



Customer Experiences ✕ with Contact Center AI - ✕ Dialogflow ES ✕

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CAS Training



Duración
60 horas



Modalidad
Aula Virtual



**Learning by
doing**



**Curso
Oficial**

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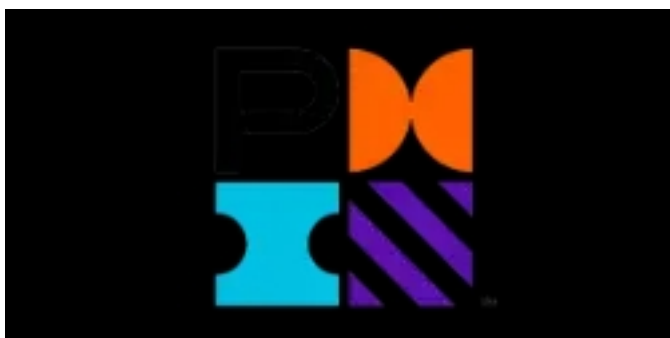
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Objetivos:

- Define Google CCAI
- Explain how Dialogflow can be used in Contact Center applications
- Implement a virtual agent using Dialogflow ES
- Read and write data from Firestore using Cloud Functions
- Use Dialogflow tools and cloud logging for troubleshooting
- Describe how to manage virtual agent environments
- Identify general best practices for virtual agents
- Identify key aspects such as security and compliance in the context of contact centers
- Analyze audio recordings using the Speech AnalyticsFramework (SAF)
- Recognize use cases where Agent Assist adds value

Requisitos:

Completed Google Cloud Fundamentals or have equivalent experience

Material del curso:

Documentación Oficial de Google Cloud - Customer Experiences with Contact Center AI - Dialogflow ES

Perfil del docente:

- Formador Certificado por GCP
- Más de 5 años de experiencia profesional
- Más de 4 años de experiencia docente
- Profesional activo en empresas del sector IT

Metodología:

- “Learning by doing” se centra en un contexto real y concreto, buscando un aprendizaje en equipo para la resolución de problemas en el sector empresarial.
- Aulas con grupos reducidos para que el profesional adquiera la mejor atención por parte de nuestros instructores profesionales.
- El programa de estudios como partners oficiales es confeccionado por nuestro equipo de formación y revisado por las marcas de referencia en el sector.
- La impartición de las clases podrá ser realizada tanto en modalidad Presencial como Virtual.



Contenidos:

Modulo 1: Overview of Contact Center AI

- Define what Contact Center AI (CCAI) is and what it can do for contact centers
- Identify each component of the CCAI Architecture: Speech Recognition, Dialogflow, Speech Synthesis, Agent Assist, and Insights AI
- Describe the role each component plays in a CCAI solution

Modulo 2: Conversational Experiences

- List the basic principles of a conversational experience
- Explain the role of Conversation virtual agents in a conversation experience
- Articulate how STT (Speech to Text) can determine the quality of a conversation experience
- Demonstrate and test how Speech adaptation can improve the speech recognition accuracy of the agent
- Recognize the different NLU (Natural Language Understanding) and NLP (Natural Language Processing) techniques and the role they play on conversation experiences

Modulo 3: Fundamentals of Designing Conversations

- Identify user roles and their journeys
- Write personas for virtual agents and users
- Model user-agent interactions

Modulo 4: Dialogflow Product Options

- Describe two primary differences between Dialogflow Essentials (ES) and Dialogflow Customer Experience (CX)
- Identify two design principles for your virtual agent which apply regardless of whether you implement in Dialogflow ES or CX
- Identify two ways your virtual agent implementation changes based on whether you implement in Dialogflow ES or CX
- List the basic elements of the Dialogflow user interface

Modulo 5: Course Review

- Review what was covered in the course as relates to the objectives

Modulo 6: Fundamentals of building conversations with Dialogflow ES

- List the basic elements of the Dialogflow CX User Interface.
- List the basic elements of the Dialogflow ES User Interface
- Build a virtual agent to handle identified user journeys
- Train the NLU model through the Dialogflow console
- Define and test intents for a basic agent
- Train the agent to handle expected and unexpected user scenarios
- Recognize the different types of entities and when to use them



- Create entities
- Define and test entities on a basic agent
- Implement slot filling using the Dialogflow UI
- Describe when Mega Agent might be used
- Demonstrate how to add access to a knowledge base for your virtual agent to answer customer questions straight from a company FAQ

Modulo 7: Maintaining Context in a Conversation

- Create follow-up intents
- Recognize the scenarios in which context should be used
- Identify the possible statuses of a context (active versus inactive context)
- Implement dialogs using input and output contexts

Modulo 8: Moving From Chat to Voice Virtual Agent

- Describe two ways that the media type changes the conversation
- Configure the telephony gateway for testing
- Test a basic voice agent
- Modify the voice of the agent
- Show how the different media types can have different responses
- Consider the modifications needed when moving to production
- Be aware of the telephony integration for voice in a production environment

Modulo 9: Course Review

- Review what was covered in the course as relates to the objectives

Modulo 10: Testing and logging

- Use Dialogflow tools for troubleshooting
- Use Google Cloud tools for debugging your virtual agent
- Review logs generated by virtual agent activity
- Recognize ways an audit can be performed

Modulo 11: Taking Actions with Fulfillment

- Characterize the role of fulfillment with respect to Contact Center AI
- Implement a virtual agent using Dialogflow ES
- Use Cloud Firestore to store customer data
- Implement fulfillment using Cloud Functions to read and write Firestore data
- Describe the use of Apigee for application deployment

Modulo 12: Integrating Virtual Agents

- Quiz - IVR Features
- Quiz - Contact Center AI integration points
- Quiz - Common Platforms of



Modulo 13: Course Review

- Review what was covered in the course as relates to the objectives

Modulo 14: Environment Management

- Create Draft and Published versions of your virtual agent
- Create environments where your virtual agent will be published
- Load a saved version of your virtual agent to Draft
- Change which version is loaded to an environment

Modulo 15: Drawing Insights from Recordings with SAF

- Analyze audio recordings using the Speech Analytics Framework (SAF)

Modulo 16: Intelligence Assistance for Live Agents

- Recognize use cases where Agent Assist adds value
- Identify, collect and curate documents for knowledge base construction
- Describe how to set up knowledge bases
- Describe how FAQ Assist works
- Describe how Document Assist works
- Describe how the Agent Assist UI works
- Describe how Dialogflow Assist works
- Describe how Smart Reply works
- Describe how Real-time entity extraction works

Modulo 17: Compliance and Security

- Describe two ways security can be implemented on a CCAI integration
- Identify current compliance measures and scenarios where compliance is needed

Modulo 18: Best Practices

- Convert pattern matching and decision trees to smart conversational design
- Recognize situations that require escalation to a human agent
- Support multiple platforms, devices, languages, and dialects
- Use Dialogflow's built-in analytics to assess the health of the virtual agent
- Perform agent validation through the Dialogflow UI
- Monitor conversations and Agent Assist
- Institute a DevOps and version control framework for agent development and maintenance
- Consider enabling spell correction to increase the virtual agent's accuracy

Modulo 19: Implementation Methodology

- Identify the stages of the Google Enterprise Sales Process
- Describe the Partner role in the Enterprise Sales Process
- Detail the steps in a Contact Center AI project using Google's ESP
- Describe the key activities of the Implementation Phase in ESP



- Locate and understand how to use Google's support assets for Partners

Modulo 20: Course Review

- Review what was covered in the course as relates to the objectives



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