

# Chatbots research: Waste and recycling Show and tell

22 March 2019

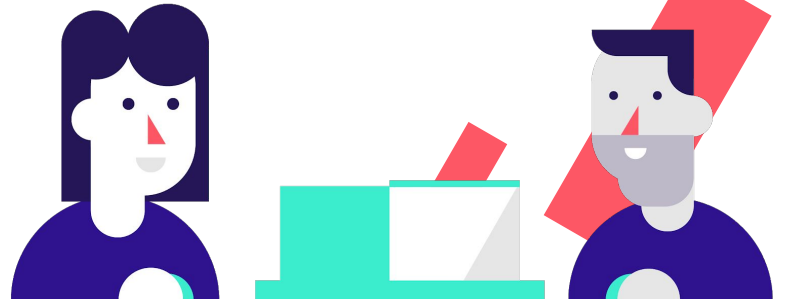
[Link to video of show and tell](#)












## Key findings

# Users

Here's a summary of our key findings from the 6 users interviewed

- Most of the tasks were simple information or service requests - all users who called the Council said that the calls were dealt with quickly and easily.
- Majority of users defaulted to mobile use - reflection of the simplicity of task at hand.
- All users had difficult web experiences on Council website - resulting in going back to Google for better search functionality or calling the Council directly.
- All users voiced a preference to self serve where possible - if this is not possible, or if it is difficult, they would not hesitate to call.
- These are paying customers - but they cant switch if they have a bad or unsatisfactory service. If their issue is not resolved, they usually have to adopt inconvenient alternative solutions.



	Trigger Need	Online Search	Search Council Website	Contact Council	Task Resolution
User Needs	<p>I want to get information / resolve an issue</p> <p>So I can dispose of my waste properly</p>	<p>I want to find information from my local council</p> <p>So I can contact them / resolve my issue</p>	<p>I want to find specific information / request a service</p> <p>So I can resolve my issue and get back to normal</p>	<p>I want to call the council</p> <p>So I can resolve my issue</p>	<p>I want to be able to rely on council services</p> <p>So I can avoid inconvenient alternative solutions</p>
Actions + Tasks	<ul style="list-style-type: none"> <li>Move to a new house - need to set up the basics</li> <li>Realise there is an issue with current bin set up</li> </ul>	<ul style="list-style-type: none"> <li>Search on Google</li> <li>Find the right Council to contact / seek further information</li> </ul>	<ul style="list-style-type: none"> <li>Search for information</li> <li>Try to complete a task / self serve</li> <li>Search for a contact number</li> </ul>	<ul style="list-style-type: none"> <li>Call Council - call centre and direct department numbers</li> <li>Provide simple information as requested by Council</li> </ul>	<ul style="list-style-type: none"> <li>Wait for solution or resolution (service request)</li> <li>Find short / long term alternative solutions if told 'no'</li> </ul>
Channels + Devices	 <p>AT HOME    IN PERSON</p>	 <p>MOBILE    SEARCH ENGINE</p>	 <p>MOBILE    COUNCIL WEBSITE</p>	 <p>MOBILE    COUNCIL WEBSITE</p>	 <p>AT HOME    IN PERSON</p>
Emotional	<p>"I was expecting information from the council"</p> <p>"My bin has gone missing!"</p>  	<p>"I always get confused, I need to check the council logo to make sure its the right one"</p> 	<p>"I had to go back to Google to search for a specific page on that website"</p> 	<p>"It was quickly answered and quickly resolved - I felt reassured"</p> 	<p>"I don't want to come across as someone who complains..."</p> <p>"I cant keep going like this forever! I will have to call again"</p>  
Pain Points	<ul style="list-style-type: none"> <li>New to this area - I don't know what to do / who to contact</li> <li>Something unexpected has happened - I have to find a solution</li> </ul>	<ul style="list-style-type: none"> <li>Unsure which is the correct council to reach out to</li> </ul>	<ul style="list-style-type: none"> <li>IA and content not useful</li> <li>Poor internal search and taxonomy - back to Google</li> <li>Don't have mobile friendly site</li> </ul>	<ul style="list-style-type: none"> <li>Confusion over prices</li> <li>Being transferred in order to make payment over the phone</li> </ul>	<ul style="list-style-type: none"> <li>Adopting inconvenient alternative solutions as Council can't provide service</li> <li>No confirmations or alerts - bins just show up!</li> </ul>
Compelling forces	<ul style="list-style-type: none"> <li>Habit: what did I do before / how did I previously solve this?</li> <li>Anxiety: I need something fixed and I don't know how / how long it will take</li> </ul>	<ul style="list-style-type: none"> <li>Habit: Google search engine is first port of call 'Googling'</li> <li>Habit: Mobile search - quick and convenient</li> </ul>	<ul style="list-style-type: none"> <li>Anxiety: only option / not meeting expectations online</li> <li>Habit: self help is first port of call - but will call if stuck</li> </ul>	<ul style="list-style-type: none"> <li>Pull / Habit: Calling will resolve my issue quicker</li> <li>Push: couldn't do it online, so must resolve my issue now</li> </ul>	<ul style="list-style-type: none"> <li>Anxiety: feeling stuck</li> <li>Anxiety: no tracking (new bins)</li> <li>Push: still has to dispose of waste (office / tip)</li> </ul>

## User interview quotes

"I expected to be given some information by the council when I moved in..."

"I got a call to sort out my council tax - that was really handy! One less thing on my list"

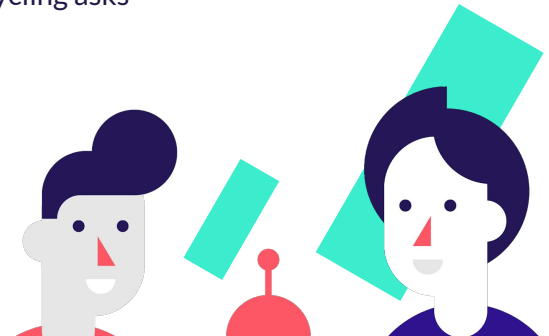


## Key findings

# Stakeholders

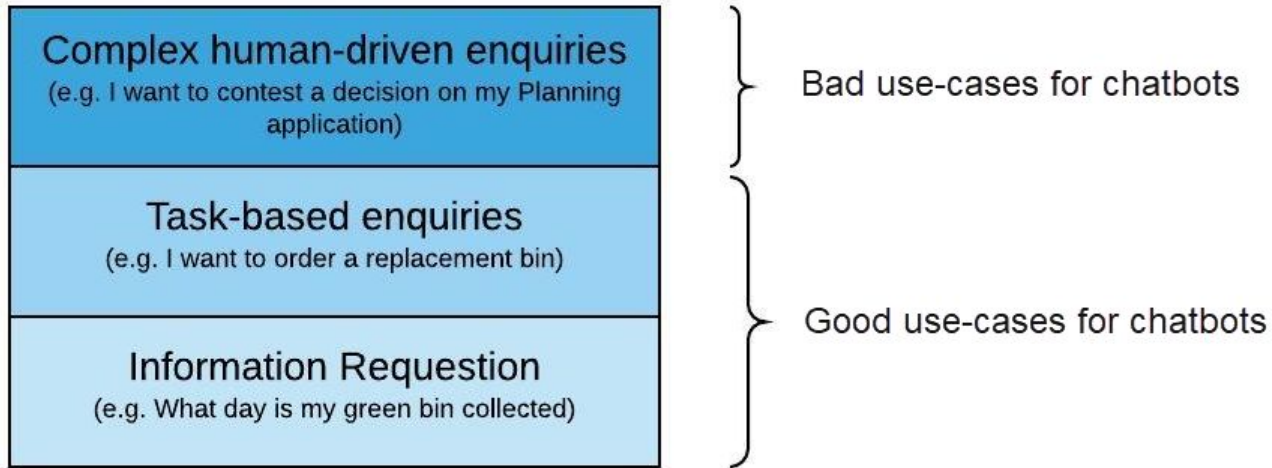
## Summary of our key findings from the stakeholders interviewed

- The vast majority (99%) of calls can be handled by a first-line operative
- Waste & Recycling makes up a significant proportion of inbound calls (14.5%) compared to Planning (4%)
- Cost of provisioning inbound Waste and Recycling calls across the 4 councils is more than £1.1m annually
- Users would like to self-serve, but not all councils have a full range of Waste & Recycling asks available through self-service (e.g. Missed Bins)
- Some councils have real-time data available from collection teams. Others are still developing this integration, which has real power for enhancing self-service
- Pre-empting customer needs (e.g. proactively informing them if a bin goes back in the lorry) is an obvious way to reduce the need for users to make contact



Key findings

# Use Cases for Chatbots



## Key findings

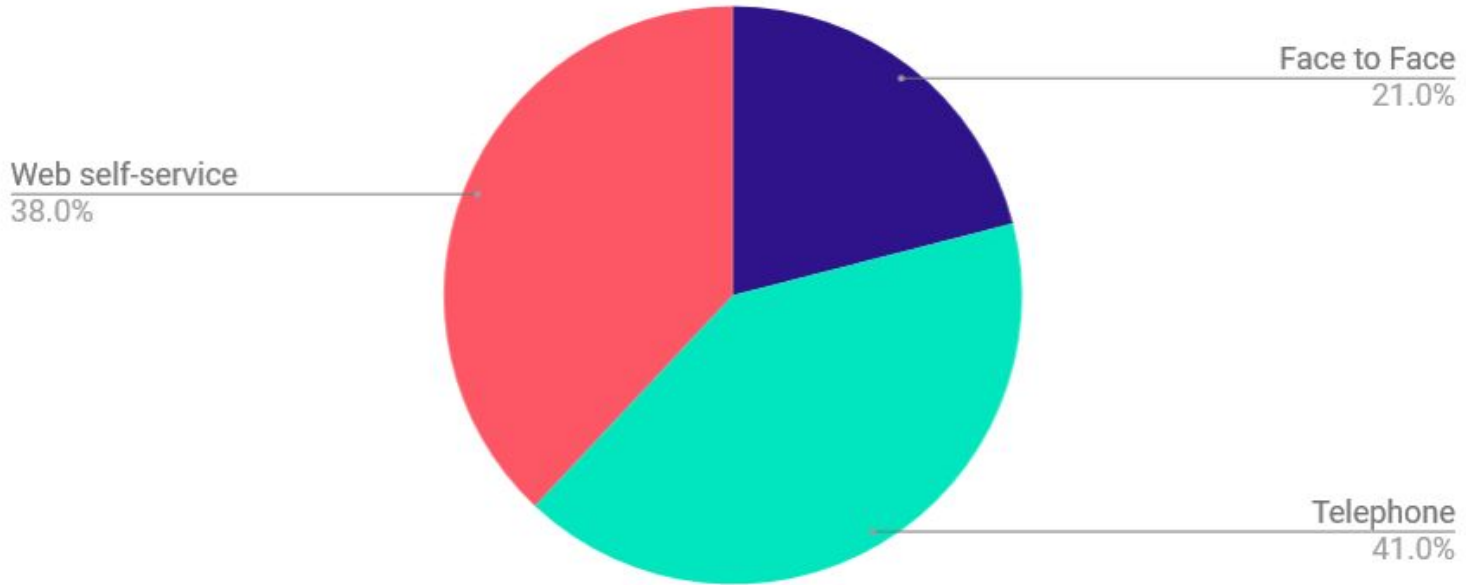
# Reasons for Contact

Reason	Volume	Type / URL
Report Missed Collection	25%	<a href="#">Task</a>
Report Dumped Rubbish	38%	<a href="#">Task</a>
Arrange Bulky Collection	18.6%	<a href="#">Task</a>
Info on Recycling centre	5%	<a href="#">Info</a>
Commercial collection	4.9%	<a href="#">Task</a>
Damaged Lid	7.2%	<a href="#">Task</a>
Request new bin	0.3%	<a href="#">Task</a>

Based off data from Doncaster Council

Key findings

# Cross-Channel Analysis: Methods






Key findings

# Cross-Channel Analysis: Costs



### Stakeholder quote

**“Budgetary constraints are one of the biggest concerns of the council. We want to save money, but it's not just about value - it's also about efficiency in these services while still striving for excellence. I think that's where digital comes in - with channel-shifting the customer mindset.”**

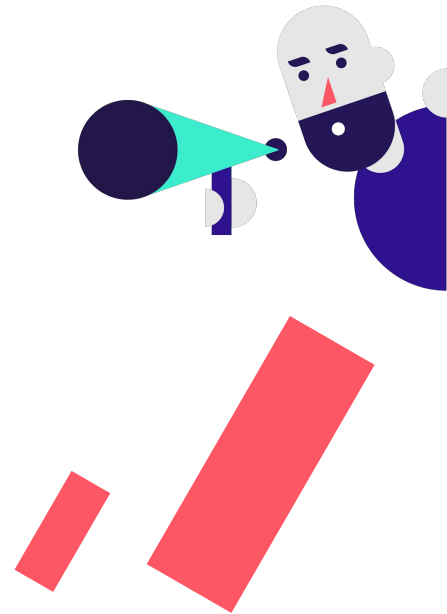


Key findings

# Councils

Here's a summary of the councils' experience this past week

- What were your key findings?
- Lessons learned
- What you're still not sure about



What's next?

# Open floor

- **What's next?** Revs and Bens: Torchbox at Redditch while Bromsgrove, Preston, and Adur & Worthing research
- **How is recruitment going?**
- **Any questions?**

**Torchbox**

