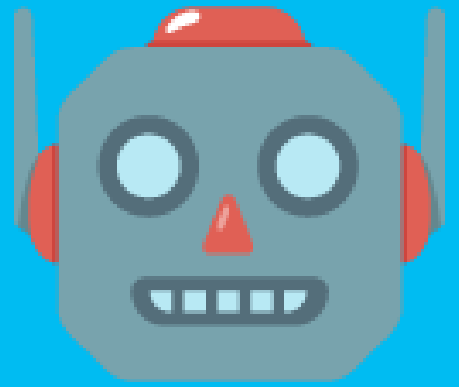
Leading the chatbot movement with Microsoft Bot Framework



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People want instant interaction.

To engage customers (us!)

Solves our needs quickly

Easily accessible anywhere

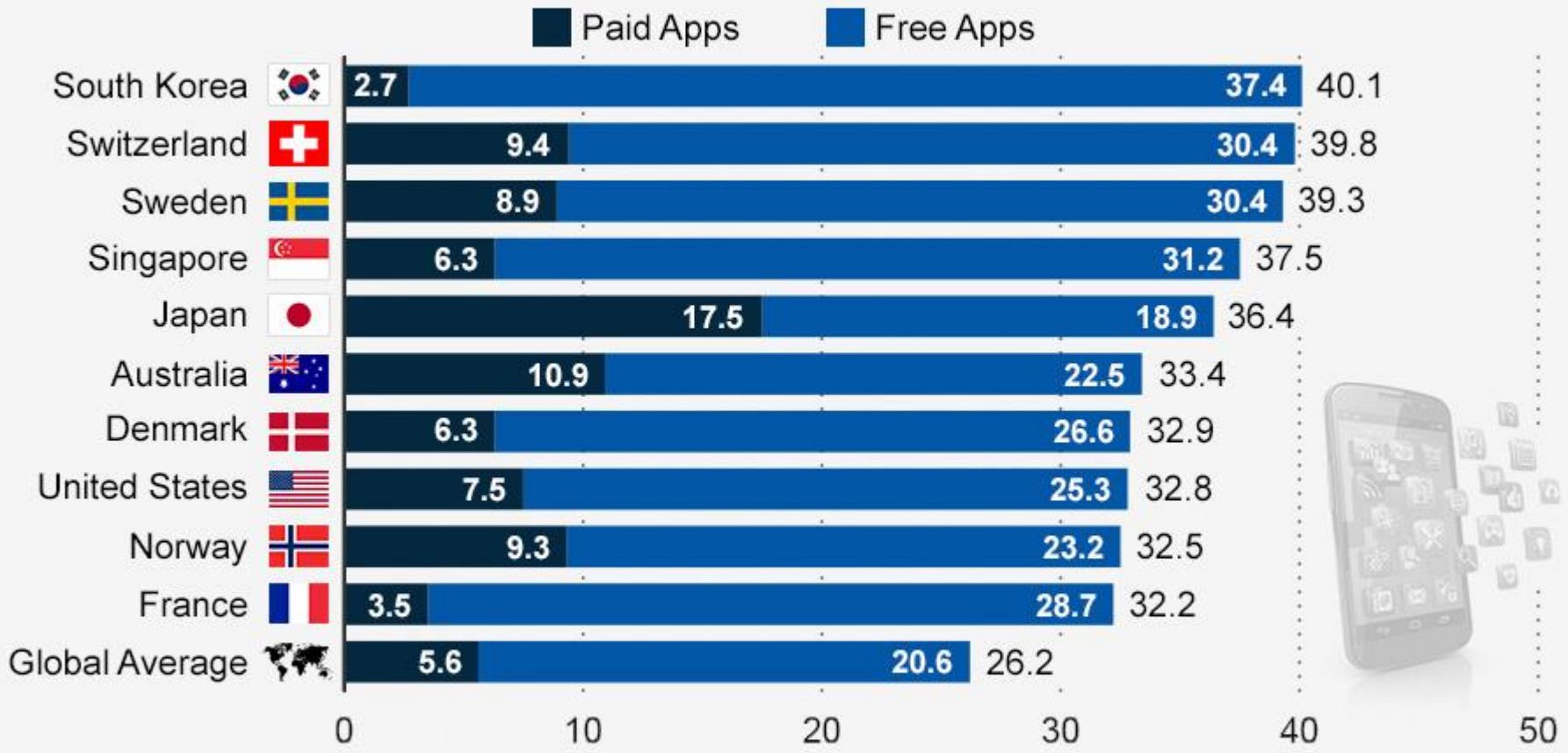
Natural

Almost every business has an app.

But can a person have every app?

The Average Smartphone User Has Installed 26 Apps

Top 10 countries with the highest average number of installed apps per smartphone user*



*as of March 2013; n=1,000 for all countries

statista The Statistics Portal

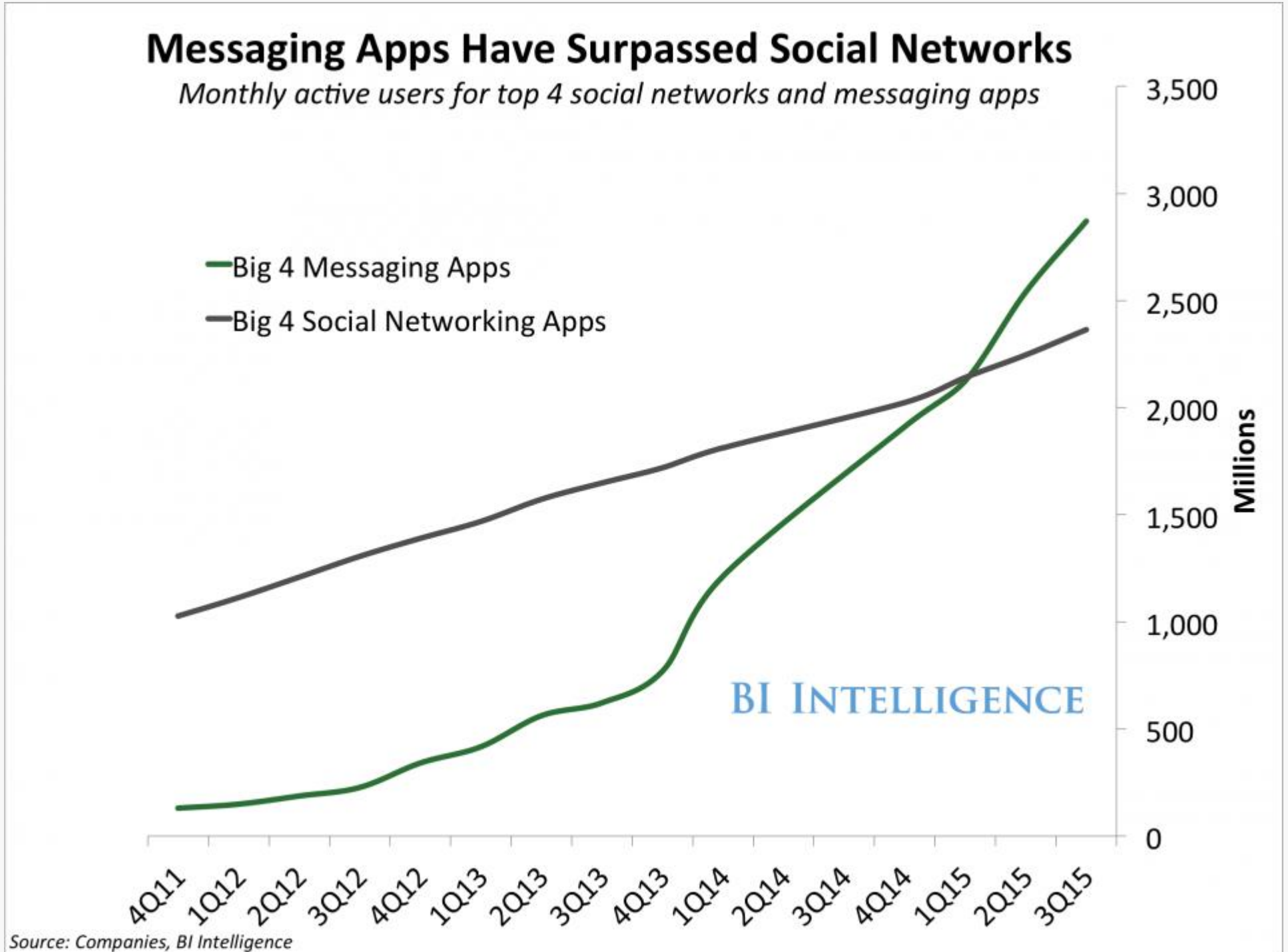
Mashable

Source: Google's Our Mobile Planet

The majority of people's time – 84 percent – is spent using just five apps they've installed from the App Store.

Source: Forrester Research

What are people spending time on?


Messaging Apps Have Surpassed Social Networks
Monthly active users for top 4 social networks and messaging apps
Big 4 Messaging Apps
Big 4 Social Networking Apps
BI INTELLIGENCE
3,500
3,000
2,500
2,000
1,500
1,000
500
0
Millions
4Q11
1Q12
2Q12
3Q12
4Q12
1Q13
2Q13
3Q13
4Q13
1Q14
2Q14
3Q14
4Q14
1Q15
2Q15
3Q15
Source: Companies, BI Intelligence

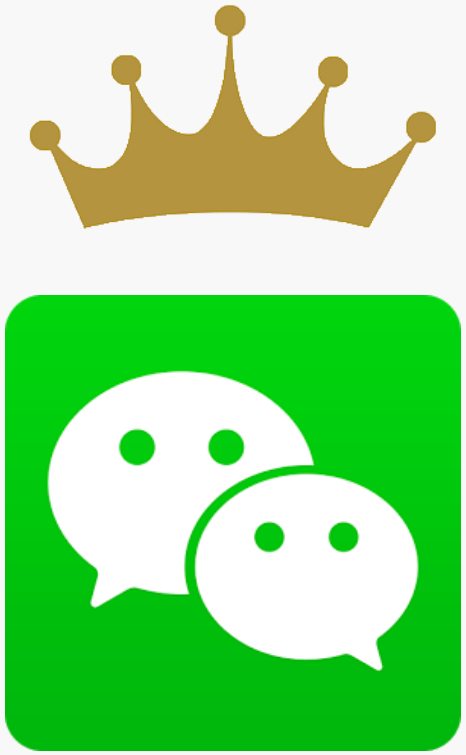
Imagine if businesses could reach customers on these chat platforms.

Bots: Machines we speak with to get stuff done.

Look familiar?

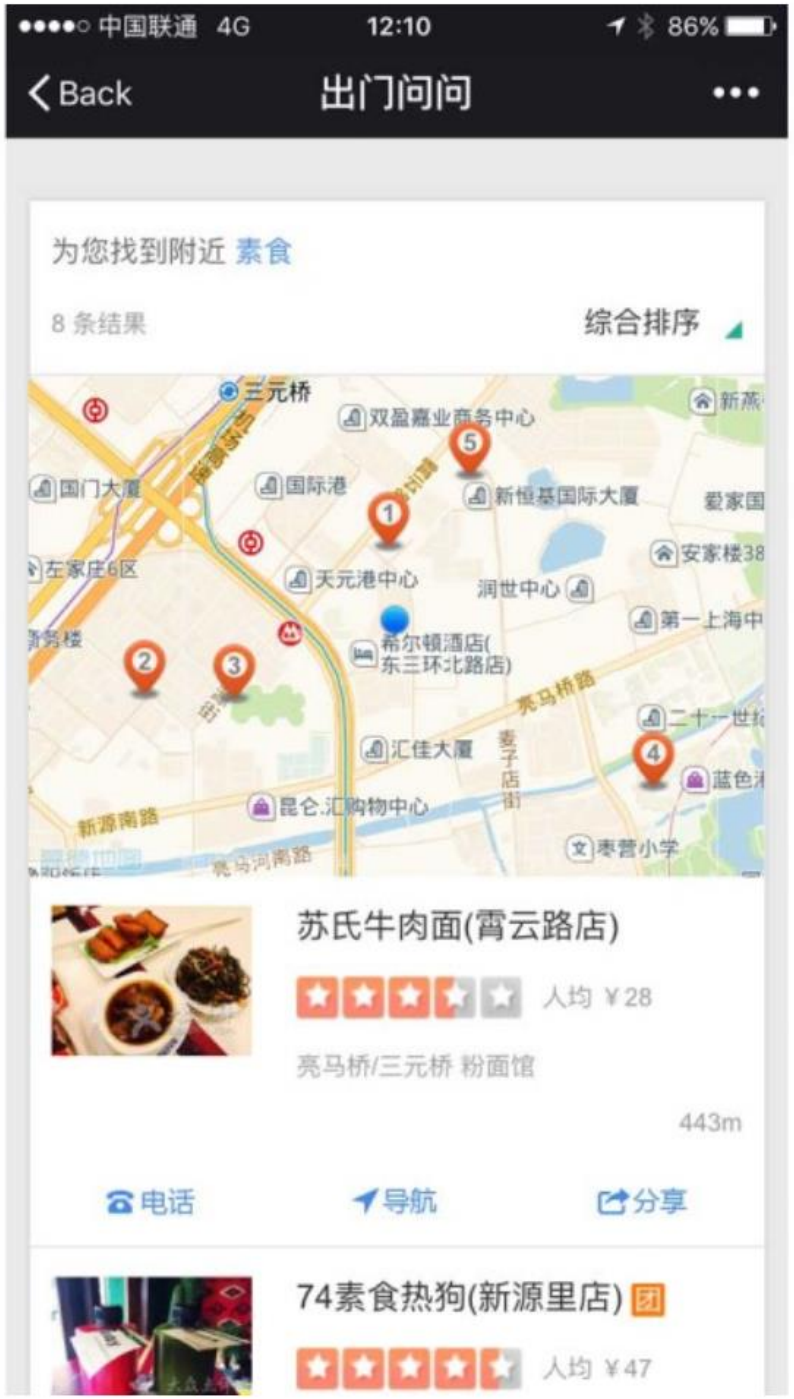
Chat platforms that already have bots:

Prize for the most mature bot ecosystem goes to…



WeChat

中国联通 4G 12:09 86%
WeChat
出门问问
2"
"素食餐厅" —— 共找到8家素食，点击查看
苏氏牛肉面(霄云路店)
评分： 3.5 人均： 28.0元 离我443米
朝阳区霄云路
电话： 010-64635171
74素食热狗(新源里店)
评分： 4.5 人均： 47.0元 离我902米
朝阳区新源街三源里14号楼底商
电话： 18612868274
Hold to Talk


中国联通 4G 12:10 86%
Back
出门问问
为您找到附近 素食
8 条结果
综合排序
三元桥
双盈嘉业商务中心
国门大厦
国际港
新恒基国际大厦
左家庄6区
天元港中心
润世中心
希尔顿酒店(东三环北路店)
汇佳大厦
昆仑汇购物中心
枣营小学
亮马桥路
新源南路
苏氏牛肉面(霄云路店)
人均 ¥28
亮马桥/三元桥 粉面馆
443m
电话
导航
分享
74素食热狗(新源里店)
人均 ¥47

中国联通 4G 12:10 86%
Back
苏氏牛肉面霄云路店
苏氏牛肉面
143条 ¥28 /人
亮马桥/三元桥 粉面馆
口味:7.7 环境:7.4 服务:7.2
霄云路(近鹏润大厦)
01064635171
外卖
网友推荐
招牌牛肉面 苏氏牛肉面 羊肉串 大盘鸡 土豆丝
肉夹馍 红烧牛肉面 烤羊肉串 拉条子 凉皮
新疆大盘鸡 金牌牛肉面 凉拌土豆丝
网友点评(143)
Ms兔兔
就在公司边上，有一阵子好像魔怔了天天都

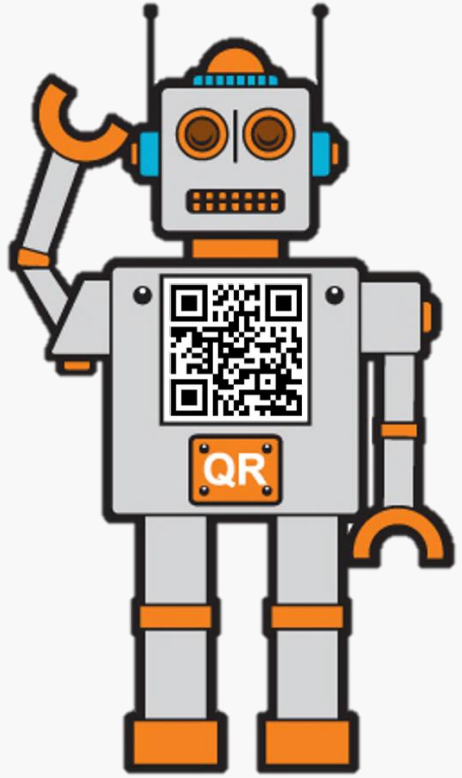
Here's what it looks like when every business can build experiences on a chat platform:

https://www.youtube.com/watch?v=VAesMQ6VtK8 (Watch from 1:33 to 3:54)

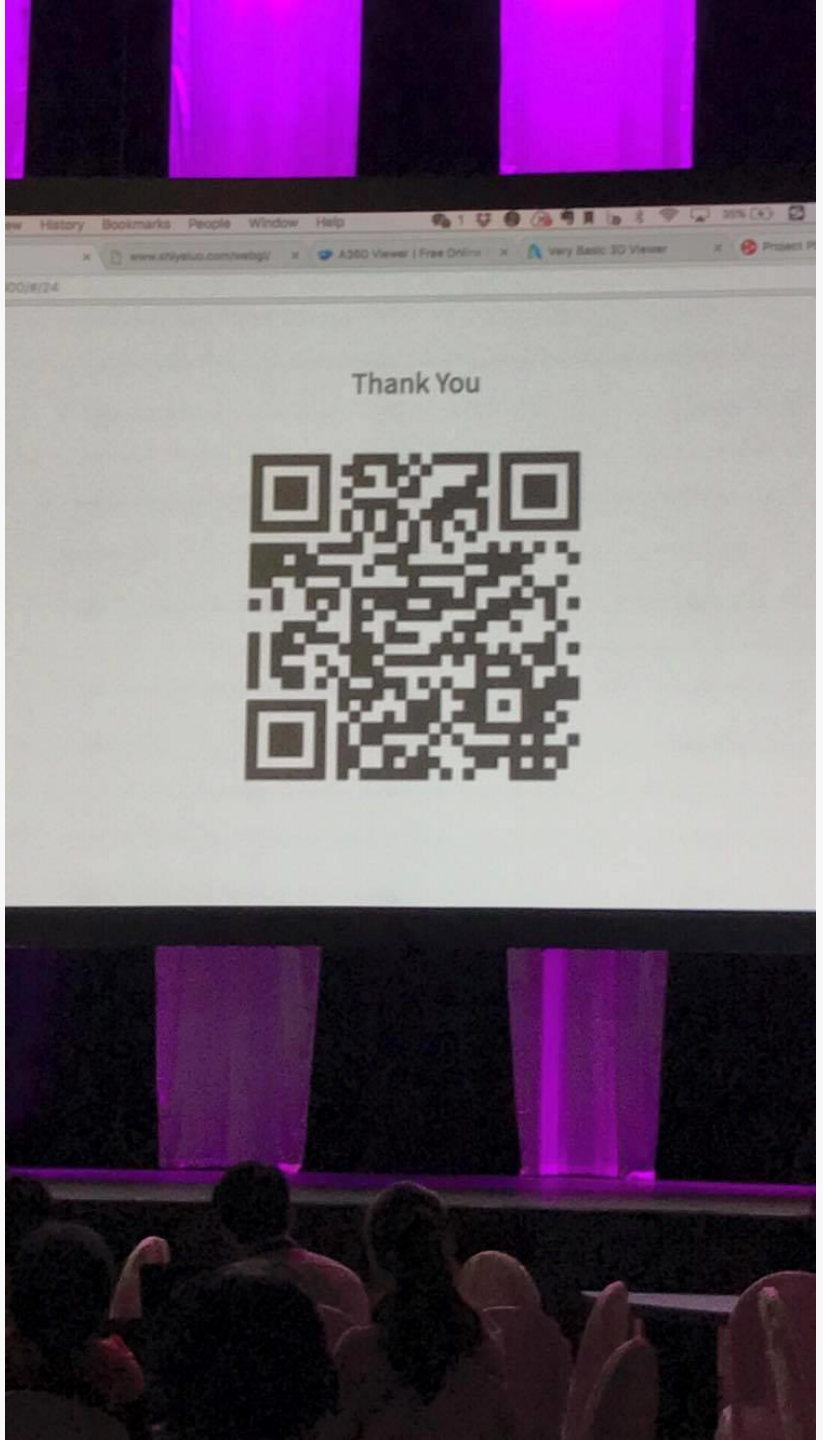
Try some bots out:

skyscanner

https://join.skype.com/bot/57bfbc6f-1556-46fc-b4fa-41ea57b26df6



https://www.messenger.com/t/1880478838854712


History
Bookmarks
People
Window
Help
Thank You

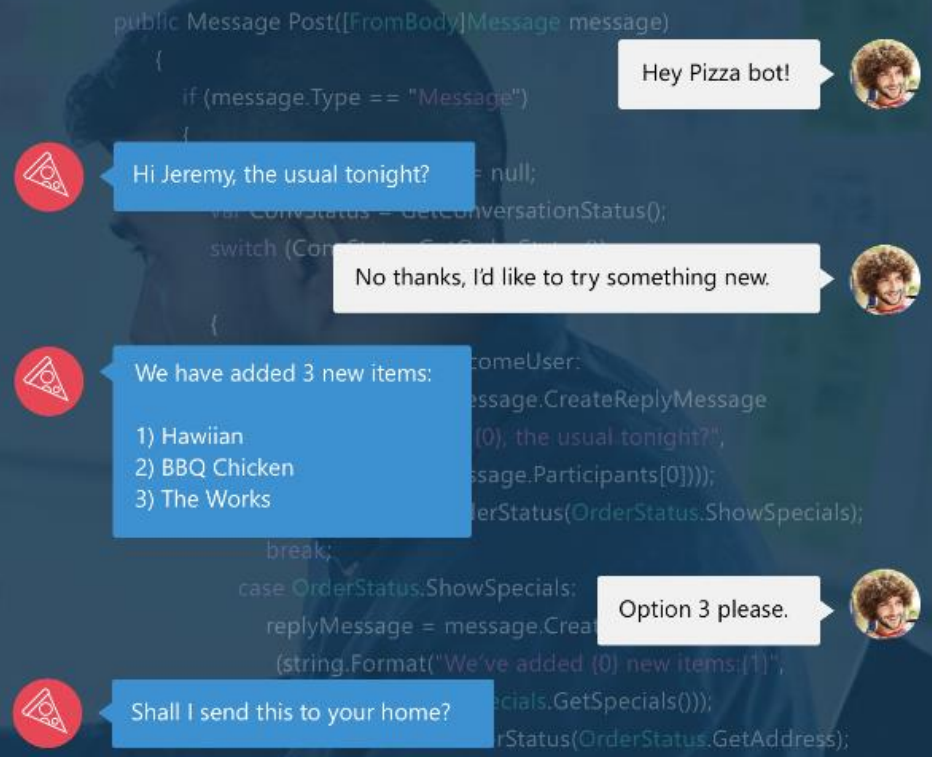
Microsoft

Microsoft Bot Framework

Your bots — wherever your users are talking.

Build and connect intelligent bots to interact with your users naturally wherever they are, from text/sms to Skype, Slack, Office 365 mail and other popular services.

Get started



www.botframework.com

Microsoft Bot Framework in action:

- CapitaLand's Bot
- https://www.youtube.com/watch?v=R3Ep4agosf0

Bot Framework Components

Your Bot Framework Bot

Bot Builder SDKs

Build great dialogs within your Node.js- or C#-based bot

Bot Connector

Connect your bot to sms, Office 365 mail, Skype, Slack, etc.

Bot Directory

Publish bots and try others on the bot directory

Bot Builder

Build powerful conversations

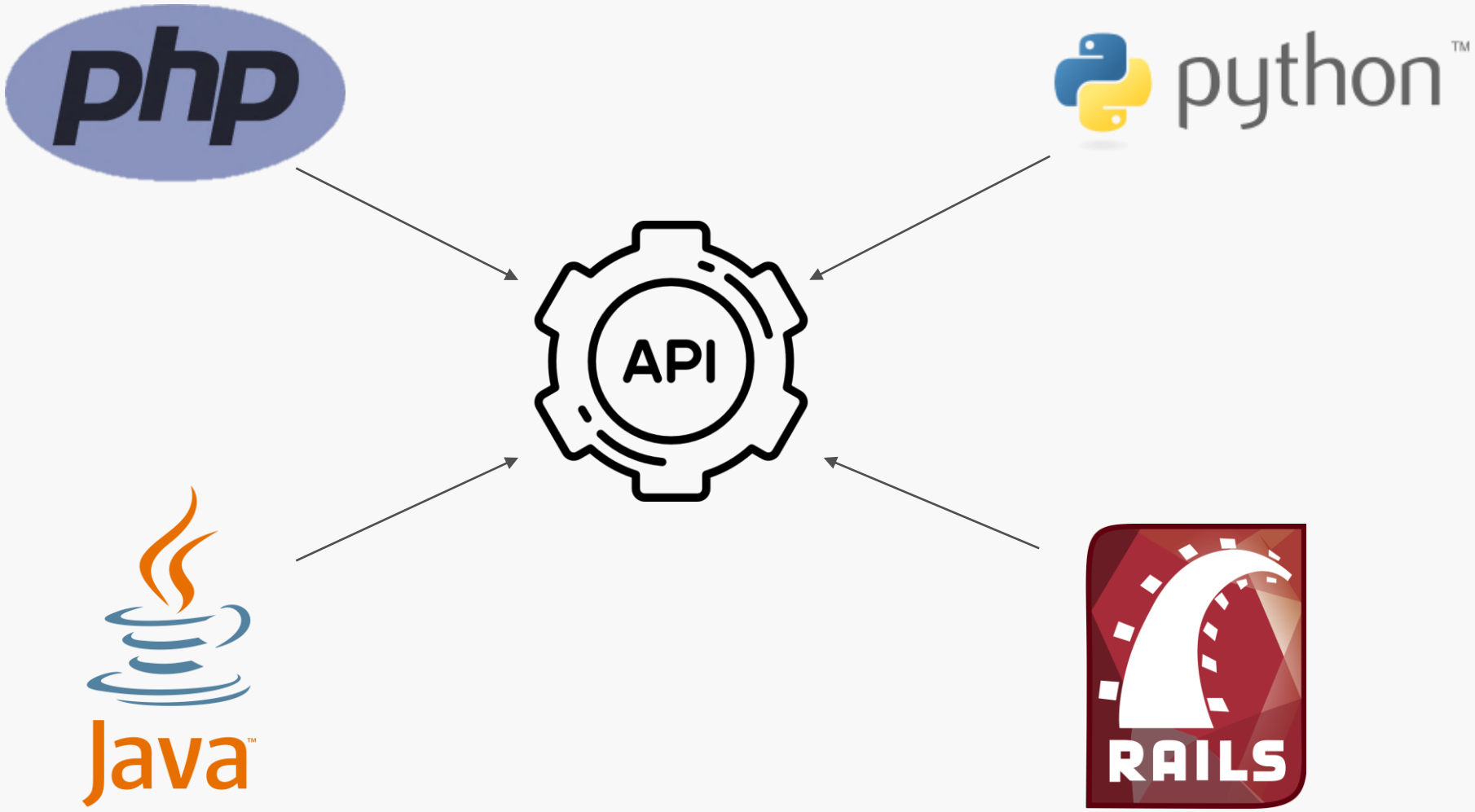
Bot Builder SDKs

C#

Dialogs to model a conversation

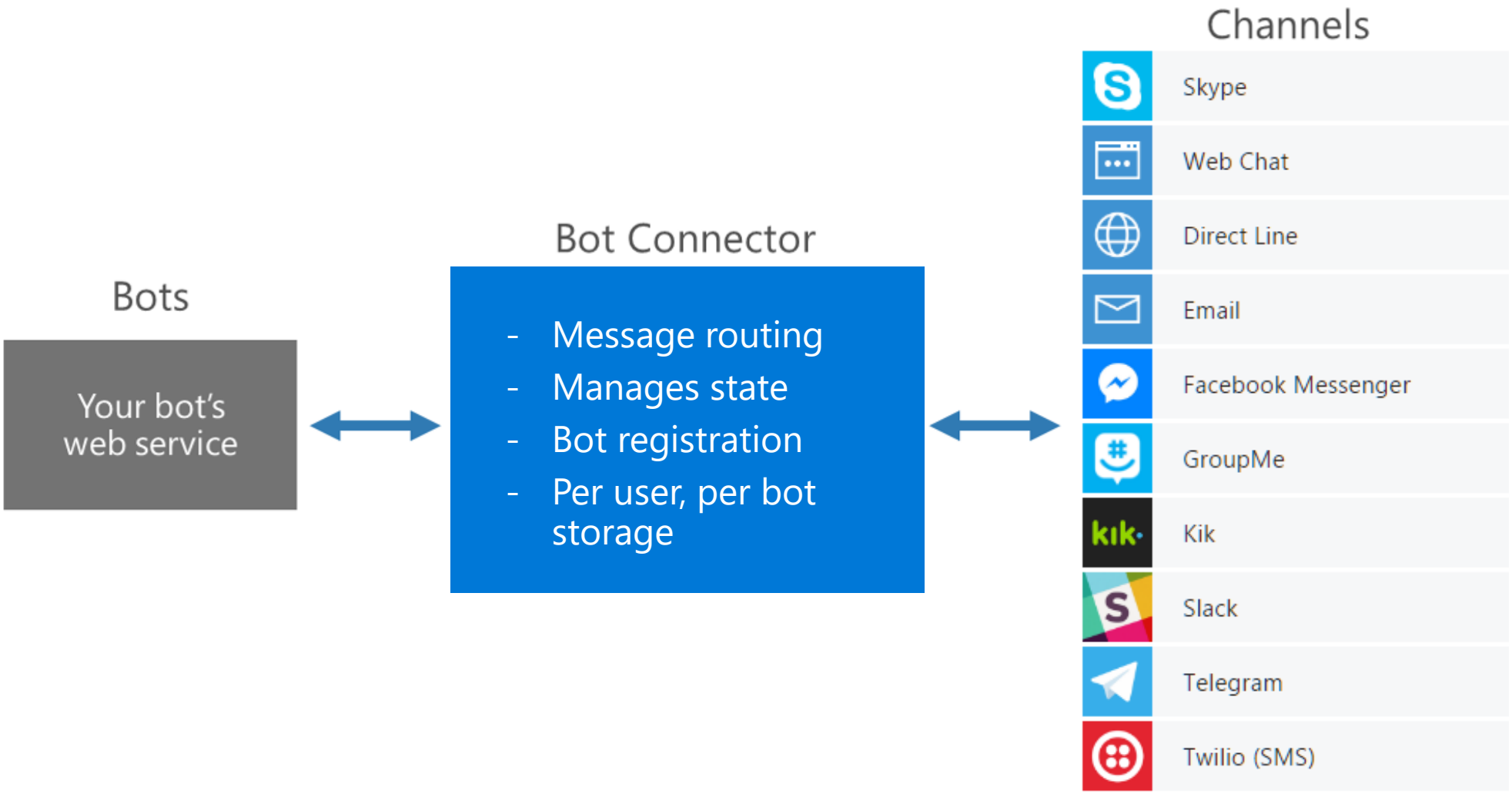
- Dialog state persisted in Bot Connector (per-user and per-session)
- Various dialog types (e.g. prompts, formflow, NLP)
- Not limited to text

No C# or Node? No problem!

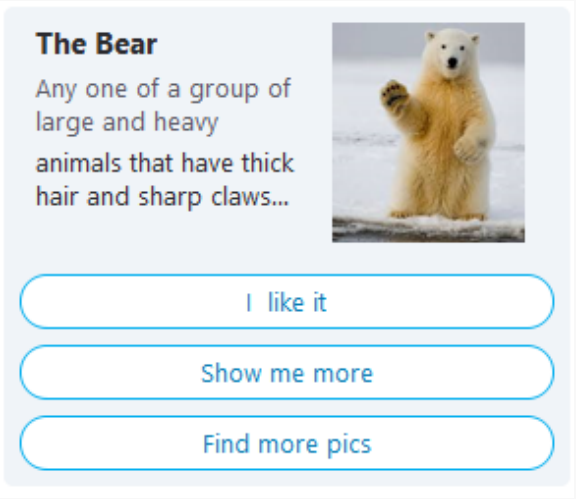


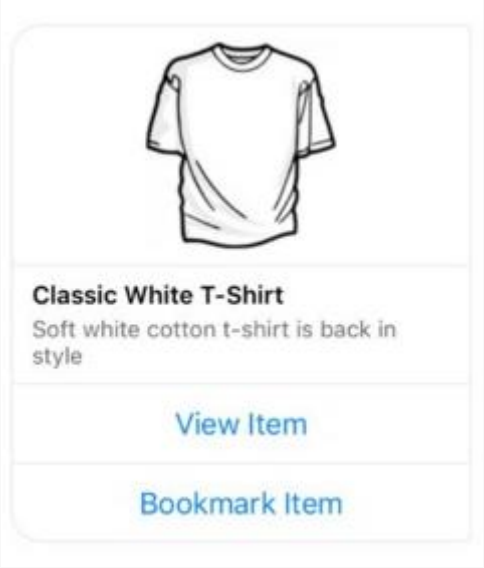
Bot Connector

Write once, run everywhere


Bots
Your bot's web service
Bot Connector
- Message routing
- Manages state
- Bot registration
- Per user, per bot storage
Channels
Skype
Web Chat
Direct Line
Email
Facebook Messenger
GroupMe
Kik
Slack
Telegram
Twilio (SMS)

Example: Attachments across channels





Bot Directory

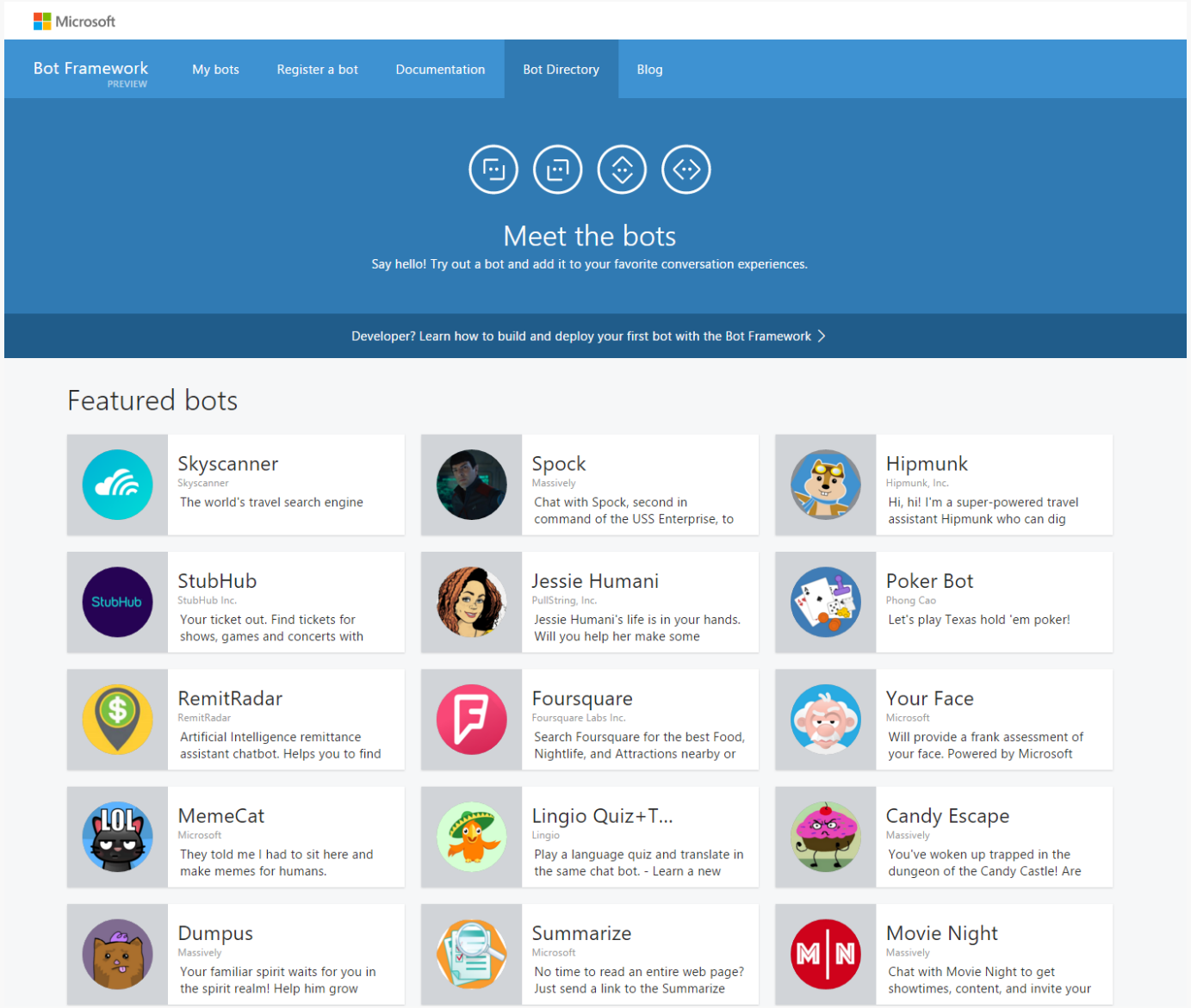
a bot

There's ~~an app~~ for that

Bot Directory

Public Directory of Bot Framework Bots

- Submit yours
- Search engine
- Discover and try



Azure Bot Service

= BaaS (Bots as a Service)

Why Bot Service?

- Runs on Azure Functions
- Minimal configuration – works out of the box
- Cheaper – only pay for what you execute
- Continuous delivery – smooth deployment

Demo – Bot Service

Where do I start!?

- https://docs.botframework.com – look in the Get Started Guide
- aka.ms/botresources – your 1 stop shop for all Bot Framework resources!
- Join the **SG Bots** community –sgbots.com

Thank you!

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