

Putting Bots in the Service for eBusiness and eGovernment

Presented by: Dr. Andrejs Vasiljevs, CEO, Tilde, Latvia

We will present how virtual assistants and chatbots are transforming the way how business is serving their customers and government is serving its citizens. Virtual assistants that are based on the latest advancements in artificial intelligence, deep learning and natural language processing are able to communicate with people in a natural and friendly manner.

Virtual assistants developed by the Latvian company Tilde range from chatbots in online messaging platforms to computer generated characters with realistic animated embodiment, emotional expressions, and speech interface. They can hold conversation, answer to questions, guide through support issues and provide various services.

We will share practical experience in providing innovative chatbots for different use scenarios. Tilde virtual assistant Laura has talked with more than 240 000 users already. We will present how chatbots improve client support and customer relationships management at innovative Latvian companies. We will also discuss application of virtual assistants in education on an example of language teaching bot.

On an example of a pilot application for public libraries of Latvia we will explore the potential of virtual agents for information rich public services. We will demonstrate how virtual agents enrich the client experience and increase the value of digital public data supporting human servants rather than substituting for them.

We will discuss how user friendly and always available chatbots are transforming the way government communicates with the citizens. They provide unified customer service for various e-services of different public institutions, and reach citizens on their familiar messaging and social media platforms. They save time and resources of public servants on typical questions while addressing to them only difficult to handle queries.

Virtual assistants foster engagement of people in communication with the eGovernment, collecting and analyzing their feedback. Spoken language communication improves accessibility to eGovernment services for people with special needs like visual impairment or dyslexia. Multilingual communication will help foreigners living or doing business in or with Latvia.

The unique experience of Latvia in the development and application of virtual assistants can be of value to any public or business institution that is willing to pioneer this innovative way in delivering online services.