

Chatbot prompt analytics: Identify knowledge gaps and user behaviour

Speaker

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Overview



Rise of chatbots

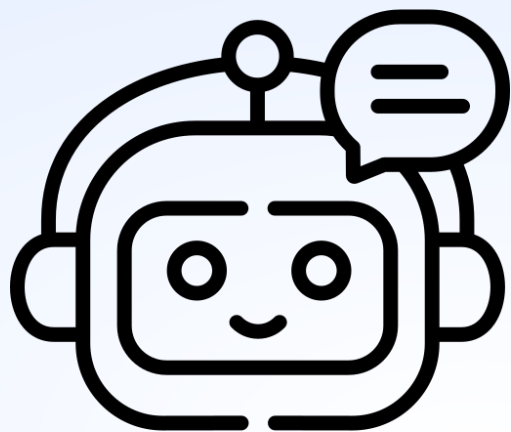


Identify and fix knowledge gaps

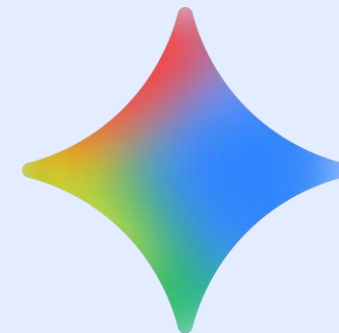


User persona evolution

Rise of chatbots



Docs site



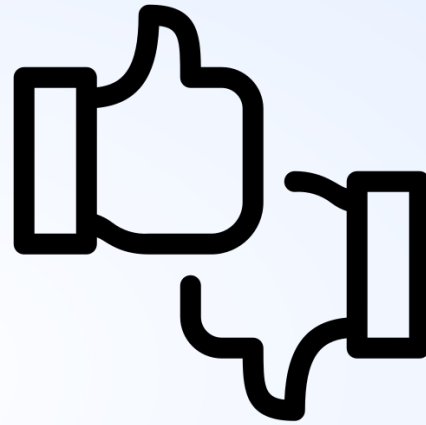
General purpose

Track input queries

Chatbot



Questions



Feedback



Reference

Queries nomenclature

Query type	Response
Answered	Correct response
	Hallucinated response
Unanswered	In scope
	Out-of-scope

Answered queries



Answered



Content usage



Solved customer query



Likes/dislike



Deflected a support ticket

GenAI Generated response

Wrong



Hallucination

Right



Response : Right answer

Response : I do not know

Answer available in content

Answer **NOT** available in content

Hallucination



Hallucination



Inherent behaviour of LLM



RAG architecture / Agentic



Chunking / reranker logic



Answer generation

Unanswered queries



No answer



Individual queries



Prompts at scale



Group similar queries



Topics

Unanswered queries



No answer



Focus on right topic



Identify knowledge gaps



In scope & Out-of-scope



In scope topics

Unanswered queries



No answer



Out-of-scope



Prompt hacking



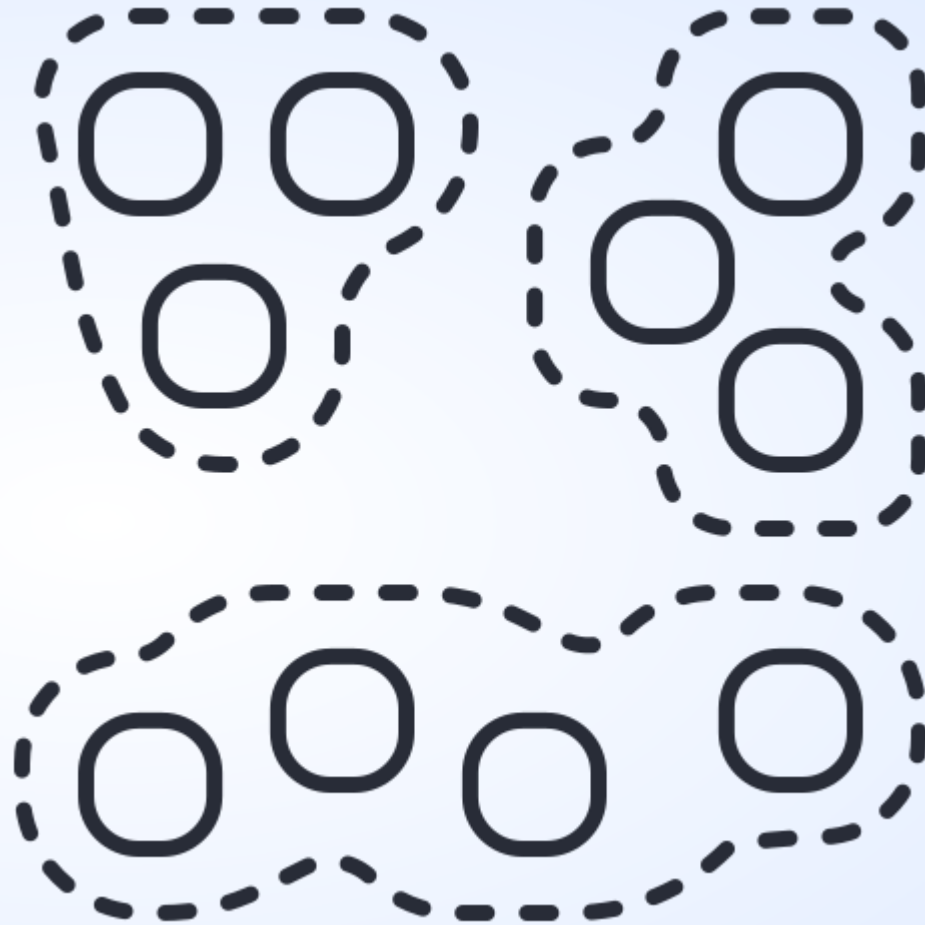
Internal testing



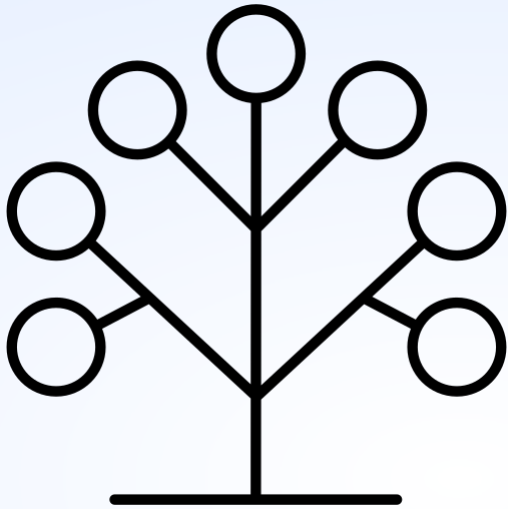
Tighten guardrails



Topics of topics



Taxonomy of topics



Taxonomy



Shift in topics



Understand trend



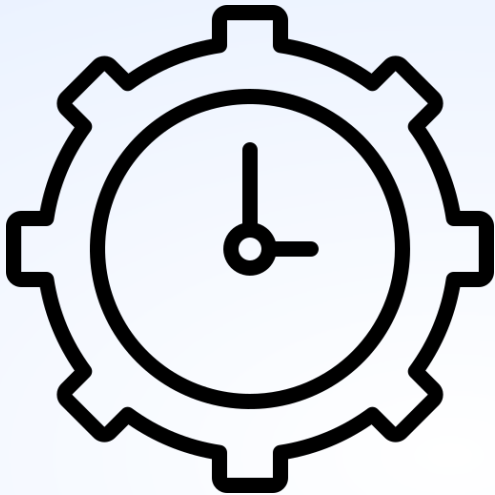
Track with product release



Product bugs : Troubleshooting



Content utilization



Content utilization



Used by AI for response



Occurrence rate



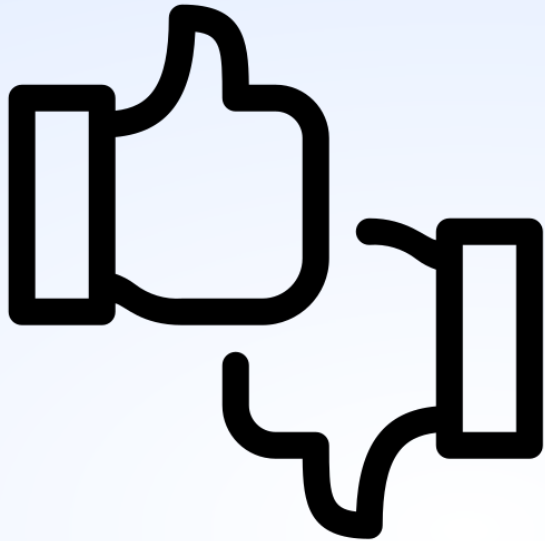
High-value articles



Timely update



Feedback



Likes / Dislikes



Less than 1%



Track dislike / volume of query

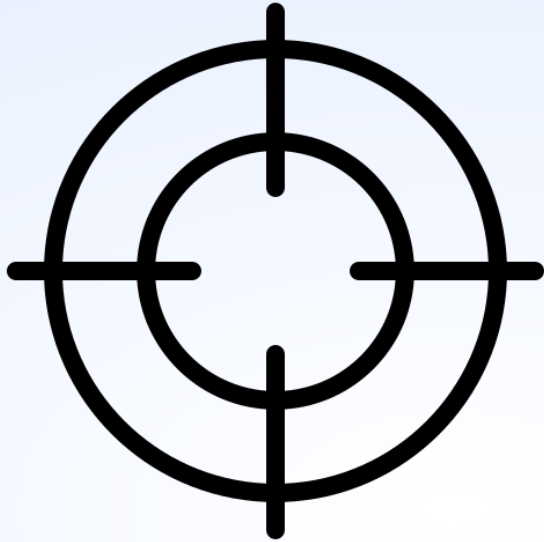


Improvise content



Deep-dive into chatbot response

Feedback



Improvements



Troubleshooting guide



Feature request



Product bugs



Commands / AI agents



User persona



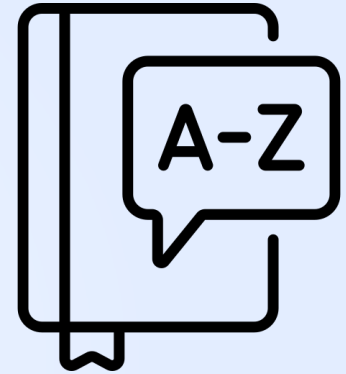
Use of capital
letters

Customer segment



End with question
mark

Customer behavior



Terminology /
Slang

Shift in ask

Take aways



Prompts are goldmine



Identify and fix knowledge gaps

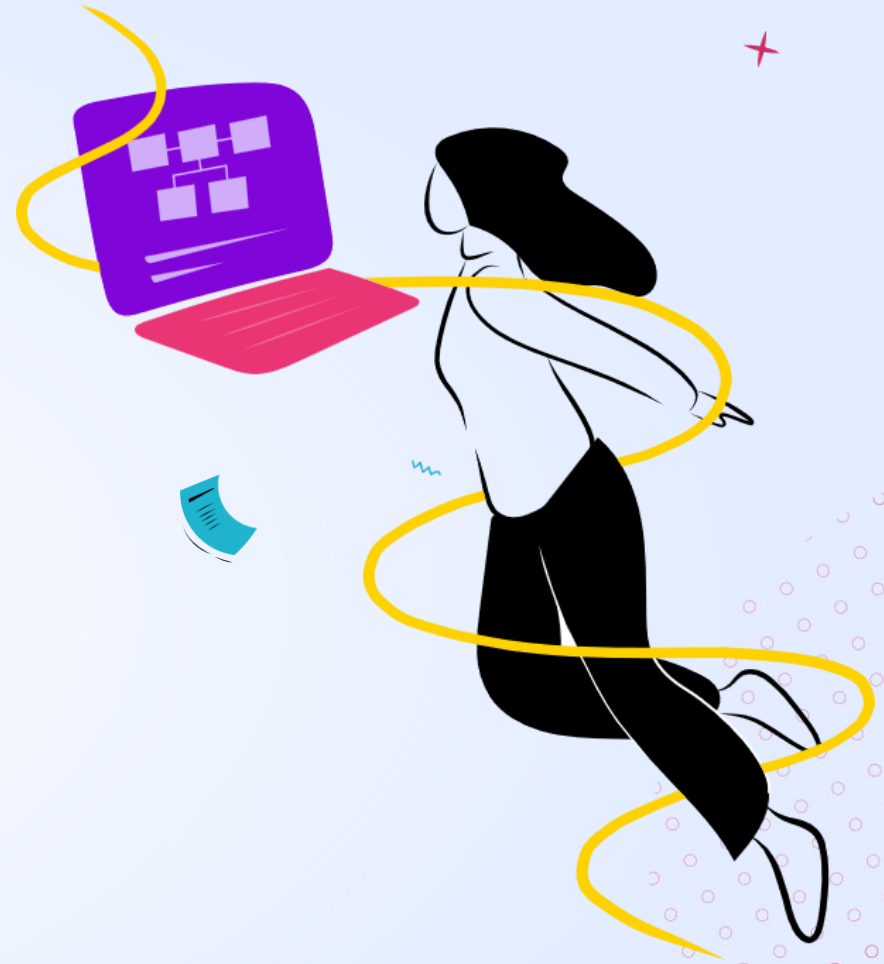


Showcase content utilisation and answer rate



Understand shift in customer persona

Thank You!



Questions ?