



RISE

TOGETHER SHOWCASE

NEXT GEN – RUBY CHATBOT

Ruby is evolving

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Overview

Agenda

Salesforce Platform

All about Chatbots

Live Demo for Rule-Based Bot

Live Demo for AI Powered Bot

Questions and Answers

Presenter



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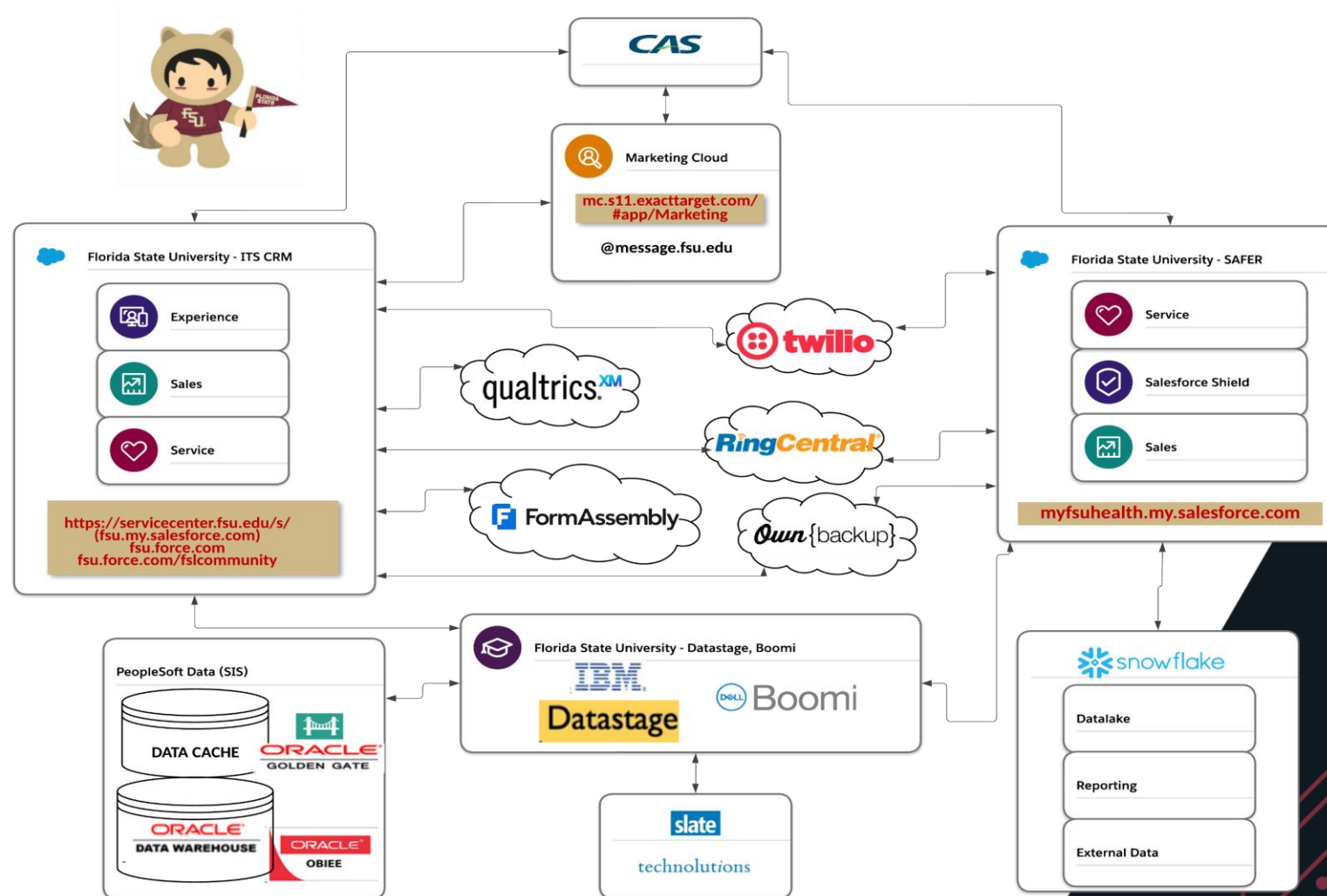
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Salesforce Platform Today



We Live in a World of Experiences



Expectations

(students, employees, alumni,
other constituents)

The Experience Gap

Siloed Systems

Lack of Personalization

Reactive vs Proactive



Experience

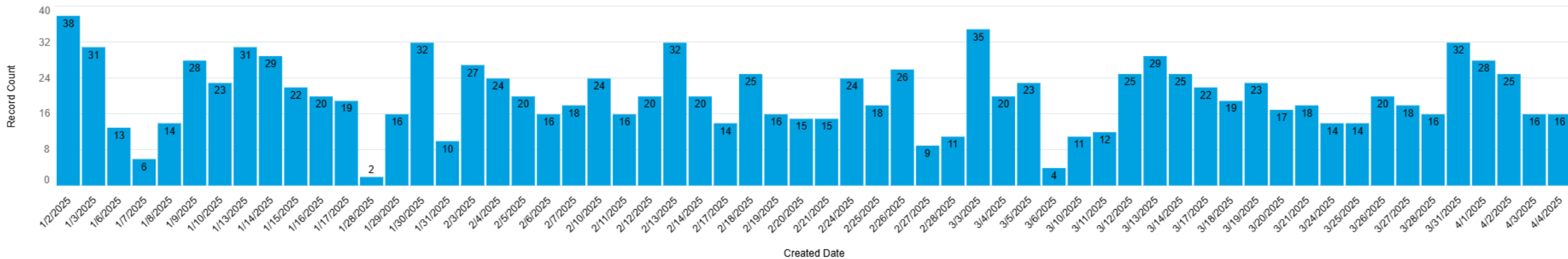
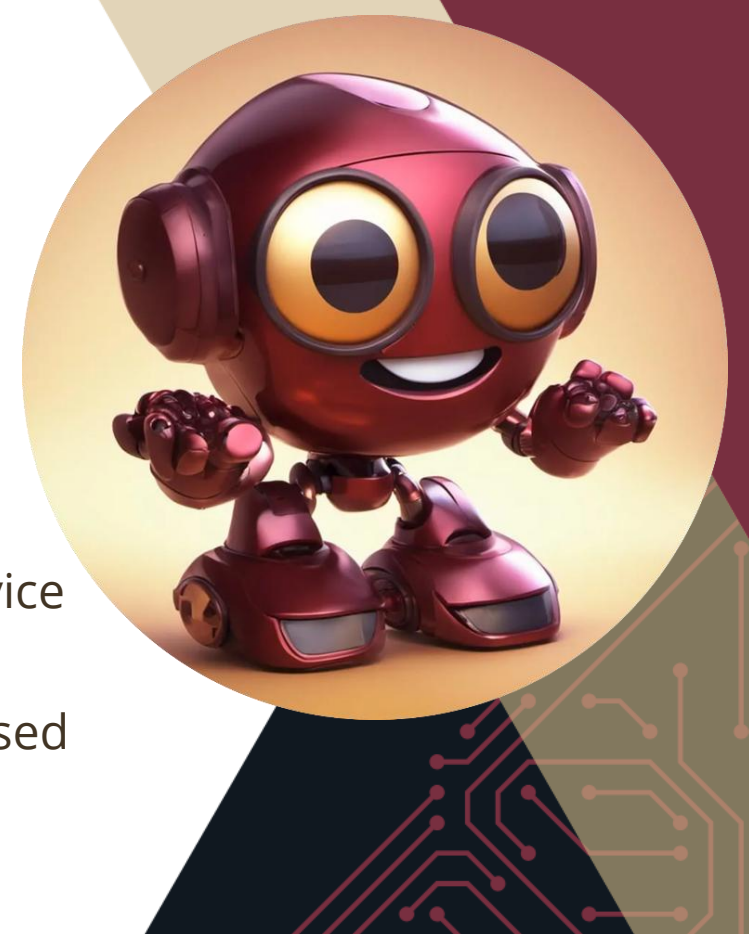
Are You Creating Personalized Experiences Campus-Wide?

Connect every touchpoint, drive success

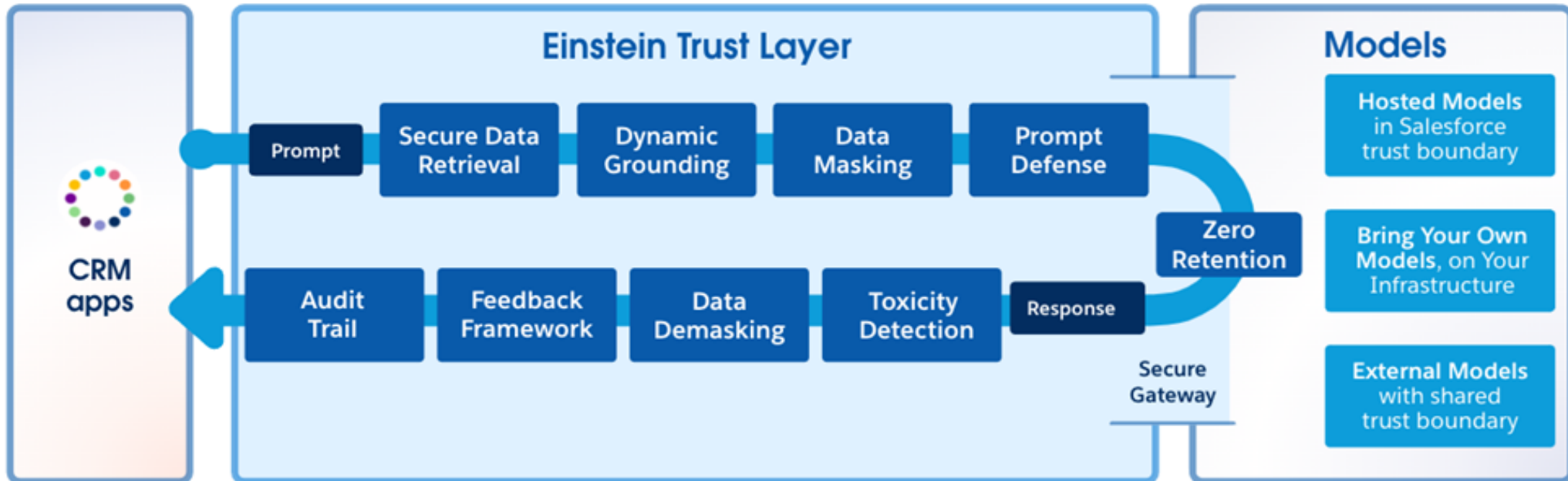


Current Ruby(v1) Insights

- Since Ruby's Launch, the bot has created over 5,000 cases
- Since Jan 1 2025, 1,206 new chat sessions created for Service Desk
- Since Jan 1 2025, 770 cases created by chat bot, 757 in Closed status



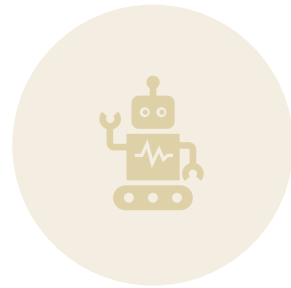
Salesforce Einstein Trust Layer



Types of Chatbot



**RULES-BASED
CHATBOTS**



**AI-POWERED
CHATBOTS**



**HYBRID
CHATBOTS**

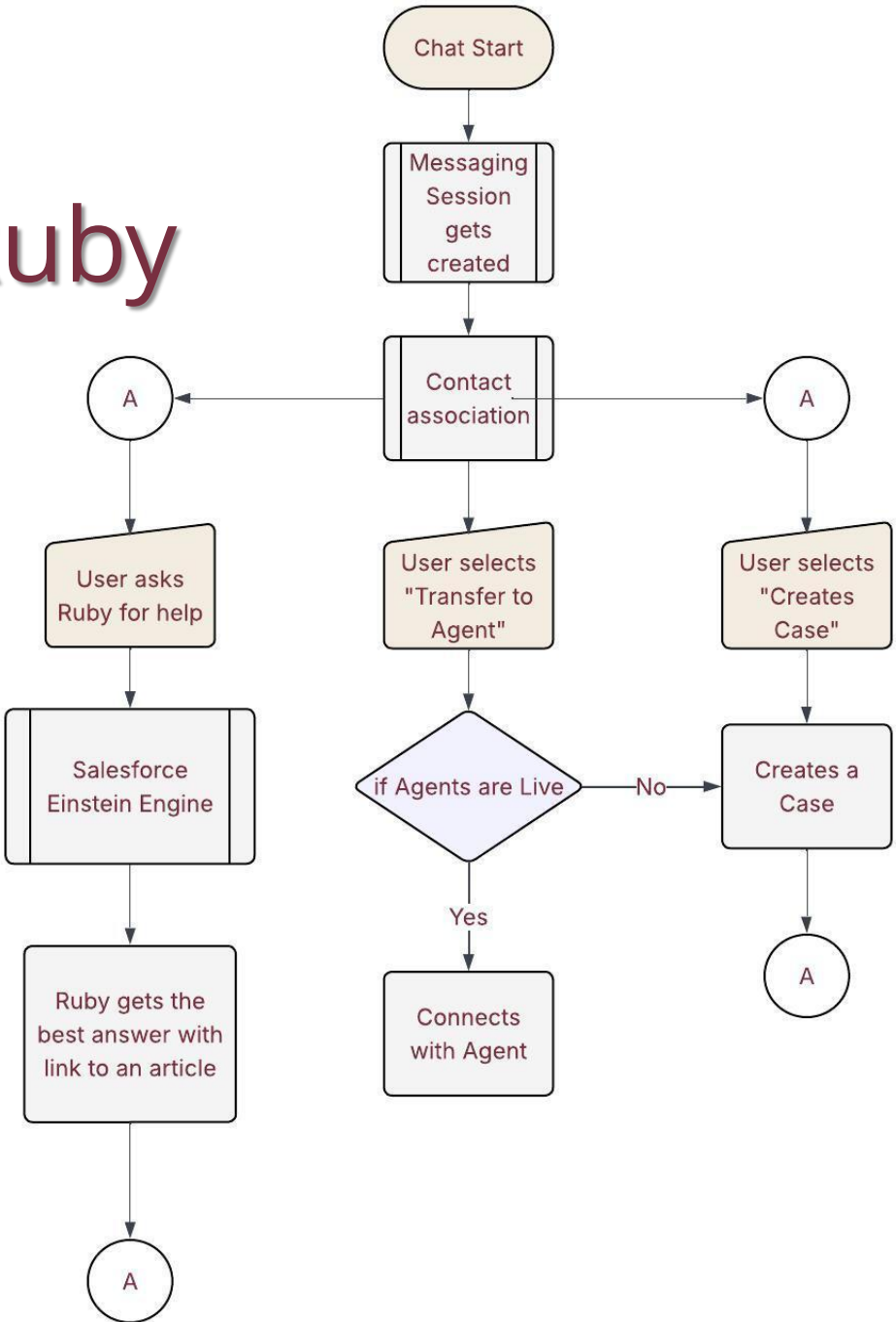


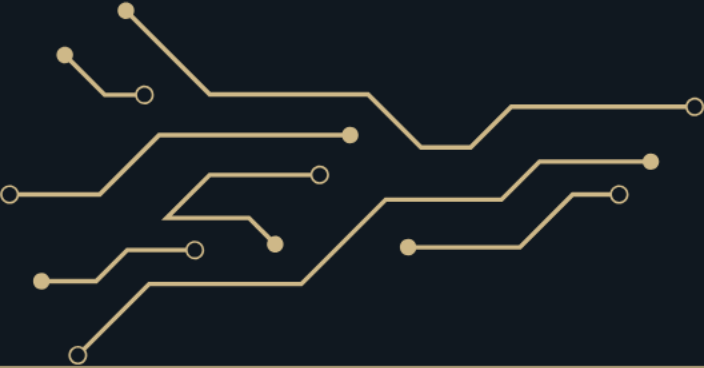
Overview of Rule-based Ruby

- Knowledge Articles
- Messaging Session and User
- Rule-based Ruby's behavior
- Live Demo



Rule-based Ruby Flow





RULE-BASED RUBY

Live Demo

Example Knowledge Article

Information

Title

Authority to procure goods and services

Question

Who is responsible for procurement at FSU?

What authority does the Director of Procurement Services have?

Who can commit University funds for purchases?

Are all FSU employees allowed to sign contracts for the University?

Where can I find information on purchase order requirements?

Answer

The Director of Procurement Services has the delegated authority to serve as the Chief Procurement Officer for the University and exercise the powers, duties, and functions pertaining to the procurement of commodities and contractual services. See Purchase Order Requirements. Only authorized FSU personnel may commit University funds and/or sign contracts.

Summary ⓘ

The Director of Procurement Services is the Chief Procurement Officer for the University, responsible for overseeing the procurement of goods and services. Only authorized FSU personnel are allowed to commit University funds or sign contracts. For more details, refer to the Purchase Order Requirements.

Features

- RAG architecture that uses AI to retrieve Knowledge Articles that each department creates
- Bring Your Own Model: We can connect your bot to different LLM services: ChatGPT, CoPilot, Gemini, etc.
- With over 150 Different FSU Drupal sites, we can embed the bot on to your webpage.
- Improve your bot over time with Messaging Sessions
- Transfer to Live Agent





RISE
TOGETHER SHOWCASE

AI POWERED RUBY

Live Demo

Points of Interest for your Department

- Types of documentation
- Approval Process
- Creators
- Functionality (transfer to agent, create case...)
- Cost Factor for each departments need
- Needs



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Let's try the new Ruby Chatbot

Live Rule-based Ruby



Live AI-Powered Ruby

