

## Chabot, FAQ's...

### How to build an efficient knowledge base?

#### Introduction

A very common mistake in **chatbot or FAQ project** is to focus solely on the customer facing UI.

While the User Interface is the visible part of the iceberg, it really is the knowledge base and framework that is the cornerstone to a project's success.

**The framework, knowledge base, and lexicon** (or ML utterances depending on vendor) are parallel challenges to solve.

With a lexical framework model there are two possible origins of failure:

✓ « The Chatbot does not understand a user utterance », this is a natural language understanding matter, related to the prebuilt **lexicon** (sometimes company specific terminology will have to be added).

« The Chatbot does understand the user utterance, but does not give a relevant answer », meaning it is then the **knowledge base** which is at fault.

Therefore, building the knowledge base is at the very core of the project. It is often the reason of delays and failure, more than the flashy features of the chatbot vendor.

**Having methodological keys and feedbacks from the user base is paramount, and that is exactly what is described in this expert opinion.**

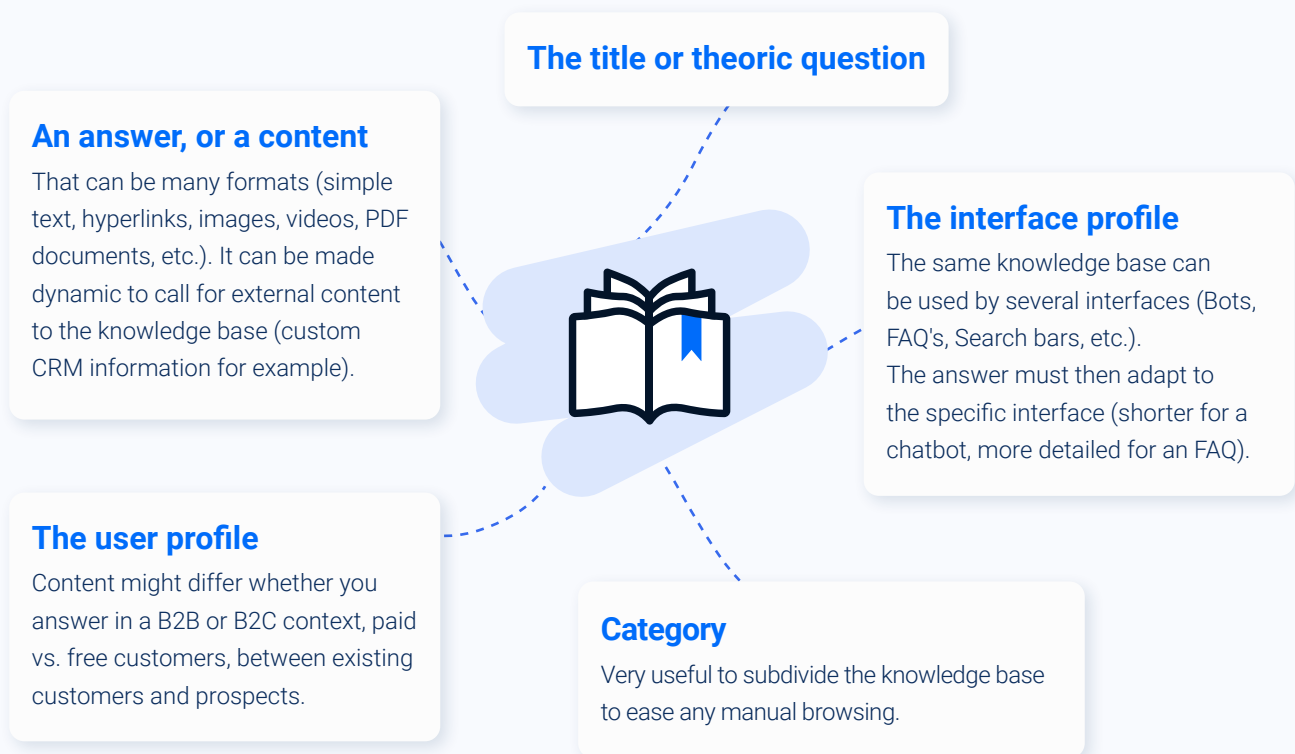


*Knowledge base is the raw material for a bot, its fuel. Without it, there are no answers!*



# The knowledge base: what is it exactly?

A knowledge base is a data base containing all the information the user can be asking for. In particular it gathers the questions/answers and medias that are offered as answered to the end users. More specifically, one can find the following elements:



**The decision tree** completes this database in order to design the user journey. Thanks to **the lexicon, the semantic analysis** of users queries allows to match unlimited pairs of Q&A's contained in the knowledge base.

These decision trees allow the flow of conversation to be effective and find the most relevant answers effectively. With Inbenta for example, the decision trees are set up for dwindling of contents until the desired content is reached as well as treating each individual node as searchable FAQ's.



*The best usage is not the one you first imagined, but the one users imagine. You must take a step back, and your representation of the usage might not necessarily match the reality. You have to avoid writing a dictionary, and instead think of a "how to"?*



# 01.

## The writing phase of the knowledge base

### Your goal

### Get a viable version and put it live!

In most cases there is no existing knowledge base to start with, or it can be misstructured : scattered answers, over-detailed documents, gaps, etc. However, the writing of the knowledge base should not be a blocking element. The methodology is not to answer every existing question, but **80% of the topics you think will be frequently covered**, and then apply an effective gap analysis after going live.

The best practice is to focus on the **essentials of your knowledge base**, and then grow it directly from user queries collected live. By working with a software company that is able to guide you and leverage existing use cases and frameworks, you'll benefit from linguistic expertise and greatly improve your chances of success.

What are the risks of wanting a comprehensive knowledge base before putting your project live?

- ✓ **Delaying the planning**, increasing the cost without benefiting from the chatbot.
- ✓ **Flooding the relevant answers** with too much noise.
- ✓ **Duplicating the contents** and make the refining harder.
- ✓ **Not handling** the essential questions.

# 02.

## The run phase

### Your goal

#### **Be reactive and agile in order to continuously improve the knowledge base thanks to user feedback.**

Once live, the knowledge base is going to evolve according to the new needs, and according to the feedbacks from the field: consolidate the knowledge base using the user questions that increase its value! Your knowledge base should grow, in a very relevant manner, when it addresses the real user needs. This is not the case when massively adding contents.

Being coached by a service provider with a linguistic expert ensures you are agile and lets your bot/FAQ continuously evolve and improve :

- ✓ **Get advised** on the KPI's and metrics to watch, as well on benchmark comparing your company to your competitors.
- ✓ **Zero in on the new customer needs** hidden in questions and feedbacks.
- ✓ **Improving the NLP matching** and adjust formulations based on users verbatim.



*You can't anticipate everything.  
Without real interactions between a bot and  
its users, there is no evolving!*



# Conclusion

The knowledge base is at the core of the concerns in a chatbot / voicebot / FAQ / search engine project.

Even if you have to take a step back, this investment is far from vain: a well built knowledge base can be an assets for a variety of projects and interfaces, and also serves as reference for employees or customer service. **It is a tool that you take ownership of and strengthen over time.**

When working with NLP Vendors, the ease to correlate Q&A's relies on the strength of your lexicon (Shared and company specific). However, companies often do not have the required skills and resources for these linguistic endeavours. **Being helped by an expert service provider is then a necessity for a quality output.**

In order to help it's customers, Inbenta offers various resources to help build a **relevant knowledge base**

to achieve your company goals and provide you with company specific framework to make sure that the chatbot is working as effeciently as possible.

We have helped companies in various industries achieve great results for many use cases all within GDPR compliance.



*If you remember only one thing, it is that the knowledge base is a challenge in its own right. While this requires a lot of effort and can not be improvised, it is the best chance of success and return on investment for your project!*



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