



SUG CHENNAI Meet Up-Aug 31st 2019

Session Name: Alexa integration with Sitecore

Session Length: 30 minutes

Session Abstract:

In the session the following topics will be covered,

- Impact of poor voice design
- How Alexa helps to overcome the challenges
- Need of Integration with Sitecore
- Demo
- Other Features to consider

About the Speaker:

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- Sitecore MVP
- Co-Founder, SUG Chennai



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Agenda

- Introduction & Statistics
- Impact of poor voice design
- How Alexa helps to overcome the challenges
- Alexa Terminologies
- Need of Integration with Sitecore
- How its Works?
- Approach
- Use case
- Demo
- Other Features to consider
- References

Intro

Voice is the future



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Statistics from Forrester

- Digital voice assistants are quickly growing
- Forrester predicts,
 - 50% of US households will have smart speakers by 2022, accounting for 68% of all smart home devices
 - 10% of consumers use digital voice assistants to make a purchase, 60% are interested in doing so
- Digital voice assistants will be the large commerce channel in the next few years

Impact of poor voice design

- Research shows voice assistants cause frustration more often
- There is also a significant risk of losing customers
- There is much less room to cross-sell or up-sell

How Alexa helps to overcome the challenges

- Alexa skill design best practices
- Interaction Model
- Power of Alexa AI Service

Alexa Skill

- Alexa is the voice service that powers Echo device
- Skills are used to **teach** and **train** Alexa about our application
- Alexa is built in the cloud, so it is always getting smarter

Alexa Skill Type

- Smart Home Skill (pre-built model)
- Flash Briefing Skills (pre-built model)
- Video Skills (pre-built model)
- Music Skills (pre-built model)
- Custom skill (custom interaction model)

Alexa Skill Kit

- It is a collection of self-service APIs, tools, documentation and code samples
- Which makes working with Alexa significantly easier
- The SDK is available in Node.js, Java and Python

Alexa Skill Interaction Model

There are 3 main entities in the interaction model:

- Intents
- Utterances
- Slots

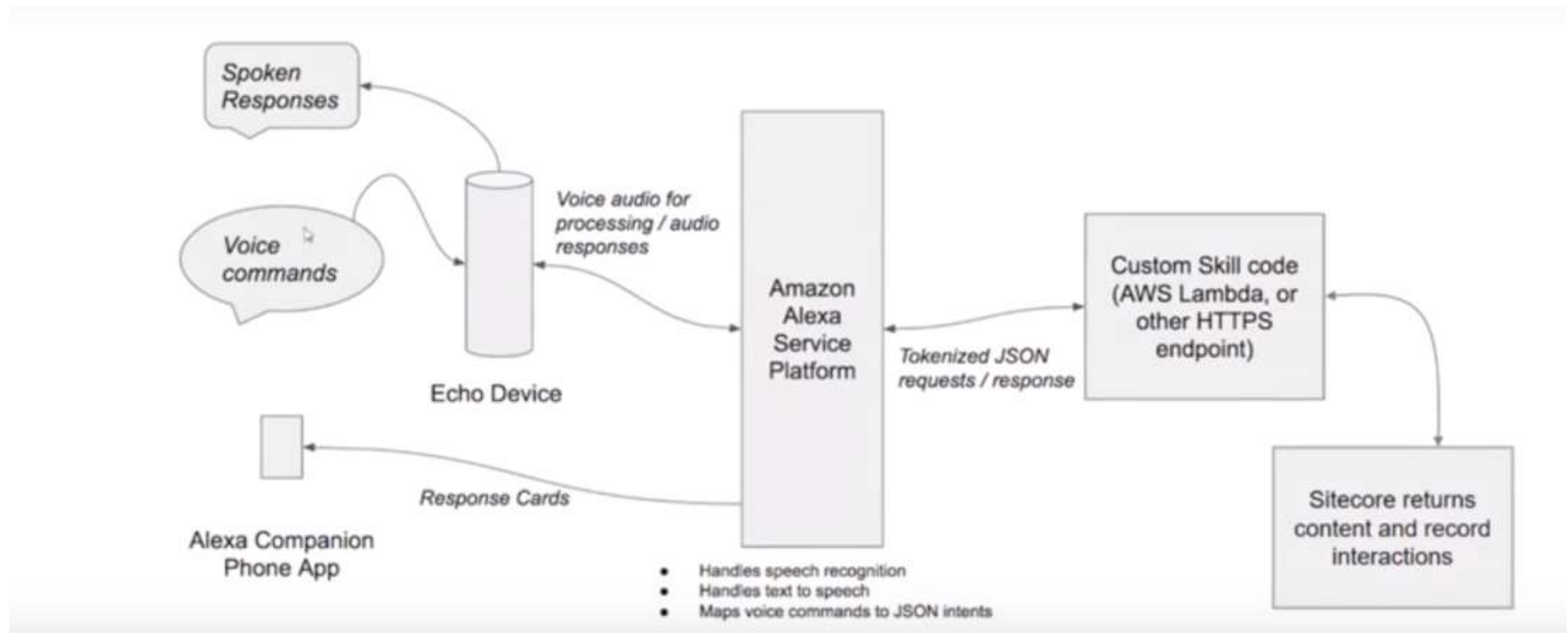
Need of Integration with Sitecore

- Brands use Sitecore to manage customer journeys across channels like web, mobile and email
- It is imperative for them to consider adding voice in their omnichannel strategy
- We can also leverage Sitecore's own features like,
 - XDB capabilities
 - Personalization
 - Sitecore Commerce to deliver conversational commerce, etc.

Approach

1. Create a Alexa Skill with corresponding data model
2. Create Lambda function to process the intent
3. Create template and content in sitecore to support the intents
4. Create OData/Restful API to retrieve content from sitecore
5. Test it using Alexa Simulator, Echoism.io or the physical Alexa device
6. Publish the skill (if required)

How its Works?



Use case

Skill for SUGCHENNAI MEETUP,

1. User should be greeted with the welcome message on invocation
2. User should be able to get the complete agenda
3. User should be able to get details of any particular session by presenter name
4. User should be able to get sponsor details
5. User should be able to get participants count
6. User should be able to get venue details



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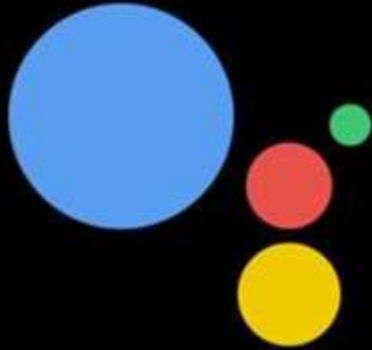
Certification Requirements

- Policy guidelines
- Security requirements
- Functional tests
- Voice interface and user experience tests

Other Features to consider

- Alexa for Business
 - Publish the Skill with Private Availability
- Skills for Screen
 - Echo Show, Echo Spot, Fire TV Cube, Fire HD 8, and Fire HD10
- Dialog Directive
 - Delegate the Dialog to Alexa
- Account Linking
 - Connect the user's identity with their identity in a different system
- Events
 - If the skill is subscribed to these events, the skill is notified when an event occurs

Other Voice Channels



Google Assistant
available on phones,
watches, TV, cars,
Google Home, and
iOS



Microsoft Cortana
available on Xbox &
Windows 10



Apple Siri
available on iOS,
HomePod, macOS,
Apple TV

References

- <https://developer.amazon.com/alexa>
- <https://aws.amazon.com/lambda/details>
- <https://github.com/alexa/alexa-cookbook/>

Thank you!

