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Chatbot training: State of the art

2 days (14 hours)

Presentation

Chatbots have been used as online assistance agents for several years, but since 2016 we've seen a veritable explosion in both usage and technology. This democratization has been made possible both by R&D work from the NLP (Natural Language Processing) research branch, which has made considerable progress, and by the joint investment effort of startups and GAFAMs.

With the arrival of Artificial Intelligence, next-generation conversational agents are more efficient, more intelligent and, above all, more human.

Being autonomous, they can improve as they use them, taking into account a myriad of indicators in an increasingly complex context and environment. Chatbots are now becoming increasingly popular on social networks, with over 100,000 bots launched on Facebook Messenger. They are being entrusted with more and more responsibilities and missions within a company: marketing a brand, handling customer relations, supporting the sales force, or providing strategic support in the governance & knowledge management of a company.

Many companies are asking themselves: Why integrate a bot on the site? What are the benefits? Many tools and technologies exist, and in this fast-moving ecosystem, some are taking the lead while others are dying out, so it's naturally difficult for many managers to see clearly. However, integrating a bot within your company can boost your business & give you a competitive edge: acquire new customers, increase customer loyalty, save time and efficiency on low value-added queries...

Our training course, which covers the state of the art of chatbots, is designed to help you understand these conversational agents within your company. From the customer's needs to the design and personalization of your chatbot, you'll learn how to set up your conversational agent to provide the best possible service for your customers and employees, while managing your costs more effectively.

Objectives

- Understand the customer's needs, and the most appropriate means of communication
- Identify the most appropriate technology
- Set up a bot design, with some case studies
- Customize and evolve the chatbot

Target audience

- Managers
- Project managers
- Technical managers
- Project managers
- Developers
- Architects

Prerequisites

In-depth general IT knowledge.

Chatbot training program

The need

- Users have a question and want a quick/instant answer, even at 2 a.m.
- Users want a simpler experience, don't want to read pages of content or browse a whole site
- To obtain information

The medium

- Instant messaging is the primary means of communication
- Messenger has more users than Facebook
- Messaging can be integrated into a website

The technology

- NLP: Natural language processing
- Word Embedding: Vectorization of words
- Machine Learning: automatic machine learning
- Classification: Predicting the category of a message

Platforms

- Dialogflow, wit.ai, recast.ai, chatbot develop, Bobby: each platform has its own advantages and disadvantages.

Bot design

- Understanding the user
- Anticipating questions
- Anticipating not knowing
- How to reflect the brand by personifying it (bot language and personality)

Classic use cases and application

- Restaurant: menu, opening hours and allergic specificity
- Pizzeria: order a pizza
- Customer service: answer a common question, retrieve customer information
- E-commerce: product information, order tracking

Iterations

- Discover customer needs you never knew existed
- Answer more and more questions
- Evolve bot personality for new audiences

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples and

and group work sessions.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Certification

A certificate will be awarded to each trainee who has completed the entire course.