**Intents** are purpose of a user's input, such as a question about business locations or a bill payment.

**Entities** are terms or objects that are relevant to your intents and that provide a specific context for an intent.

**Dialogs** are branching conversation flows that define how your application responds when it recognizes the defined intents and entities.
Government agencies, healthcare organizations, and academic institutions are using the Watson Assistant for getting accurate and up-to-date information into the hands of citizens worldwide.
Here’s an example of a slightly more complex BankBot: