos?



Escudos



Sociais



Otimizadores

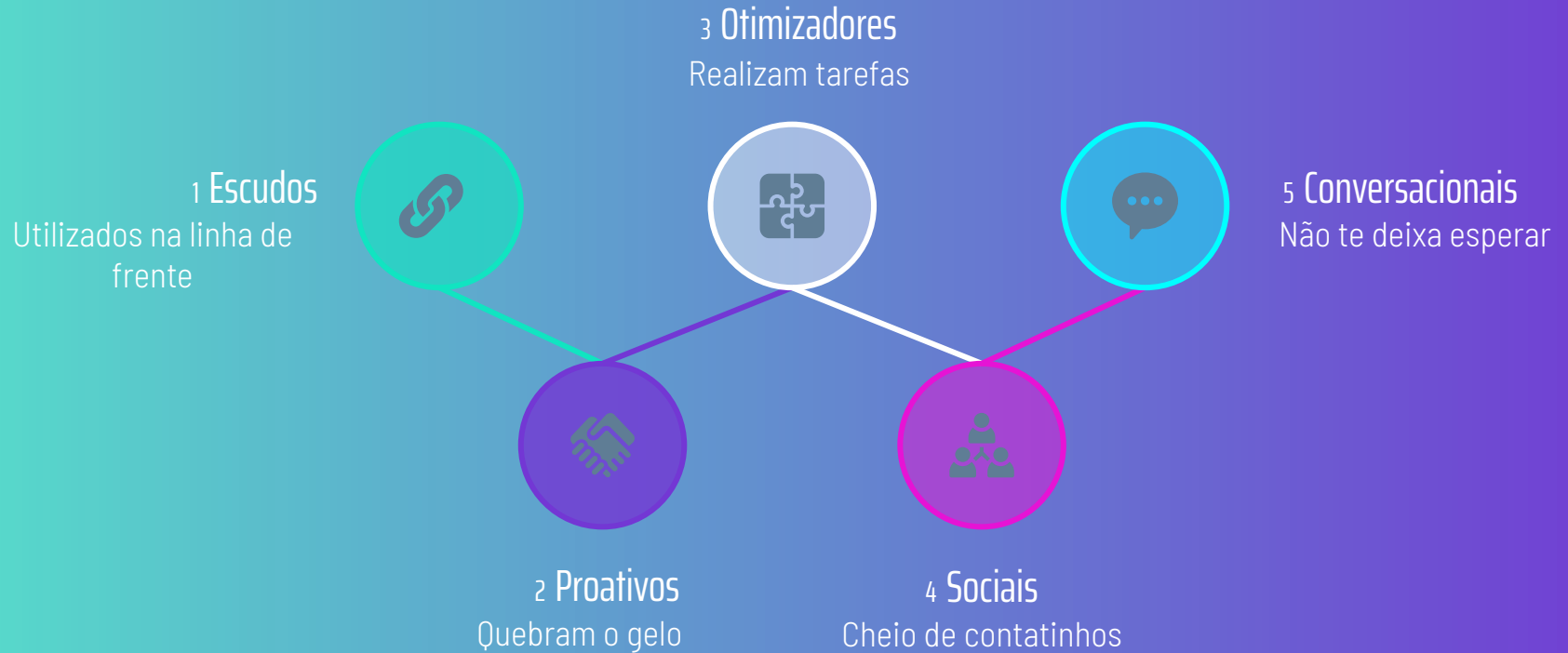


Conversacionais



Proativos

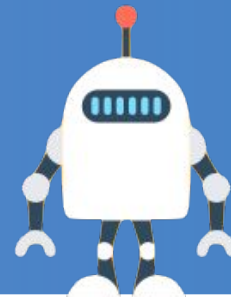
Tipos





São utilizados na linha de frente do atendimento, recebendo reclamações e perguntas mais rotineiras nos canais de comunicação da empresa.

Escudos



Belinha 1.0





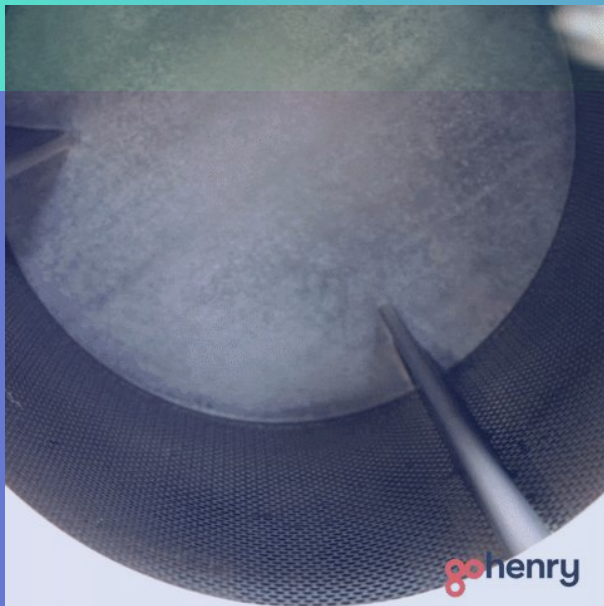
Proativos

Enquanto os escudos funcionam de forma reativa, os proativos podem iniciar uma conversa.

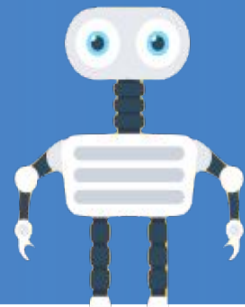


Belinha 2.0





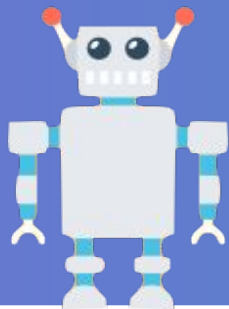
Otimizadores



Os chatbots otimizadores têm funções bem concretas no atendimento: esse tipo de solução é que realiza tarefas utilitárias, como a marcação da passagem de um cliente, ou o recebimento de um pedido de entrega realizado por mensagem de voz.

Belinha 3.0



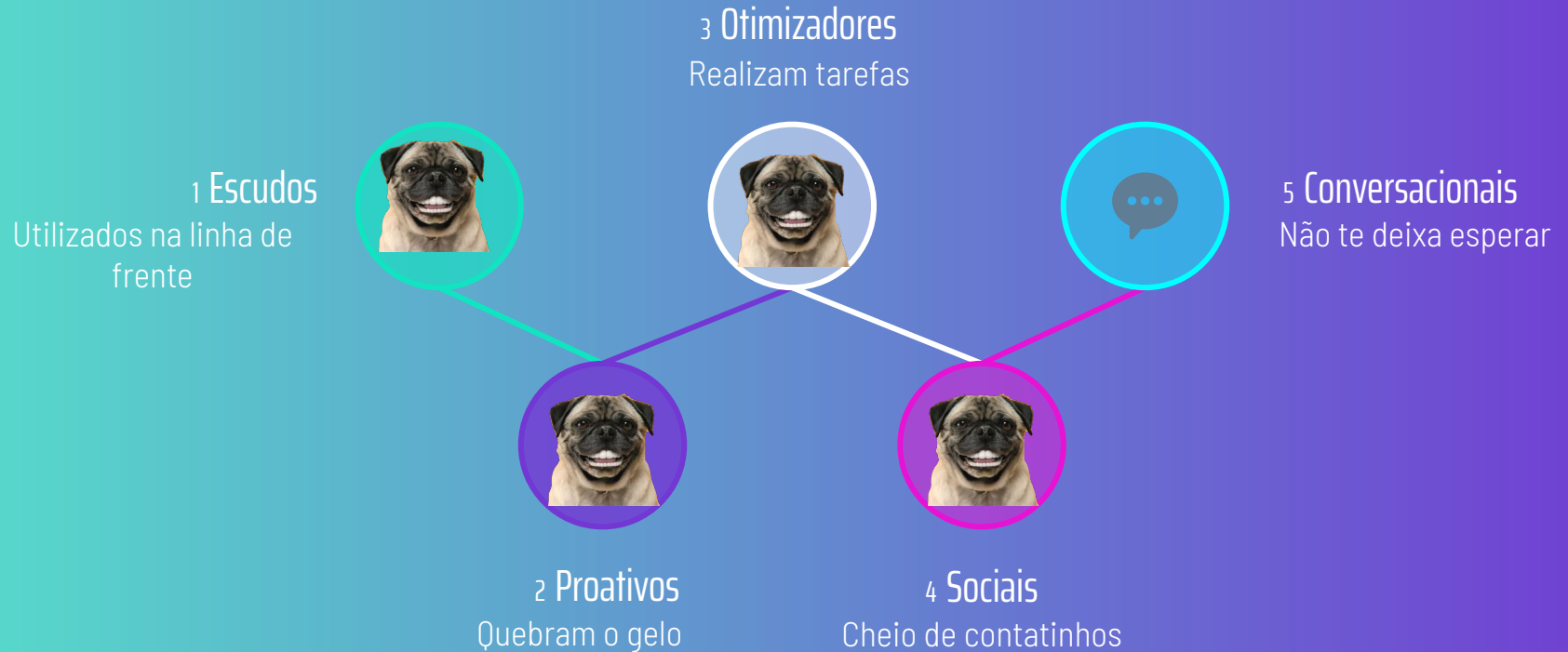


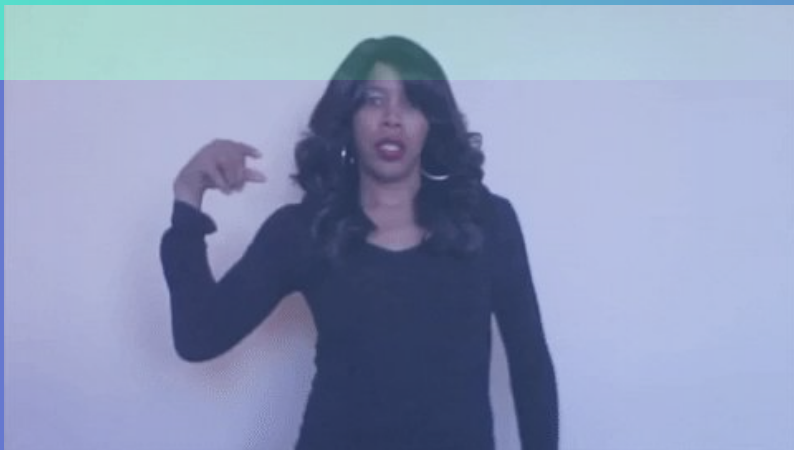
Sociais

Em geral, os chatbots são utilizados para interagir diretamente com um usuário, como faz o próprio atendimento. No entanto, eles também podem ser utilizados para interagir com um grande número de pessoas de uma única vez.

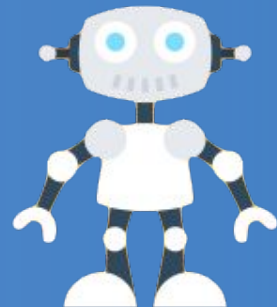


Belinha 4.0



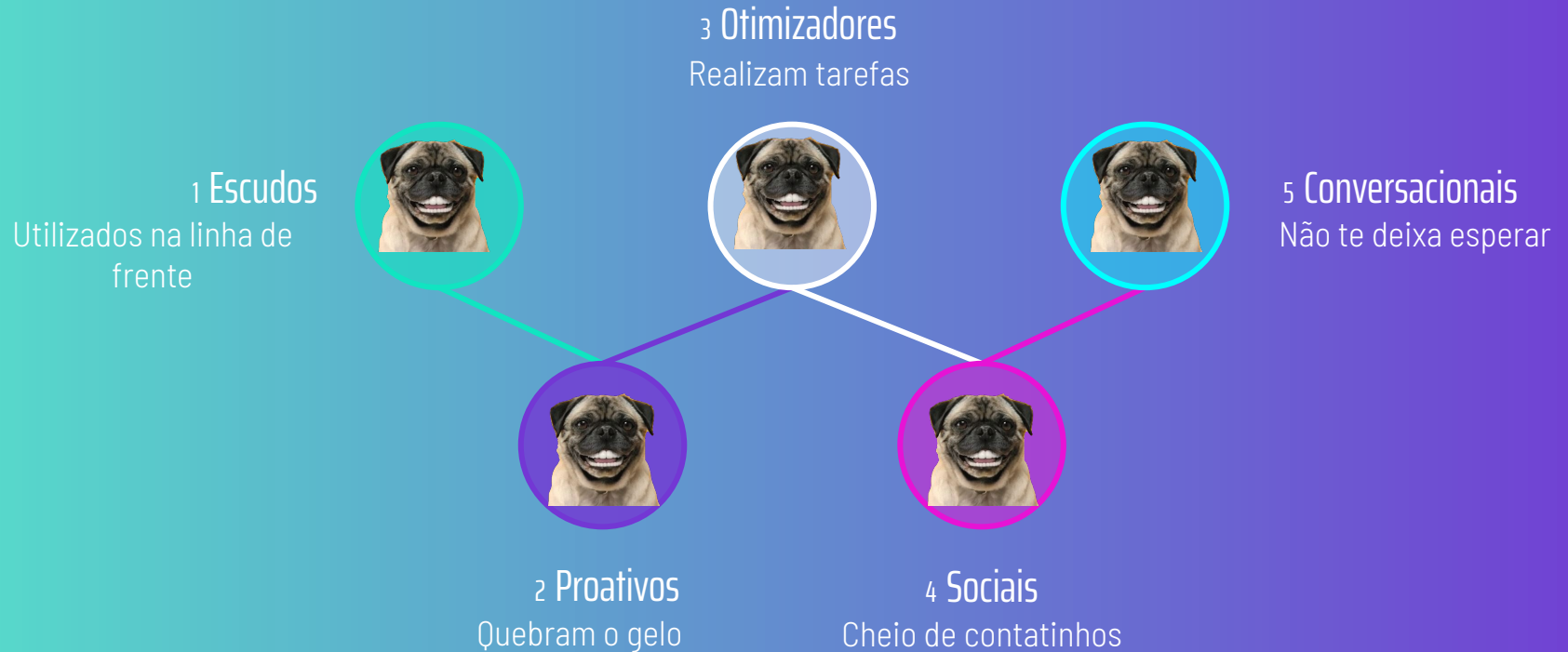


Conversacionais



Entre os tipos de chatbots, esse talvez seja o mais conhecido. No Brasil, parte dessa popularidade vem do Robô Ed. O que a solução faz é manter conversas com usuários por longos períodos, sendo um misto de entretenimento e ferramenta de engajamento.

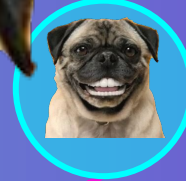
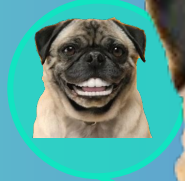
Belinha 5.0



No final todos são belinha!!

1 Escudos

Utilizados na linha de frente



5 Conversacionais
Não te deixa esperar



Quebram o gelo

Cheio de contatinhos



Como Funciona

Aprendizagem



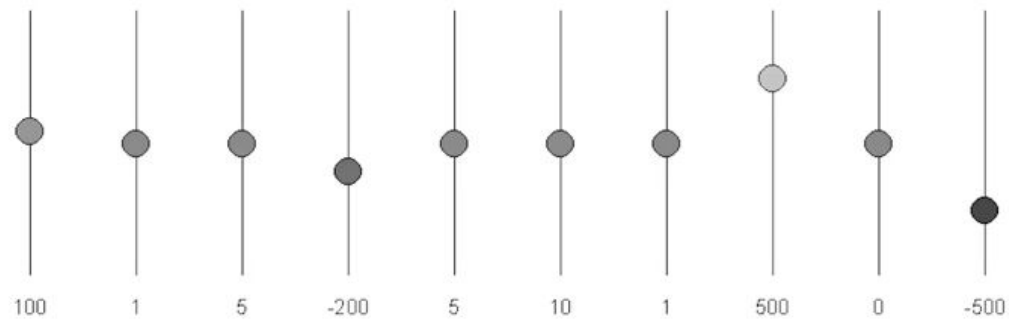
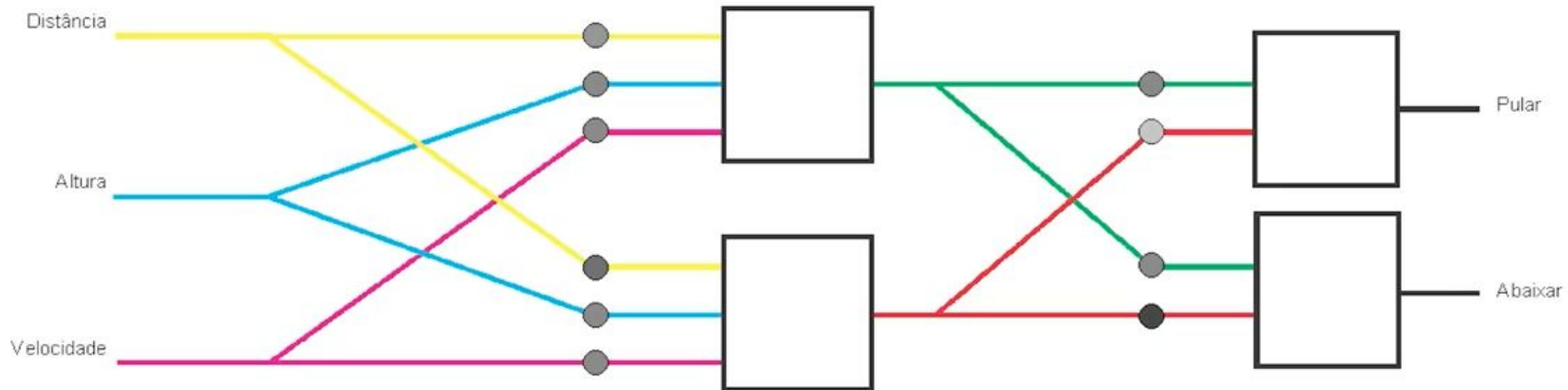
Machine Learning

É uma programação usada nos computadores, formada por regras previamente definidas que permitem que os computadores tomem decisões com base nos dados prévios e em dados usados pelo usuário.



Deep Learning

Em vez de organizar os dados para serem executados através de equações predefinidas, o deep learning configura parâmetros básicos sobre os dados e treina o computador para aprender sozinho através do reconhecimento padrões em várias camadas de processamento.



Funcionamento

Aprendizagem

Aprendiz a casa
conversa feita

Banco de dados

Armazenar conversas

Mensagens

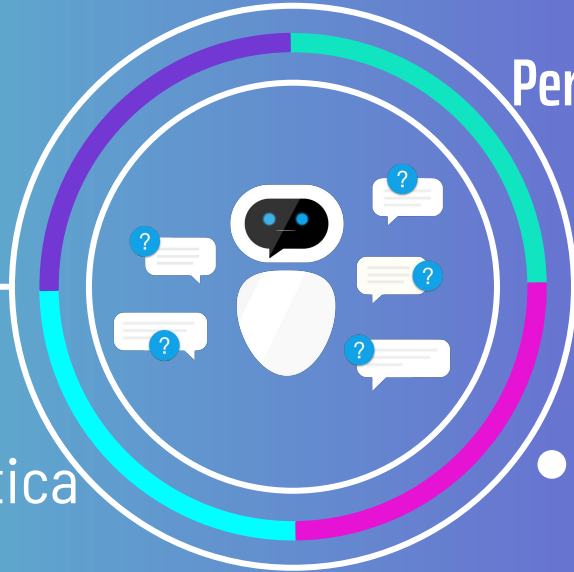
Conversação

Ciclo

Palavras chaves

Padrão de navegação

- Guiar até a solução
- Resolver à problemática



Perguntas e respostas

Banco de dados

Imagens

Links

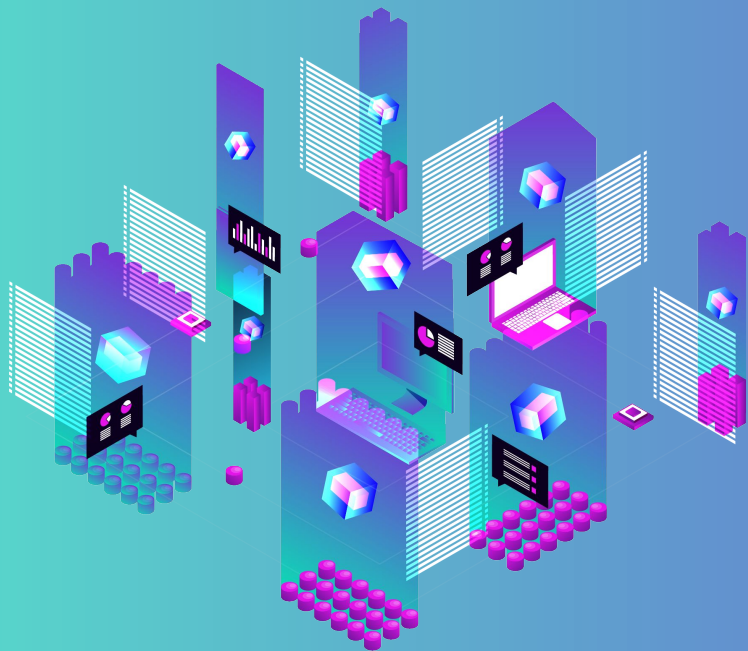
- Incorporado no chatBot

Para Que Servem





Respostas rápidas e otimizadas



Onde Estão os ChatBots

Here you could describe the
topic of the section

05



06 Como Criar



É com você

Fernando Monteiro



Meu nome é Fernando Monteiro de Alcantara Neto, tenho 17 anos, trabalho no sebraeLab estou no 2º ano do ensino médio fazendo desenvolvimento de sistemas na ETE Porto Digital, atualmente, fazendo alguns trabalhos no Zoológico dois irmão na área de T.I, trabalhei na Prefeitura do Recife no Cetec, sou programador e desenvolvedor web.



Fernando Monteiro



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OUR STORY

1950 Teste de turing



AUDIENCE DEMOGRAPHICS

GENDER



60%

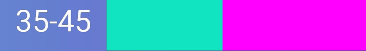
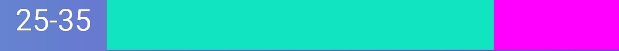


40%

INTERESTS



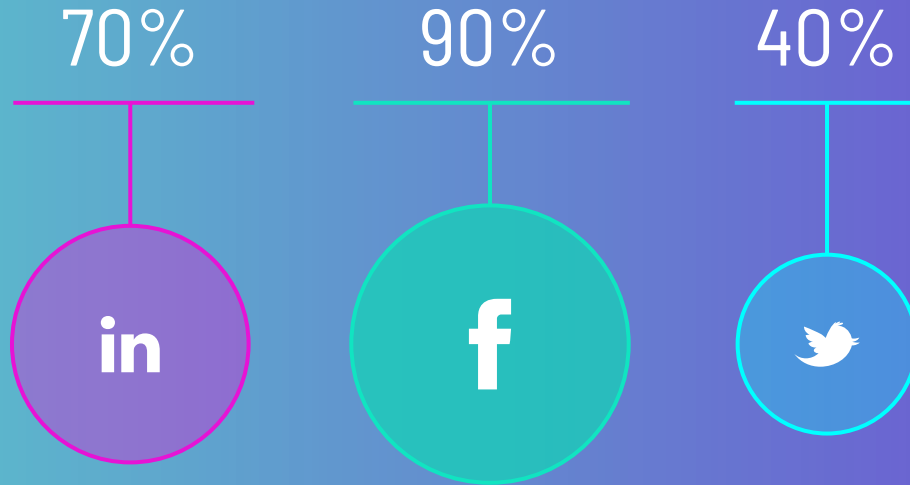
AGE



If you want to modify this graph, click on it, follow the link, change the data and replace it



TOP SOCIAL NETWORKING SITES

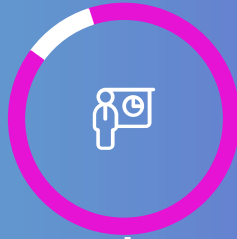


ANALYZING THE COMPETITION



NEPTUNE

Neptune is the farthest planet from the Sun



MARS

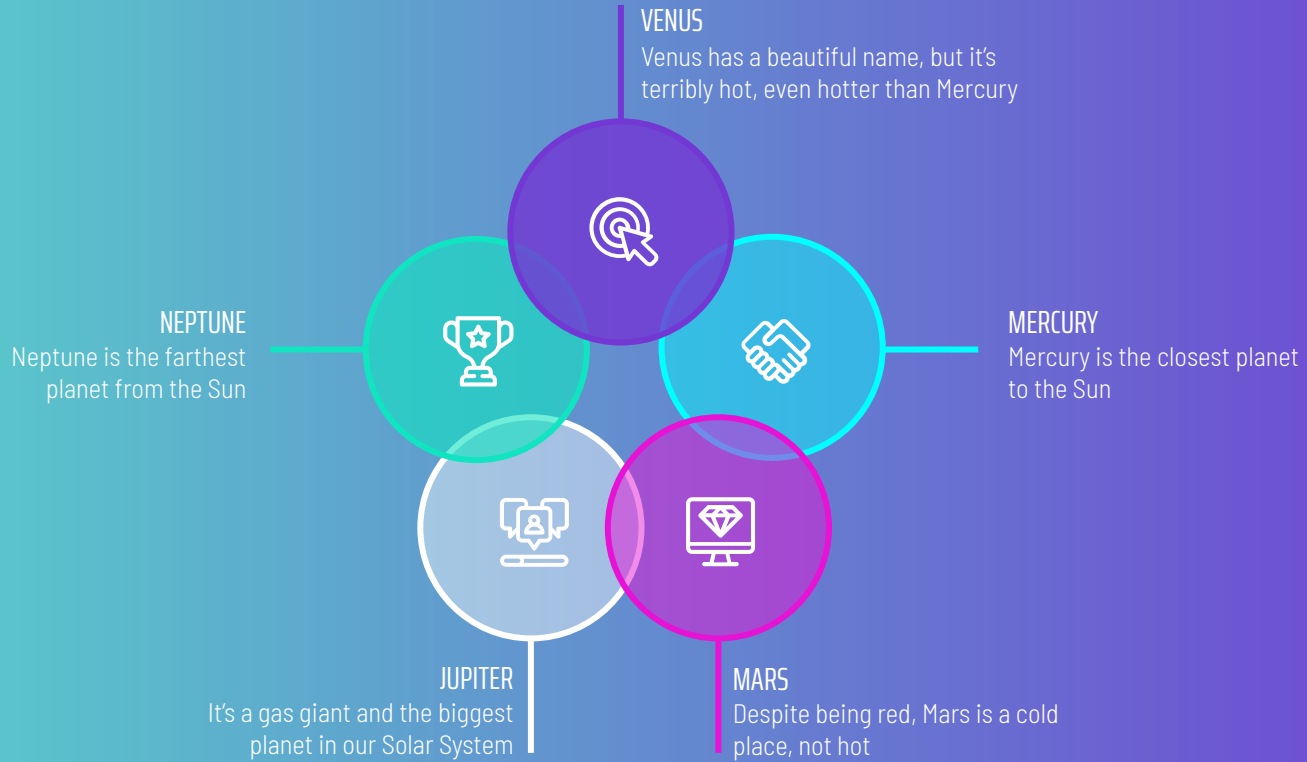
Despite being red, Mars is a cold place, not hot



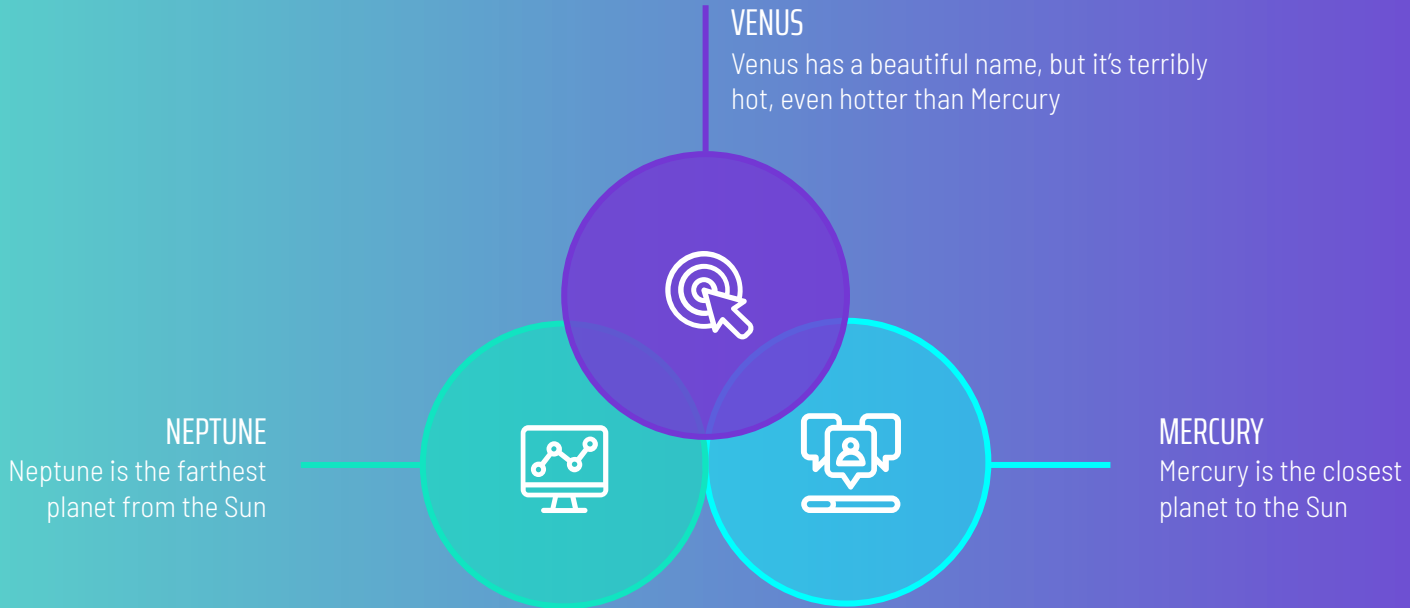
MERCURY

Mercury is the closest planet to the Sun

GOALS



OUR AREAS OF EXPERTISE



WHAT CONTENT ARE WE GOING TO CREATE?



MERCURY

Mercury is the smallest planet in our Solar System



MARS

Despite being red, Mars is a cold place, not hot



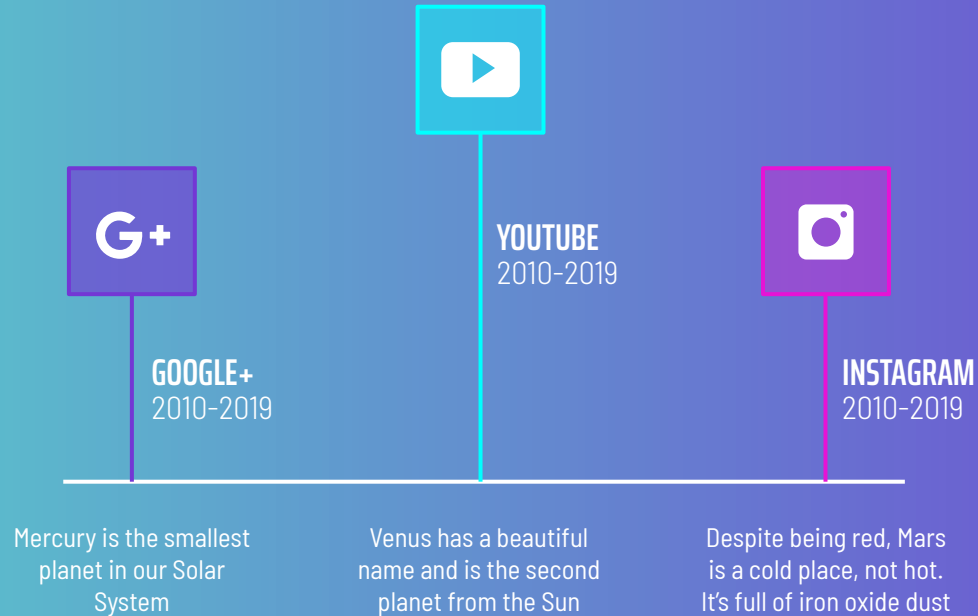
VENUS

Venus has a beautiful name, but it's terribly hot

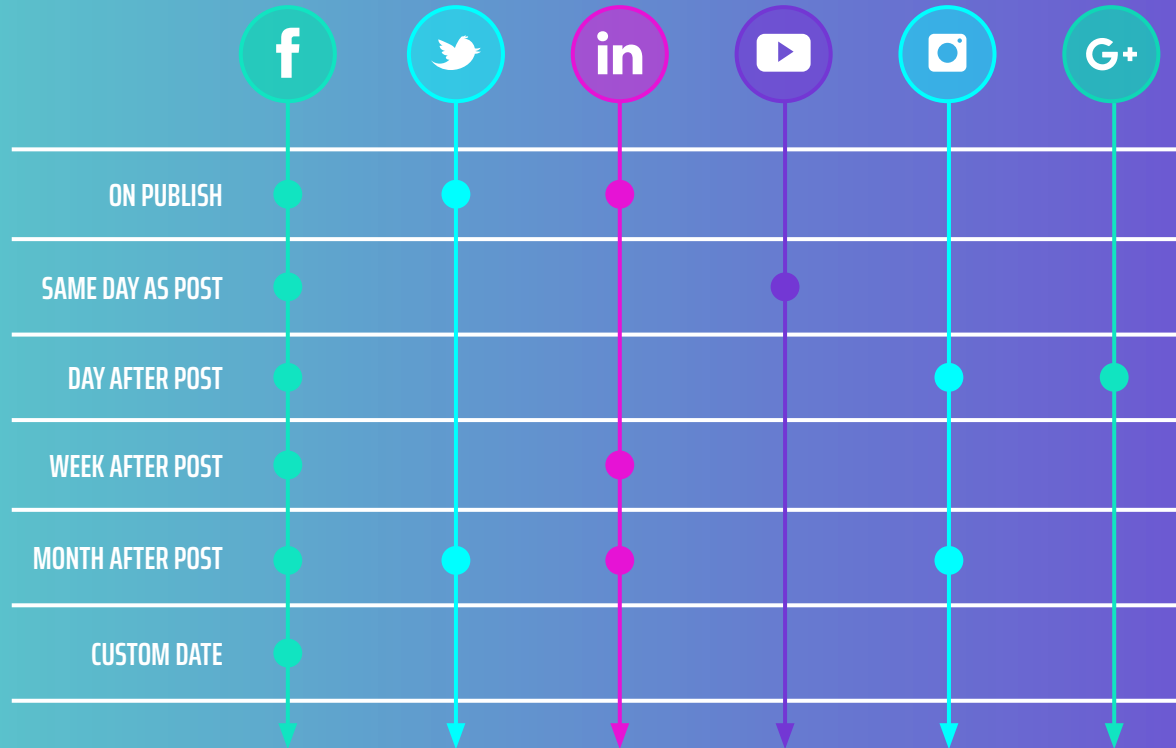
WHAT TONE ARE WE GOING TO USE?

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury

WHAT PLATFORMS ARE WE GOING TO USE?



CONTENT SHARING PLAN



BUDGET

50,000  INSTAGRAM

20,000  YOUTUBE

5,000  GOOGLE +

KPI OVERVIEW



TOTAL LEADS

5,408

Leads this month



SALES-READY LEADS

408

Sales-ready leads this month



NEW CUSTOMERS

408

New customers this month



NEW REVENUE

\$50,408

New revenue this month

KPI OVERVIEW

5,408
Followers



5,408
Followers



5,608
Views



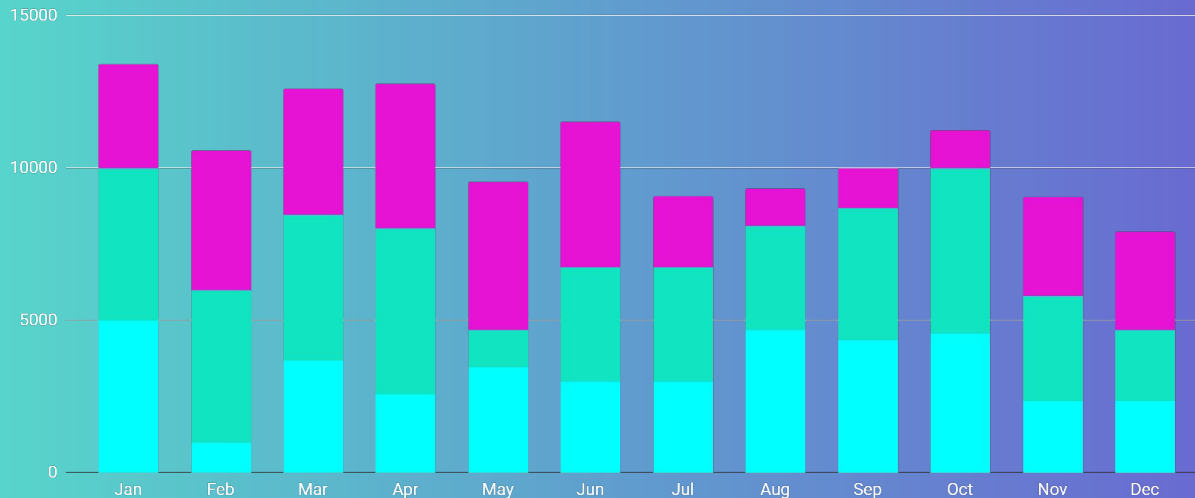
608
Followers



5,608
Likes



5,608
Followers



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THANKS

Does anyone have any questions?

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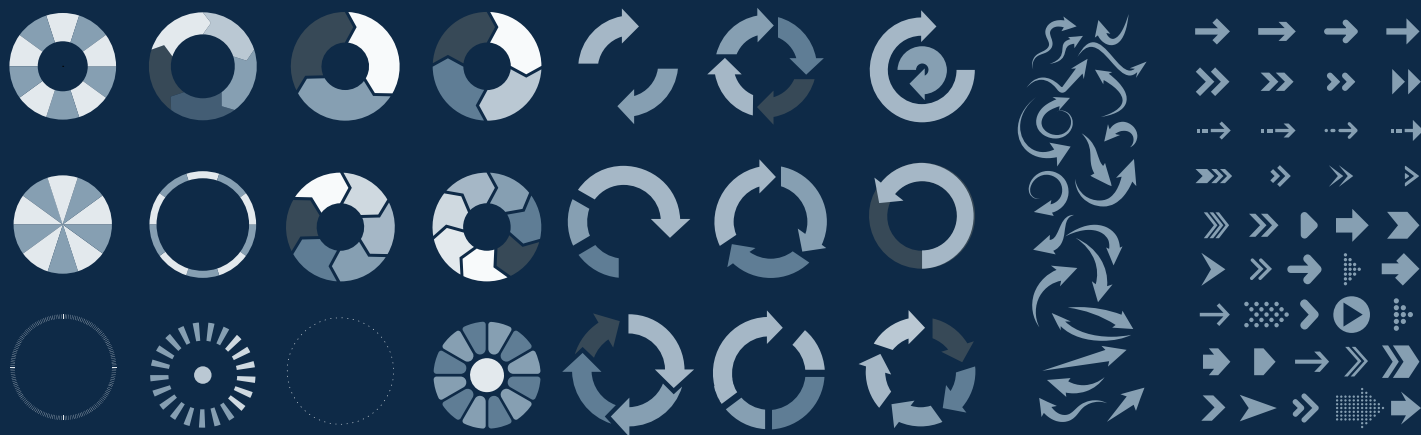
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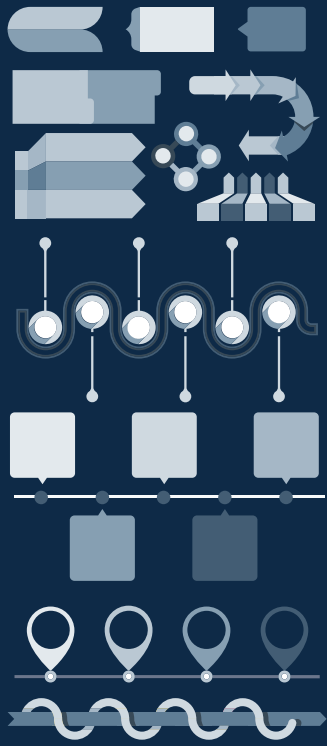
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#ffffff

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Help & Support Icons



Medical Icons



Nature Icons



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