

# Case Study

In the frame of our **Promotional Material Services**, experts review and assess a chatbot, interactive tool available on an Internet website, among European regulations.

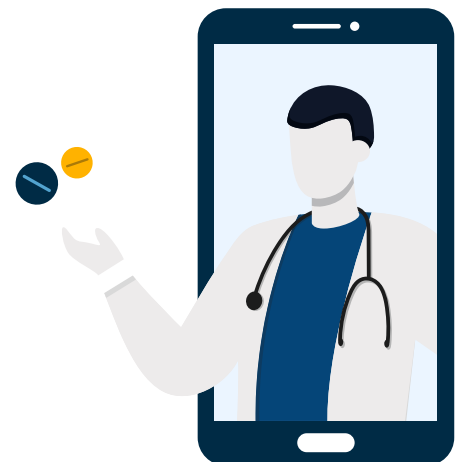


## Scope :

A pharmaceutical company contacted BlueReg experts on promotional material for review of a non-promotional website and associated chatbot. **The chatbot is an interactive tool with which the user can interact.** Different information, in relation with the website on which the tool can be found are available on the chatbot. The chatbot will ask questions to the user and the user will have different possibilities of answers.

## Challenges :

One of the main challenges was to define the strategy for regulatory review because this interactive tool depends on the answers given by the user, so the sequence of information and questions provided by the chatbot varies. Validation of the tool is to be made on the different possibilities that the user can face while using the chatbot.



# BlueReg methodology :

The client gave BlueReg experts access to an interactive version of the chatbot, which reflects the one they intend to be made available to the user and an Excel file compiling the information given by the chatbot section by section. In this written document, all the sequence of questions raised by the chatbot to the user, possibilities of answers for the user and information given by the chatbot were given, together with a link to access the gifs included in the chatbot whenever they will appear during the conversation on the chatbot. With this information BlueReg experts could review consistency of the entire information given in the chatbot and test it in real use.



It is important to mention that the availability of both types of data, i.e. demonstration version of the chatbot and written version of all sections, is necessary for the review. Regulatory comments about the tool (e.g. relevance of the information given as per the regulatory guidelines, inadequate gif based on the information given in the tool...) have been made on the Excel file and provided to the client. In addition, in parallel the client asked for regulatory review of the website so consistency between the website and the chatbot has also been assessed by BlueReg experts.

## Achievements :

- Perform regulatory review of an interactive tool which offers multiplicity of possibilities depending on the user's answers
- Customer's recognition of Blue-Reg's expertise for non-promotional & promotional review

