WYSDOM

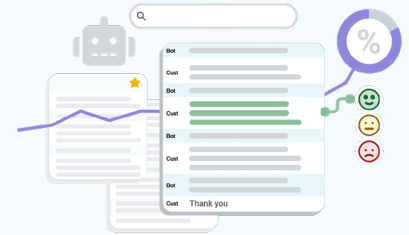# Monitor bot performance with bot experience and bot automation scores

## Bot Experience Score

What is Bot Experience Score?

The Bot Experience Score (BES) is an overall score that accurately assesses all bot interactions to identify the level of customer satisfaction.

How is Bot Experience Score measured?

The Wysdom Operations Center measures all conversations over a period of time using a number of signals, and then produces an aggregate score:

1. **Bot repetition:** how often does the bot repeat itself in a given conversation
2. **Customer paraphrasing:** does the customer make a similar query more than once
3. **Abandonment:** did the customer leave the conversation before reaching an end-point
4. **Negative sentiment:** does an AI model detect negative sentiment throughout the conversation
5. **Negative feedback:** is there explicit negative feedback given to the bot
6. **Profanity:** has the customer used profanity in the conversation
7. **Multiple requests for "agent":** did the customer type any form of "agent" more than once, asking for - but not getting - escalation
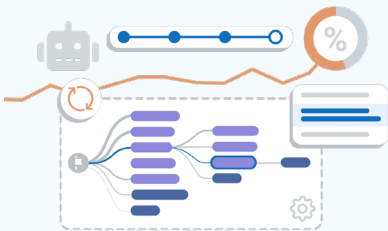
Bot Automation Score

What is Bot Automation Score?

The Bot Automation Score (BAS) is an overall score that measures how well the bot was able to satisfy the customer's needs without the need for escalation to a live agent.

How is Bot Automation Score measured?

The Wysdom Operations Center measures all conversations over a period of time using a number of signals, and then produces an aggregate score:

1. **Endpoint attainment:** did the customer reach a conversation endpoint
2. **Escalation:** was there escalation to a live agent
3. **Denied escalation:** did the customer use "agent"-like language, but was not actually escalated
4. **Bad containment:** was the conversation contained within the bot, but for a topic that should have been escalated
5. **Negative feedback:** is there explicit negative feedback given to the bot
6. **False positives:** using Wysdom's AI model, were any false positives detected

How is the Bot Experience and Automation Score used?

The BES and the BAS are overall indicators of bot performance that can be measured over time. When changes are made within the bot, the team can monitor these score to evaluate the impact. They also serves as valuable measures to compare customer experience and automation between multiple bots.