

DIALOGFLOWS



AGENDA



About Dialogflows



Innovation



Platform Design



Governance Model



**Current capabilities
and features.**



Roadmap – Q3 & Q4.



**Change Management
& Configuration**



Out of box features



**Price/Cost as
package solution.**

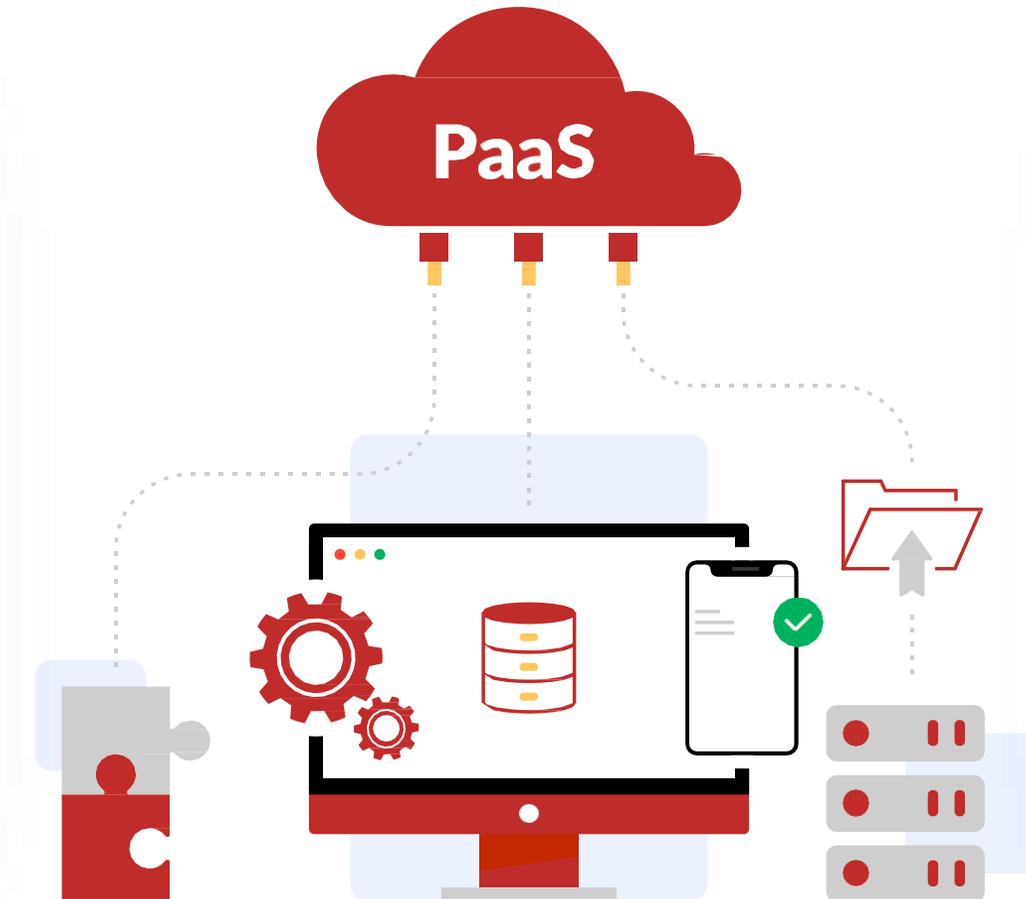


ABOUT US





Dialogflows is specialized as PaaS (Platform as Service) within Conversational engines to improve customer experience. Our goal for our clients is to minimize the human/agent involvement and automate the process with minimal deviations to optimize Operational efficiencies. As a part of it we are supporting various clients within Health Care, Retail, Banking, Life Sciences (Pharma), Providers and Payers



Dialogflows specializes in multi-channel towards improving customer experience and has a customer-centric solution. The customer can have seamless productive natural conversations with the clients



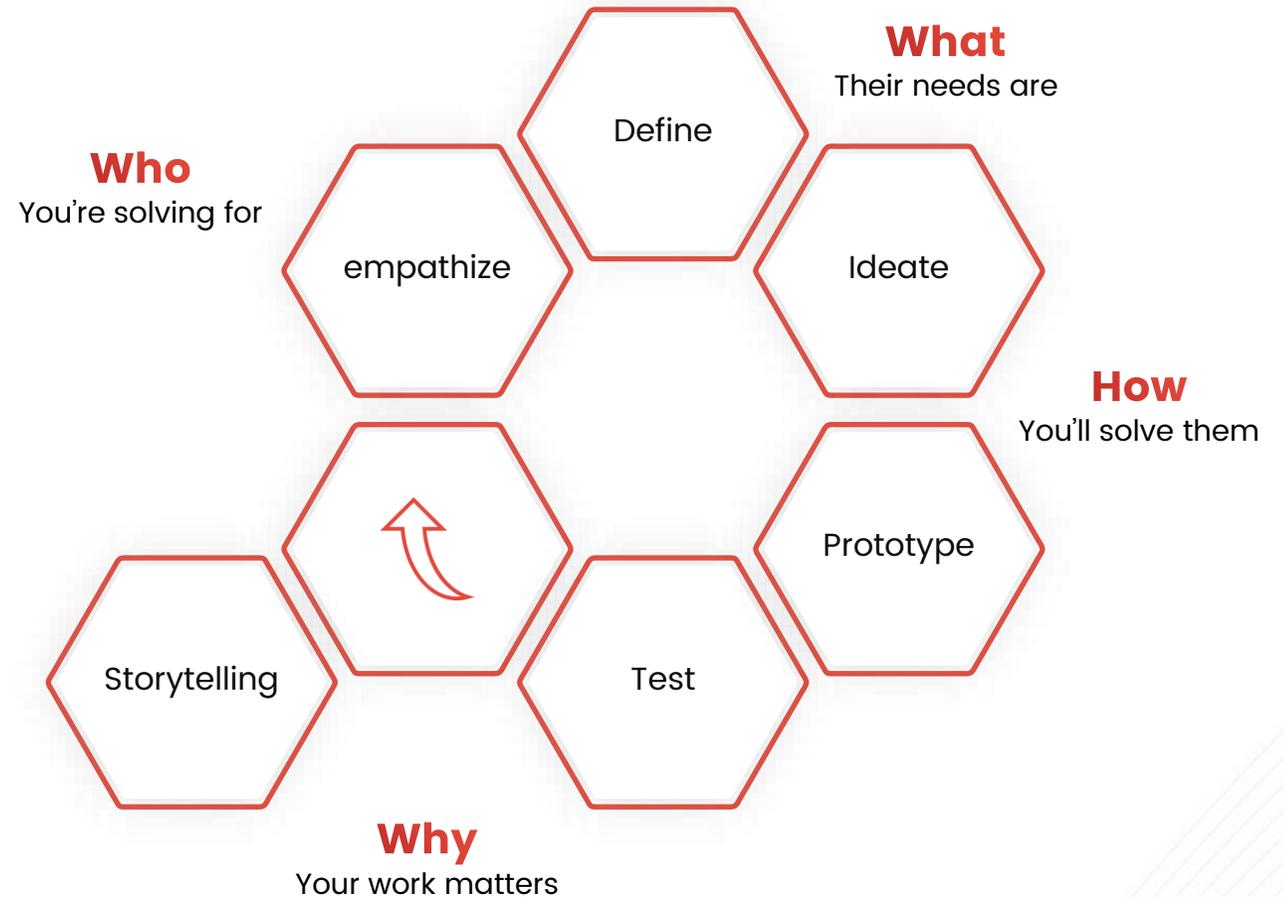
INNOVATION

The methodology that underlies enables us to “introspective” and use Design Thinking Methodologies OR Various Frameworks:

- Who are the users? For whom we are solving the issue?
- What are their needs?
- How are we solving them?
- Why it will work and how it matters?

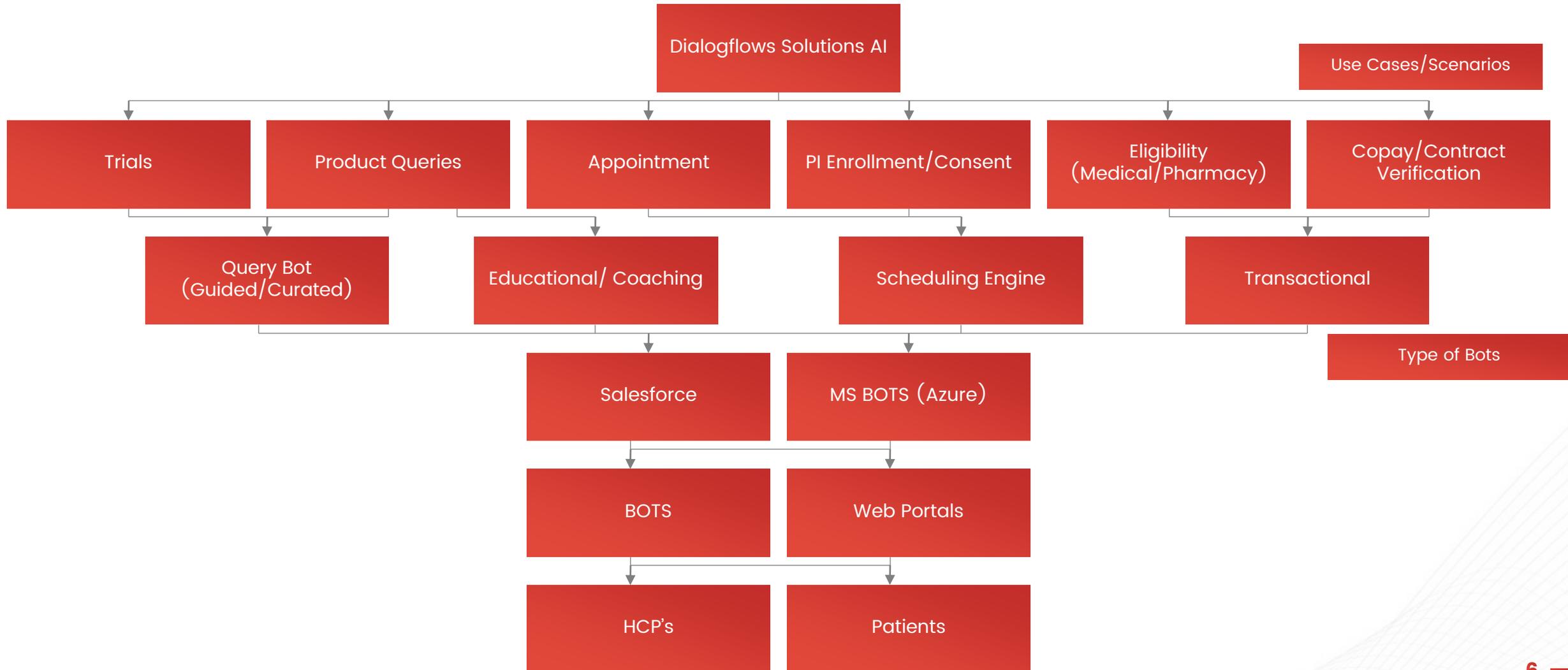
And it ensures we focus on the creative aspects of the platform:

Flexibility and freedom!





CURRENT FOCUS IN TECHNOLOGY AND BUSINESS USE CASES IN LIFE SCIENCES





PRODUCT MARKET FIT VALIDATION STAGE

PROPOSITION EVALUATION FRAMEWORK

The “Key Validation Questions” are designed to test the value hypothesis of the propositions against validation criteria at each stage of the process.

Go/no-go decision to proceed at each stage

At each stage, if the iterative answers to all the questions below are “YES”, the validation proceeds to the next step. Otherwise it is iterated upon further or ultimately 'killed'.

Key Validation Questions

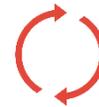
I) The value proposition

Is there business demand and value to chatbot model?



II) The Business case

Will it deliver tangible business value?

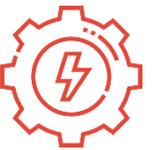


III) Capability and Structure

Can we source the right internal/external capabilities to deliver?



Kill Idea





DESIGN BRIEF

Problem

Well Defined:

Clear Problem > Different Paths > One Solution

iLL Defined :

Unclear Problem > Different Paths > different Solutions.

Wicked Problems

Unkonwn Problem > Different Paths > a partial solution that helps make the problem definition clearer

Expanding the problem statement : WHY?



Narrowing down solution Variants : HOW?

Design- Thinking

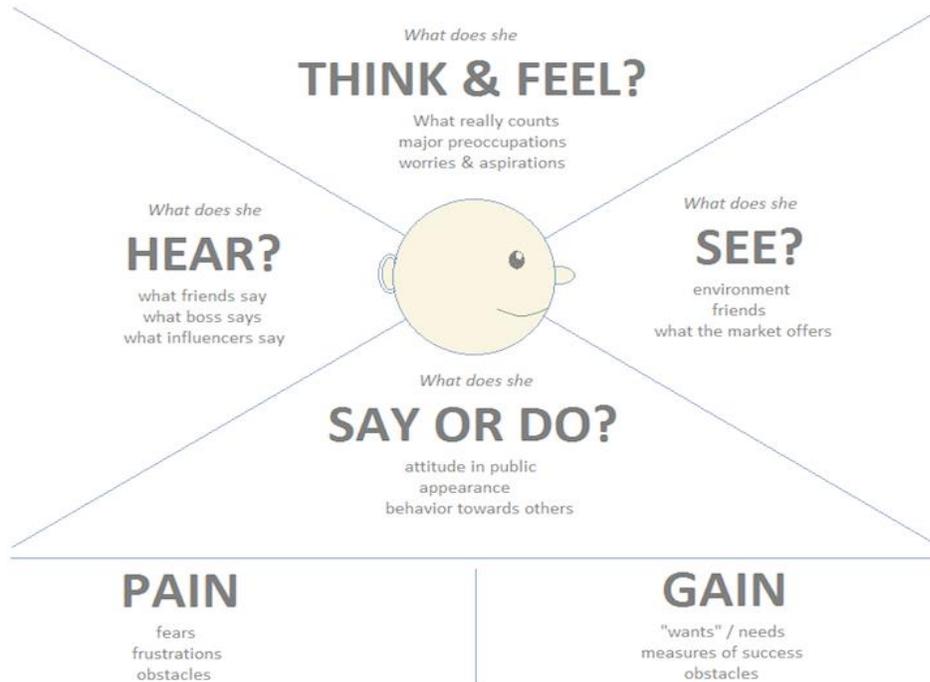
Is suitable for all types of Problem statements. Application range from product and services to processes and individual functions, till compressive customer exp.

Some of the questions to challenge Design :

- 1) What if ?
- 2) What might be possible?
- 3) What could change behavior?
- 4) What would be an offer if business eco-system connected with each other?
- 5) what is Impact of promotion?
- 6) What will happen afterward?
- 7) Are there any oppurtunities where others only see problems?



EMPATHY MAP



Activities	WHAT	Happens? People doing? Their task? Activities do they carry out? Happens before and after?
Environment	WHAT	Does the environment look like? The nature and function of the space?
Interaction	HOW WHAT	Do the systems interact with one another? Are there any interfaces? User interact among one another? What Constitutes the operation?
Objects	WHAT WHO	Objects and devices are users? Uses the objects and in which environment?
User	WHO WHAT	Are the users? Role do the users play? Influences them?



EMPATHY MAP

Understand

- Create a Persona
- Hook Canvas.
- Job-to-be – done framework
- Create future user.

Observe

- Complete Empathy Map
- Perform AEIOU (What? How?, Why?)
- Check critical assumptions
- Need finding discussion/interview w Open questions.
- Lead user
- WH Questions
- Be Mindful
- Use Talking Stick
- Include Empathy in UX design.

Point of View

- Carry out 360 view
- Use-9 window tool and daisy map.
- Formulate open questions i.e. How might we?

Ideate

- Hold a brainstorm session
- Apply creative Techniques
- Gain depth of ideas
- Scamper
- Structure, Cluster and document ideas
- Idea communication sheet.

Prototype

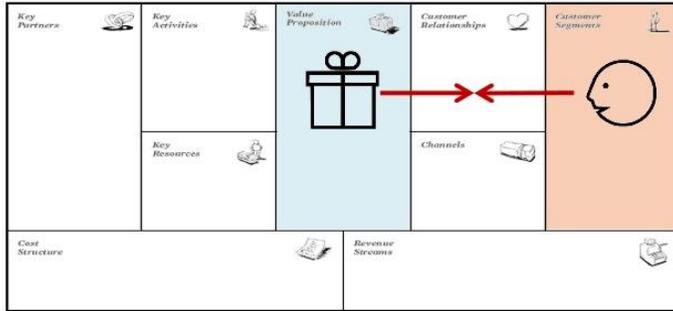
- Develop prototype, different prototypes,
- Hold workshop,
- Boxing and shelving.

Test

- Test Procedure
- User Feedback-Capture grid
- Experiment grid
- A/B testing



Business Model Canvas



Value Proposition Canvas



Some of Do's and Don'ts & Best Practice

Objective	Outcome
What matters to your customer	Actionable customer profile
Describe explicitly Product and services create Value	1 page Map of Value creation

		Common mistakes
List Product & Services	List all product & Services of existing value proposition.	List all Product & Service rather than just targeted at a specific segment.
Outline Pain relievers	Outline how product & Service currently help customers alleviate pains by eliminating undesired outcomes, obstacles or risk.	Add Products and services to the pain relievers and gain creator fields.
Outline gain creators	Explaining how Product & Services currently created expected or desired outcomes and benefits for customers.	Offer Pain relievers and gain creators that have nothing to do with pains and gains in customer profile.
Rank by order of importance	Rank Product & services, pain relievers & Gain creators according to how essential they are to customer.	Make the unrealistic attempt to address all customer pains and gains.

		Common mistakes
Customer Segment	Select a Customer segment that we want to Profile	Not to mix several Customer segments into one Profile
Identify customer Jobs	Ask yourself " What Tasks customer are trying to complete. List out all of their jobs (prefer Sticky notes)	Not to mix Jobs and Outcomes.
Customer pains	What pains customers have? List our all pains as many as you can, including obstacles and risk	Let us focus on functional jobs, not on Social or emotional Jobs.
Customer Gains	What outcomes and benefits our customer want to achieve? List out as many gains as we can.	Not to list Jobs, Pains, gains keeping value Proposition in mind. Identifying too few jobs, pains and gains
Prioritize jobs ,pains, gains	Order Jobs, pains , gains in a col with most extreme pain and essential gain in excel and prioritize to moderate level	Being vague in Pains, Gains in description. Be specific.



EACH STAGE HAS KEY OUTCOMES THAT PLAY A ROLE IN SHAPING THE FINAL RESULT

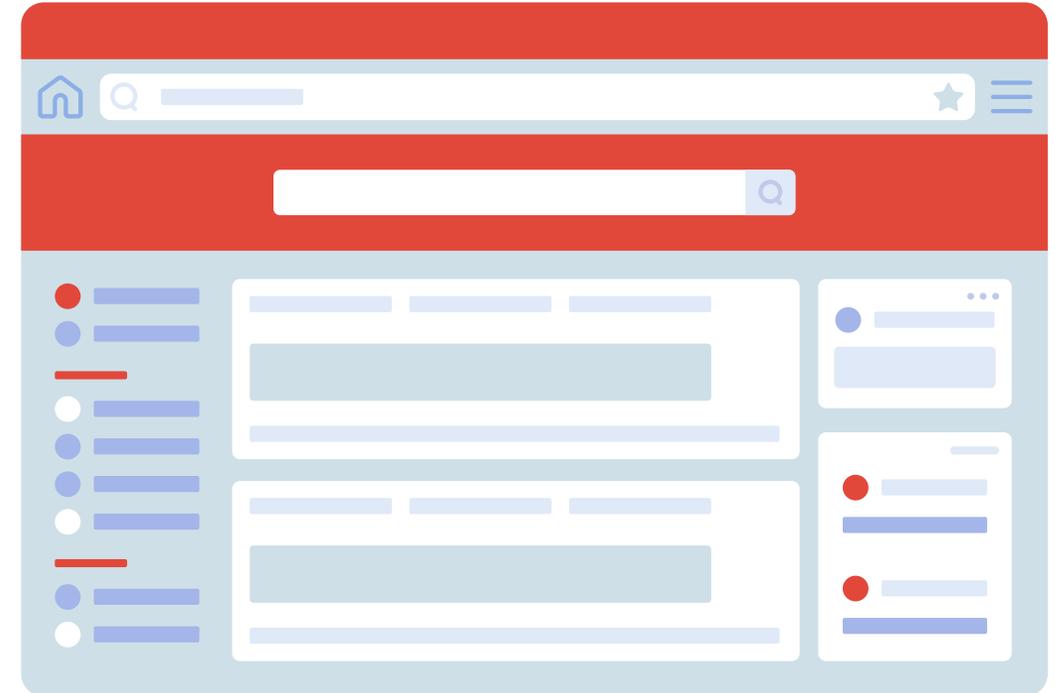
Illustrative timeline		2 weeks	4 to 6 weeks	6 weeks	8 weeks
Stage	 1. Product – Market Fit	 2. Develop POC		 3. Launch – POC	
i) Value Proposition	A comprehensive understanding of proposition that solves a problem with clear pain points using Various Frameworks	Initial validation of the value proposition that solves relevant problem from positive user feedback utilizing Quick RAD tools		Validation of proposition delivering value to early adopter supported by KPI and growth metrics	
ii) Business Model	The proposition solves a big enough problem to be an attractive market	A defined commercial strategy supported by a viable financial model with KPI target to test, demonstrating potential value to Novartis		Validation of key commercial assumptions in business model suggest a product that has high scalability potential and future value	
iii) Capability Structure	A sense check that the commercial and technical feasibility of testing and piloting the proposition is realistic	An assessment of capabilities (internal + external) needed to develop and operate the proposition to validate the POC		Implementation of organizational structure and incentive model to scale platform and a roadmap with resources needed to execute	



SOME OF DO'S AND DON'TS & BEST PRACTICE

No Code-level control

Users implementing the design need to consider that there is no code level control. This means that the architecture of the site needs to be carefully considered, as well as the design at a UX level





GOVERNANCE & RELEASE MANAGEMENT



Governance
Development



Platform
Development &
Deployment
Planning



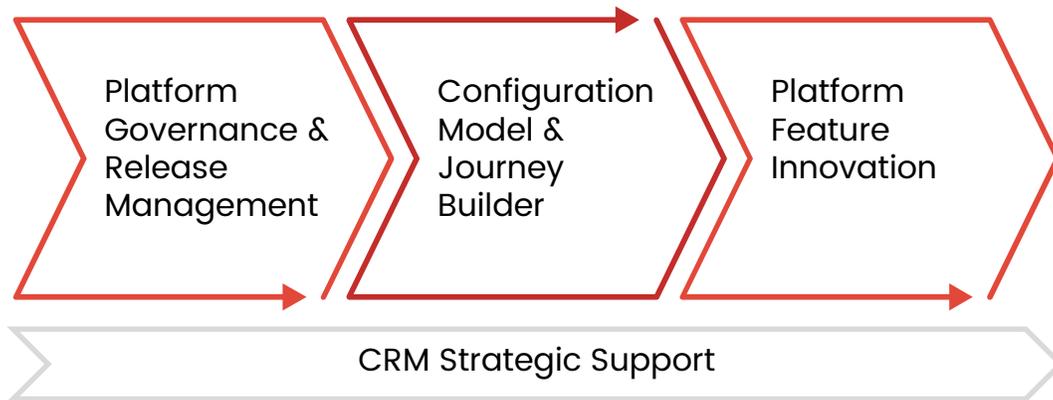
Release
Roadmap &
Feature
Development

The Governance and Release Management workstream will ensure that the Chatbot Platform is fit for the future, in terms of its capability to scale rapidly, efficiently and securely in support of new use case and chatbot deployments across the company.

Activity encompasses consolidation of existing, and development of new, governance practices and processes, comprehensive review and reconfiguration of development assets and environments and new feature development and version release according to the centralized Product Backlog.



WORK IS FOCUSED ACROSS FOUR AREAS WITH CONSIDERABLE INTERDEPENDENCIES



- ✓ Our current focus is to incorporate new insights on customer experience, feature development and demand from markets into our innovation and delivery plans for 2021.
- ✓ Alongside the tactical delivery within each workstream, we actively manage the interdependencies between activities and deliverables
- ✓ We continuously identify and manage interdependencies between workstreams during delivery to ensure we are leveraging relevant learnings and opportunities for synergies.

Examples of Key Interdependencies

- ✓ Executing existing innovation priorities and incorporating new demand from global or local teams
- ✓ Testing chatbot proof-of-concepts and prototypes within an evolving Novartis Data & Digital environment
- ✓ Evolving and scaling our existing chatbots while migrating our portfolio in to the new framework
- ✓ Setting our feature release schedule, updating the service catalogue and maintaining the development roadmap
- ✓ Ensuring a detailed understanding of prioritized use cases and user journeys to inform our 2021 roadmap priorities



IT GOVERNANCE ALIGNMENT

IT Governance stages, documentation and approval requirements described below. NB: only those steps marked in red are required for the delivery of a new chatbot Use Case. Full document and process set required for the support of a new Platform code release.

Project Phase



Supporting Documents



GOVERNANCE PROGRAM EVOLUTION

ROLES AND RESPONSIBILITIES

Role:	Responsible For:
Platform Owner	Align with overall product responsibility (Novartis)
Product Owners	Responsible for the chatbot configuration & Roadmap (Patients, HCP & Clinical Trials, Scheduling, Assessment)
Regulatory Affairs Lead	For all regulatory compliance
Digital Governance Lead	Ensuring and align with NVS compliance against the GOP for digital applications
Information Technology Lead	Ensuring the platform is fit for purpose, validated, scalable and secure as Per NVS standards.
Quality Assurance Lead	For ensuring the platform passes all quality standards as per NVS Standards(ICS Standards)



PROPOSED COMPLIANCE

As a baseline the Product will be adhere & compliant as per global and local country policies:



Data Privacy

Global PIA is in place and the platform is GDPR compliant: Data Recall, Proportionality, Data deletion request, Auto-expire



Legal

The platform has been cleared by our legal teams

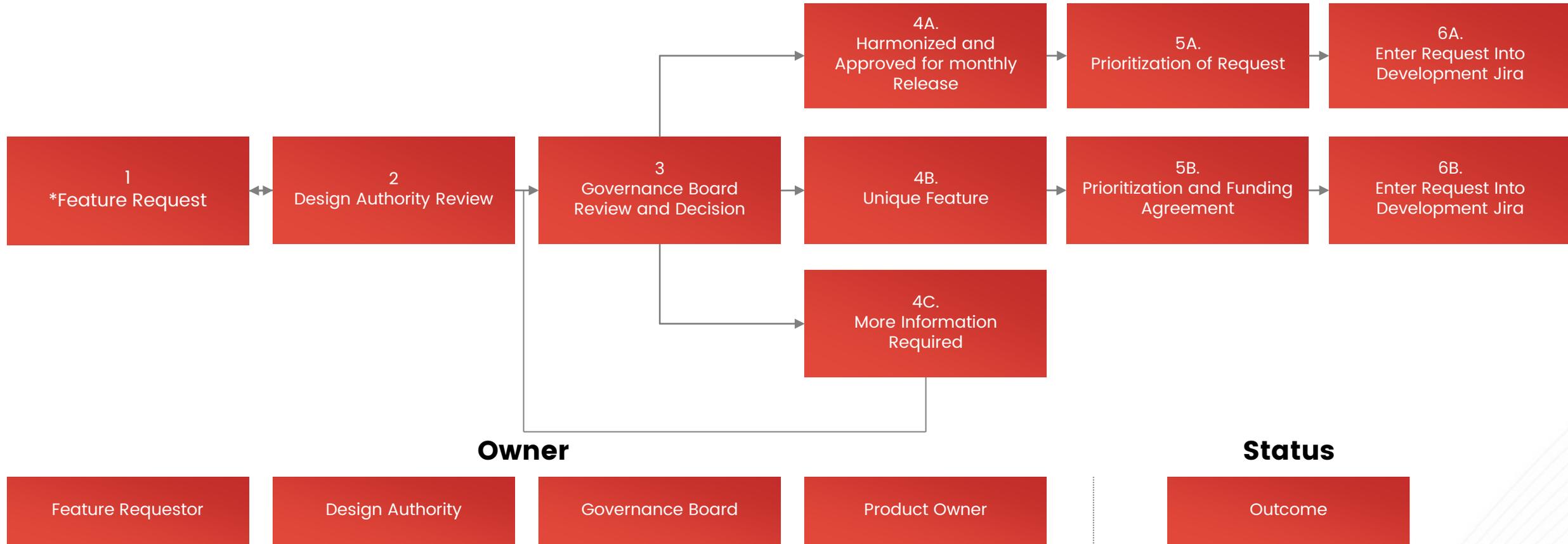


Social Media

The chatbot is categorized as a Social Media Portal (SMP). It is registered as well as approved as an SMP in the GSMR (# 1674).



PROPOSED FEATURE REQUEST FLOW



*Please engage with your Service Delivery Expert for details on the New Feature Request Process



GOVERNANCE MEASUREMENT

Align Chatbot Governance Measurement with Digital Governance criteria:

	 Digital Orchestrator Measure influence of team's performance to improve services and master process efficiencies	 Digital Advisor Measure performance to ensure and demonstrate innovation	 Digital Value Driver Measure satisfaction rate and decrease in cost of service	 Skills Customer orientation and continuous improvement
Use Case	Speed to market	Chatbot and new feature adoption rates by end-users	Chatbot time to market and opportunity cost Chatbot end user engagement (relate to use case project metrics)	Chatbot end-user feedback (customer satisfaction)
Product	Volume of chatbots launched	New feature request acceptance	Internal customer satisfaction rate	Improvement of product proposition and resources to meet (internal) customer demand
Platform	Speed of Platform Code and Feature deployment	New feature deployment and technology integration (new platform capabilities)	Improvement in Platform management cost efficiency	Improvement in Platform enhancement delivery efficiency

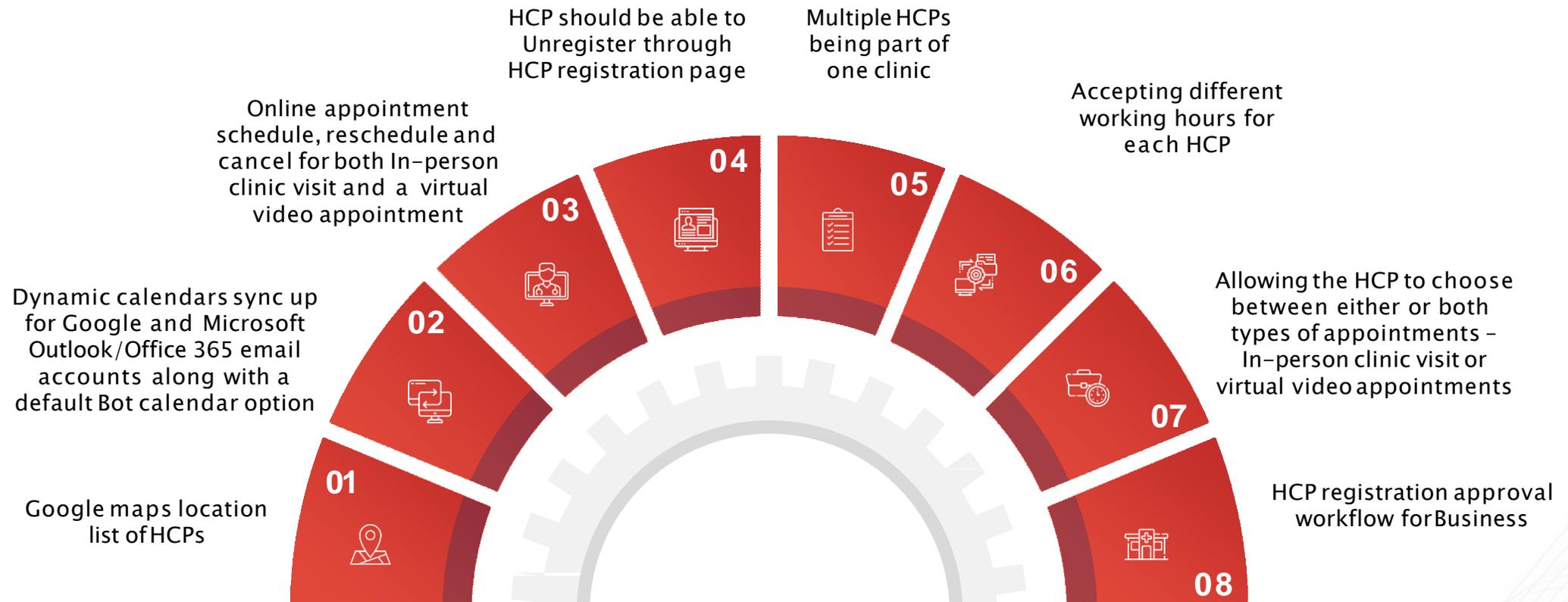


FEATURES CURRENTLY PRESENT IN





FEATURES CURRENTLY PRESENT IN PHASE 1





FEATURES PLANNED FOR PHASE 2

Enable the hcp to select separate working hours for each clinic

Integration with Alexa, Cortana, Echo

Reason for Re-scheduling and cancellation of appointment to be captured for other channels

Admin Panel Dashboard with reports *

(Q3 2020)

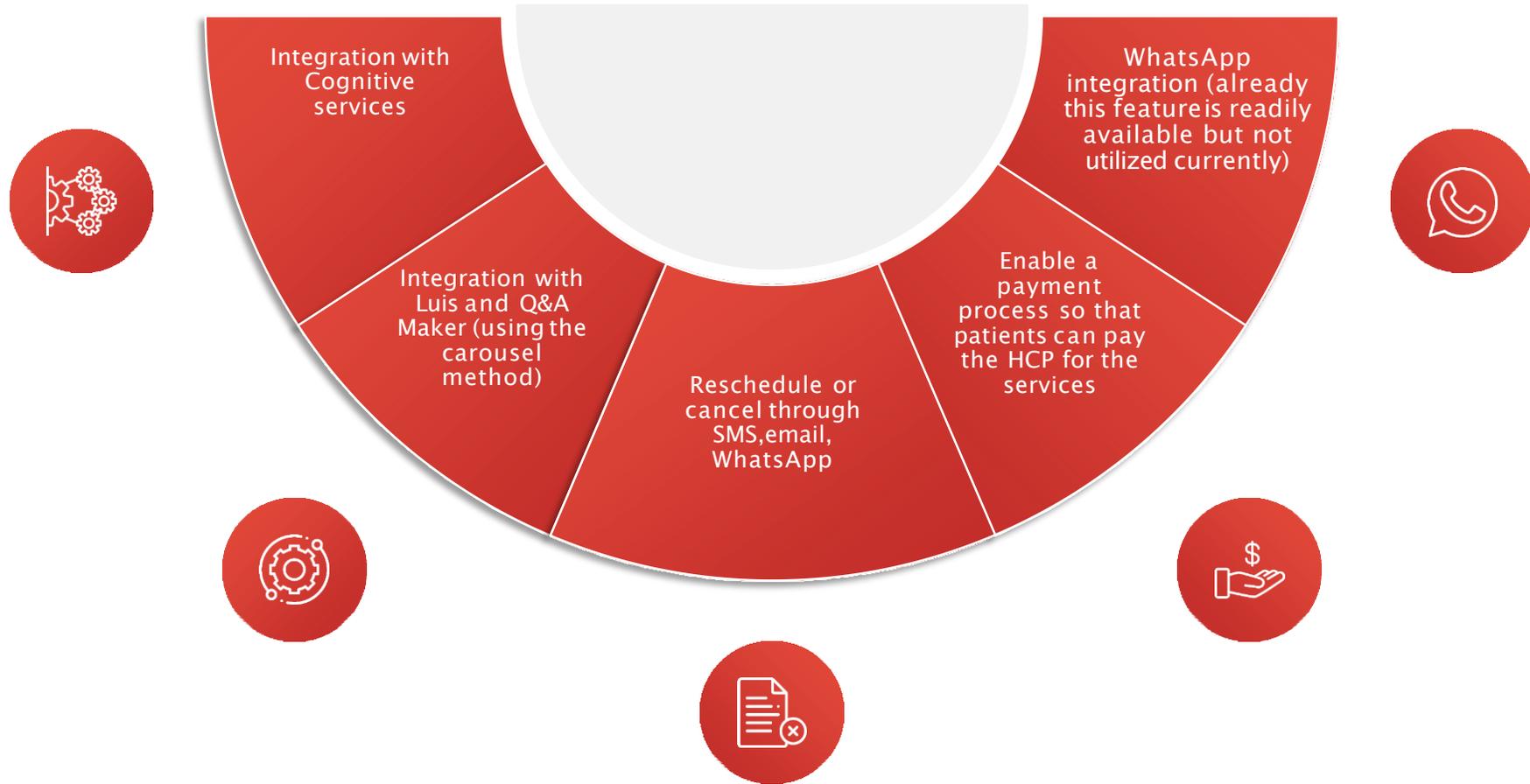
User should have information on the HCP before making a choice

Integration of other calendar services with the bot (Techsoft, Optosys, etc.)

Display the location of the Clinic registered by HCP on Google Maps on HCP Registration page

Enable the hcp to select separate working hours for each clinic

Send route/ map directions link to the HCP clinic in the confirmation email sent to the user after the user books an appointment





INTEGRATION OF STRATEGIC DIGITAL ENABLEMENT PLATFORMS AND PRODUCTS

- In addition to the features on the DAICE product roadmap we plan to integrate with strategic digital enablement platforms and products when they reach a state of readiness
- There is effort underway to align timelines, and our roadmap will be updated accordingly and currently evaluates the following platforms and products:



Salesforce Einstein BOT & CRM integration.



ADB2C Integration.



Veeva (Oncore) integration for HCP's.



API Strategy to integrate cross functionally with other platforms for Order, Patient Assist Program Process.



Integration with DAICE/Partner BOT's with Dolphin Platform for global scalability.



Integration of Cognitive Services, ML/DL services for better predictive, perspective analysis for defined persona's.



TECHNICAL INTEGRATION

Workshop inputs



Challenges to address

- Integration with internal platforms
- Scalable handovers to 3rd parties
- Open communication & transparency across initiatives, including relevant divisions in planning



Problem Needs

- Scalable voice integration use cases
- Real-live scenario and therapeutics (ability for the therapeutic to mimic the real-life clinical setting)
- Smart Devices integrated to acquire digital and chemical Biomarkers data



Validation capabilities

- Digital Biomarker, digital devices going through specific approvals. Feasibility check (best practice by Microsoft)
- Smart pack integration
- Architecture and development guidance/up-skilling by Microsoft
- User testing with Human Factors team
- Validated use case in China, Tencent Voice-enabled chatbot



Thematic areas of innovation

2020

Incorporation of existing owned platforms (ie CRM, SZ) and external services



2021

Augmentation of therapies (digital non-digital integration): Smart devices capture continuous data and insights for users

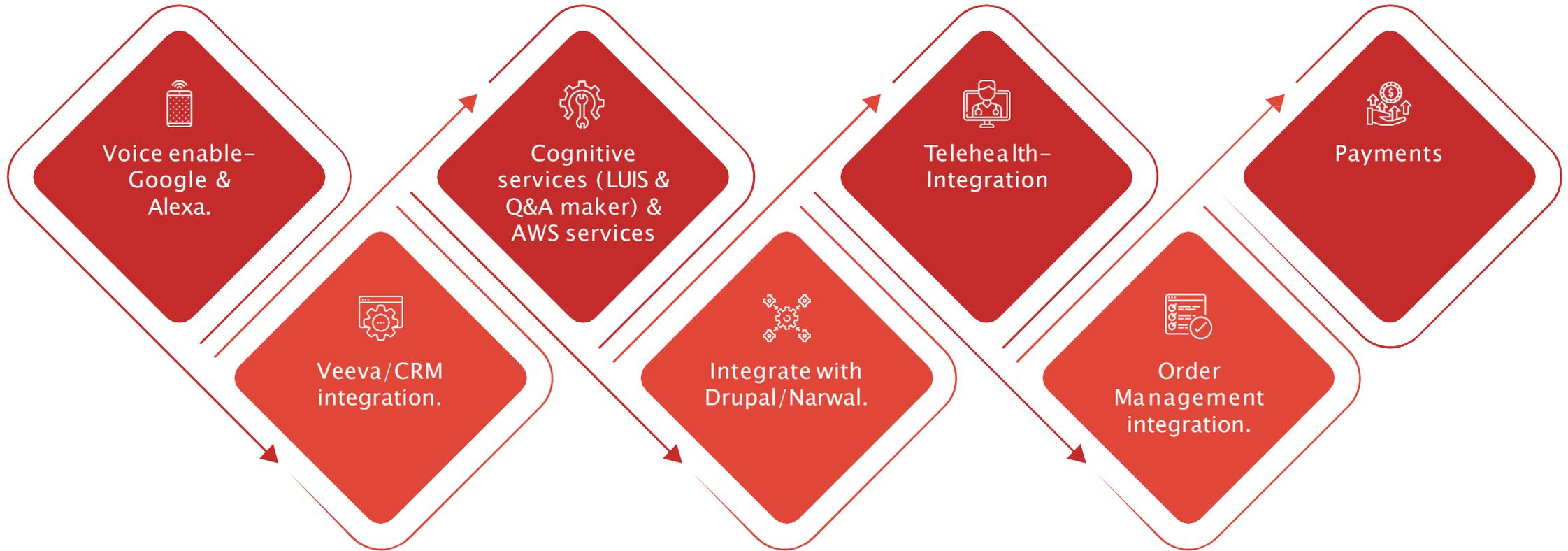


2022

Exploration of Edge devices, maximizing data speed and processing power to run complex computation (NLP) on device



BY END OF Q3



FEATURES PLANNED FOR PHASE 3: (Q4 2020)



Integration with Order Management workflow



Integration with marketing cloud – Pushing User data to Marketing cloud



Integration with Smooch (we need clarification if this is required as in Phase 2 we are doing the carousel format integration)



Integration with Insurance and Claims data



Social media integrations with Facebook, Twitter, Linked-In, etc.



END OF Q4



As part of your existing
PI capabilities –
Demonstrate –Consent
,Co-pay,
eligibility,Clinical
(Tumor assessment)
bots– Botframework.



EMR/EHR integration
for scheduling.



Salesforce –
Marketing/Health
cloud.



Ontology /CMS
integration



ML/DL services.



On-going support.





SALESFORCE CAPABILITIES

Dialogflows provides a complete range of Salesforce Professional services to support your CRM strategy customized as per your requirements and needs.

Features

Consulting

Our consultants help organizations overcome specific CRM challenges such as low sales productivity, inadequate alignment between departments, and CRM performance issues. We have a team of experts that can train employees to extract the maximum out of the Salesforce services.

Implementation

There is no one-size-fits-all solution when it comes to Salesforce service implementation. Our team of experts set clearly defined objectives and follow a structured process for a successful implementation. We follow a clear service path from the time you get associated with us and follow it throughout the implementation stages and even post-launch.

Customization

We believe that every business is unique and has a specific requirement to boost its growth. The team of experts will analyze and understand your needs to provide you with the most effective solution customized for your business. For years, we have been delivering tailor-made modules for sales and marketing automation, lead and opportunity management, performance management, reporting, etc.

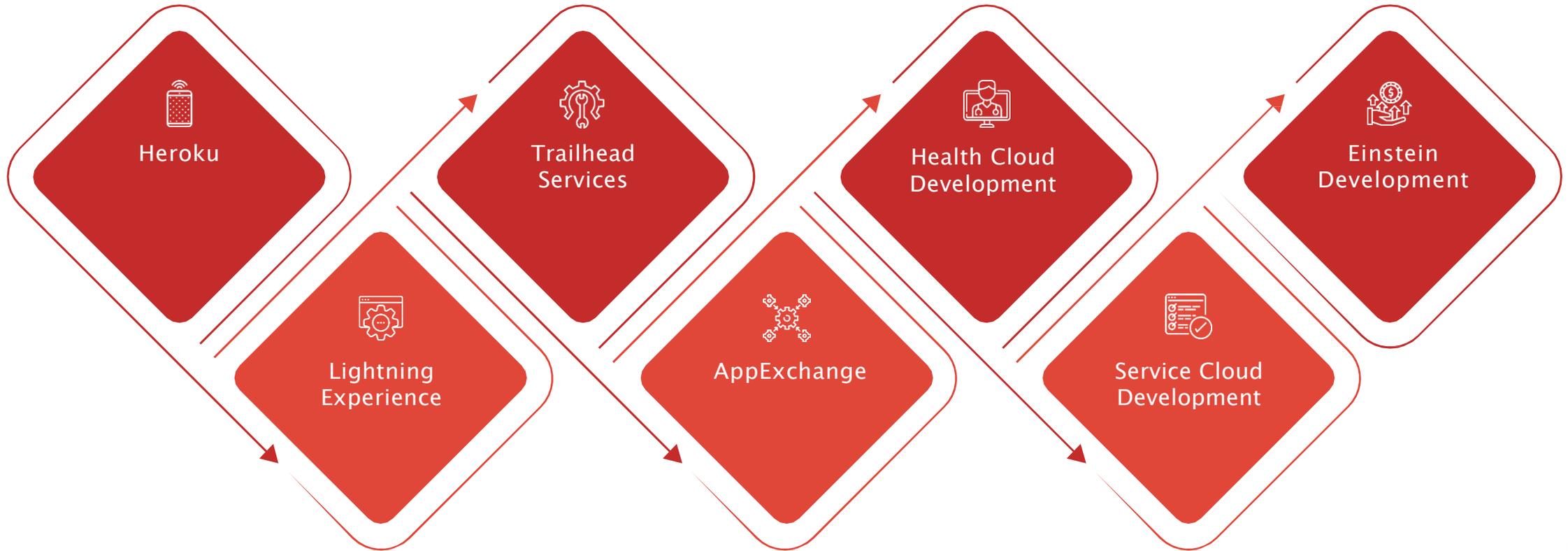
Migration

We help organizations efficiently migrate traditional systems to Salesforce by adopting the best possible strategy. We are proficient in transferring data securely, efficiently, and effectively with minimal disruptions, enabling quicker and smoother user adoption.

Support & Maintenance

Addressing operational issues is as important as the initial implementation of Salesforce services. We have different maintenance packages on offer for our clients. We aim to provide long-term support by promptly resolving any operational issues and minimizing the downtime.

SALESFORCE EXPERTIES



COST ON PLATFORM





HIGH-LEVEL COSTS



Live offshore call support agent for raising support tickets during USA working hours can be arranged at an additional cost per month



* Additional cost for any API cost for Data aggregators, Google API, Calls, SMS, Emails, Fax (shown in next slide)



Any cost for Project related travel will be additional which includes flight, Hotel & Standard T&E and visa fee.



**Additional cost for Data Aggregators (Ribbon health, Change health and requires BAA and contract).

Module	Cost
Main Interface	
HCP Consent (Registration, ROME Info, Display of Google MAP- selection of HCP clinic & Site Information, Insurance, Clinical Information, HCP Authorization, Integration. Adobe DocuSign, eFax, Google API Displaying HCP Clinic & Site Information) *Optional BOT Interface for enrollment & Live questions.	
Patient Consent (Patient Authorization, PI Information, Communication preference, Alerts (SMS/EMAIL, Phone (Twilio) ,Integration DocuSign, Adobe, e-FAX, Google API displaying HCP Clinic & site Information) * Optional BOT Interface for enrollment & Live questions.	
HCP Update/Modification (Update any PI Information, communication Preference, Insurance etc., based on First, Last, DOB & Phone Number)	
Patient Update/Modification (Update any PI Information, communication Preference, Insurance etc., based on First, Last, DOB & Phone Number)	
Analytical Reports (PI & HCP) - BI -Reporting tool with Action items	
TOTAL	
Monthly cost after implementation	
Infrastructure costs Per month	
Production support costs after hyper-care Per month for up to 50,000 users	



Thank You



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