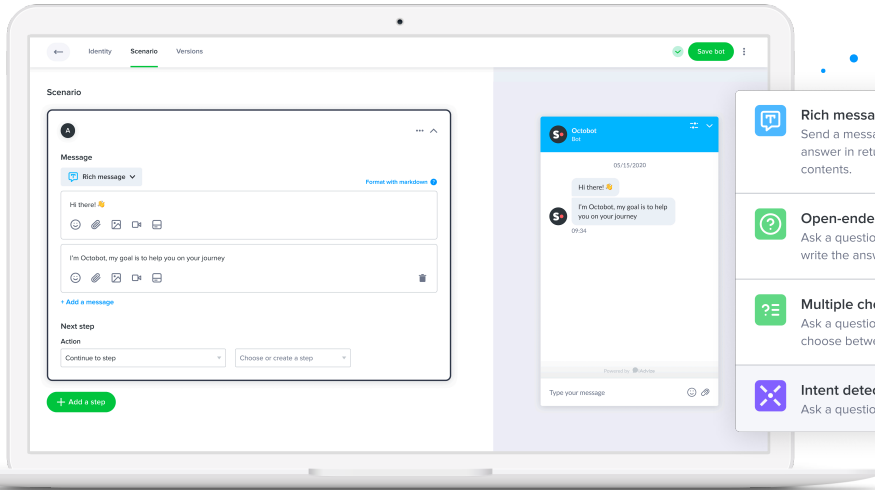# Tips to make the most of iAdvize's new bot builder

iAdvize's new bot builder includes many new features: new scenarios, intent detection, collaborative training... here are some tips to help you plan efficiently for your new bots' launch.


Rich message
Send a message without waiting for an answer in return. It can be text or more visual contents.

Open-ended question
Ask a question where the user will be able to write the answer.

Multiple choices question
Ask a question where the user will be able to choose between different options.

Intent detection question
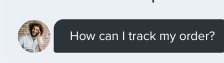Ask a question and detect the user intent.

Bot builder

Quickly create conversation scenarios

Intent manager

Immediately understand your visitors' questions
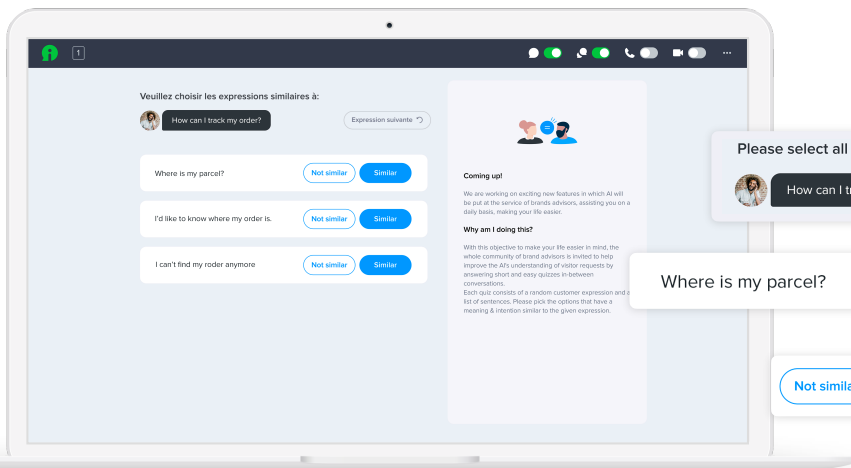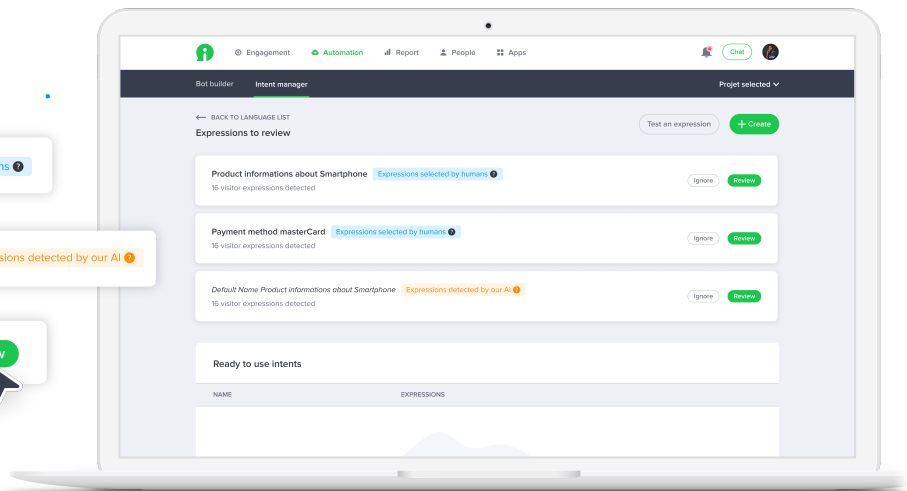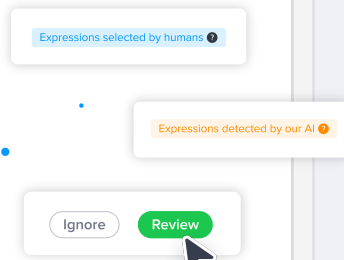
Collaborative training

Your respondents help you from their conversation panel

Before creating your bot

1. What's a bot for?

A bot must have **real added value** for your website visitors. If you have any doubt about how its scenario might unfold, it is precisely this added value that should guide you: **what extra benefit does it bring** to your visitors or respondents? **Will the conversation experience be simple and pleasant** for your visitors?

2. One bot or more?

iAdvize's smart bots can perform **several tasks**: answer your visitors' questions, sort and transfer them to the right respondents, direct them to the right pages, collect data, etc. If you want to set your bot multiple tasks, it will probably be best to **divide these tasks between several bots** that will work together, in order to simplify the scenario and thus make monitoring and maintenance easier.
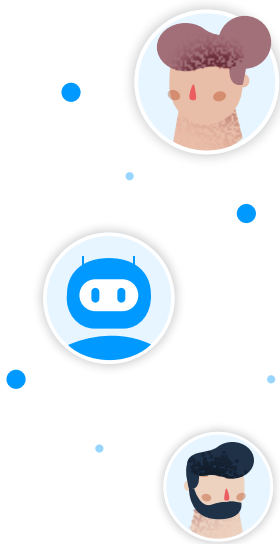
3. How will the bot and agents cooperate?

If your bot has to forward all or some of its conversations to human respondents, their availability must be taken into account!

- **during these respondents' working hours**, it is best to assign a **conversation queue,** even a short one, to the routing rules to which the scenario will forward the conversations.

- **outside working hours**, these conversation queues can be lengthened or ideally, **a variant of the bot with an adapted scenario** can take over.

4. Who will take care of your bot, based on what criteria?

A bot requires **maintenance**: monitoring and fine-tuning the script, managing intents and expressions, monitoring performance... so you will need to appoint **a dedicated project manager**. In addition, depending on your bot's tasks, you may decide to monitor various indicators: satisfaction, journey completion, reduction in call volume, etc. will be more or less relevant depending on your issues.

If you use intent detection (NLU)

Intent detection will allow your bots to understand visitors instantly based on examples of expressions - this feature is managed in iAdvize's Intent Manager.

1. Build your intents before your scenario

The **"intent detection" cards** available in your bot builder are filled in from intents and expressions that are organized in **your intent manager**. To make the best use of this type of card and build the most consistent scenarios possible, we recommend **creating your intents before building your scenario**.

2. Get your teams to contribute

If you enable collaborative training in iAdvize, you can **ask respondents between conversations** to associate expressions found in customers' messages with their intents. This way they can help **train the artificial intelligence** associated with your intent detection cards and **make your scenarios more effective, faster**!

3. Take inspiration from your Insights report

In your Insights report, you will be able to find the **response categories that are most popular** with your visitors, which will give you a good idea of what intents to include in your scenario. You will also find **verbatim extracts from visitors' messages,** which you can use as **inspiration** when creating expressions on which to base your intents.

4. Make use of synonyms

To associate your visitors' messages with the most appropriate intents, don't hesitate to identify **as many expressions with the same meaning as possible, even if they use different words**. For example, "Where is my package?" and "I want to know if the delivery man has been" are two expressions that can be associated with the "order tracking" intent, even if they are two different turns of phrase. This also applies to **spelling mistakes and typos**: "Where is my oder?" is also worth attaching to the same intent. 😉

During the conversation

1. Favor transparency

At the beginning of the conversation scenario, don't hesitate to tell your visitor **they are talking to a bot** so there is no ambiguity. To make their journey as clear as possible, feel free to **confirm to your visitors that their actions have been taken into account** (e.g. "Thank you! I will put you through to our after-sales service").

Hello, I'm Octobot, your virtual assistant! How can I help you?

2. Make it easy to read

Make the conversation with your bot as pleasant as possible: **avoid having too many** conversation cards to **give your visitors enough time to read,** and choose **simple and short sentences**, which are more legible! You can also use **markdown** to format your cards in the most readable way possible.

Delivery time

Next step

Order tracking
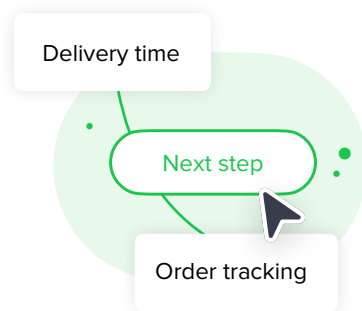
3. Anticipate your visitors' intents

If you use intent detection, be sure to list in your scenario **as many potential visitor intents as possible** in order to **ensure the conversation flows smoothly**: essentials such as "I want to speak to customer services" and "I want to know the status of my order", but also more generic "basics" such as "hello", "thank you" or "goodbye".

4. Let your visitors express themselves!

If you use intent detection, provide a card so they can **confirm their choice** (e.g. "I understand your question was about delivery. Is that right?"), **rephrase** it if necessary, or **be transferred directly to a respondent**. This way, your visitors will feel taken care of and your respondents will avoid any surprises.