RASA

Conversational AI Platform Buyer's Guide

AI assistant cheat sheet for business leaders choosing the right solution

Achievable Business Goals with AI Assistants

Improve Customer Satisfaction

Leverage AI assistants to provide timely, accurate, and personalized customer interactions to meet and exceed customer expectations.

Increase Customer Retention and Loyalty

Use AI assistants to build strong customer relationships by ensuring consistent and positive experiences across all touchpoints.

Drive Revenue Through Upsell and Cross-Sell Opportunities

Implement AI assistants that intelligently suggest additional products or services based on customer interactions to boost sales.

KPIs for Measuring AI Assistants Success

Customer Satisfaction Score

A metric used to measure customer satisfaction with a product, service, or interaction.

Successful Automated Conversations

The total percentage of interactions with your chatbot or voicebot that you can classify as *'successful'*.
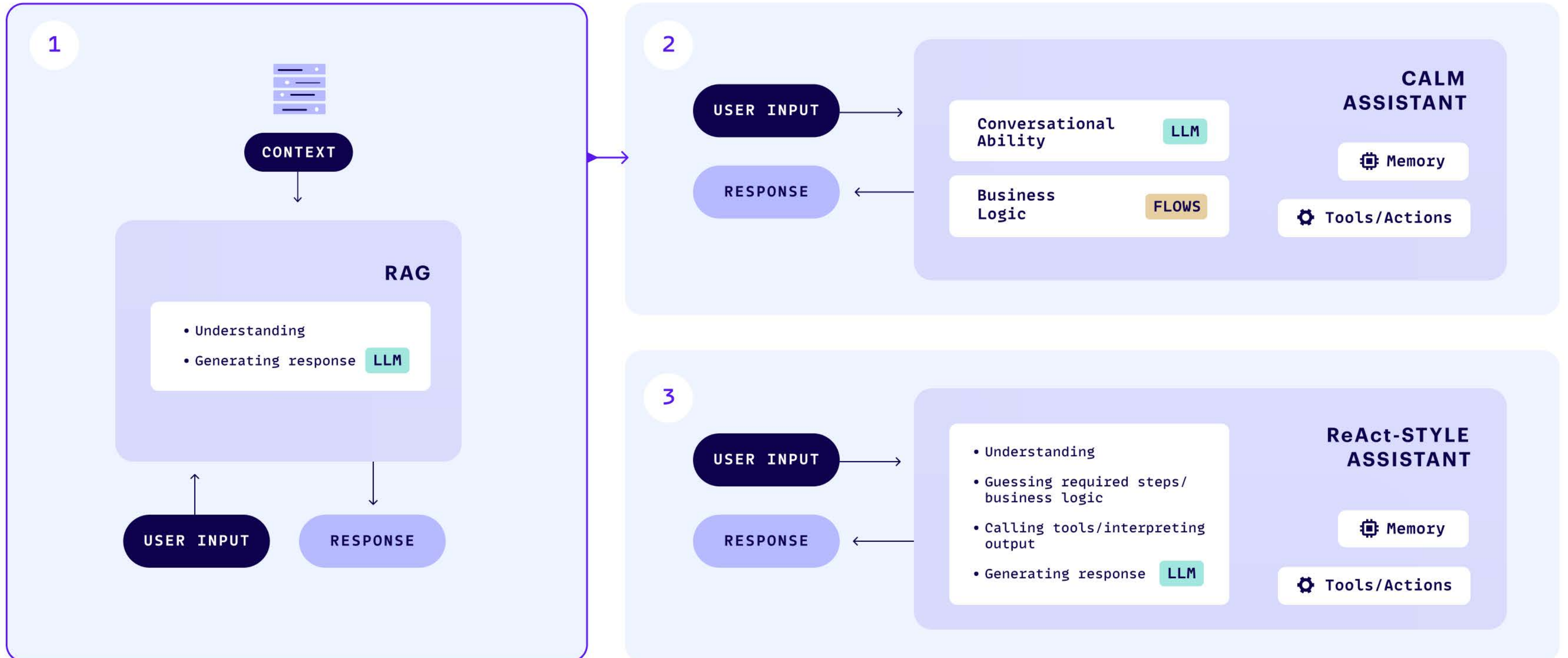
First Contact Resolution

Measure the percentage of issues resolved in the first interaction.

Cost per Contact

Average cost per user interaction with a chatbot (including maintenance and running the chatbot, underlying infrastructure, and any third-party integrations such as **LLMs**).

Different LLM-Powered Assistant Solutions

1

CONTEXT

RAG

- Understanding
- Generating response LLM

USER INPUT → RESPONSE

2

USER INPUT

RESPONSE

Conversational Ability LLM

Business Logic FLOWS

CALM ASSISTANT

Memory

Tools/Actions

3

USER INPUT

RESPONSE

- Understanding
- Guessing required steps/ business logic
- Calling tools/interpreting output
- Generating response LLM

ReAct-STYLE ASSISTANT

Memory

Tools/Actions

Solution Match-Up:
Find the Best Fit for Your Goals and Use Case

Capabilities

RAG
(Retrieval Augmented Generation)

- Retrieves relevant information from a knowledge base or documents
- Generates detailed, context-aware responses

LLM AGENTS
(Large Language Model Agents)

- Autonomously perform tasks
- Make decisions by understanding user inputs
- Process information & execute in real-time

RASA CALM
(Conversational AI With Language Models)

- Handles digression out of the box
- Ensures customer interactions remain flexible
- Adheres to business rules and processes
- Integrates with *RAG*

What Customers Want

80% of consumers are **aware of Generative AI**

(Boston Consulting Group)*

43% of consumers are **excited about using Generative AI**

(Boston Consulting Group)*

51% prefer interacting with **AI agents** over humans for immediate service

(Zendesk)**

67% of consumers asking AI agents **more varied questions** than before

(Zendesk)**

Avoiding Common Mistakes with LLMs in AI Assistants

PROBLEM

RISK

WHAT TO DO INSTEAD

Hallucinations

Automatic generated responses by LLMs or LLM agents may provide incorrect or misleading answers.

Use a Conversational AI *(CAI)* platform that provides control and transparency over LLM usage and adheres to your business logic at all times with no hallucinations.

High Cost

Building and fine-tuning custom **LLMs** can be extremely expensive.

Opt for CAI platforms with built-in **LLM** capabilities or are optimised for usage with cheaper **LLMs**.

Avoiding Common Mistakes with LLMs in AI Assistants

PROBLEM

RISK

WHAT TO DO INSTEAD

Data privacy concerns

Risk of exposing sensitive customer information.

Implement strong data protection measures and use secure platforms.

Performance variability

Unexplainable variance in **LLM** outputs/ chatbot performance.

Opt for CAI platforms that leverage **LLMs**, but in a rule-based framework that can consistently fulfill user requests.

Avoiding Common Mistakes with LLMs in AI Assistants

PROBLEM

RISK

WHAT TO DO INSTEAD

Complex maintenance

Ongoing maintenance can be complex and resource-intensive.

Work with experienced *CAI* providers and enterprise-grade platforms that provide ongoing support and **ready-made le-cycle** management tooling for chatbots.

Misunderstanding capabilities

Misapplication of **LLMs** due to misunderstood limitations.

Clearly define requirements and educate your team on **LLM** limitations.

Learn more on **rasa.com**

* *https://www.bcg.com/press/24april2024-consumers-genai-in-the-workplace-and-daily-life*

** *https://cxtrends.zendesk.com/*