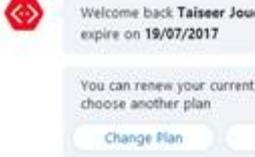
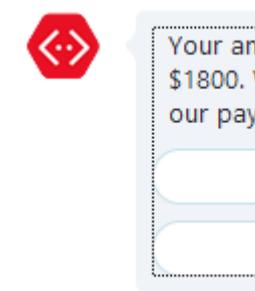


Complete Scenario

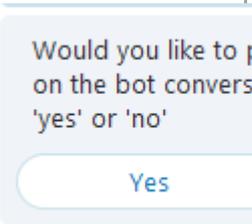
Step	Action	Images	Notes
1	<p>User: Will start by typing something similar to:</p> <ul style="list-style-type: none"> "I want to update my insurance plan" "I need to renew my insurance policy" "Can you help me renewing my insurance policy?" 		<p>The user can type utterances which contains the Insurance Type s/he interested in, for example s/he can type:</p> <ul style="list-style-type: none"> "I want to renew my health insurance plan" → Health Insurance Type "Can you help me updating my medical insurance plan" → Health Insurance Type "I need to upgrade my healthcare plan" → Health Insurance Type "Can you help me renewing my townhouse insurance policy?" → Property Insurance Type "I want an upgrade on my villa insurance" → Property Insurance Type <p>Typing such utterances which includes the type of the insurance will help the bot to understand that the user is interested in a specific insurance type and will skip step 2, and directly show step 3.</p>
2	<p>Bot: Will reply back by saying "Please select the insurance type you are interested in" and displays a list of available insurance types.</p> <p>User: Will select "Health Insurance" from the cards</p>		<p>For the Demo purposes, only the "Health Insurance" Type is supported, selecting any other insurance type will end the conversation and the bot will respond by: "Right now I can only help with health insurance. Please contact our call center instead on 1-800-555-5555 for other insurance types"</p>
3	<p>Bot: Will ask the user "Are you an existing customer? Type 'yes' or 'no'"</p> <p>User: Will select "Yes"</p>		<p>The only accepted answer here is 'Yes' or 'No' as this is a prompt dialog, the bot will allow users to try 3 times to provide an answer which contains 'Yes' or 'No', if the user was not able to provide a valid answer, the bot will the end the entire conversation flow by saying "Sorry, you have tried many times, I can't help you without knowing if you are existing customer"</p> <p>For the Demo purposes, we are supporting "Existing Customers", so if the user selects "No" we will end the</p>

			conversation and the bot will respond by: "Right now I can only help Existing Customers. Please contact our call center instead on 1-800-555-5555 for further help."
4	<p>Bot: Will ask the user to provide his/her existing policy number with an image to illustrate for the user where he can find the policy number and the format of it.</p> <p>User: The user will type "PI-123-45-67"</p>		The accepted answer here will be one of the "Policy Numbers" defined in the table above, the bot will allow users to try 3 times to provide a valid Policy Number, if the user was not able to provide a valid answer, the bot will end the entire conversation flow by saying "Sorry, you have tried many times, I can't help you without the policy number"
5	<p>Bot: The bot will simulate sending a One Time Password OTP to the mobile number registered with the policy, the user is challenged to provide the OTP to insure he owns the Policy Number s/he is asking for.</p> <p>For example the bot response will be:</p> <p>To validate your identity, we have sent SMS contains 6 digits OTP to the mobile number +96279xxxx450 registered in your policy</p> <p>Please provide the OTP sent to the mobile number registered with your policy. [Demo: 079322]</p>		The accepted answer here will be the generated OTP code, the bot will allow users to try 3 times to provide a valid OTP, if the user was not able to provide a valid OTP, the bot will end the entire conversation flow by saying "Sorry, the OTP you have used is invalid, I can't help you without a valid OTP"

	<p>User: User will provide the auto generated OTP 6 digits code displayed in the [Demo: xxxxxx]</p>		
<p>6</p>	<p>Bot: Will respond with a personalized message like "Welcome back Taiseer Joudeh! You are currently on the Gold Plan, and your policy will expire on 19/07/2017"</p> <p>Bot: Will ask the user if s/he wants to change his current plan or renew his/her plan. Bot will ask: "You can renew your current plan or you can choose another plan"</p> <p>User: User Select "Change Plan"</p>		<p>Now the bot validates the user identity by validating the Policy Number and the OTP, then welcomes the user by name and looks up the Existing Policy Details.</p> <p>The only valid answer for the Service Type dialog is "Change Plan" or "Renew Plan", for any other answer. The bot will allow users to try 3 times to provide a valid service type, if the user was not able to provide a valid answer, the bot will the end the entire conversation flow by saying "Sorry, you have tried many times, I can't help you without selecting the right service type"</p>
<p>7</p>	<p>Bot: Will ask the user to select a Health Insurance Plan interested in.</p> <p>User: will select "Gold"</p>		<p>For demo purposes, we are listing three plan types (Basic, Silver, Gold), each plan has its own benefits and monthly price.</p> <p>The only valid answers for the Health Insurance Plan is one of the (Basic, Silver, Gold) plans. The bot will allow users to try 3 times to provide a valid Health Insurance Plan, if the user was not able to provide a valid answer.</p>
<p>8</p>	<p>Bot: The bot will generate a quote for the user based on the selected plan and display it, with the quote there will be an option to "Pay Online"</p> <p>As well the Bot will give the user the</p>		



	<p>chance to "Change your mind"</p> <p>User: User Selects "Pay Online" and a new browser window will open to do the checkout process.</p>		
9	<p>User: User will fill the needed details to do the online check out (i.e. Credit Card Number and Holder Name)</p> <p>Once the user clicks on "Checkout" button on the page, we will simulate a successful purchase then we will return the flow to the bot</p>		Any Credit card number will work and any Card Holder Name.
10	<p>Bot: The bot will display a Summary about the checkout process which was done on the external website, as well it will display a Receipt Card to the user with a button to "Print" the receipt.</p> <p>A sample response would be: " Your order b8e36682e67347 has been processed! The health insurance Gold Plan under the policy number PI-123-45-67 has been updated successfully. Your new policy will expire by the end of 19/06/2018. Thank you for trusting us. Here is your receipt:"</p>		

<p>11</p>	<p>Bot: Will ask the user optionally to provide his/her feedback on the entire insurance service renewal.</p> <p>Bot will ask: "Would you like to provide your feedback on the bot conversation experience? Type 'yes' or 'no'"</p> <p>User: User will select "Yes"</p>		<p>If the user selects "No" This ends the entire conversation flow.</p>
<p>12</p>	<p>Bot: Will prompt a dialog for the user saying "Please provide your impression/feedback on the entire insurance service renewal experience..."</p> <p>User: User can type whatever s/he wants, it can be a positive sentence or negative sentence. Text Analytics Cognitive Services is used here.</p> <p>User will type "This was a very good experience, I really liked it"</p>		
<p>13</p>	<p>Bot: On the background the bot will analyse the sentences using Sentiment Analysis API, the bot will respond as the below:</p> <p>Great Feedback! We are delighted to hear that you had an amazing experience.</p>		<p>The bot will display different responses based on the Sentiment Score. The sentiment score is a float value ranging from (0-100) where 0 is very negative, and 100 is very positive.</p> <p>Possible responses:</p> <ul style="list-style-type: none"> 0-40 : "We are really sad to hear that you had a negative experience, We'll work on enhancing the bot" 40-75: "It looks like you had a neutral experience, but we'll be working on enhancing the bot."



	Sentiment Score: 97.66689		<ul style="list-style-type: none">75-100: "Great Feedback! We are delighted to hear that you had an amazing experience."
14	Bot: After the feedback, the bot will reply "Thanks for your feedback. I'm always ready to help, you can ask me further questions..." and this ends the flow completely		