

Como achar a agulha no palheiro? Selecionando a ferramenta certa para construir meu chatbot.

Um overview



Bernardo Junior

Preciso de um bot?

Processos automatizáveis

01

Qual ferramenta?

O que tem disponível?

02

Ferramentas

Um resumo

03

Conteúdo

04

Comparação

Recursos

05

Considerações

E então, qual?



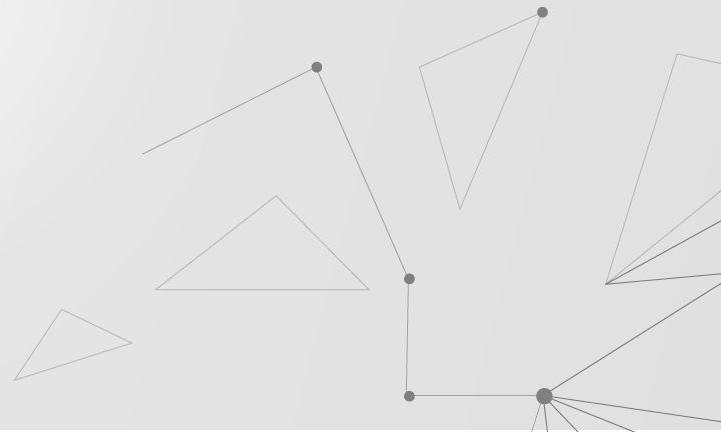
01

Preciso de um bot?



Perguntas repetitivas e simples

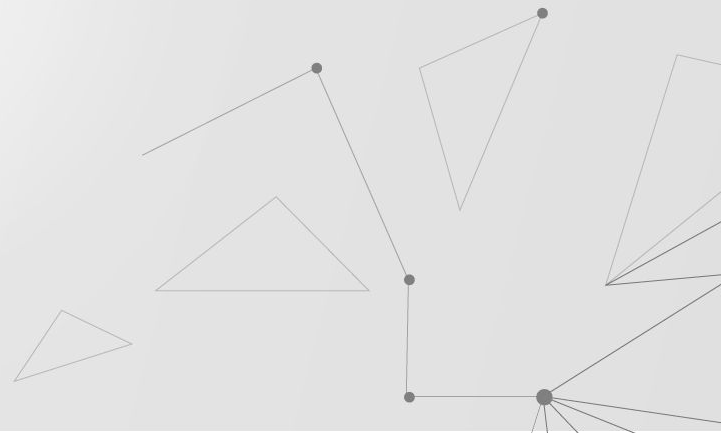
Que horas fecha o estabelecimento? Vocês aceitam cartão? A academia abre aos domingos? Minha fatura não chegou. Gostaria da segunda via da minha fatura. Quanto custa o serviço de vocês? etc...





Alta disponibilidade

Atendimento em qualquer momento dia e qualquer dia do ano.



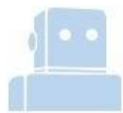


02

Qual ferramenta?

SACPLUS

TARS



wit.ai



MobileMonkey



SnatchBot

AI and Builder



M



Morph.ai

Botsify

CREATE AI CHATBOT WITHOUT CODING



Botkit

howdy.



The Bot Platform

pandorabots

FLOWX

SEQUEL



CONVERSABLE

boost.ai

bottr

zenvia

chatfuel

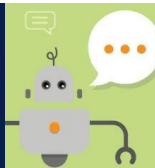


chatty PEOPLE

smartloop



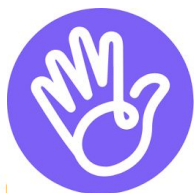
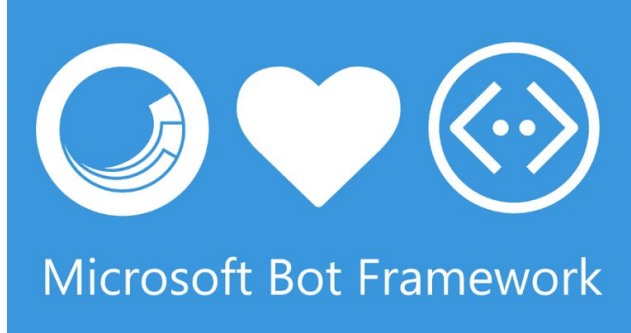
Amplify.ai



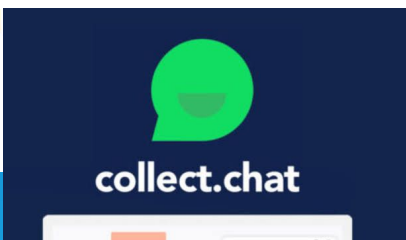
MEOKAY



Watson Assistant



Cliengo



BLiP INTERCOM

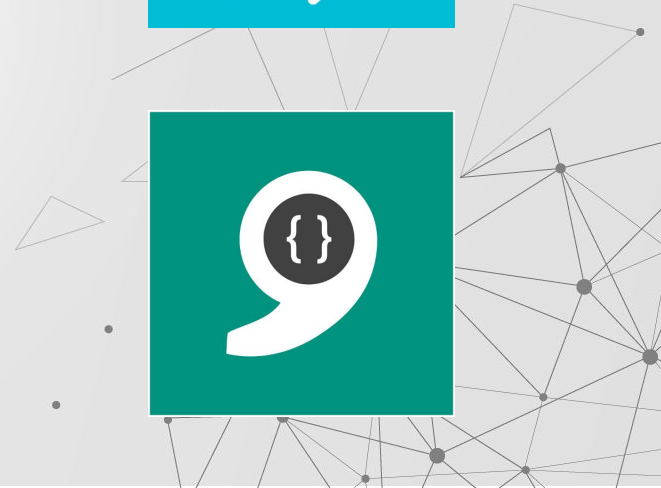
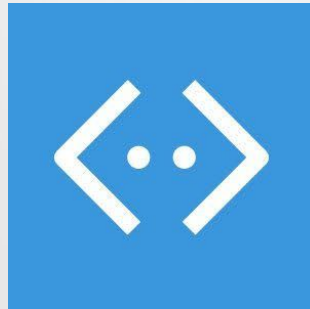


Lex

Dialogflow

aivo

Reduzindo





03

Ferramentas



Plataforma para construção de bots do google, apresenta integração com canais de comunicação, NLP e construção de fluxos.

The screenshot displays the Dialogflow console interface. On the left is a navigation sidebar with the following items: Intents (selected), Entities, Knowledge [beta], Fulfillment, Integrations, Training, Validation [beta], and History. The main content area is titled "Intents" and features a "CREATE INTENT" button. Below the title is a search bar labeled "Search intents" with a magnifying glass icon. A list of intents is shown below the search bar:

- Comprar pizza
- Default Fallback Intent
- Default Welcome Intent

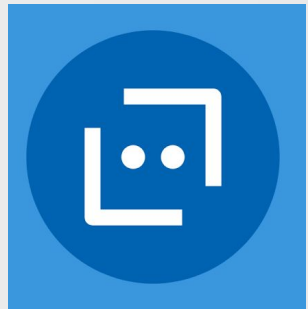
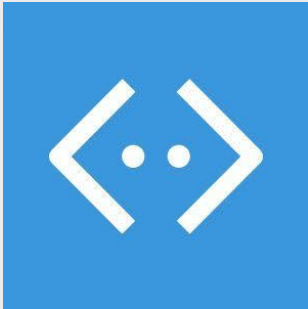
On the right side of the console, there is a "Try it now" section with a microphone icon. It contains a warning message: "Please use test console above to try a sentence." and a link: "See how it works in Google Assistant."



Plataforma para construção de fluxos e criação de modelo de IA para bots e integração com aplicativos mensageiros, disponibilizada por meio de requisições http.

The screenshot shows the IBM Watson Assistant interface for a skill named 'tdc-palestra'. The 'Intents' tab is selected, displaying a table of 15 intents. Each row includes a checkbox, the intent name, a description, the modification time, the number of conflicts, and the number of examples.

<input type="checkbox"/>	Intents (15) ▾	Description	Modified ▾	Conflicts ▾	Examples ▾
<input type="checkbox"/>	#eCommerce_Balance_Inquiry	Informe-se sobre o saldo de uma conta.	a few seconds ago		19
<input type="checkbox"/>	#eCommerce_Cancel_Product_Order	Cancele um pedido.	a few seconds ago		20
<input type="checkbox"/>	#eCommerce_Create_Product_Order	Fazer um pedido.	a few seconds ago		14
<input type="checkbox"/>	#eCommerce_Defer_Payment	Atrase a data de vencimento do pagamento de uma cobrança corrente.	a few seconds ago		18
<input type="checkbox"/>	#eCommerce_Dispute	Abra uma disputa sobre uma cobrança.	a few seconds ago		19
<input type="checkbox"/>	#eCommerce_Make_A_Payment	Faça um pagamento.	a few seconds ago		19
<input type="checkbox"/>	#eCommerce_Method_Of_Payment	Gerencie o método de pagamento de uma conta.	a few seconds ago		24
<input type="checkbox"/>	#eCommerce_Modify_Product_Order	Altere ou modifique um pedido já efetuado.	a few seconds ago		16
<input type="checkbox"/>	#eCommerce_Past_Payment_Inquiry	Informe-se sobre pagamentos feitos no passado.	a few seconds ago		19
<input type="checkbox"/>	#eCommerce_Payment_Due_Date	Informe-se sobre quando o próximo pagamento é devido.	a few seconds ago		20



Stack de produção de bots da Microsoft, com com LUIS que é responsável pelo processamento de linguagem natural, Botframework que é responsável pelo controle de fluxos e contexto e Azure Bot Service que disponibiliza a integração com várias plataformas de conversação.

Cognitive Services | Language Understanding | My apps

pizzaria (v 0.1) | DASHBOARD | BUILD | MANAGE | Train | Test | Publish

Intents

+ Create new intent + Add prebuilt domain intent Search intents ...

<input type="checkbox"/> Name ^	Labeled Utterances
Calendar.Confirm	38
comprar pizza	4
None	0
Places.GetAddress	73

PREVIEW
Prebuilt Domains

Get Started



Plataforma para construção de bots desenvolvida pela Take.net (brasileira) que utiliza o NLP do DialogFlow, Watson ou LUIS, enquanto oferece uma ferramenta mais completa para criação de fluxos e integração com outros sistemas.

The screenshot shows the BLiP chatbot builder interface. At the top, there is a dark navigation bar with the BLiP logo, 'CHATBOTS', and 'HELP CENTER' on the left, and a user profile 'Bernardo de Moraes Santana Junior' on the right. Below the navigation bar, there is a secondary bar with 'chatbotrecife' and a dropdown menu, and navigation options: 'Builder', 'Inteligência artificial', 'Canais', 'Análise', and a menu icon. The main content area displays the bot's configuration for 'chatbotrecife', created on 03/10/2018. It features four summary cards: 'Usuários' (0), 'Mensagens recebidas' (0), 'Mensagens enviadas' (0), and 'Configurações' (Cultura: Portuguesa - Brasil, Fuso horário: UTC-03:00 Brasília, Plano: Standard). Below these are sections for 'Equipe' (with a message: 'Você ainda não convidou ninguém para participar do projeto do seu bot. Que tal começar agora? :)) and 'Publicado em' (with chat and email icons).

04

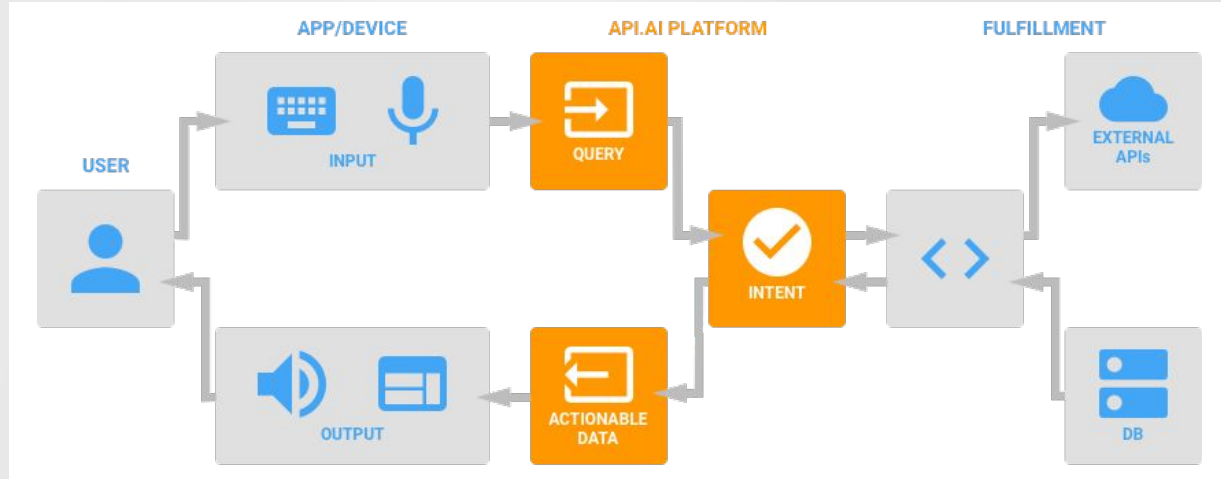
Comparação

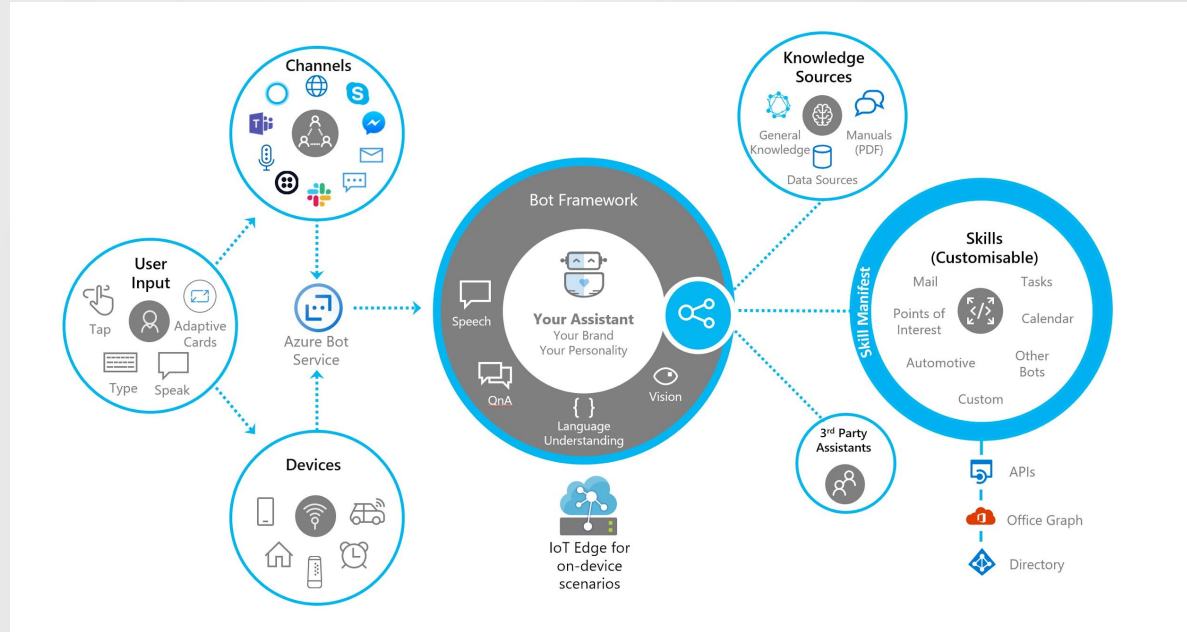
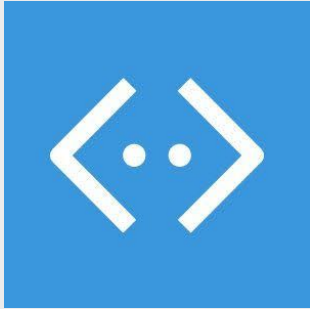


4.1

Arquitetura

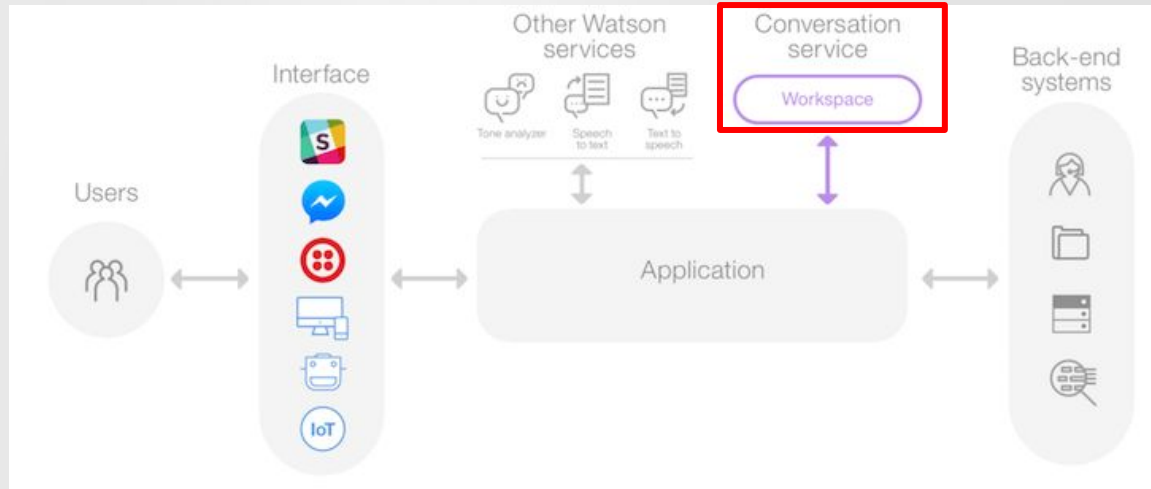


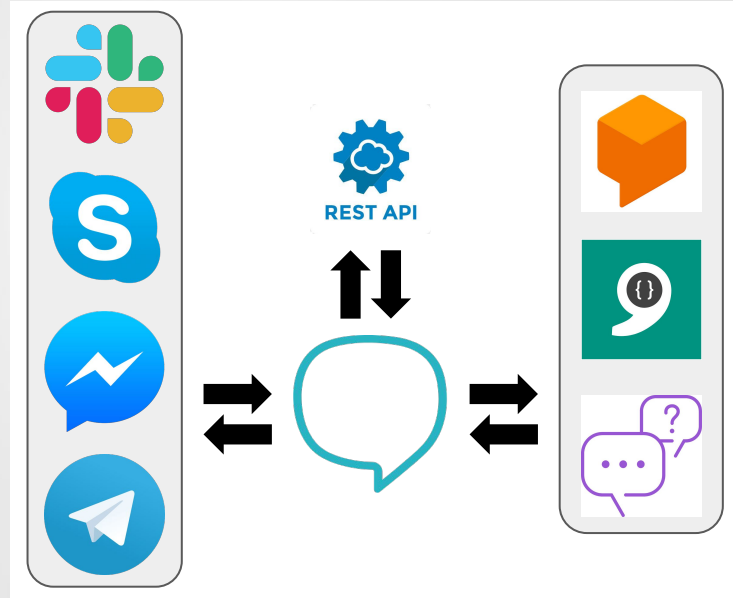






botkit-middleware

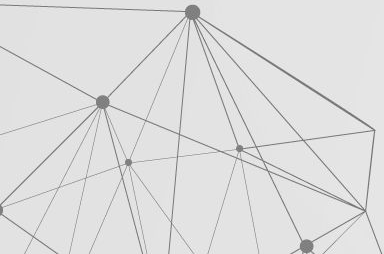
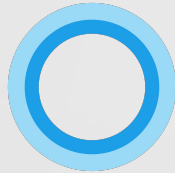
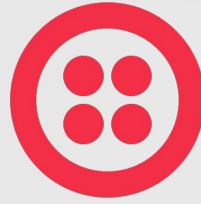




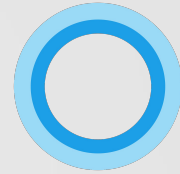
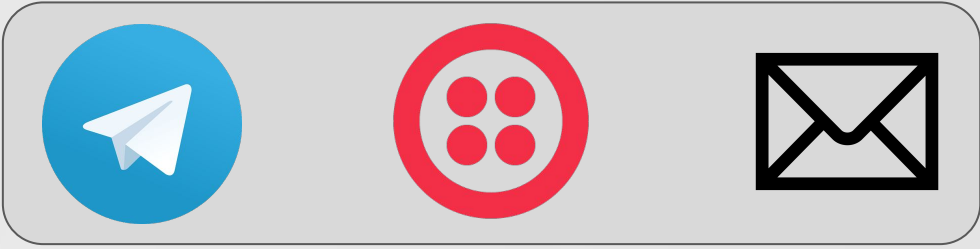
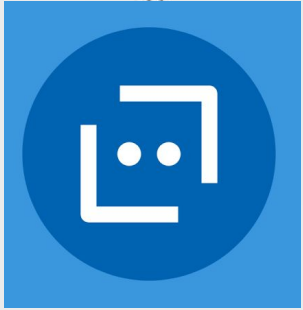
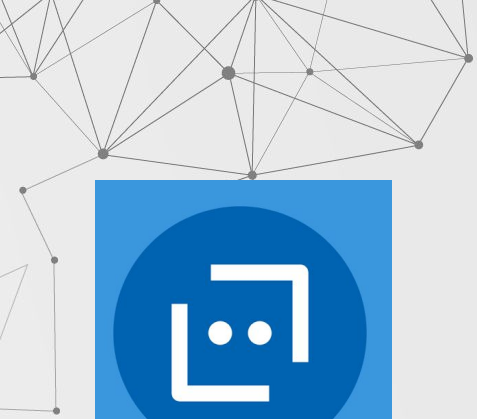
4.2

Integrações









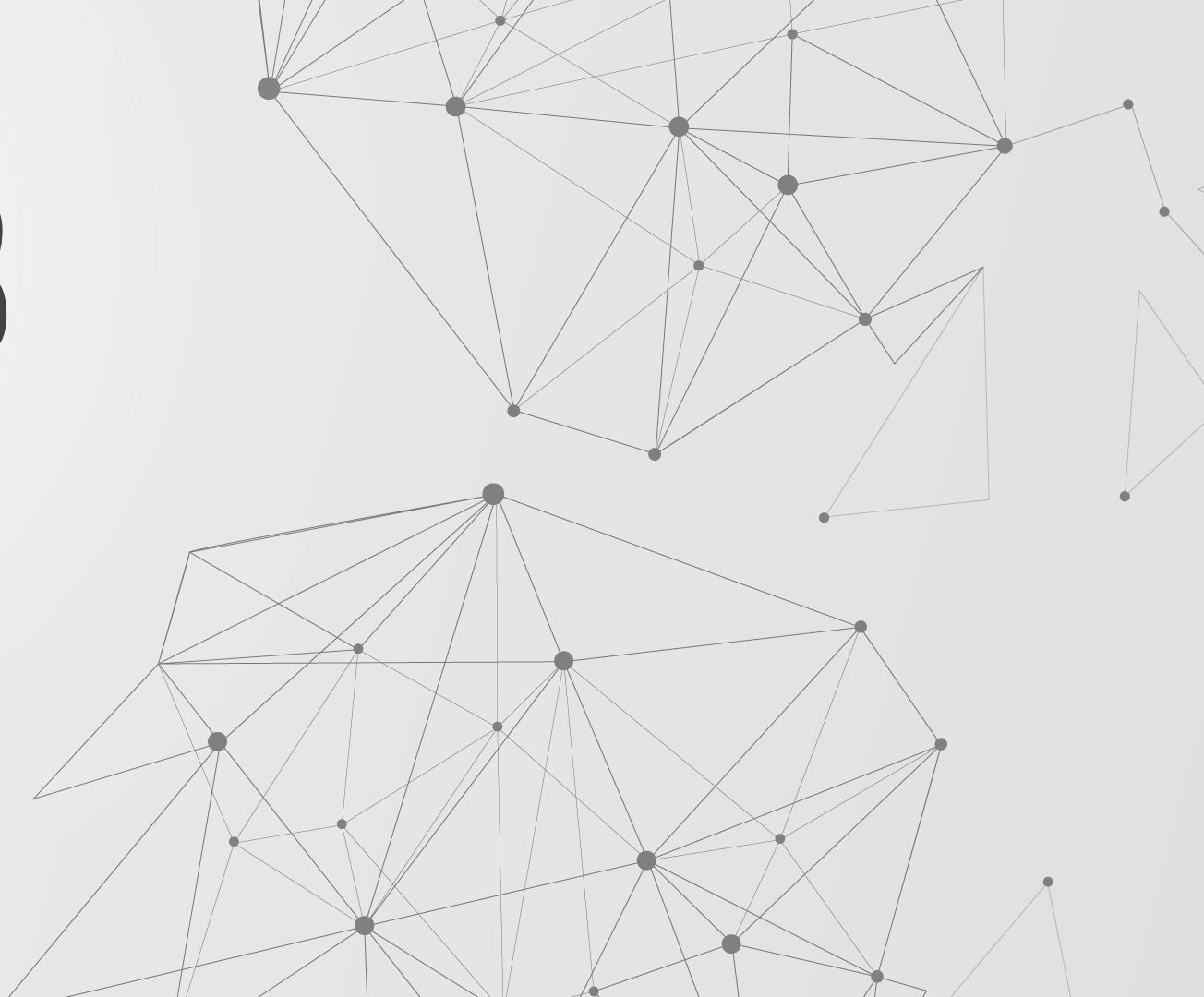


Apple Business Chat



4.3

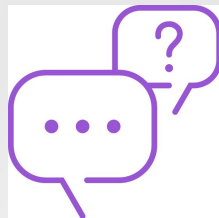
Preço



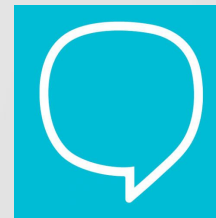
Plano Gratuito



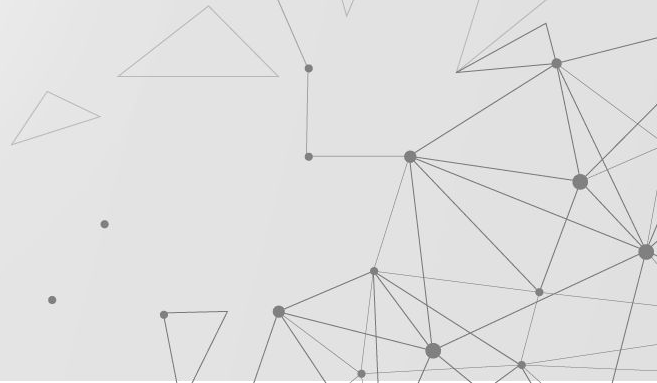
- Mensagens ilimitadas
- Limite de 180 mensagens por minuto



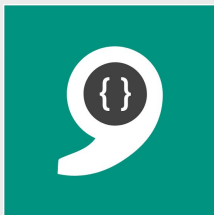
- 10.000 mensagens por mês
- 5 skills
- 100 nós por fluxo
- Free trial de 1 mês
 - 50.000 mensagens
 - 5000 usuários



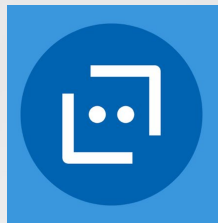
- Mensagens ilimitadas
- Retenção de dados por 7 dias



Plano Gratuito



- 10.000 mensagens por mês
- Limite de 150 mensagens por minuto



Canais padrões

- Mensagens ilimitadas

Canais "Premium"

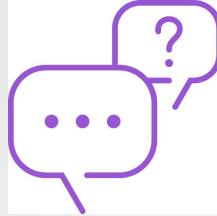
- 10.000 mensagens por mês



Plano Pago



- \$0.002 por requisição
- Limite de 600 mensagens por minuto

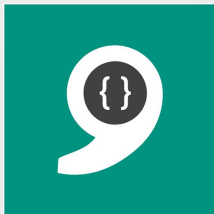


- \$0.0025 por requisição
- Até 20 skills
- Intercom (atendimento humano)

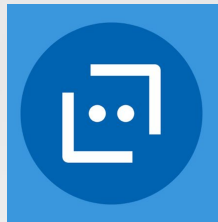


- R\$ 1.980 por mês
- Retenção de dados por 90 dias
- Whatsapp Business (1 número)
- Apple business chat
- 2.200 usuários ou 66.000 mensagens

Plano Pago



- Até 15.000 mensagens por minuto
- \$1.50 a cada 1,000 mensagens



- Canais "Premium"
- \$0.50 a cada 1,000 mensagens



4.4

Intenção e Entidade



Treinando modelo



Training phrases ? Search training phra Q ^

” Add user expression

” quero uma pizza metade frango e metade mussarela

PARAMETER NAME	ENTITY	RESOLVED VALUE	
number	@sys.number	uma	×
number1	@sys.number	metade	×
sabor-pizza	@sabor-pizza	frango	×
number2	@sys.number	metade	×
sabor-pizza1	@sabor-pizza	mussarela	×

” gostaria de uma pizza de frango

Parâmetros



move

Define synonyms ⓘ Allow automated expansion

@sys.number:steps steps @direction:direction

Enter value...

Action and parameters

Enter action name

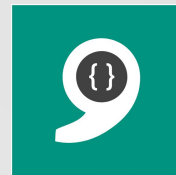
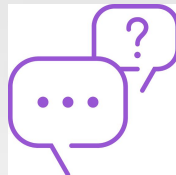
REQUIRED ⓘ	PARAMETER NAME ⓘ	ENTITY ⓘ	VALUE	IS LIST ⓘ	PROMPTS ⓘ
<input checked="" type="checkbox"/>	sabor1-piz	@sabor-pizza	\$sabor1-pizza	<input type="checkbox"/>	Define prompts...
<input checked="" type="checkbox"/>	sabor2-piz	@sabor-pizza	\$sabor2-pizza	<input type="checkbox"/>	Define prompts...
<input checked="" type="checkbox"/>	quantidade	@sys.number	\$quantidade	<input type="checkbox"/>	Define prompts...
<input type="checkbox"/>	Enter name	Enter entity	Enter value	<input type="checkbox"/>	—

+ New parameter



My entities		System entities		
Create entity				
<input type="checkbox"/>	Entity (1) ▲	Values	Modified ▲	
<input type="checkbox"/>	@cor	vermelho, amarelo, verde, roxo, azul	2 minutes ago	

Create intent					
<input type="checkbox"/>	Intents (15) ▼	Description	Modified ▼	Conflicts ▼	Examples ▼
<input type="checkbox"/>	#Banking_Acti...	Ative um cartão.	a few seconds ago		19
<input type="checkbox"/>	#Banking_Can...	Cancele um cartão.	a few seconds ago		20
<input type="checkbox"/>	#Banking_Fee...	Informe-se sobre taxas associadas a um cartão.	a few seconds ago		20



Intenções 1



+ Adicionar Intenção

Nome da intenção	Modificado em	Exemplos	
Comprar pizza	01/10/2019	12	
Informações do estabelecimento	01/10/2019	10	
Reserva	01/10/2019	10	










Entidades

- Simple
- List
- Roles
- Composite
- Regex

comprar pizza


Labelled entities: None

 Edit  Reassign intent  Add as pattern  Delete  Search  Filter  View options

<input type="checkbox"/> Example utterance	Score ?
<input type="text" value="Enter an example of what a user might say and hit Enter."/>	
me vende uma pizza pequena de Sabor	-1.00
me da uma pizza por favor	-1.00
eu quero uma pizza grande de Sabor	-1.00

Sabor



Entity type: List



[Recommend](#) [Add all](#)

bacon + cebola + tomate + milho + ervilha + frango + parmesão +

Values

 Import values  Exact match

<input type="checkbox"/> Normalized Value	Synonyms ?
frango	galinha ×
calabresa	Click here to start adding values

4.5

Fluxo e contexto





If assistant recognizes:

welcome



or



#eCommerce_Balance_Inquiry



tdc-palestra

Bem-vindo

welcome

1 Responses / 0 Context Set / Does not return

FAQ

3 Dialog nodes / Does not return

comprar pizza

1 Responses / 0 Context Set / Does not return

Confirmação do pedido

0 Responses / 0 Context Set / Return allowed

Em outros casos

anything_else

1 Responses / 0 Context Set / Does not return



Se Resposta do usuário Condição Igual a

Informações x Valores

+

Ir para Informações

Se Intenção identificada Condição Igual a

Sabores x Valores

+

Ir para Sabores





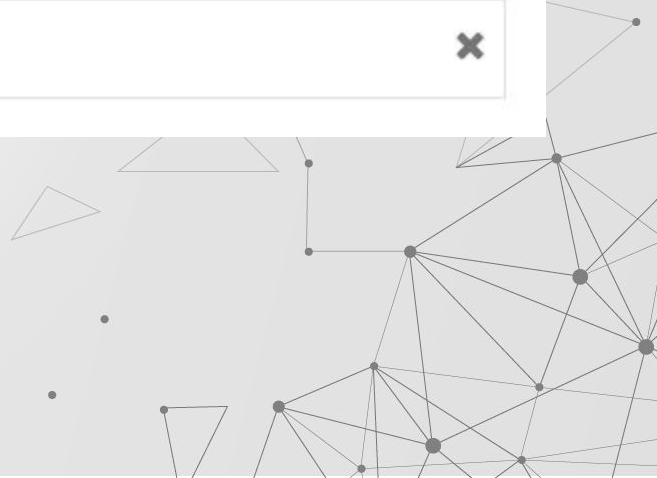
- Cancelar pedido
- cardapio
- compra refrigerante
- 🔖 Default Fallback Intent
- dois pedidos pizza
- Finalizar pedido
- Finalizar pedido sem refrigerante
- Horário de funcionamento
- Saudação
- teste fallback slot
- um pedido pizza

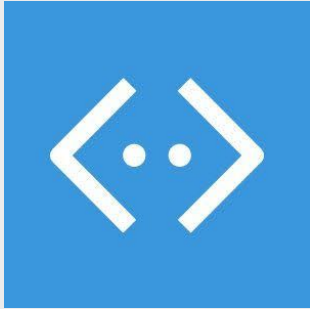


Contexts ? ^

saudacao ⊗ Add input context

5 comprando-pizza ⊗ Add output context ⊗

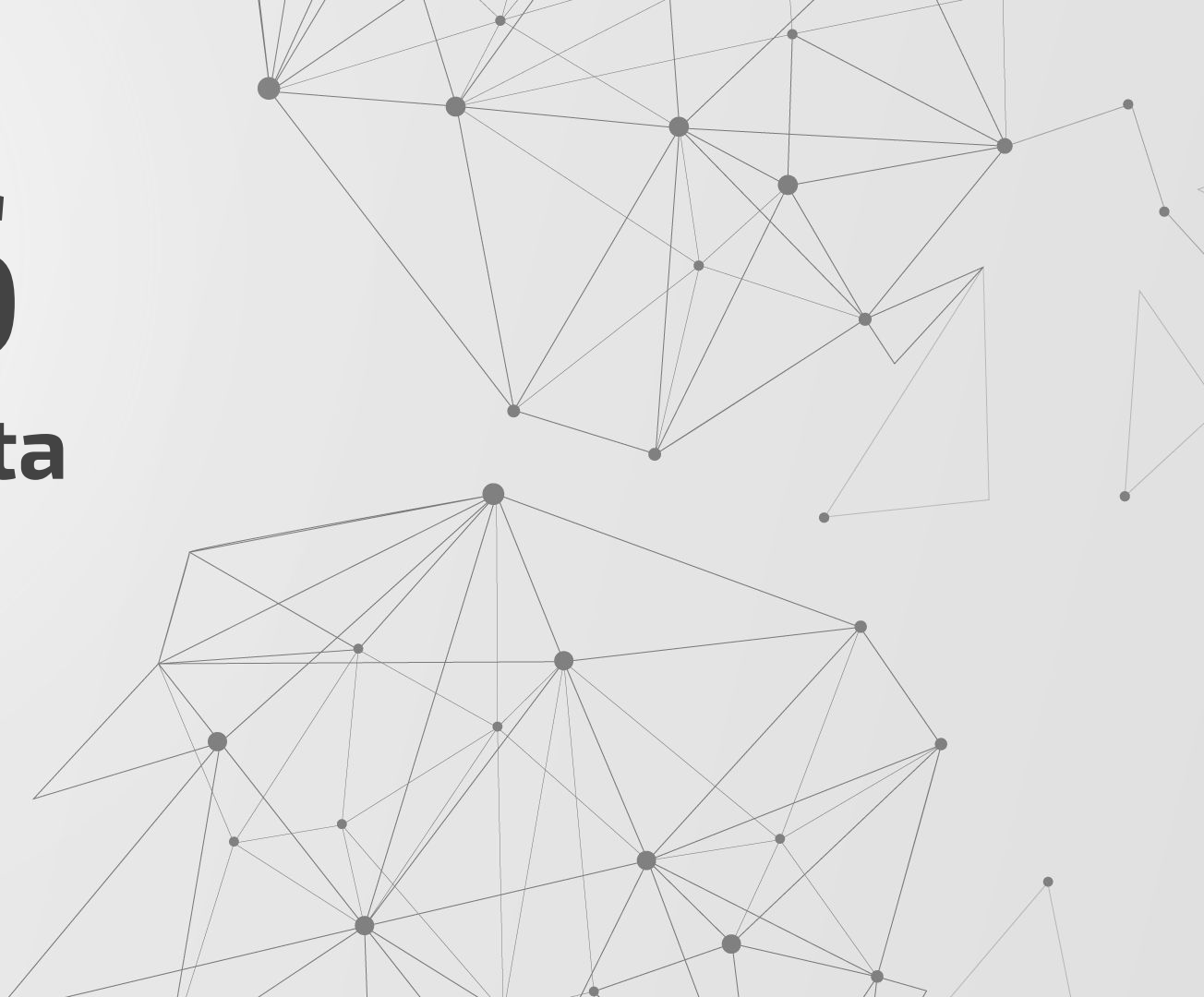
A white rectangular panel with a thin border. At the top left, the word "Contexts" is followed by a question mark icon. At the top right, there is an upward-pointing chevron icon. The panel contains two horizontal input fields. The first field has a grey pill-shaped button with the text "saudacao" and a small "⊗" icon, followed by the text "Add input context". The second field has a grey pill-shaped button with the number "5" and the text "comprando-pizza" and a small "⊗" icon, followed by the text "Add output context" and a larger "⊗" icon on the far right.



```
bot.dialog('greetings', [  
  function (session) {  
    session.beginDialog('askName');  
  },  
  function (session, results) {  
    session.endDialog('Hello %s!', results.response);  
  }  
]);  
bot.dialog('askName', [  
  function (session) {  
    builder.Prompts.text(session, 'Hi! What is your name?');  
  },  
  function (session, results) {  
    session.endDialogWithResult(results);  
  }  
]);
```

4.6

Resposta





Text Response

Image

Card

Quick Replies

Custom Payload

Responses ?

DEFAULT FACEBOOK MESSENGER SLACK **TELEGRAM** +

i Responses from this tab will be sent to the Telegram integration.

Use responses from the DEFAULT tab as the first responses.



Custom Payload ?

```
1 {  
2   "telegram": {  
3     "text": ""  
4   }  
5 }
```

ADD RESPONSES

Set this intent as end of conversation ?



Text

Option

Pause

Image

Search skill

Connect to human agent

Then respond with



Pause



Duration (ms)

1000



Typing Indicator



On



Off



Text



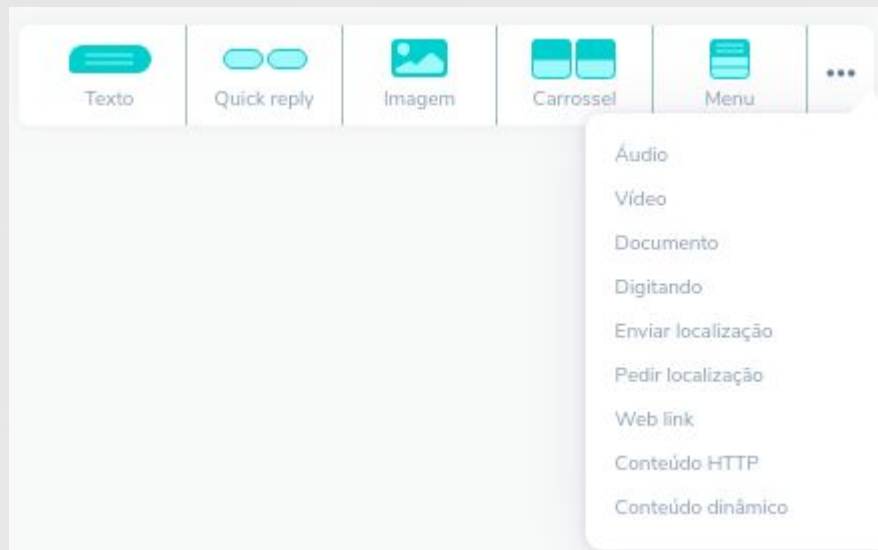
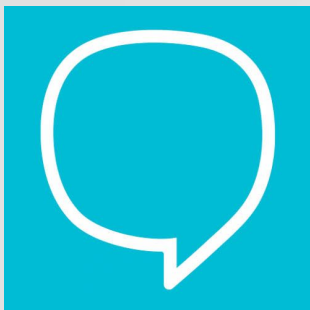
Como eu poderia lhe ajudar?

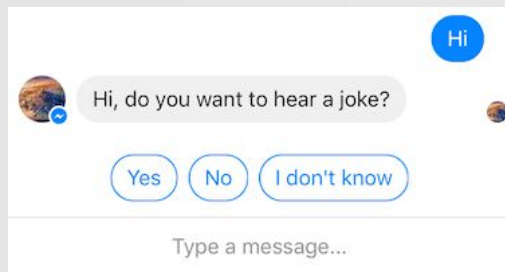


Enter response variation

Response variations are set to **sequential**. Set to [random](#) | [multiline](#)
[Learn more](#)

Add response type 





Super Bowl 2019: Com Zoe Kravitz, cerveja Michelob Ultra aposta em experiência s

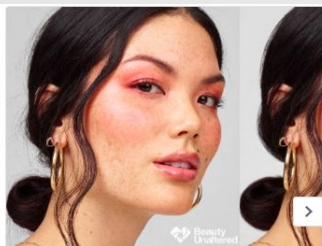
Jan 29, 2019

Os comerciais de Super Bowl no geral partem da mesma ideia de ...

www.b9.com.br

[Ver na web](#)

[Compartilhar](#)



Projeto da CVS Pharmacy leva marcas de beleza photoshop em camp

Jan 29, 2019

Há mais de um ano, a rede de farmácias CVS Ph

www.b9.com.br

[Ver na web](#)

[Compartilhar](#)

Adaptive Card design session

Conf Room 112/3377 (10)

12:30 PM - 1:30 PM

5 minutes

Snooze

I'll be late

Dismiss

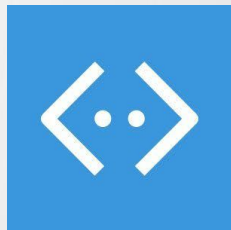
4.7

Ferramentas adicionais

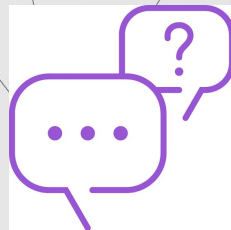




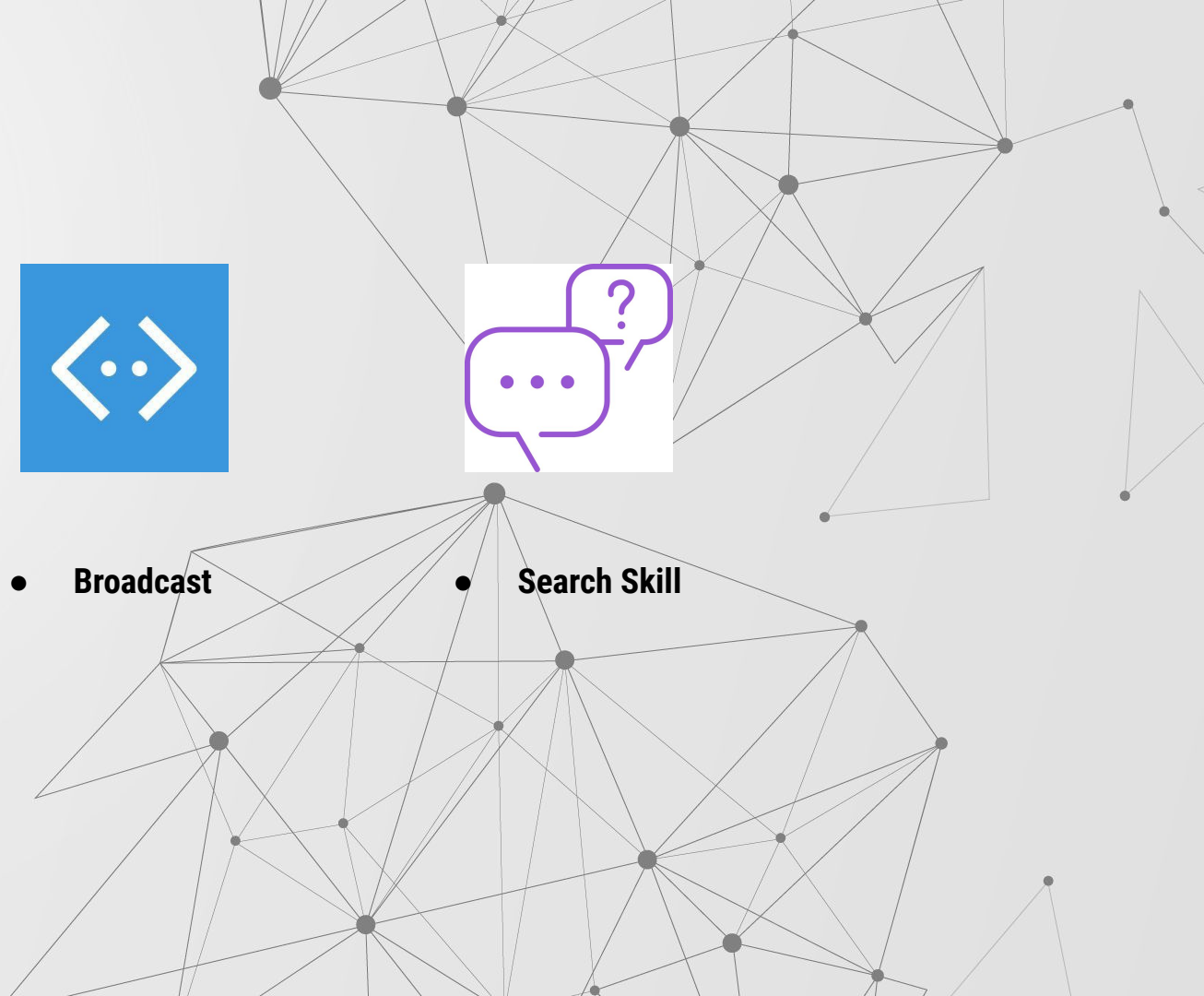
- **Blip desk**
- **Pagamentos**
- **Broadcast**



- **Broadcast**



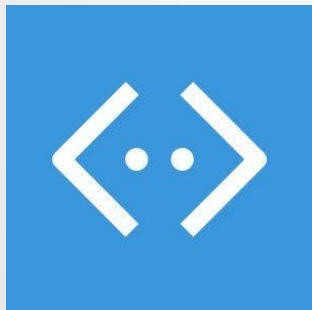
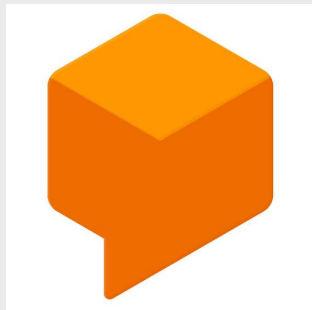
- **Search Skill**



The background features a complex network of thin grey lines connecting various-sized dark grey circular nodes. The nodes are scattered across the page, with a higher density on the right side. Some nodes are larger than others, and the lines form a web-like structure. In the top right corner, there is a small, faint geometric shape resembling a triangle. A thin vertical line is positioned on the left side of the page, partially overlapping the text.

05

Considerações



bit.ly/tdcferramentaschatbot



A background network diagram consisting of several dark grey circular nodes connected by thin, light grey lines. The nodes are scattered across the slide, with a higher density on the left and right sides. The overall aesthetic is clean and modern.

Obrigado

[linkedin.com/in/bernardo-junior](https://www.linkedin.com/in/bernardo-junior)

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.

Please keep this slide for attribution.