

The background is black with several abstract, flowing shapes in shades of blue and purple. A large, bright blue shape curves from the top right towards the center. Another similar shape is in the bottom left. There are also some darker blue and purple shapes scattered around, creating a dynamic, modern aesthetic.

TELSTRA HACKATHON 2023

PERSONALISED

SUPPORT AT SCALE

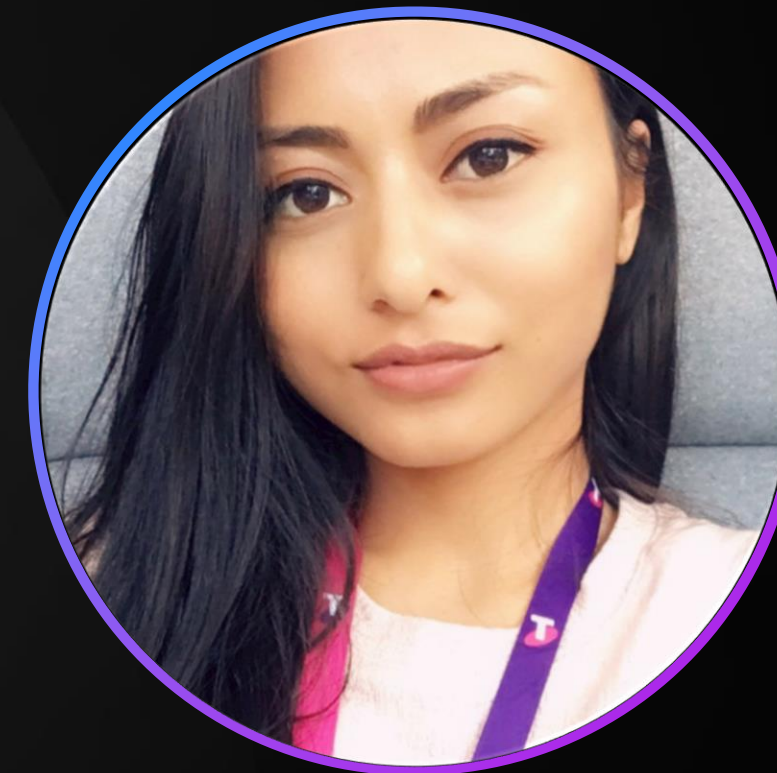
The Team



JENNY NGUYEN
Conversational AI/UX,
Human Centered Design



JARRAD CARROLL
Virtual Agent PO,
Emerging Tech Business
Strategist



RAKSHYA SHAHI
Conversational AI/UX,
Human Centered Design

Let's face it, GenAI
articulates like a human,
but it *thinks* like a machine.

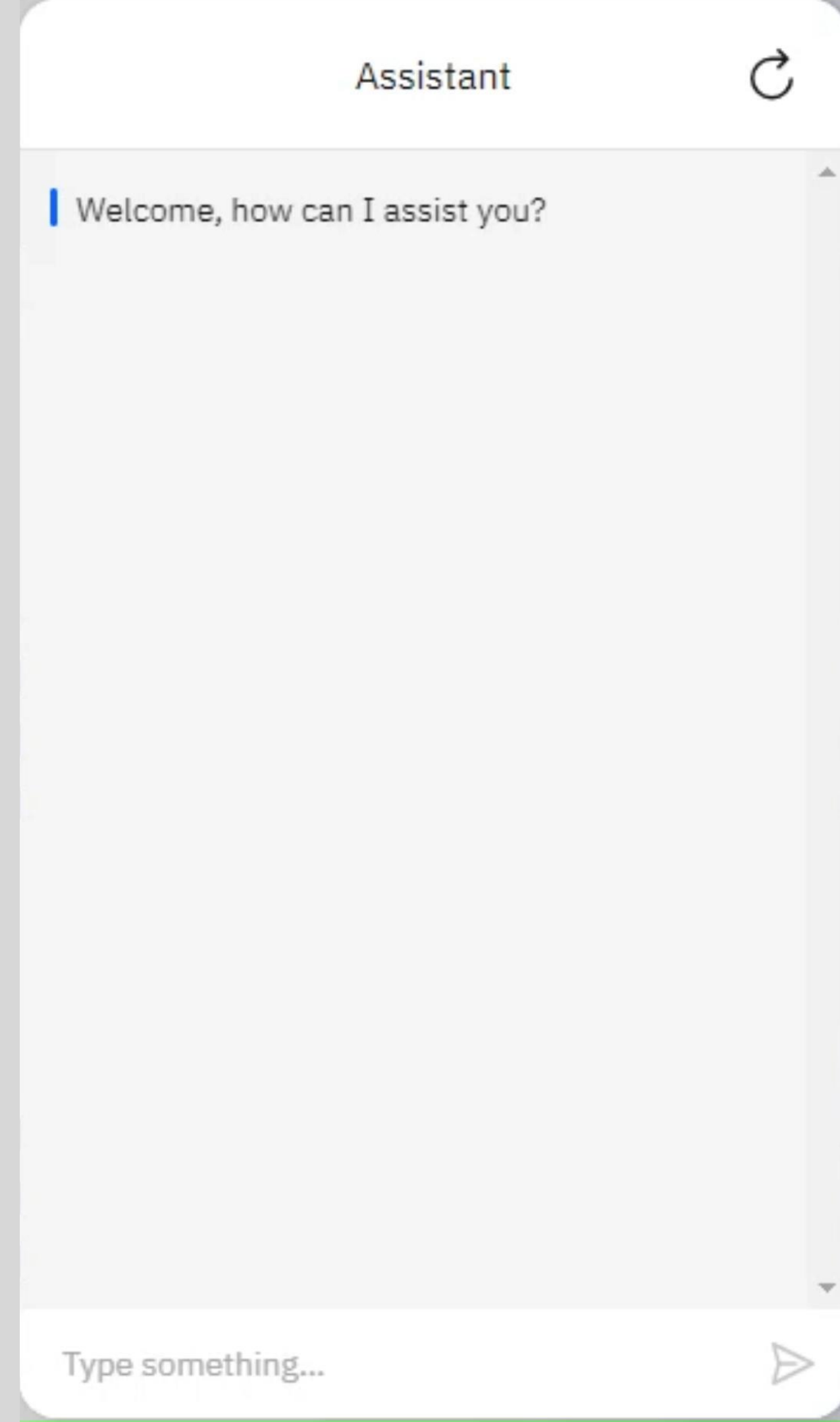


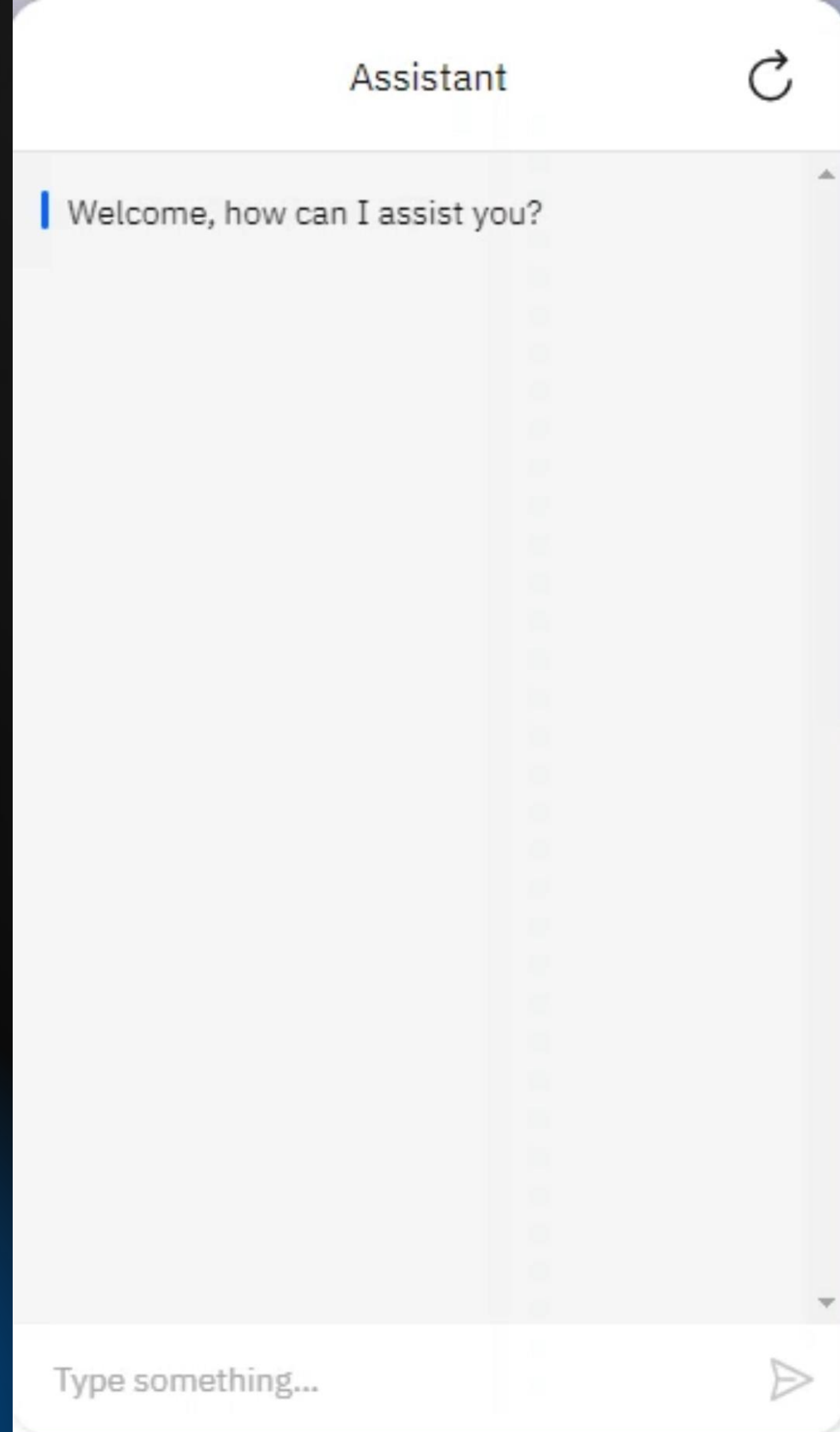
Our product addresses the problem from both sides



Other GenAI products

**Require users to say the
right thing in the right
way**



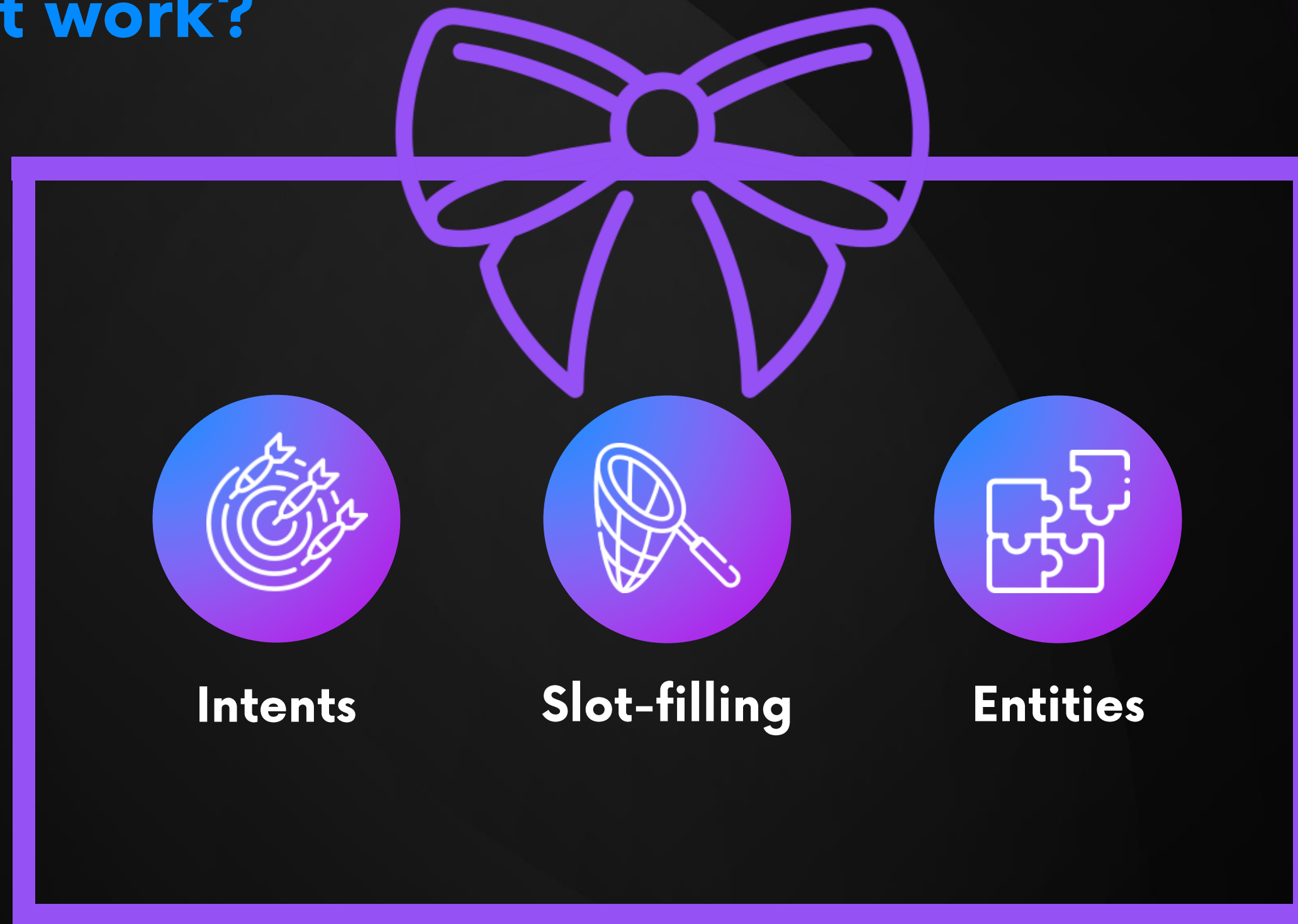


Our Product - Translation

**Making the effort to
listen and understand
and has the expertise to
lead the conversation
before answering.**

Translation

How does it work?



**OUR CONVERSATIONAL ANALYSIS METHODOLOGY
AND TOOLS**

Translation

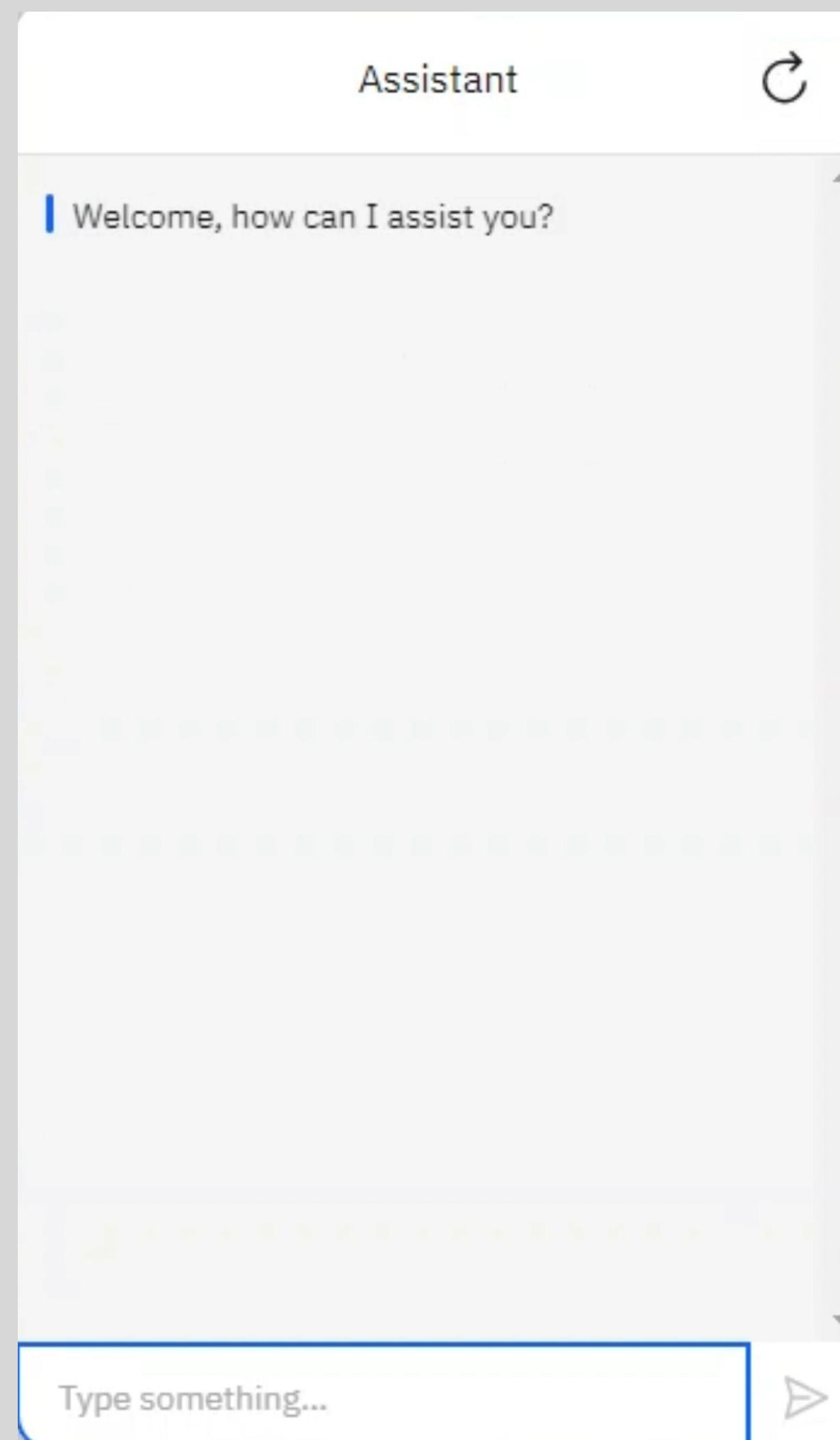
How does it work?

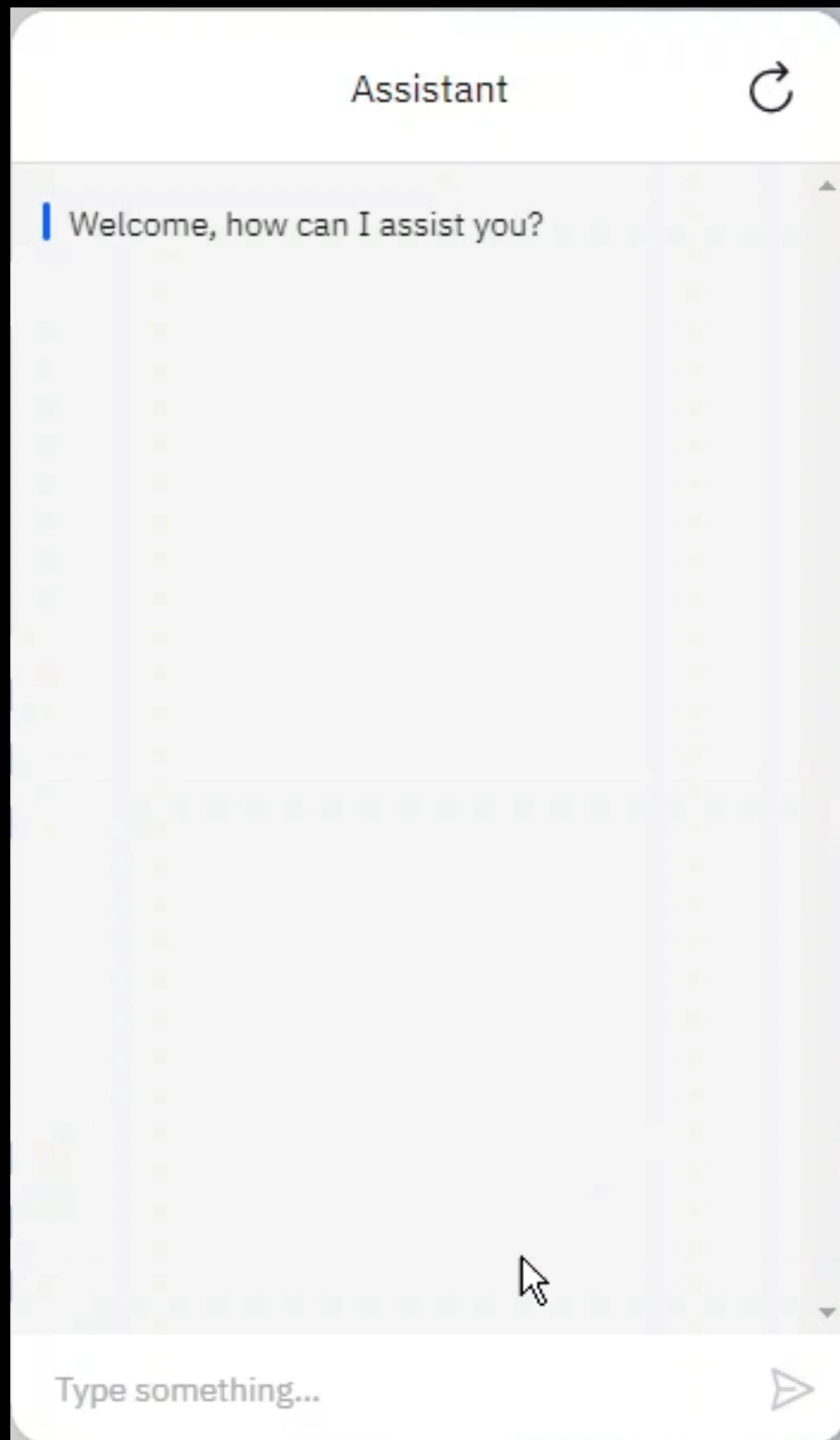
I'm a band **[[band]]** Telstra
employee based in **[[Country]]**.

What is my credit card limit?

Other GenAI products

Assuming questions and erring on the side of answering over listening



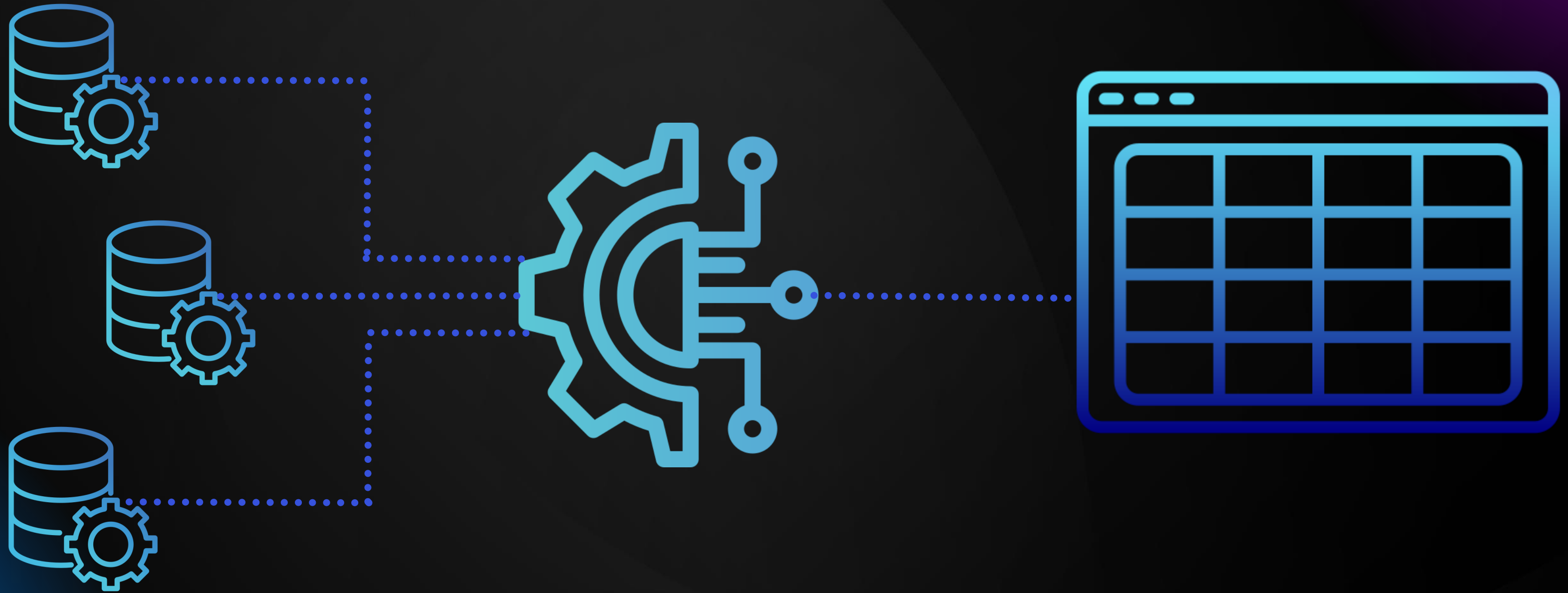


Our Product - Personalisation

Getting your users what
they want how they
want it

Personalisation

How does it work?



Data Source of Truth

Business Rules Engine

User-Centric Knowledge

The Opportunity



VA Usage (NLU)

- ~16.4k unique users p.a.
- ~42k conversations p.a



User Behaviour

- 36% say something that requires probing questions ("my pay is wrong")
- 5.5% users w/ single word noun or noun phrase ("long service leave")



Operational Changes & Efficiencies

- Enhanced operating model
- Increase digital self-service
- Decrease # of tickets + average handling time
- Reduces Risk

Impact



Improve Employee Experience & Productivity

Increased productivity by removing effort, simplified employee experience, remove need to change employee behaviour



Optimise Business Process

Increase employee digital self service, reduce operational costs of support operations, create capacity for humans to work on the more complex, reduce risk of disinformation



More Use Cases

Scalable to any internal or external audience – Customer Service, IT Helpdesk and other use cases

THANK YOU

For watching our presentation.



The background is a dark, almost black, space filled with abstract, organic shapes. In the top-left corner, there is a large, dark blue circle. In the top-right, a thick, bright blue line curves downwards and then back up, with a purple-to-blue gradient. In the bottom-left, another thick, purple-to-blue gradient line curves upwards. In the bottom-right, there is a dark blue circle. The overall aesthetic is modern and digital.

QUESTIONS