

VOICEFLOW VS. LEGACY CHATBOTS: THE ARCHITECTURAL SHIFT

Old chatbots were based on "Keyword Matching." They were frustrating, rigid, and ultimately hurt brand equity. Aura Visual Studio utilizes NLU (Natural Language Understanding).

INTENT RECOGNITION

Modern nodes don't look for words; they look for meaning. Using Voiceflow's NLU engine, we train our agents to recognize 'Intent' regardless of how the user phrases the question. This creates a friction-less experience that feels human.

STATEFUL INTERACTION

Legacy bots reset every time the page refreshed. Our systems maintain state across sessions, recognizing returning users and picking up exactly where the last technical handshake left off.