



# The Case of the Intentional Process

Paul *Sherlock* Holmes-Higgin

Micha *Watson* Kiener

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# The Case of the Intentional Process



East End, London, England

Whitechapel, Shoreditch ...





New businesses starting up,  
wanting to chat

Chatbots everywhere, trying to engage



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 In the backstreets, something dark was happening  
Chatbots were being killed off

 Evidence of a struggle before  
chatbots demise  
They didn't seem to be able to engage  
well enough, except in limited  
conversations



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## The Chatbot Ripper

Mismatch in expectations brought frustration and rage

The chatbots didn't stand a chance

With no clues to who it was, we determined to find a way to protect the chatbots



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Create safe zone for chatbots and AI

Optimistic and hyped expectations of capabilities

Placed sentries near the chatbots with guides to take people to the right chatbot or to move people to another chatbot to avoid frustration





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## The chatbot killings stopped

Although the case was never closed and the Chatbot Ripper never brought to justice

Our framework of logic and process can overcome the strangest challenge

Let's take a closer look at how



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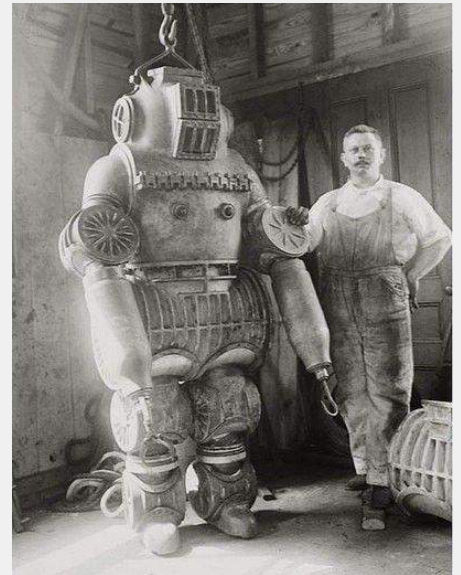


Business Processes define the digital guides

Repeatable and replicable process fragments

Micro-processes to handle micro-business activities

Micro-orchestration of users and systems



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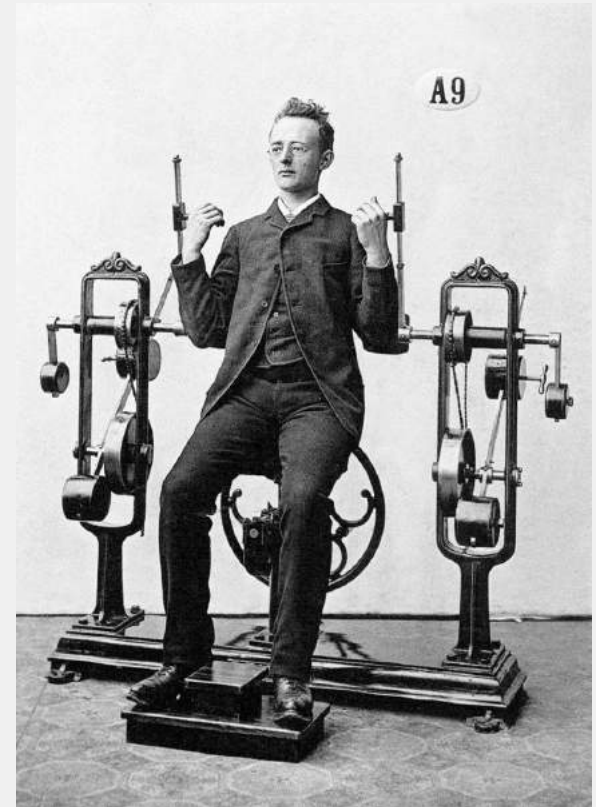


But when is a micro-process relevant?

In what context is a micro-process intended to be used?

There's a world of triggers outside a process definition

How can we describe and manage them?





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## An open case

Case Management to describe micro-process contexts

It provides the instruments to define the stages of solving things, along with the life cycles, the milestones, the potential tasks and processes

Most of all, it describes the triggers, the sentries



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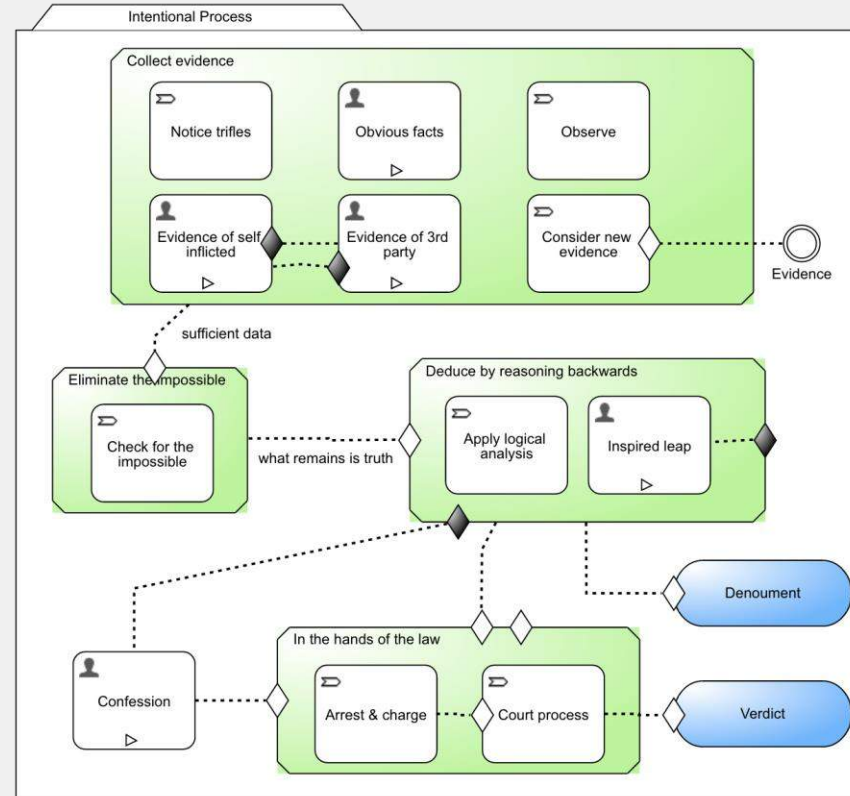
CMMN (no boos and hisses, please)

Describes what the problem looks like

- Stages
- Milestones
- Sentries

BPMN says how to solve a given problem

- Tasks
- Flows
- Events



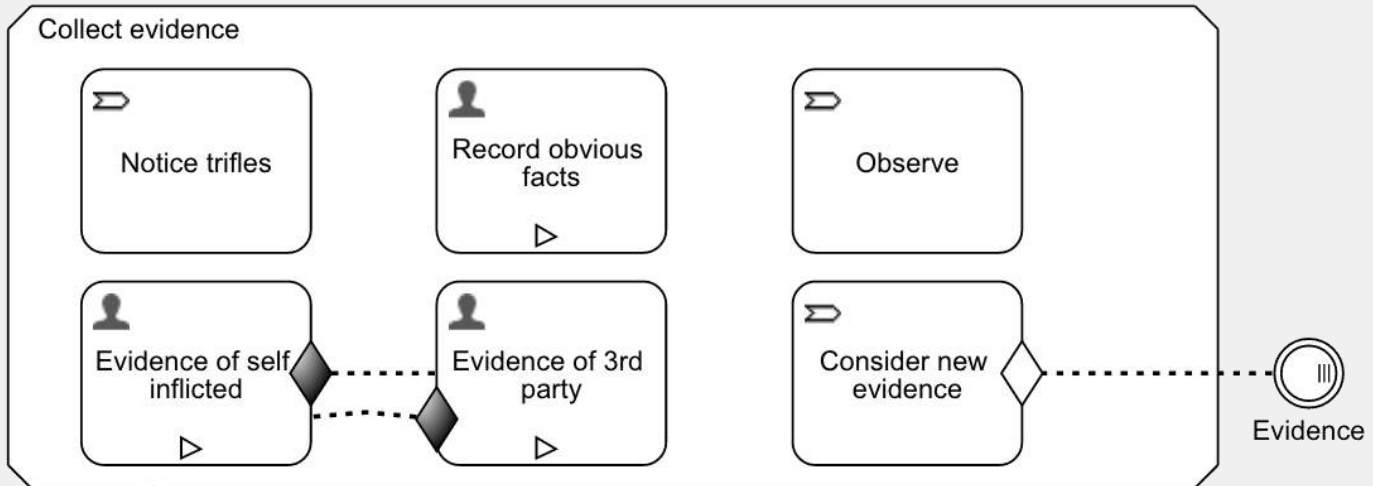
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## CMMN - Stages

Model life-cycle states, phases or contexts

Scope what processes or activities are started automatically or on demand

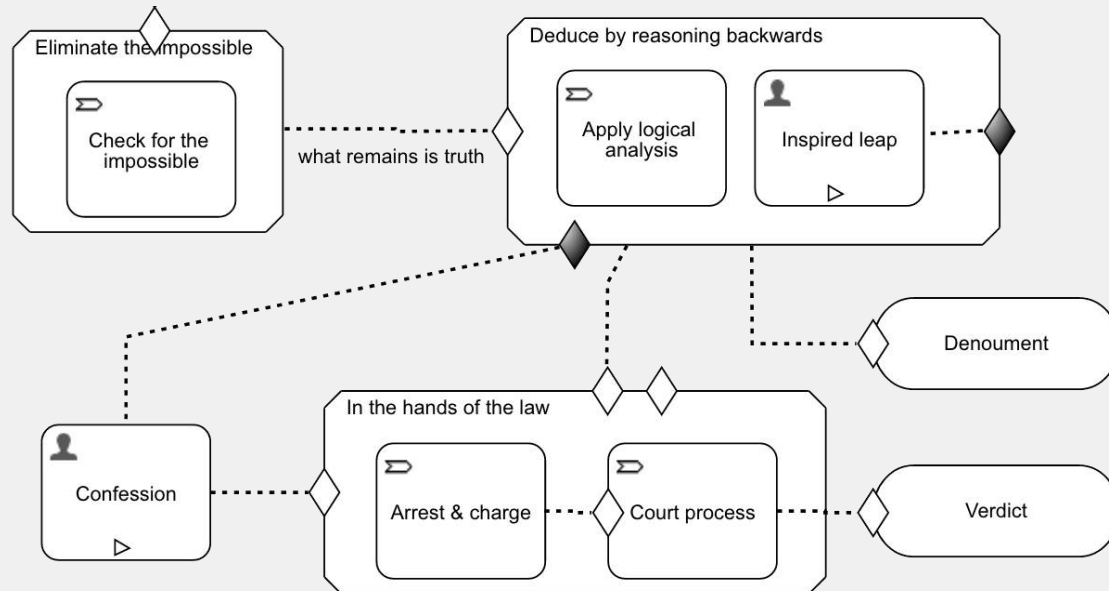


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## CMMN - Sentries

**Entry** criteria start things (white diamonds)



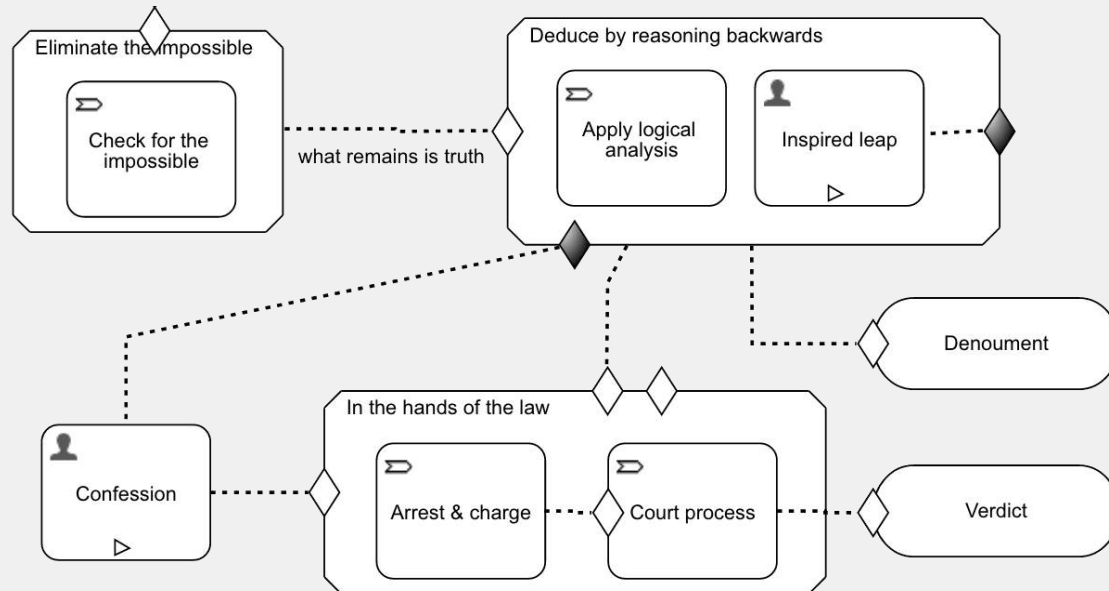
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## CMMN - Sentries

**Entry** criteria start things (white diamonds)

**Exit** criteria stop things (black diamonds)



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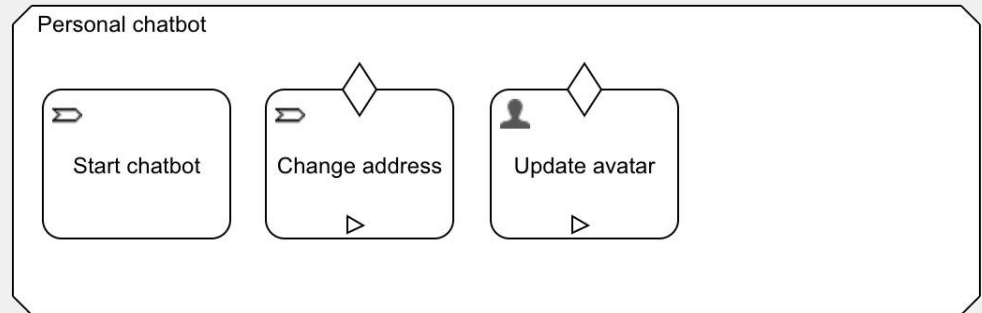


## Micro-Processes in chatbots

Process-driven chatbots

Chatbot defined as a group of micro-processes in a Stage

Entry criteria triggered by explicit keywords or by a human





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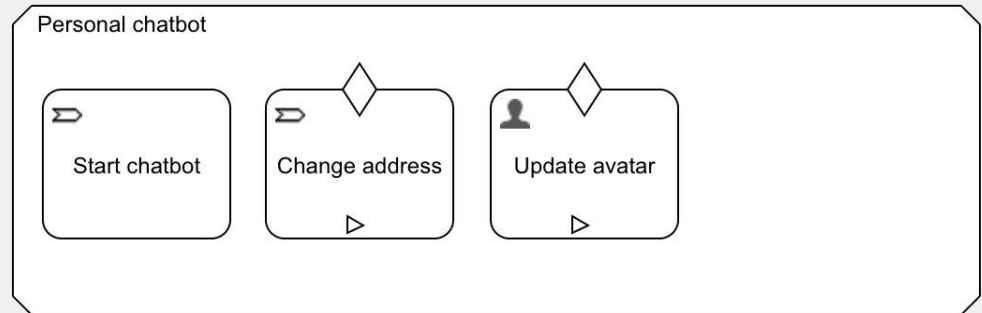


## Intelligent sentries

Use AI & ML as sentry triggers

Detect features in the data: current and historical

Entry criteria now define the **intent** of a micro-process chatbot



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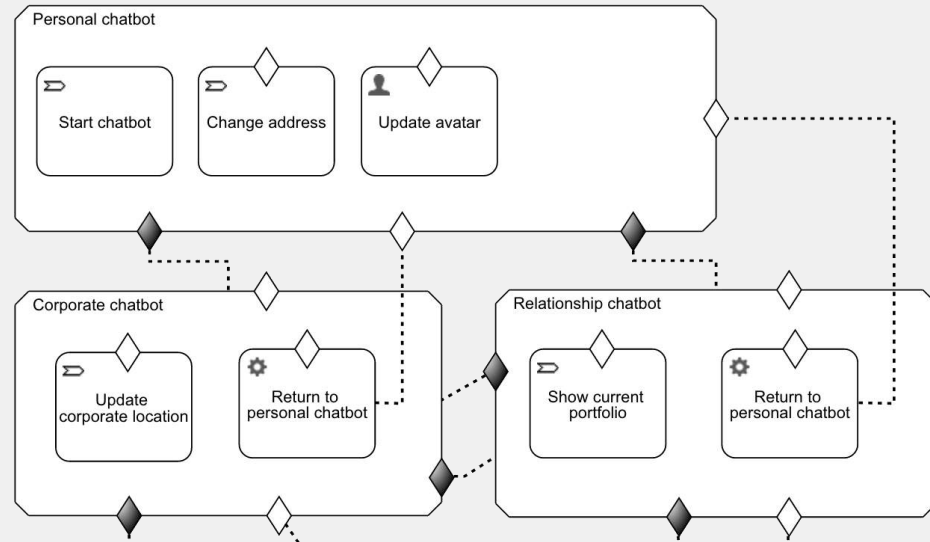


## Chatbot life-cycles

Relationships between Stages describe the life-cycle of a micro-process chatbot

Exit criteria can define switching between specific domain or problem chatbots

Multiple expert chatbots can be available at the same time, but not necessarily all actively chatting



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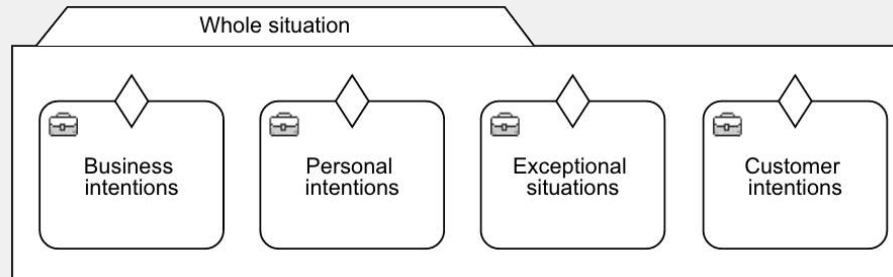


## CMMN as an intelligent container for intentional processes

Declares how processes and activities relate to each other in a context

Cases can be nested to provide even more context

**Not** a replacement for process



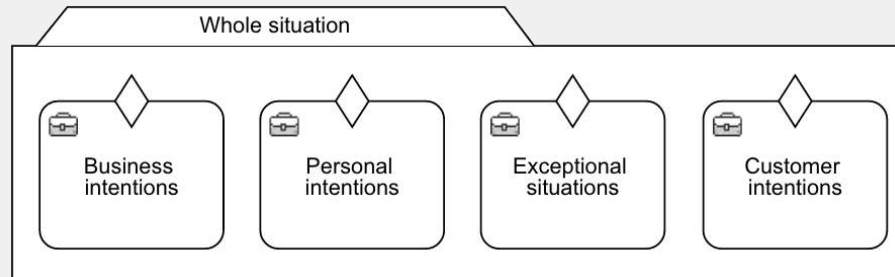
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CMMN as an intelligent container for intentional processes

Not just chatbots!

Self-organizing process pipeline using document analysis, image detection, process mining, ...

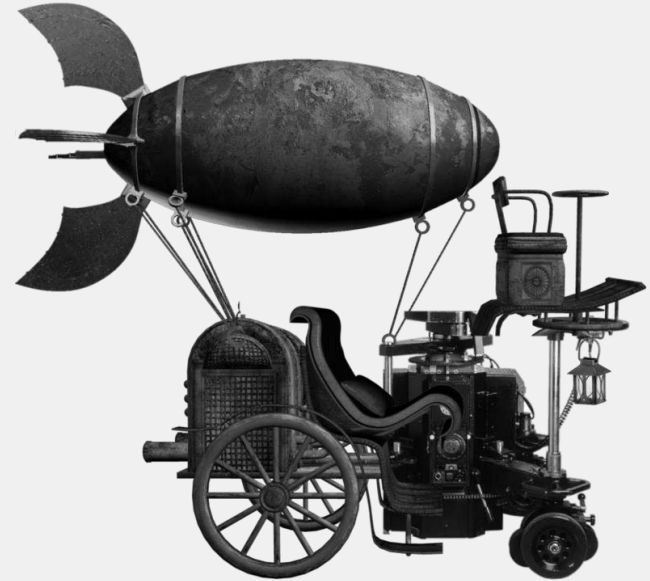


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## DEMO

High Wealth Client wants to talk to their Relationship Manager using their chat app – but they're also the owner of a business that banks with the same institution



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## DEMO

For regulatory reasons, the bank has to treat the person as two separate clients. How can this be managed when the customer sees an overall relationship with the bank?

