

The logo for 'alabot' features the word 'alabot' in a lowercase, sans-serif font. The 'a' is orange, and the 'b' is black. A thin orange arc is positioned below the 'o' and 'b'.

Now Your Business Can Talk !

## Ala Isms - Now your Business Can Talk

### Introduction

Ala Isms is a proprietary platform which eliminates the use of syntax and structured sentence formation.

Its GFA (General Fonetic Ala-go-rhythm) has been developed ground up to understand complex phonetics. Ala has Artificial Intelligence and embedded NLP (natural language) modules which aid in deciphering the data fed into the application thus allowing the user freedom to use his/ her language and style.

Ala can be used at enterprise level to take care of support functions, automate routine processes and at individual points of contact to disseminate data on local search, flights, restaurants, train timings etc.

## What is Alabot and Sample User Cases

Alabot is an Interactive Intelligent Agent which enhances the user experience either on a website or on any Instant Messenger Network, SMS or GPRS.

Alabot allows users to interact in their natural language (without the need to worry about spellings or order of sentences or remember keywords /syntax)

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## Case Study for AI / NLP based SMS chat for a suburban railway line.

User: Wht time kandivili chrchgte -

Ala : The Kandivili to Churchgate local is 2.5 minutes late and will reach Churchgate at 1030 AM. Have a good day.

User : Church kand morning

Ala : The morning local (8:45 am) from Kandivili to Churchgate is on time and will reach Churchgate at 1030 AM. Have a good day.

User : Aft chrch knd time

Ala : The afternoon local (12:25 pm) from Kandivili to Churchgate is on time and will reach Churchgate at 1:45 pm. Have a pleasant day.

User : Chch knd morn time

Ala : The morning local (8:45 am) from Kandivili to Churchgate is on time and will reach Churchgate at 1030 AM. Have a good day.

User : Chrch knd on time

Ala : Yes, the Churchgate to Kandivili local is on time.

User : Kitne baje knd chrh local hai (Hindi)

Ala : Kandivili to Churchgate samay par hai. Wo Churchgate 10 30 pahunchegi.

User : Chrch Knd kiti wasta ahe (Marathi)

Ala : Churchgate Kandivili train vele var ahe.

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The basic sentence being: When is the Churchgate / Kandivili local coming?  
The rest are iterations of the same sentence which Alabots GFA engine will comprehend.

Aft / Morn - Denotes time of day (afternoon or morning)

## User Case for a Travel Scenario.

### Live user example 1

(4:18 PM) gp: bby to del on 21 nov 1 adult  
(4:18 PM) alabot: Please wait a moment while I do a search ....  
(4:18 PM) alabot: For the 21 of November from Mumbai to Delhi I suggest the following - Indigo Rs 6000 (Departure 7am, Arrival 10 am), Jet Airways Rs 5500 (Departure 9pm to Arrival 10:30 am)

### Live user example 2

gp: i want a tickt bombay delhi on 21 nov  
(4:22 PM) alabot: How many Travelers ? eg 2 adult 1 kid  
(4:22 PM) gp: 2  
(4:22 PM) alabot: Please wait a moment while I do a search ....  
(4:22 PM) alabot: For the 21 of November from Mumbai to Delhi I suggest the following - Deccan Rs 7800 (Departure 7am, Arrival 10 am), King Fisher Rs 7800 (Departure 9pm to Arrival 10:30 am)

### Live user example 3

gp: i wnt a ticket to poone  
(4:26 PM) alabot: Please tell me which city are you flying from ?  
(4:26 PM) gp: del  
(4:26 PM) alabot: Hi please tell me the date which you want to travel example like 21 nov or 21/11/2007 etc  
(4:26 PM) gp: 21 nov  
(4:26 PM) alabot: How many Travelers ? Eg 2 adult 1 kid  
(4:26 PM) gp: 1  
(4:26 PM) alabot: Please wait a moment while I do a search ....  
(4:26 PM) alabot: For the 21 of November I suggest the following - Spice Rs 5500 (Departure 7am, Arrival 10 am), Spice Rs 7800 (Departure 9pm to Arrival 10:30 am)

### Live user example 4

Alabot :A very good day to you. If you wish to buy a ticket please key in your city of origin , destination , date and number of people traveling in any order eg - bby to pune 15 Oct 1 adult. Please don't worry about spellings or order of the sentence as my brain can understand human language.

(4:44 PM) gp: tckt del bby 1 nov

(4:44 PM) alabot: How many Travelers ? eg 2 adult 1 kid

(4:44 PM) gp: 2

(4:44 PM) alabot: Please wait a moment while I do a search ....

(4:44 PM) alabot: For the 1 of November from Delhi to Mumbai I suggest the following - Sahara Rs 5500 (Departure 9 am, Arrival 10:30 am), Sahara Rs 7800 (Departure 9pm to Arrival 10:30 am)

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\* These are live user tests done on gtalk. We have entered wrong spellings for cities and also jumbled up the order of buying the ticket to make the tests more life like. Questions like these will be thrown at Ala in the real world.

**alabot**

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