

Conversational AI – Multilingual Chatbot for Ecommerce

Pallavi Jaywant Atugade¹ and Prof. Divakar Jha²

Student, Department of MCA¹

Guide, Department of MCA¹

Late Bhausaheb Hiray S S Trust's Hiray Institute of Computer Application, Mumbai, India

Abstract: Chatbots can swiftly react to basic questions and make recommendations depending on the user's preferences. These intelligent conversational applications have become an important part of the digital world, and they help businesses provide better customer service. Chatbots, in many circumstances, outperform human representatives in terms of speed and reliability. Early chatbots only worked in English and could only deliver pre-programmed replies to specific topics, but they've come a long way since then and can now respond to requests more "intelligently." With the development of artificial intelligence (AI), machine learning (ML), and natural language processing (NLP), the multilingual chatbot emerged, capable of conversing with users in their native languages.

Keywords: Chatbot, Multilingual, Conversational Agent

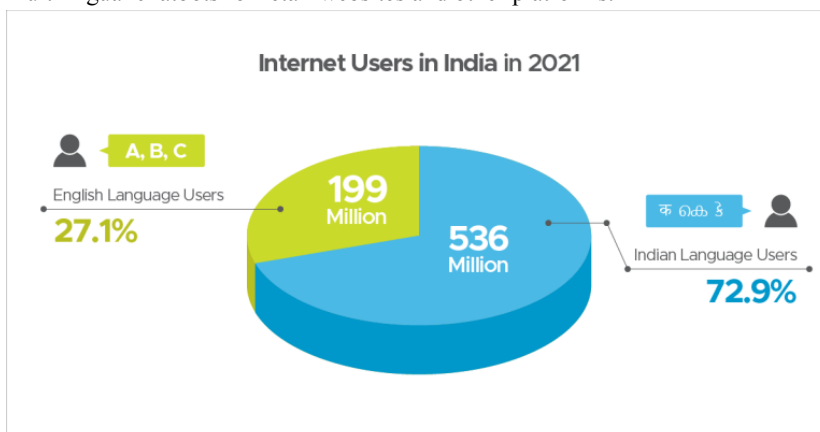
I. INTRODUCTION

Conversational AI is a sub-domain of AI that works with speech-based or text-based AI agents that can imitate and automate conversations and verbal interactions.

A multilingual chatbot is a virtual assistant powered by artificial intelligence that allows businesses to communicate with customers in their native languages other than English. A multilingual chatbot for a retail website may converse with customers in their native tongue. This is a significant improvement over older chatbots, which could only talk in English or a limited number of languages.

Not only can a good multilingual chatbot translate and understand several languages, but it can also analyze text and dialogue to communicate in that language, understand culture and regional subtleties, and recognize local circumstances in discussion.

This is when NLP comes in handy. It allows chatbots to track and enhance syntax, context, patterns, definitions, meaning, and specific content over time. Natural Language Understanding is now commonly used by businesses to create multilingual chatbots for retail websites and other platforms.



II. OBJECTIVE & SCOPE

Provides fast, reliable and cost-effective customer support

In eCommerce, AI chatbots remember customer interactions from the past and utilize them to personalize future discussions. Additionally, bots may keep clients' attention while directing them through the sales funnel and suggesting products.

eCommerce businesses may engage with clients in real time thanks to AI chatbots. Based on consumer input, this data can be assessed to improve services. Because chatbots can address 80% of your customers' recurring easy enquiries, they can assist customer service representatives in maintaining the locus of assistance while resolving difficult issues.

Customers expect businesses to be open every day of the week, 24 hours a day. User interactions and questions are remembered by chatbots. They respond fast and are accessible every day of the week, 24 hours a day. Competitors were there to help and work 24 hours a day, thus eCommerce enterprises who couldn't support quick service frequently shut down. Bots can develop a meaningful relationship with people by providing quick help and two-way communication.

III. BENEFITS OF MULTILINGUAL CHATBOTS

Improves CSAT Score

Customer satisfaction, or CSAT, is a metric that measures a customer's level of satisfaction with a product, service, or experience. Multilingual help improves customer satisfaction and even reduces attrition. The majority of end consumers believe they are loyal to a company that communicates in their native tongue. A multilingual chatbot provides clients with a comfortable environment and a pleasant user experience by interacting in several languages and providing crucial information.

Develops a local clientele

Localization usually helps a firm attract more clients, which is why local SEO methods are becoming more popular. If you steadily expand your chatbot's language support, it will be able to service consumers in their native tongue. This fosters a sense of loyalty and appreciation for the organization. Local strategies are always required to dominate the global market. A multilingual chatbot for retail websites can seamlessly transition from one language to the next, broadening its appeal to a larger audience.

Gives you a competitive edge

If your competitors haven't yet deployed multilingual chatbots, you can take advantage of this opportunity to grow your consumer base. This offers you an instant advantage over your competition and allows you to access markets that would otherwise be closed to you.

IV. TYPES OF MULTILINGUAL CHATBOTS

Simple Rules-based Multilingual Chatbots

Such straightforward chatbots include interactive FAQs and form-based interactions. A list of predefined keywords is mapped into the system in FAQ chatbots. The chatbot automatically refers users to the pertinent localised information connected to the keyword when they type a sentence in their native language that contains a predetermined keyword. A form-based chatbot operates in a manner similar to this. But in this instance, the multilingual chatbot engages the user in conversation, asks for information, and directs them as they complete the form. As a result, a multilingual form-based chatbot feels more human-like and natural than a FAQ chatbot. Both types of chatbots require content translations, the generation of new search terms and phrases, keyword predictions for human users, and knowledge of language patterns. In order to offer the most pertinent response in the user's language regardless of the keyword supplied, the top multilingual AI technologies can forecast human "noise" variations in addition to understanding one keyword.

Complex Rules-based Multilingual Chatbots

Since these multilingual chatbots map human language inputs, add context- and content-specific data, and then engage in natural user conversations, they have a more human feel than simple chatbots. Such chatbots require the use of Artificial Intelligence Markup Language (AIML), decision trees, and cultural consultancy. Designers of chatbots can

create rules like "If the user types A, transform it into B" using AIML. They can create the rest of the conversational flow in a way that users will find to be human and natural by normalising the user input. Since conversational rules vary by language and the chatbot needs to take them into account in order to speak with users in a variety of languages, it is also crucial to address language patterns, syntax, grammar, and word order in a complicated rules-based multilingual chatbot.

Machine Learning Multilingual Chatbots

Multilingual chatbots based on machine learning are educated with data and algorithms to learn new topics, improve their language skills, and draw conclusions on their own. The more people talk to them, the more they retain what is said to them and recollect it to make future interactions more productive. These chatbots may fix issues and respond to queries even if they weren't particularly designed to do so. Their comments are also more adaptable and have a conversational air to them. Intent-based Users' questions can be answered by ML chatbots based on their intended usage. To provide the greatest support possible in a way that mimics human interaction, the system can eventually understand which query fits with which intent.

Complex Hybrid Multilingual Chatbots

Complex hybrid chatbots integrate machine learning and rules. Rules help create the language and syntax conventions that the chatbot should abide by when communicating with users. In order for the multilingual chatbot to understand users and user intent and change their responses on-the-fly to participate in fluid, seamless conversations in the user's preferred language, ML is utilised to develop language models with Natural Language Understanding (NLU) capacity.

How to build Multi-Lingual Chatbot

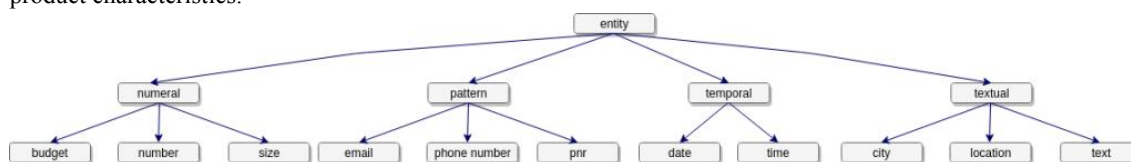
NLP (Natural Language Processing) and AI (Artificial Intelligence) are two new and developing technologies that can be utilised to improve the ability of chatbots to simulate a more natural and free-flowing conversation.

Multi-language chatbots can be designed to interact in a particular language by a bot designer or they can be developed with an advanced NLP engine that aids in language identification. It can automatically detect language using either its own engine or the end-browser user's choices, depending on how it is configured.

Localizing a chatbot is more difficult than just translating an English-language chatbot's whole material into a local language. A fully working multilingual chatbot must be able to grasp the user's intent, decipher the language, and react appropriately. Making sure a multilingual chatbot can recognise entities in Indian languages is the first stage in developing that capability.

Named Entity Recognition

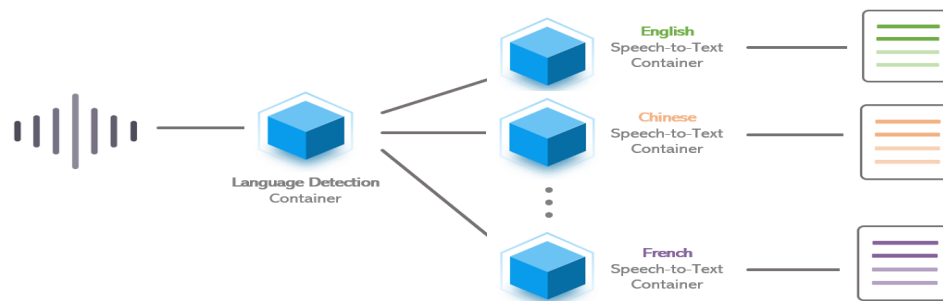
A bot's capacity to recognise, comprehend, and extract pertinent information from words is essential to its operation. A crucial part of our programme for natural language processing (NLP) is Named Entity Recognition (NER). It is what enables the bot to correctly identify objects in the entered text, such as names, dates, times, locations, numbers, and product characteristics.



Language Detection

Language detection in natural language processing establishes which natural language the provided content is in. According to computational approaches, this issue can be resolved using a variety of statistical techniques as a special case of text categorization.

Since the majority of NLP applications are often language-specific, only monolingual data is needed. You might need to use a preprocessing method that removes material written in non-target languages in order to create an application in your target language. Each input example must be properly identified in terms of language.



A 'corpus' is a starting point of specialised text that is used to classify languages. For each language the system can recognise, there is a separate corpus. In conclusion, the input text is compared to each corpus, and pattern matching is then utilised to determine which corpus has the strongest association.

This strategy performs effectively when the input data is rather extensive. The less frequently certain common terms appear in the input text, the less probable it is that the algorithm will accurately classify the phrase. In fact, several written languages lack gaps between words, which prevents such isolation.

Researchers attempted to work around this issue by using character sets generally rather than relying on them being broken up into words. Even when there are spaces between the sentences, relying just on the natural words can frequently lead to issues when evaluating short phrases.

BERT

BERT stands for Bidirectional Encoder Representations from Transformers. By concurrently conditioning on both left and right context in all layers, BERT is aimed to pre-train deep bidirectional representations from unlabeled text, in contrast to recent language representation models. As a result, without making significant task-specific architecture alterations, the pre-trained BERT model may be improved with just one additional output layer to produce cutting-edge models for a variety of tasks, including question answering and language inference.

Accuracy and Limitations of Language Detection

By building a freshly trained model and carrying out the following actions, we can improve the accuracy:

1. Increasing the diversity of training set data
2. Expansion of the training set size
3. Changing the next set of fast-text hyperparameters
 - Iterations
 - learner progress
 - length of a subword

The model's accuracy is not perfect and is not 100% due to a number of problems, such as:

1. Texts with lists of proper names or part numbers, i.e., words that did not present in the training set, may cause the model to underperform.
2. The model must have been trained on texts that are comparable in order to be accurate.
3. Due to the sentence's length and statement structure, accuracy may be compromised.
4. There could be confusion between languages that are related, like Portuguese and Spanish or French.
5. If we change the languages, indexing might potentially have issues.

Language Modelling Methods

1. Short Word Based Approach
2. Frequent Word-Based Approach
3. N-Gram Based Approach

V. CONCLUSION

According to studies, a large percentage of business owners around the world may not be fluent in English. Given that English is only spoken by 7.5 percent of the world's population, it's safe to assume that incorporating multilingual chatbots into your retail website is a must. If you're looking to grow your retail business, multilingual chatbots can help you do so. Even if they are multilingual, it has been proved that most customers prefer to connect with brands in their native language. Multilingual chatbots are a future-proof technology that can help you grow your retail business and strengthen your global presence.

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