



Technology that understands people.

Your bots should interact with people AND systems.

How Chatbots Fall Short

Chatbot, short for chatterbot, is a computer program that can interact conversationally with a person, either through voice or text.

There are two types of chatbots: FAQ or single task bots and Digital Assistants. Most bots deployed in enterprises are FAQ or knowledge transfer bots. You type in a query, and the bot sends the appropriate response (hopefully). However, as soon as a user asks a question outside the bot's predefined knowledge base, it automatically leads to failure. Therefore, enterprises will sometimes have hundreds of bots to support all of the different workflows. For instance, instead of having a Human Resources bot for all functions, there are bots for managing leave, checking on benefits, seeking pay stubs, holiday calendars, and so on. One bot for each process or workflow that is individually constructed and maintained.

Digital assistants (DA), such as Alexa, Siri, Cortana, or Google Assistant, are the second type of bot. These are more sophisticated and use NLU, NLP, and ML to learn and evolve to increase personalization levels as they gather and process information.

As smart as these digital assistants seem; however, they often provide interactions that are far from anything resembling a conversation with a real-life human assistant. When asking a DA like Siri a complex query that requires context, the system often fails to interpret the intent, resulting in an incorrect response. A 2019 digital personal assistant study by digital consultancy Perficient posed 4,999 questions to the most popular voice assistants and found that every personal assistant — from Google Assistant to Siri to Cortana — accuracy dropped from the previous year.

"This indicates that current technologies may be reaching their peak capabilities," the study said. "The next big uptick will likely require a new generation of algorithms."

Bots can't answer complex questions.

Complex questions that need serious analysis are typically too difficult for chatbots. If a bot attempts to answer questions around several topics or a use case that is too broad, it will hardly provide a satisfactory user experience.

They lack integration into multiple systems.

A chatbot is just a web widget tied to an FAQ engine or knowledge portal in its basic construction. Answers are hardcoded or limited to a specific task.

Chatbots are transient and stateless.

They don't remember conversations, so they cannot pick up where the conversation left off. Therefore, you cannot have multi-person or multi-system conversations in a chatbot.

Chatbots lack the necessary security features an enterprise will require.

In today's age of data sensitivity and privacy, customers and enterprise security officers must trust the bots containing private data to comply with laws and mandates.

Chatbots are very helpful, but they do have limitations.

Great Uses for Chatbots:

- Chatbots are excellent for use in retail sales, marketing, customer service, and support;
- Rule-based chatbots can handle simple FAQs, enabling faster responses;
- They are an inexpensive option compared to hiring human agents;
- They reduce call volumes and keep customers happy.

Customers see chatbots as a useful tool for:

- Getting a quick answer to questions;
- Resolving a complaint or problem;
- Getting a more detailed answer to a query;
- Identifying a human customer service agent.

Although chatbots today are becoming increasingly more intuitive, they still have limitations — and plenty of them.

Chatbot Issues and Shortcomings:

You will outgrow your chatbot. Chatbots solve simple problems, but companies that want to extend their use across the enterprise will find them woefully lacking.

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Chatbots are transient and stateless. They don't remember conversations, so they cannot pick up where the conversation left off. Therefore, you cannot have multi-person or multi-system conversations in a chatbot. Interactions are one-to-one, so chatbots cannot support workflows requiring a third person or system. A workflow requiring approval or data from more than one system will not operate in a chatbot.

Chatbots lack the necessary security features an enterprise will require. In today's age of data sensitivity and privacy, customers and enterprise security officers must trust the bots containing private data to comply with laws and mandates. Chatbots also lack auditing features required to meet compliance mandates. If there is ever an issue, you have to ask your IT development and operations departments to review terabytes of log data.

Chatbots

Krista 

Web Interface



Responds to users in FAQ format



Multi-system Integrations in same workflow



Multi-person conversations



NLP with Enterprise Security



Understands state and can continue conversations



Role-based Access



Enterprise Auditability



Rich Text and Dashboard Capabilities



What is Krista?

Krista is a modern Intelligent Automation platform designed to easily leverage existing IT assets in business workflows. Krista's unique informal approach enables business process owners to quickly build new workflows without waiting in line for expensive IT or development resources. Creating automation in Krista is simple. It is just like describing a conversation between your people and your systems.

The conversational approach allows anyone to develop and create workflows around their own business needs. Simple conversation-based workflows empower your sales, customer service, field operations, finance, or IT professionals to increase internal and external customer satisfaction. The conversational automation eliminates maintenance and upkeep required from traditional UI-based record and playback automation platforms or hard-coded bots. Krista's conversations are beautifully simple, with enough power, scale, and security to find any answer to any question inside the largest enterprises.

Krista offers significant enterprise benefits over chatbots.

Krista's unique integration architecture and integration model maps human understanding of a workflow to the back-end system. Building apps with Krista enables humans to interact with existing systems of record in an intuitive conversational method like chatbots. However, since Krista integrates into your systems of record and interacts with the data, it offers crucial enterprise benefits.

Enterprise Integration: Krista integrates with your back-end systems via extensions. These extensions are available in a master catalog for your team to use to build workflows. The extensions enable Krista to query and update your systems of record so workflows can span multiple systems, employees, or groups.

Understands State: Krista understands where conversations and automations left off. If an automation or workflow remains incomplete, Krista directs you to the next required action. State is particularly important if key stakeholders or approvers are offline or unavailable while a process is running.

Enterprise Security: Krista enforces enterprise security standards and compliance policies your security teams

have in place. Data governance and privacy are essential to adhere to for legal and regulatory mandates.

Role-based Data Privileges: Krista enforces data security by user role. Not all data is privy to all users, and your bot should understand your access level. Role-based data privileges are required when building enterprise dashboards and metrics for company KPIs.

Multiple People and Systems in One Process: Krista integrates intelligent automation into the back end, enabling your enterprise to easily construct multi-person and system workflows. Simple Q&A chatbots are limited to point-to-point integrations.

Conversations on every device.

If you can text, you can use Krista. Process automation is built and deployed into a structured messaging platform. Automations mimic messaging apps to eliminate employee training, frustration, and adoption issues related to new enterprise software. Your employees can use Krista automations from its messaging UI, mobile apps, SMS, existing bots, or Slack.

Krista extends intelligent automations to a chatbot vs. having to write a custom bot for every question or workflow.

Enterprises require scalability and speed

Process owners create automation in a simple Studio from existing connection catalogs and extensions.

No more waiting in the IT backlog! Creating automation in Krista doesn't require technical skills or software programming knowledge. How? Krista automations are conversations between your people and systems. You "program" them by describing an automation task as a conversation between your people and your systems. There is no IDE or programming language to create Krista automations. Yes, we've made it that easy. Import conversations from our catalog, make changes, or create your own bespoke processes as if you were writing a screenplay for your people and systems to execute.

Krista extensions make your IT systems conversational.

Krista uses a domain-specific language ("DSL") to communicate with your employees, internal IT, and off of the shelf software (COTS) to have contextual conversations. It is human-like communication, therefore easy to create and understand. You can create automations at the same speed as writing requirements for your IT team. Automate today, and don't wait in the backlog.

Krista extensions expose key capabilities with role-based access controls, end-to-end audit trails, and all the security and management features enterprise IT requires. Conversational AI combined with RPA makes it all so simple.

Orchestrates and Organizes People

Orchestrating people into your information technology processes remains one of the most significant challenges to effective business execution. Forcing your people into thinking like computers are often met with resistance, frustrates your staff, and overworks your IT training programs.

Without managed orchestration, your employees will fall back on email and collaboration tools to communicate, and processes will remain lost in emails or die from lack of decision support.

Krista orchestrates your process steps and people in repeatable automated process workflows. Krista manages your systems and people using its conversation interface to automate and document each step for auditing and compliance purposes. Your processes will never again delay from lack of decision support or change management approvals.

Easily Constructs New Apps

As business needs change, so do requirements for supporting IT systems. Business analysts study the need and document requirements so your information technology department can deliver a solution. Many times this solution requires a different interface that your users will have to learn.

IT software projects no longer have to construct yet another interface. They don't need to code new integrations into disparate systems. You don't need to wait for IT.

Krista enables you to create new conversational robotic process automation in about the same time it takes a business analyst to document the requirements. With Krista, you will deliver new higher-quality apps remarkably faster with increased user adoption. Your business becomes more agile by creating new conversation-based apps to support new sales channels, back-office processes or streamline mundane tasks. Your requirements will no longer wait in the backlog to build modern mobile and web apps.

Krista enables you to build automations in less time than it normally takes to document your app requirements.

Automations should connect your people from where they are

Provides Offline Support

Workflow automation shouldn't stop with connectivity. Field operators, installers, and technicians travel in and out of network coverage and still need automation support. Information from field operators initiates subsequent steps when marking jobs complete, ordering materials, or invoicing customers. It would be best if you had an automation solution to handle connectivity disruptions without slowing the business down automatically.

One Krista customer uses Krista automation to manage work orders and maintenance records for a cell tower network. Field engineers communicate with the back office using robotic process automation to perform tower maintenance but are out of coverage when the tower is offline. Steps possible to take without connectivity are captured and queued so that processes automatically continue once back online.

Integrates Disparate Systems

Your information technology group invests time and resources to connect disparate systems for your automation efforts. However, integration projects still require building custom apps to make them useful to the business. Instead of building countless, brittle custom apps,

use Krista to consume capabilities and data from IT services.

Krista customers use conversational robotic process automation to build new apps on integration platforms. Whether you have deployed MuleSoft Anypoint, Boomi, or Oracle, you can easily create automations to your integration platform. Instead of writing or rewriting custom apps to your integration software to make it useful, deploy Krista, and watch your productivity soar with easy to construct conversational process automation.

Automates Compliance Documentation and Auditing

Documenting compliance procedures remains difficult when using ad-hoc email or team collaboration systems like Trello, Teams, and Slack. Your teams can execute and communicate more effectively using these tools, but the steps are difficult to reproduce and document to meet compliance mandates or audits.

Krista significantly reduces compliance documentation costs by automatically documenting every communication to every participant and system command. Krista automates change management and records each step as it happens to eliminate manual compliance documentation.

Krista remembers where conversations left off. This is particularly important when supporting remote employees that may not have continuous internet connectivity.

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Deployment is Simple

Krista's Natural Language Processing supports voice, text, and *bots to deliver automation anyone understands. By utilizing existing communication methods in conversations, you take advantage of how your employees already communicate. Krista quickly deploys to existing desktops, mobile phones, Slack, bots, and web browsers that your employees are already using. You won't need to train employees or maintain brittle documentation since the automation follows existing voice and texting conversations similar to WhatsApp or Facebook Messenger. If your employees can text, they can interact with numerous systems to support customers, consume enterprise services, deploy IT changes, or update important KPIs.

Krista Software is in an unrelenting pursuit to help businesses find the right answers. Krista Software produces Krista, a Intelligent Automation platform empowering businesses to leverage existing IT assets by building low-cost automation applications.



Krista