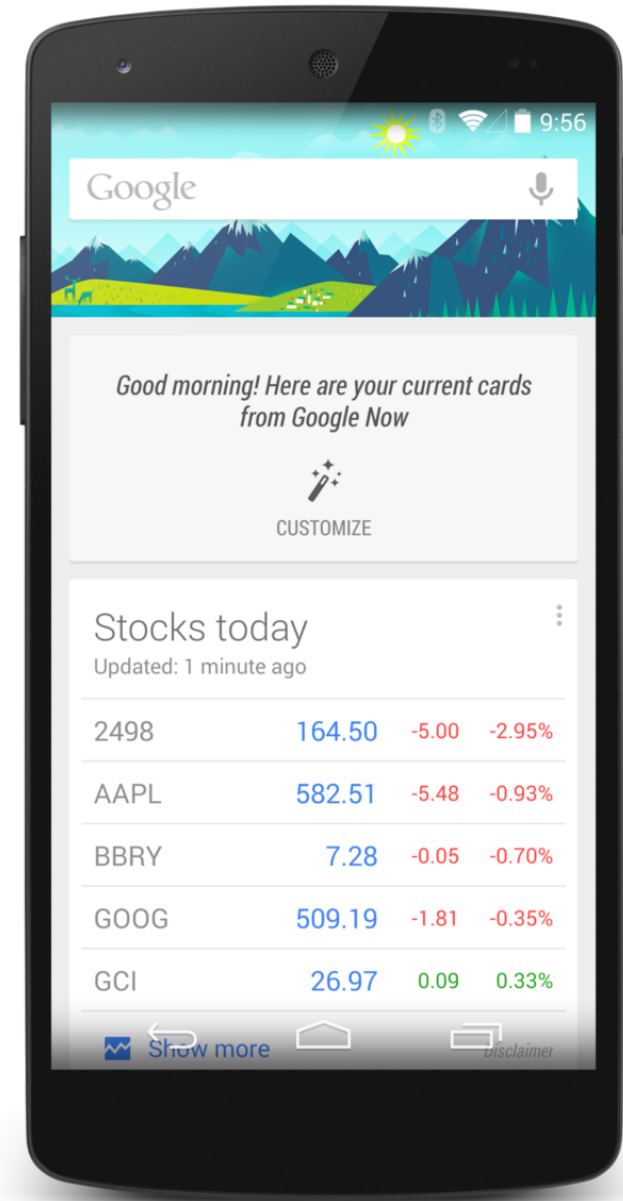


A decorative graphic is located on the left side of the slide. It features a vertical strip with a green and blue background, containing various abstract shapes, lines, and dots in white, yellow, and blue.

# Organizational Acculturation using a Cognitive Assistant

**N. Sadat Shami**

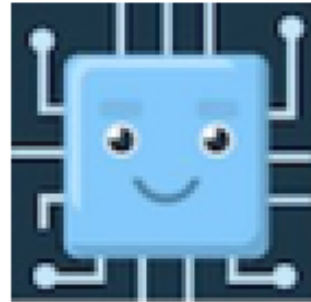
IBM Center for Engagement & Social Analytics



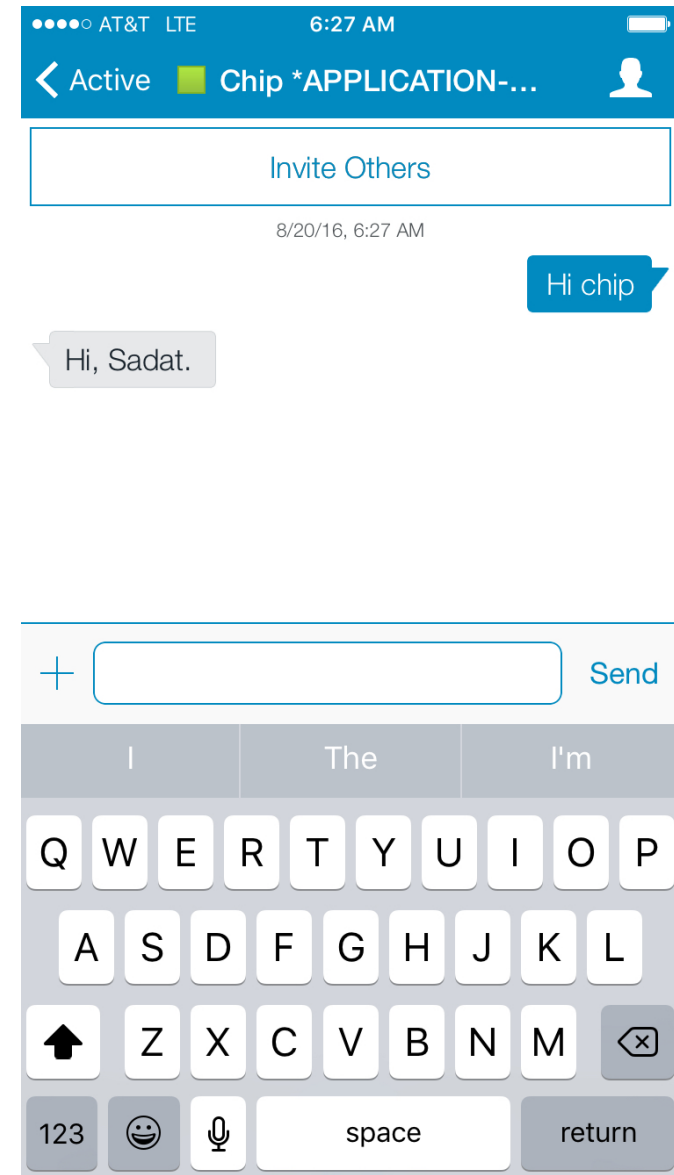
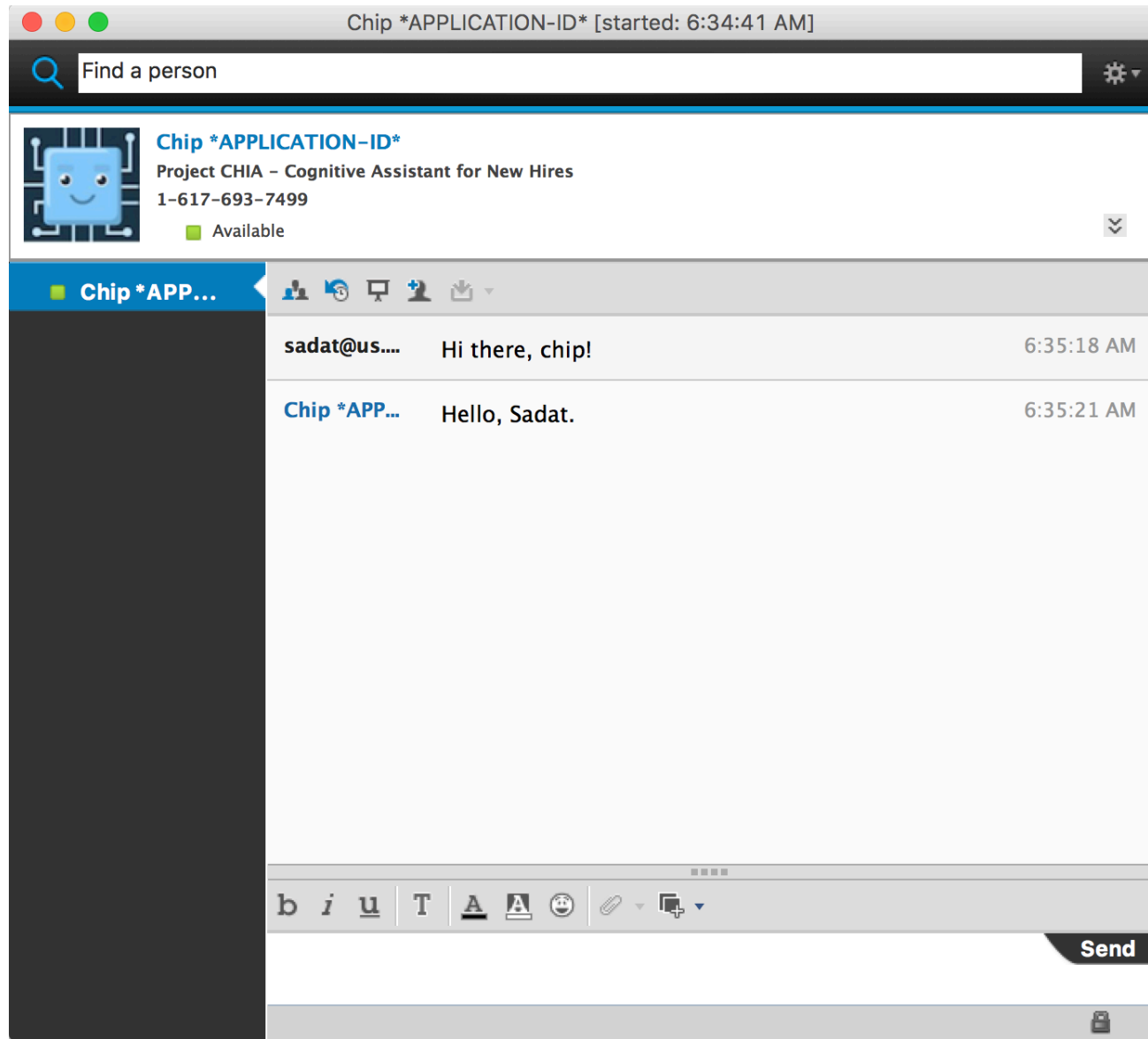


# What about the enterprise?

# First in industry tool for HR and onboarding




Cognitive Human Interface Personality (CHIP)



Chip \*APPLICATION-ID\* [started: 5:37:14 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA - Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

sadat@us.... Hi chip 5:37:20 AM

Chip \*APP... Hello, Sadat. 5:37:32 AM

sadat@us.... what can you do? 5:38:20 AM

Chip \*APP... I can help with information about IBM and IBM processes. For example, you can ask me: 5:38:23 AM

- I need help with my Macbook.
- How do I manage my healthcare benefits?
- How do I update my Faces profile?

I can also look up information for you. For example,

- Look up someone's phone number in the employee directory
- Find an expert in a particular subject area
- Look something up in Wikipedia

b i u T A A ☺ 📎 🗨

Send

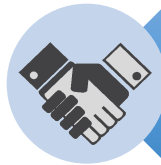
# What can CHIP currently do?



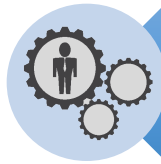
Understand natural language queries



Answer questions about IBM policies, processes, and tools



Connect a new hire to colleagues through the corporate directory and IBM expertise search



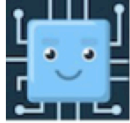
Search internal IBM websites for useful documents



Search Wikipedia for general information


Chip \*APPLICATION-ID\* [started: 5:37:14 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA - Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

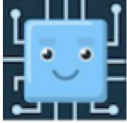
sadat@us... Find Alan's phone number 6:12:12 AM

**b i u T**  **Send**



Chip \*APPLICATION-ID\* [started: 5:37:14 AM]

Find a person



 **Chip \*APPLICATION-ID\***  
Project CHIA - Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

sadat@us.... Find Alan's phone number 6:12:12 AM

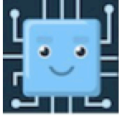
Chip \*APP... 6:12:16 AM  
6:12:20 AM

Name: Alan Wild  
Serial Number: 997967  
Notes ID: Alan Wild/Somers/IBM  
Email: awild@us.ibm.com  
Floor: 1  
Office: 1A-10N-1  
Building: CHQ1  
Location: Armonk, NY, US  
Office Phone: 1-914-499-5690  
Org Title: IBM CHQ, Human Resources  
Mobile Phone: 1-845-490-4956  
Bio: Vice President, Human Resources, Employee Relations and Engagement

**b i u T**  



Chip \*APPLICATION-ID\* [started: 5:37:14 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA – Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

sadat@us... Look up Matt Davis 6:12:50 AM

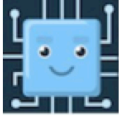
**b i u T A A ☺**  

Send

Chip \*APPLICATION-ID\* is available

Chip \*APPLICATION-ID\* [started: 5:37:14 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA – Cognitive Assistant for New Hires  
1-617-693-7499  
Available



Chip \*APP...

sadat@us... Look up Matt Davis 6:12:50 AM

Chip \*APP... I found more than one person for Matt Davis. Whom are you looking for ? 6:12:57 AM

Name: Matt Davis	Location: Denver, CO, US
Name: Matt Davis	Location: Cambridge, MA, US
Name: Matt Davis	Location: Dallas, TX, US
Name: Matt Davis	Location: San Jose, CA, US

If other, please provide first and last name.

**b i u T A A ☺**  

Send

Chip \*APPLICATION-ID\* is available

Chip \*APPLICATION-ID\* [started: 5:37:14 AM]

Find a person

**Chip \*APPLICATION-ID\***  
 Project CHIA – Cognitive Assistant for New Hires  
 1-617-693-7499  
 Available

Chip \*APP...

sadat@us... Look up Matt Davis 6:12:50 AM

Chip \*APP... I found more than one person for Matt Davis. Whom are you looking for? 6:12:57 AM

Name: Matt Davis Location: Denver, CO, US  
 Name: Matt Davis Location: Cambridge, MA, US  
 Name: Matt Davis Location: Dallas, TX, US  
 Name: Matt Davis Location: San Jose, CA, US

If other, please provide first and last name.

sadat@us... Matt Davis in Cambridge 6:13:06 AM

Chip \*APP... 6:13:10 AM  
 6:13:13 AM

Name: Matt Davis  
 Serial Number: 4A5597  
 Notes ID: Matthew Davis/Cambridge/IBM  
 Email: davismat@us.ibm.com  
 Floor: NA  
 Office: OND  
 Building: 1981  
 Location: Cambridge, MA, US  
 Office Phone: 1-617-693-7499  
 Org Title: IBM Research  
 Mobile Phone: null  
 Bio: IBM Research Staff Member – Cognitive Computing

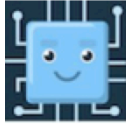
**b i u T A A ☺** [Attachment icon]

Send

Chip \*APPLICATION-ID\* is available




Chip \*APPLICATION-ID\* [started: 6:56:09 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA - Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

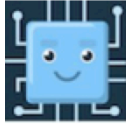
sadat@us... Find an expert in artificial intelligence 6:56:21 AM






**b i u T A A**   

Send

Chip \*APPLICATION-ID\* [started: 6:56:09 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA – Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP... |     

sadat@us.... Find an expert in artificial intelligence 6:56:21 AM





Chip \*APP... I found these experts in the field of your search 6:56:25 AM

[Mohamed Elrefai](#) elrefai@cn.ibm.com  
*IBM Distinguished Engineer – GCG GBS CTO*  
Architecting complex enterprise solutions for retail, banking and financial services industries. End-to-end delivery process experience. Delivery and operational maturity models. China Architect CoE...

[Karolina K. Marzantowicz](#) karolina.marzantowicz@pl.ibm.com  
*IBM Distinguished Engineer, CTO for Banking*  
I bridge technology, business innovation and psychology worlds. I act as technical specialist and a catalyst fostering curiosity to help lead the adaptation to rapidly changing IT environments and to...

[Cheranellore Vasudevan](#) vasuv@us.ibm.com  
*Data Analytics and Cognitive Computing, Systems & Supply Chain*  
Business Data Analytics, Data Lake, Cognitive Computing, Social Business Computing, Invention / Intellectual Property, Software Architecting, **Artificial Intelligence**, Case Based Reasoning, Sales

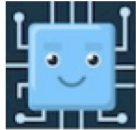
[See more detailed results for artificial intelligence expert in IBM's Expertise Search](#)

**b i u T A A**    

Send




Chip \*APPLICATION-ID\* [started: 7:00:32 AM]

Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA - Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

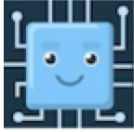
sadat@us... How do I manage my retirement plan? 7:00:43 AM

**b** *i* u **T** **A** **A**   

Send

Chip \*APPLICATION-ID\* [started: 7:00:32 AM]




Find a person

 **Chip \*APPLICATION-ID\***  
Project CHIA - Cognitive Assistant for New Hires  
1-617-693-7499  
Available

Chip \*APP...

sadat@us... How do I manage my retirement plan? 7:00:43 AM

Chip \*APP... You can manage your 401K or pension by visiting [netbenefits](#). 7:00:46 AM

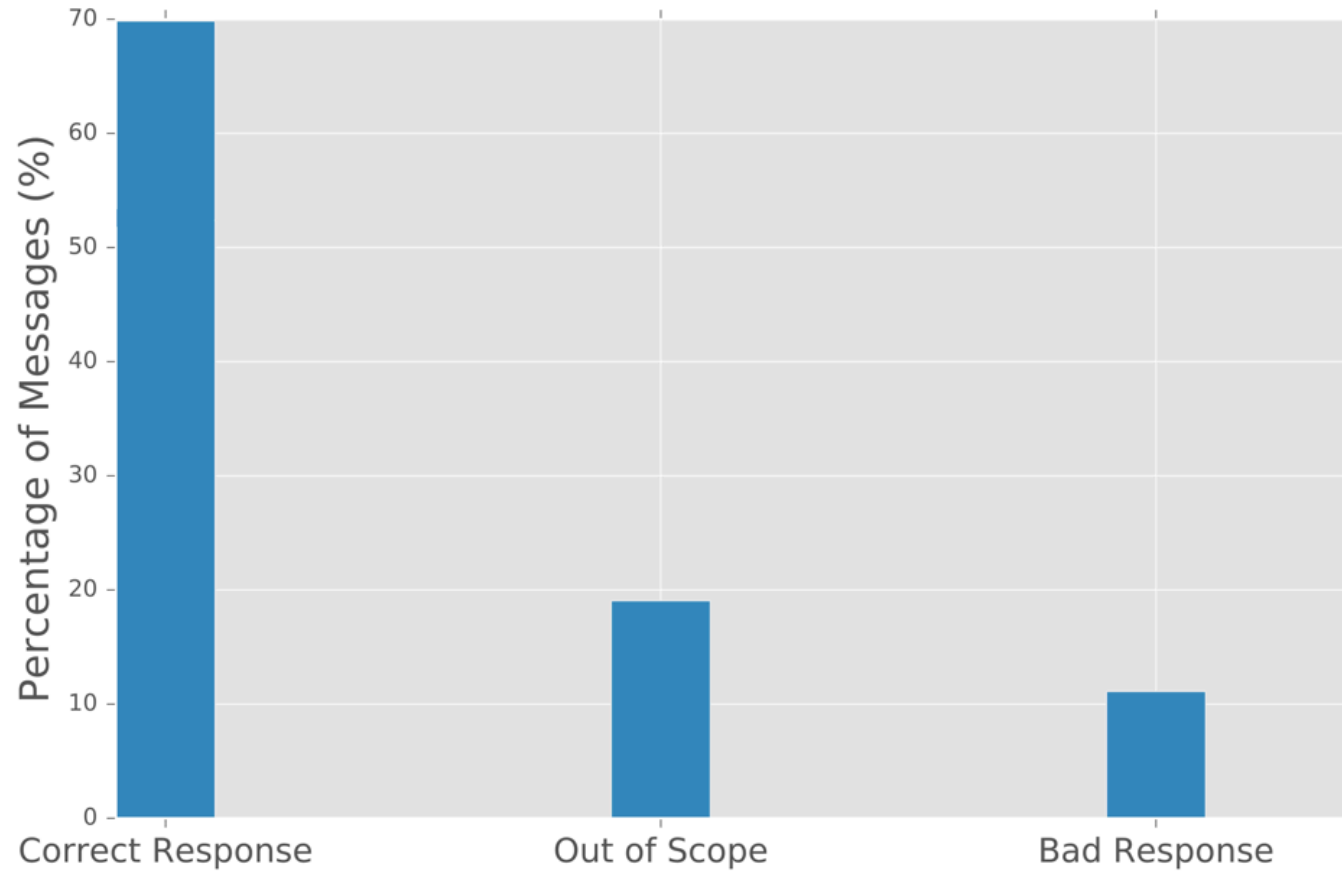
**b i u T A A**   

Send

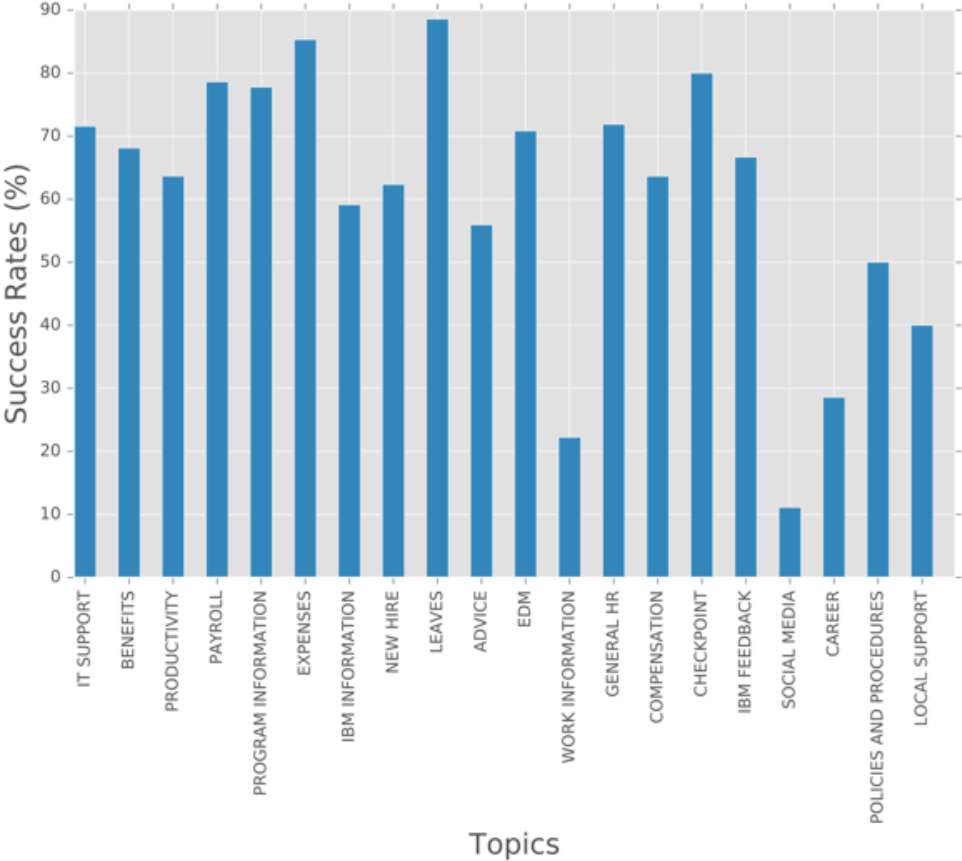


# How accurate is CHIP?

Overall 70% success rate



# Work needs to be done on the long tail...



Efficacy by topic label

Rank	Topic	Success %
1	Healthcare Benefits	96
2	WhatisBot	93
3	Direct Deposit	100
4	Business Conduct Guidelines	98
5	WWER Tool	90
6	Agent Ability Information	94
7	Payroll Services Information	99
8	IBM General Information	85
9	IBM Notes Support	90
10	Cisco IP Phone	83
11	Vacation Information	97
12	Pay Schedule Information	88
13	401K	98
14	Printer Support	90
15	ATT Conference Call Information	91

Top question efficacy

# What will CHIP soon be able to do?



Schedule meetings



Set reminders



Read or search your calendar or email



Book your travel



File your expense reports



**Moving towards grand vision...**

**All employees will have a  
personal cognitive assistant**