

## Martha – Frequently Asked Questions

### **How do I access the Martha Virtual Agent?**

Access the Martha Virtual Agent by going to – <https://go.gwu.edu/martha> and authenticating your credentials using GW single sign-on.

### **How do I register for text messaging in Martha?**

To register for text messaging log into Martha at <https://go.gwu.edu/martha> using your GW single sign-on credentials. Ask Martha to register your phone number for texting and she will respond with a message asking you to enter your cell number. It is important that you include the + symbol when entering your number. The specific format for the United States is +1xxxxxxxxxx. After providing your number, Martha will confirm registration and send you a phone number to use for texting messaging. Text Martha whenever you have a question that is in scope for the pilot or are looking for knowledge. Please note, Martha only recognizes the last phone number registered.

### **What devices can Martha be run on?**

Martha can be run on the following machines provided they have an internet browser such as Internet Explorer, Safari, Firefox, or Google Chrome:

- Windows Operating Systems laptops or desktops
- Macintosh Operating System laptops or desktops
- iOS Operating system for iPads or iPhones with Safari
- Android OS smartphones and smart tablets

### **What is Martha / AI / I am Learning / Virtual Agent / Self-service?**

Martha is a GW initiated pilot project of a “Virtual Agent” supported by IBM Watson’s Artificial Intelligence. This is an easy to use channel to search knowledge, create service requests and check status of your outstanding requests through an intuitive conversational interface. Martha allows you to ask questions when and how it is convenient for you.

### **Why is Martha a pilot?**

Martha is in a pilot phase in order for you to provide us feedback on the utility of this tool. While the pilot phase is currently launched with limited scope use cases, we hope this will be enough for you to give us feedback on how the tool might be expanded in scope to meet many of your service request needs. While Martha is currently focused on the student experience using technology services, it has the potential to grow to be much more.

### **What is included in the pilot?**

During the pilot you will be able to ask Martha for help changing your GW NetID password and resetting your GWeb pin for access to Banner student records. Martha will then send you to the website to make those changes. Martha will also register your authorized Apple TV, PlayStation, Xbox, or Roku device to work on our new GWPlay wireless network. Other subjects for the pilot include; IPTV, Blackboard general questions, NetID, GWID, Two-step authentication, internet access, software access, GW play, GWired, GWireless, IT Support information, password reset,

account claiming, and Gworld card replacement. Martha will also search the GWIZ repository of IT Knowledge we have in our Digital Workplace KnowledgeBase for self-help instructions. We will also provide a link in which you can teach Martha about the things you would like answered. This link is located at <http://it.gwu.edu/martha> under the Teach Martha link.

### **When will the pilot end?**

The Martha pilot will end on Sunday, September 30, 2018. Upon completion, we will assess the feedback provided by Martha users at <http://it.gwu.edu/martha> to determine if we should proceed with expanding Martha's capabilities to answer more and more service related questions about GW.

### **What do I need to do to support a production version of Martha?**

Martha needs to learn from you. She only knows what we programmed into her for now but she is a quick study. As you ask your questions in your own way, Martha will learn more and more about how to distinguish between good answers and bad answers. The Division of IT staff will also be monitoring to see what you ask and how Martha answers. We will use this data to prioritize next sets of functionalities we should add to Martha if the pilot proves successful.

### **Why is Martha limited to what it can do?**

Martha is limited during this pilot to assess her usefulness and usability to the GW community. We focused on a few back-to-school activities and information sets to let you use the service without expending a large amount of university resources while we assess viability. Martha can and will grow if you give us your feedback and tell us how Martha did at helping you with questions or processes in her current limited state. To utilize the service please visit <http://go.gwu.edu/martha>. To provide feedback on your experience please visit <http://it.gwu.edu/martha> and click on the "feedback" link.

### **Is Martha only for Division of IT?**

Martha is for you! While she currently only contains answers and functionality related to technology support at GW, the virtual agent can do much more. With further development Martha could grow to direct you to your next class, help you place an order for service in your residence hall room, or navigate Philo IPTV. If a decision is reached to move forward with Martha, the Division of IT will work with our business partners across GW to look for systems and services to integrate into Martha's capabilities and heighten your GW student experience.

### **Why does Martha need to learn?**

Martha only knows what she has been taught. She is in the infant stage of her learning. With your support we can continue to teach Martha about GW.