

# Building Skills that Retain Customers

Joe Muoio, Solutions Architect, Amazon



@JoeMoCode

muioj@amazon.com

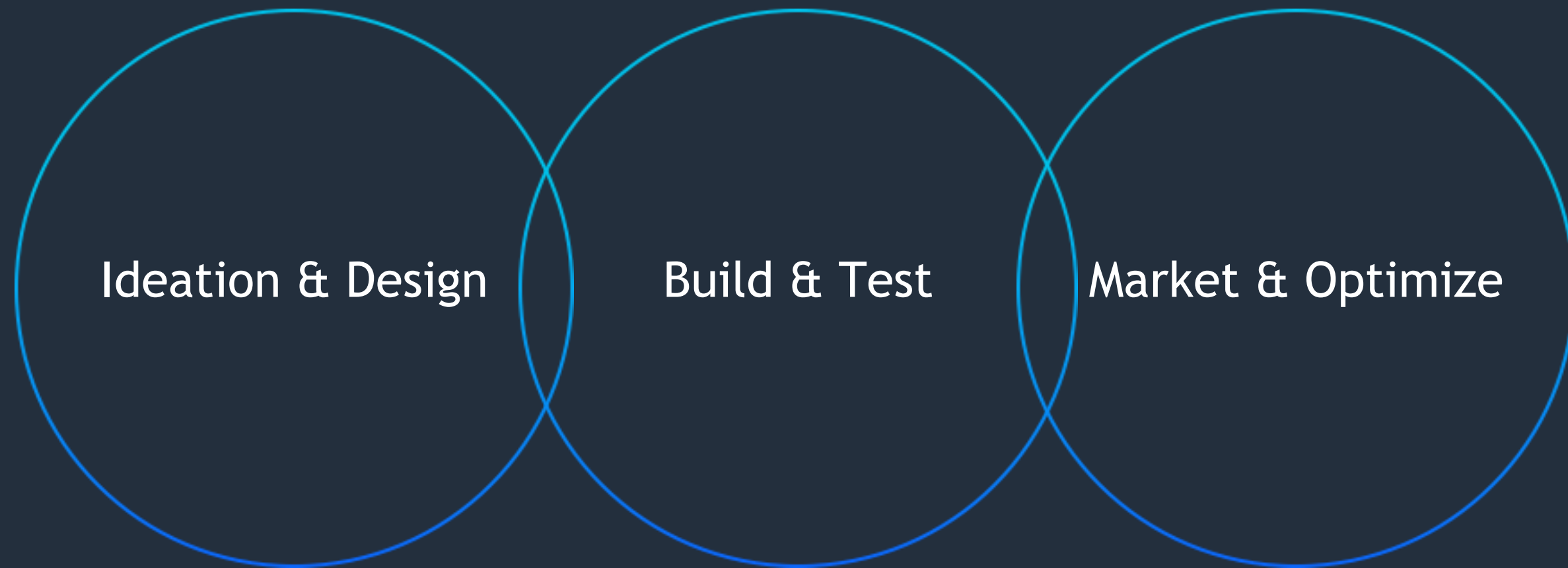


Retention is a

reflection of skill quality

# Driving Retention

Starts at the beginning...



...and should never stop  
It's never too late to  
start!!

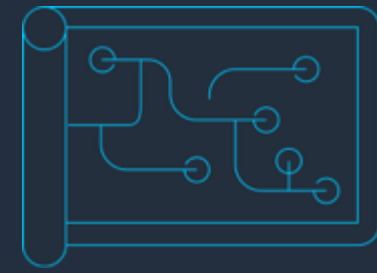
# Three Characteristics of a Successful Skill



Low  
friction



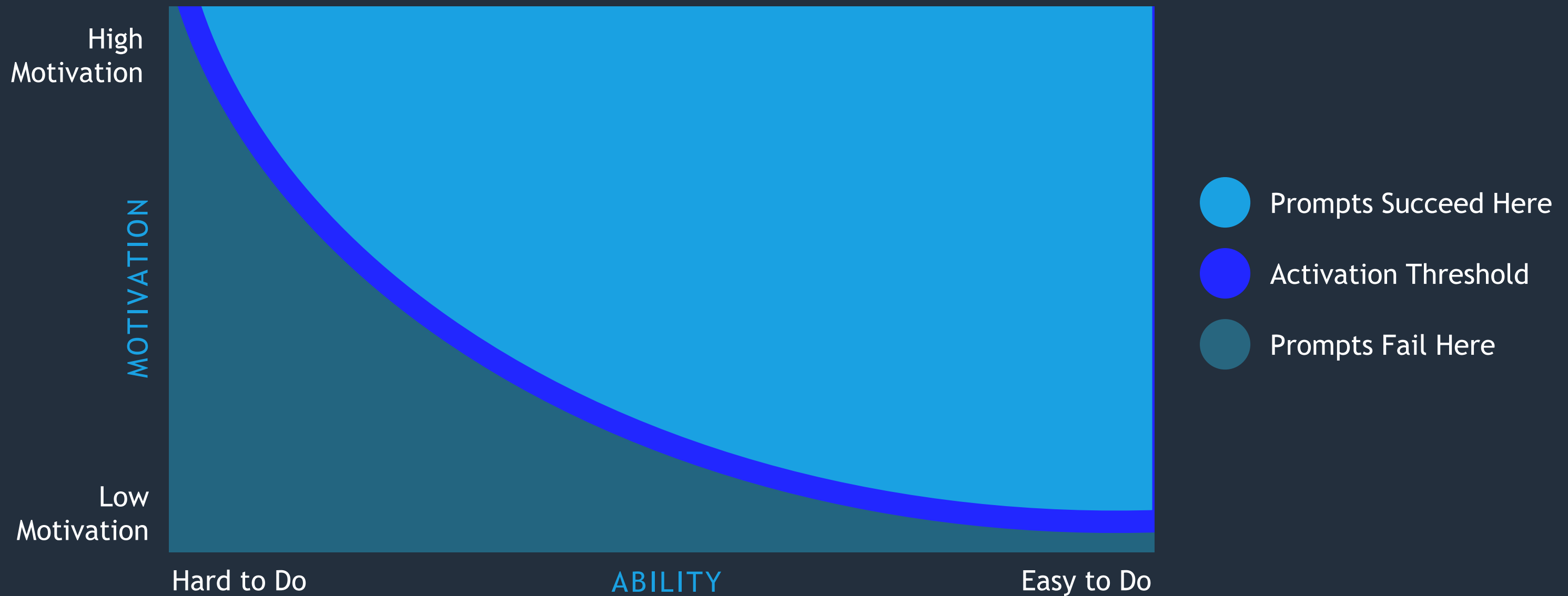
High-quality  
content



Mechanisms  
that prompt  
repeat usage

# Behavior Design

The Fogg Behavior Model shows the necessary conditions for a user to take an action when three factors are involved: Motivation, Ability, and Prompts





**Friction** will deter  
users from coming  
back to the skill

# Friction

How can friction manifest?

## Friction Can Manifest Itself In a Number of Ways With Factors Both Within The Skill and Outside

### In-Skill Friction Points

- › Functional bugs
- › Usability issues
- › Invocation issues
- › Recognition (language model) issues
- › Confusing/poorly crafted prompts or responses
- › Overly verbose/repetitive prompts or responses

### External Factors

- › Product Availability
- › API Connectivity
- › Change in Marketing
- › Changes in Voice-Over Talent

# Customer Reviews

“At first it worked great. i enjoyed it. now the screen has gone black and the pictures are gone. very sad.”

Add new stories **plz!**

“It is not allowing me to sign in or create another account.”

This game only allows me to answer the first question and then it **doesn't understand** or accept my 2nd answer.

“It randomly forgets my address.”

“Notification does not work.”

The **skill doesn't work** with Canadian zip codes.

“This skill is terrible, it even goes on endless loops with ‘what do u want?’ regardless of what you ask.”

“Fix the volume.”

I got answer right but it said **i was wrong.**



# Intent History (Build Tab)

matching 4,047 utterances total

**Unresolved Utterances**   Resolved Utterances

Bulk Map

Resolve

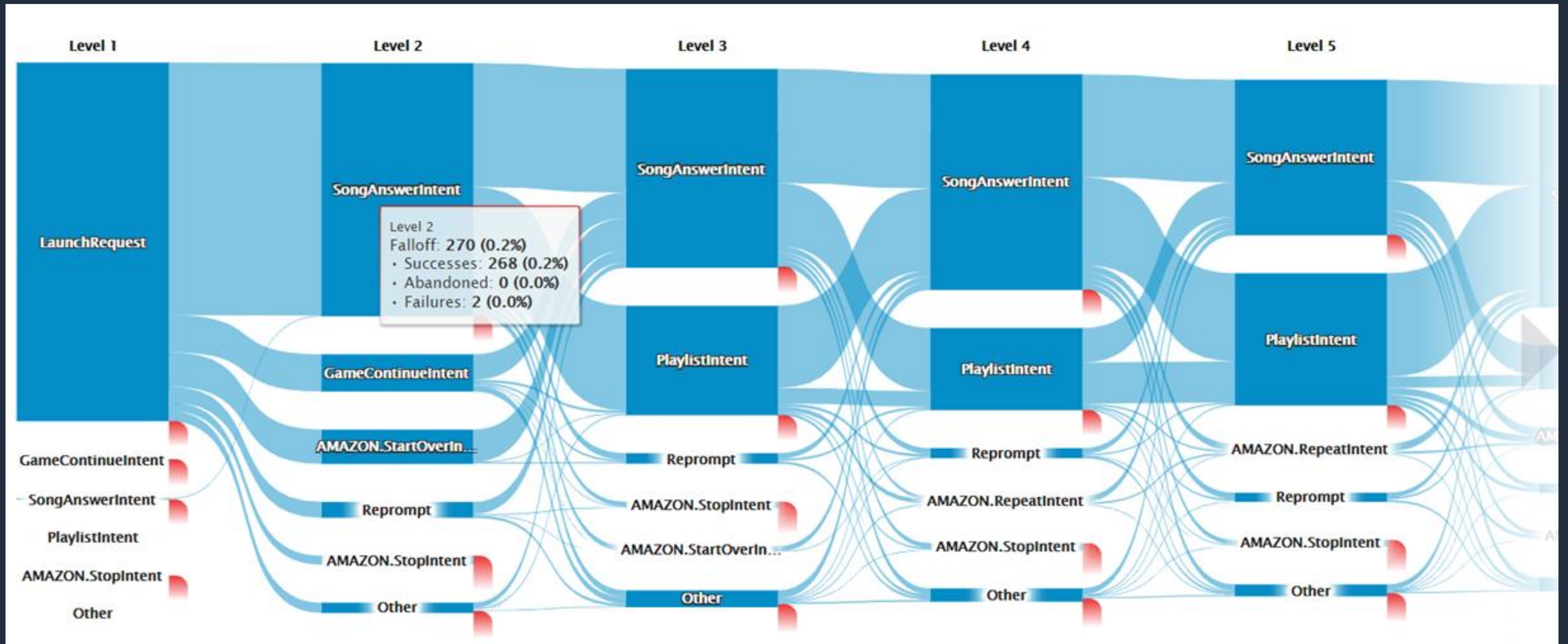
Showing 10 utterances

<input type="checkbox"/>	UTTERANCE <small>?</small>	CONFIDENCE	INTENT <small>?</small>	SLOT(S)	DIALOG ACT	INTERACTION TYPE	ACTION
<input type="checkbox"/>	make a bear sound	HIGH	MakeAnimalSoundIntent	● animal		MODAL	<a href="#">Map</a>
<input type="checkbox"/>	tell me what a parrot sounds like	HIGH	MakeAnimalSoundIntent	● animal		MODAL	<a href="#">Map</a>
<input type="checkbox"/>	can you scream like a goat	HIGH	MakeAnimalSoundIntent	● animal		MODAL	<a href="#">Map</a>
<input type="checkbox"/>	make a random animal sound	HIGH	HearRandomAnimalIntent	-		MODAL	<a href="#">Map</a>
<input type="checkbox"/>	make a pikachu noise	HIGH	MakeAnimalSoundIntent	● animal		MODAL	<a href="#">Map</a>

# Retention Metrics



# Interaction Path Analysis





**High-quality content** prompts customers to use skills. It needs to be framed, contextualized and designed for engagement.

# Situational Content & Personalization

Tailor quality content based on the actions of your users



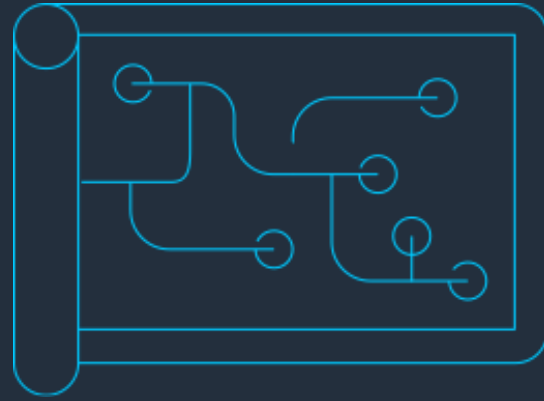
- > Design for the 1<sup>st</sup> and 100<sup>th</sup> time
- > Reward your loyal customers
- > Personalize based on data

# Keep It Fresh

Optimize customer experience with dynamic and quality content

- › Timing is key
- › Consider external dynamics - seasons, events, etc.
- › Use high quality audio
- › Refresh your content





Design **prompts** for both  
**first-use** initiation and  
**repeat interaction**

# Prompts

Prompts should be thought of in two ways:

## In-Skill Prompts

In-skill gamification elements and techniques that promote and cultivate customer usage and reengagement.

## External Prompts

Out of skill elements, often related to a larger ecosystem, that drive awareness and usage, such as marketing, notifications, SMS, and more.



# In-Skill Prompts

In-Skill prompts are diverse and often rooted in gamification techniques

Development & Accomplishment

Unpredictability & Curiosity

Ownership & Possession

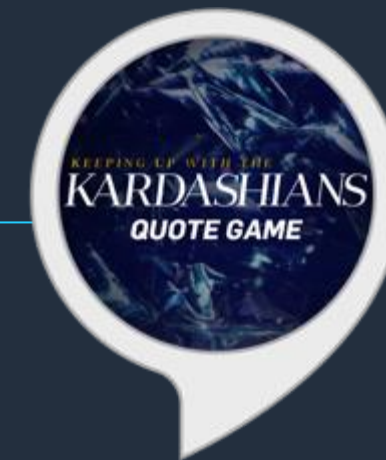
Social Influence & Relatedness

Loss & Avoidance

Scarcity

Creativity & Feedback

Epic Meaning & Calling



# External Prompts

External prompts also have the power to influence a customer's motivation



# Timing Your Prompts

Depending on your content, your prompt needs to be timed accordingly to the user journey

## Examples of situational timing

### > Routines

Going to bed, brushing teeth, eating

### > Promotional

CTA on product box or email

### > Entertainment

Watching a show on TV, game night

### > Social

Streak counters, social check-ins

# Case Study: Sleep Sounds



## Low Friction

- Robust, single command invocation
- On repeat usage, takes user right to the audio

## Quality Content

- User can choose the sound they want each night
- Dozens of high-quality sound recordings

## Prompt

Every night before  
the user goes to sleep

# Case Study: Jeopardy



## Low Friction

- Introductions personalized to the user history
- Quickly instructs the user on how to play, then gets to the game
- Question prompts are robust, and handle requests like “wait” and “repeat”

## Prompt

Users can play the game after watching the show

## Quality Content

- Daily content updates
- Utilizes TV host’s voice whenever possible

# Let's get started!

Design new skills with retention in mind

Review analytics, brainstorm with your teams and optimize existing skills for retention:

- ✓ Remove friction
- ✓ Optimize content
- ✓ Add motivators

Experiment and iterate!

# Thank You!



Follow me on Twitter:

Joe Muoio

Solutions Architect



@JoeMoCode

[muoioj@amazon.com](mailto:muoioj@amazon.com)