# 1. What does SecondEGO offer and how does it work?

SecondEGO virtual assistants allow two-way communication with end users in a natural language. They use advanced language technologies and a variety of knowledge modules, which contain general and domain-specific knowledge. In addition to the built-in knowledge, SecondEGO allows you to add new knowledge in various forms, and it can also use data from existing databases.
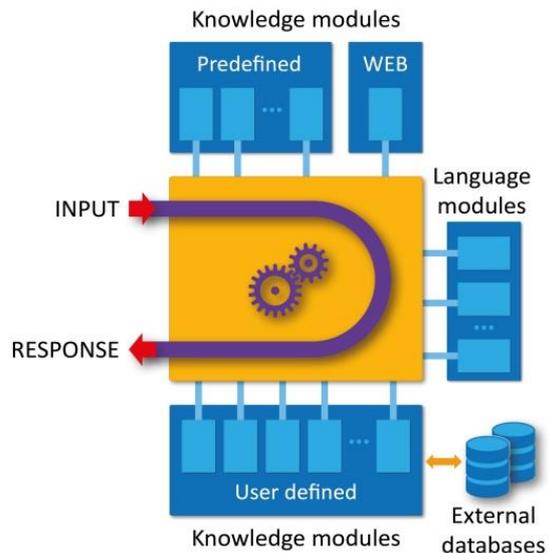
# 2. Customization

The appearance of the virtual assistant is customizable, so it can be adjusted to fit the requirements of the website and your wishes. You can select its name, sex, language, color and size. You can also enrich the appearance by adding a picture or logo and specify the location and format of the conversation. If the offered customizable features and options are not enough, we can also make you a personalized virtual assistant according to your wishes.
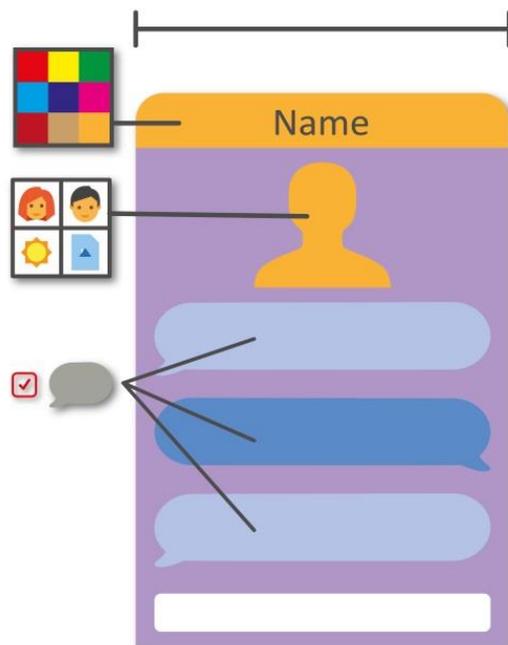
## 3. Built-in knowledge

Some answers to specific user's frequently asked questions are already built into the SecondEGO system. These include "Good afternoon", "What's your name", "What do you know" etc. This built-in knowledge is located in various modules and can be used if needed. The content of these modules depends on the chosen language.

- ☑ Personality
- ☑ General knowledge
- ☑ Wikipedia
- ☑ Chat
- ☑ Fillers

## 4. Special messages

SecondEGO virtual assistant allows you to enter one or more messages displayed to the visitor at the start of the conversation. By doing this, we can welcome the visitor; let him know about special offer and so on. The assistant can also display different messages in case there is no suitable answer to the customer's question.

Welcome

Unknown

# 5. Knowledge patterns

Knowledge of SecondEGO system is mostly located in patterns. A typical pattern contains (an expected) question or keywords and an appropriate response. SecondEGO tries to find the pattern that best matches the input or question of the user. Beside patterns, there are also other ways of learning.
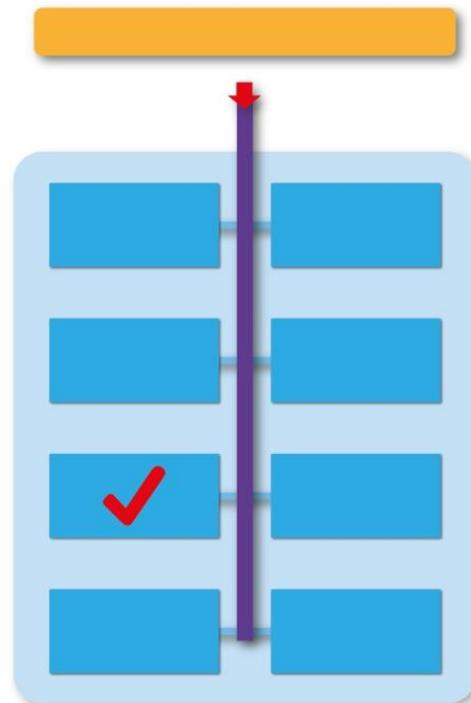
# 6. Templates

SecondEGO system also allows you to use templates. If we compare patterns and templates - the advantage of a template is that you don't need to enter (expected) questions or keywords as they are already built-in, so you only have to enter answers. In the template named "company" for example; you can just enter basic company data, contact persons and/or products. The virtual assistant will then be able to reply to various questions associated with the given data.

# 7. The use of "frequently asked questions"

Difficulty and speed of implementation are important factors in the decision to use a virtual assistant. Since most companies have already collected frequently asked questions (FAQ), we have enabled an easy way to import this knowledge. Specially designed fuzzy search technology will find an answer, even if the user's question and the question in the FAQ table are not the same.

# 8. The use of mind maps

Due to wide variety options of visual presentation, mind maps are very suitable for introduction of new knowledge. They provide a simple and transparent preparation of responses to the expected questions or keywords. We can create bigger mind maps for more complex cases. This tool is also useful for creating guided conversations. By using mind maps, you also have an excellently documented overview of your knowledge, which can be useful in other areas too.
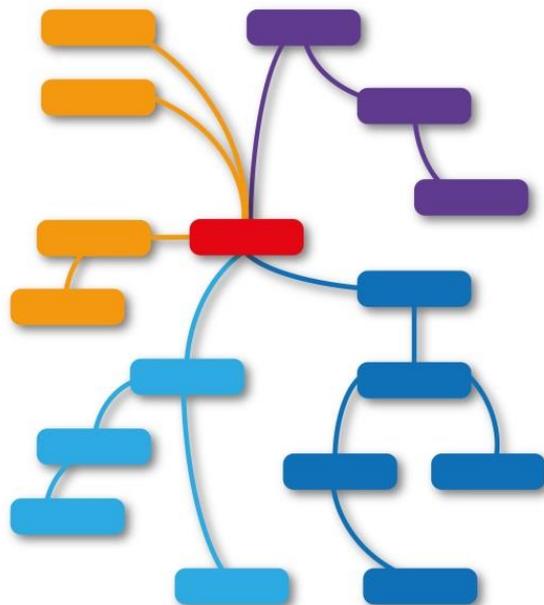
## 9. Triggers

The virtual assistant can appear in two forms - opened or minimized. Before the conversation starts, the virtual assistant in minimized form is unobtrusively placed in the bottom corner of the website. This is why some visitors never notice it. To draw attention to it, you can use triggers to activate the virtual assistant (open the box), after a certain time, when you visit certain websites, etc. With this mechanism, the virtual assistant can become a great marketing tool.

## 10. Website searching

Your website can already contain a lot of knowledge, so SecondEGO virtual assistant can act as a powerful web search engine. You only need to provide a URL of the website for the SecondEGO server to carry out indexing. This will allow the virtual assistant to answer the user in the form of links to relevant webpages. Website search uses advanced language technologies to take into account word forms, spelling errors and synonyms.
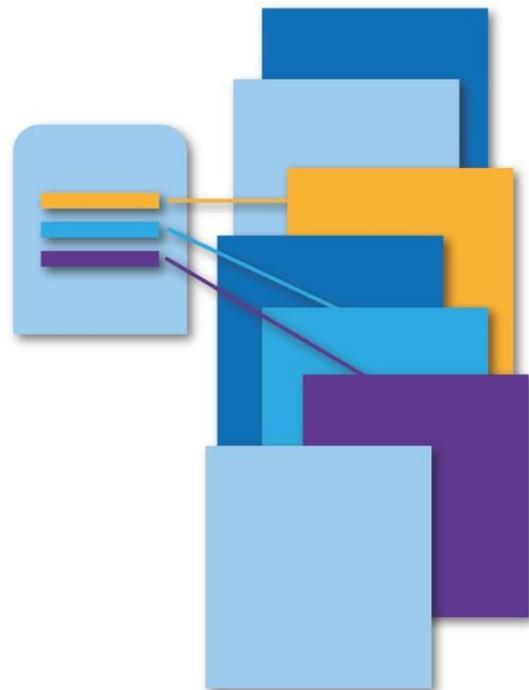
## 11. Testing environment

Modifying the appearance, behavior and knowledge are the routine procedures for preparing and managing the virtual assistant. All these changes are only visible to users when you want them to be. Until then, you can test and simulate modifications in the Test tab. This way, you can discover and correct most of the errors and deficiencies promptly.
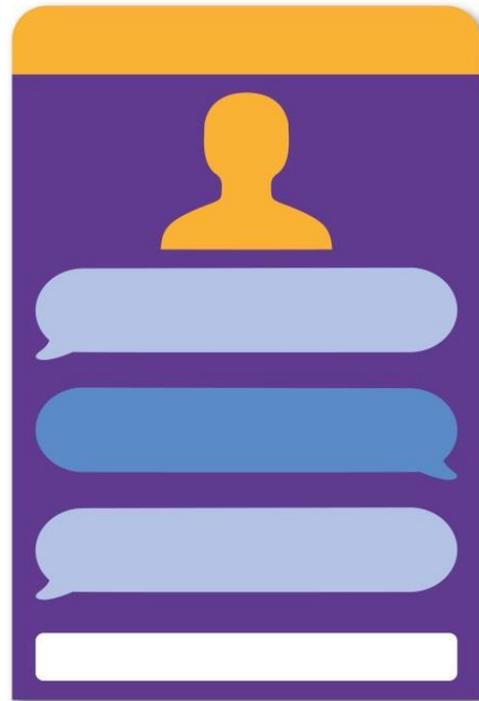
## 12. Easy installation

SecondEGO is a cloud service. To display the virtual assistant on your website you just have to add a few lines of JavaScript code. This code is automatically generated when the virtual assistant is created, and that's it. You can do all other tasks needed for creation and management of a virtual assistant in the cloud using a web browser and SecondEGO services.
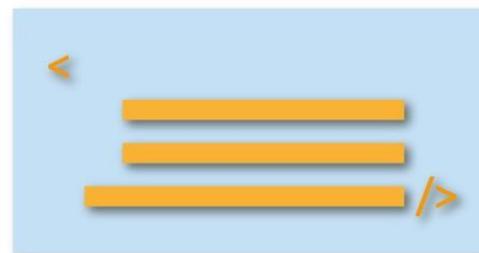
## 13. Traffic analysis

SecondEGO virtual assistant can answer multiple questions to multiple customers simultaneously at any time. Graphical overview of conversations and responses enables fast analysis of traffic in different periods of time. You can monitor the habits of visitors and adjust resources and business processes accordingly.

## 14. Questions overview

SecondEGO virtual assistant provides an overview of all the questions, posed by users. With just one click you can display only the questions your virtual assistant could not answer. This way, you will see what your customers are interested in, what you have to improve on your website and what information you have to offer. Never before have you had such an insight into what your customers are thinking. Why not take advantage of that?

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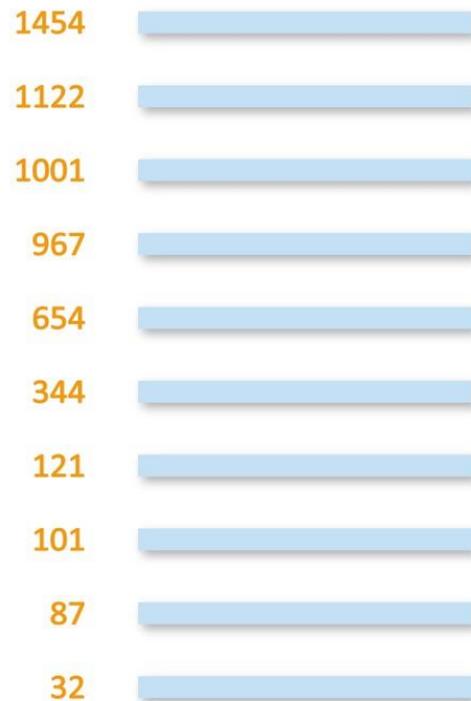
## 15. Conversation log

SecondEGO service gives you an overview of conversations between the virtual assistant and customers. All conversations are divided by days and months. Next to each record, there is a mark of the statement's author - customer, virtual assistant or operator. You can also export the records and analyze them with other tools. The conversation log is a great source of information for analyzing the quality of the virtual assistant and its further improvements.

## 16. Easy monitoring

A quick insight into the status of your SecondEGO virtual assistant tells you how it currently looks, what package you use and how big is the current traffic and use of leased answers. You can also temporarily turn your virtual assistant on or off. If you made any changes in the system, you could post them with a single push of a button. Otherwise, visitors will not see them.

Active users
765

State
Enabled    Disabled

Package
Business

Chatbot Id
3514

Used Answers
23211 / 40000

Upgrade package

## 17. Live chat

SecondEGO system allows the use of live chat between users and operators, using the same interface. Moreover, the operator can monitor the conversations with clients and switch to live chat if necessary. This feature is one of the advantages of SecondEGO system over its competitors. If an operator is online, he can use the live chat. Otherwise, he can just let the virtual assistant answer. The operator's responses are also an excellent database for learning your virtual assistant.
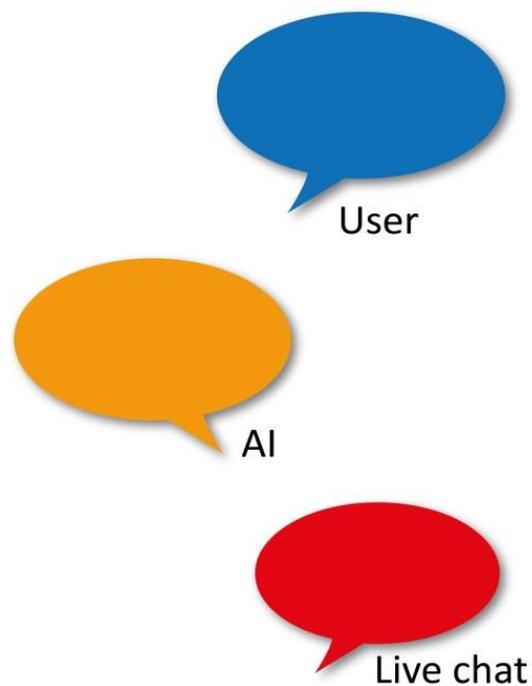
## 18. Advanced language technologies

SecondEGO virtual assistant can communicate in any language. But using certain languages has certain advantages because of built-in language modules that support those languages. With the utilization of these modules, advanced language technologies become available, such as semantic understanding, word form identification, synonyms and correction of misspelled words.

## 19. Additional options

SecondEGO system allows a number of adjustments to be arranged, like a custom design, use of your logo or no logo, forwarding contact details and the conversation to the operator if there's an issue. Other examples include the use of a very powerful script language for implementing advanced features, connecting to back-end systems and existing databases, intelligent questioning about missing information according to the context of the conversation, advanced statistical analysis of questions and more.
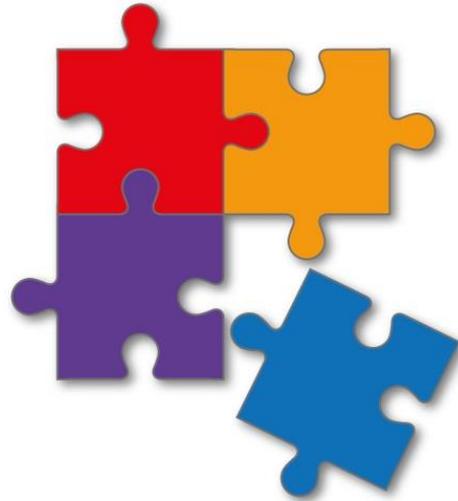
## 20. How SecondEGO chooses the right answer?

When a visitor enters a question, SecondEGO begins searching for the most suitable response. It searches for replies in all modules that contain knowledge of your virtual assistant also taking into account the order of priority. With this, we give the highest priority to manually prepared responses. If these answers are not available, the system uses other automatic methods.



User's Input

Patterns, Mindmaps, FAQs — highest priority

Templates

Predefined Modules
Personality, General Knowledge, Wikipedia, Chat

Patterns, Mindmaps, FAQs
(Fuzzy Search)

Site Search

Fillers

Answers to Unrecognized Questions — lowest priority

Agent's Best Match Response