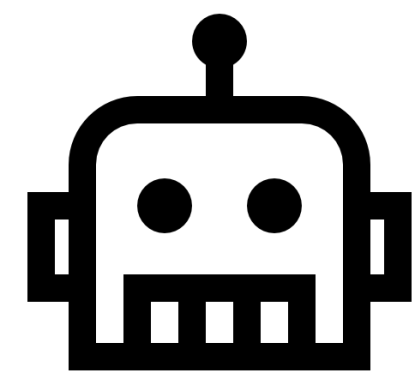
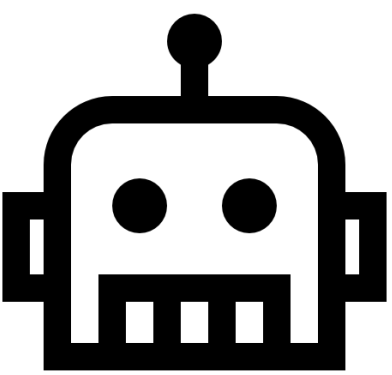


# Chatbots from Scratch

**Learn how to help customers avoid calling  
councils unnecessarily through the use of  
chatbots and AI**



We made it here!



Oxford City Council

Hertsmere Borough Council

Cheltenham Borough Council

Doncaster Council

Preston City Council

North East Derbyshire District Council

Bolsover District Council

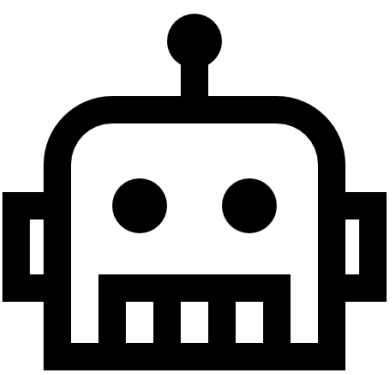
Rotherham Metropolitan Borough Council

Bromsgrove District Council

Redditch Borough Council

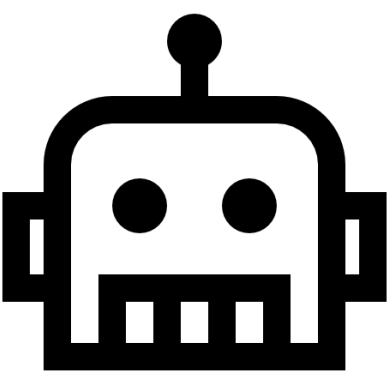
Surrey County Council

Adur and Worthing Councils



# The story so far....

September	Expressions of Interest
16 October	Full application invite
24 October	Kick-off discussion
15 November	Application submitted
7 December	Application successful
10 December	Digital Marketplace opportunity
13 December	MHCLG Kick-off workshop
15 February	Exchanged contracts



# The project

Can we use chatbots/AI to solve our problems?

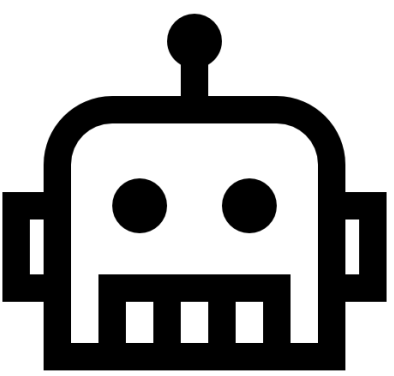
What are the user needs?

Which areas will they work best in?

Will the business case stack up?

How do we get started?

What products are available?



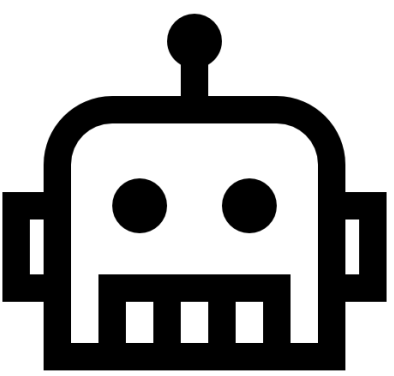
# Four deliverables

User research

Market summary

Common platform

Business Case



# User research areas

## Waste & Recycling

Rotherham

Doncaster

Bolsover/North East Derbyshire

## Highways

Surrey

## Revenues & Benefits

Redditch & Bromsgrove

Preston

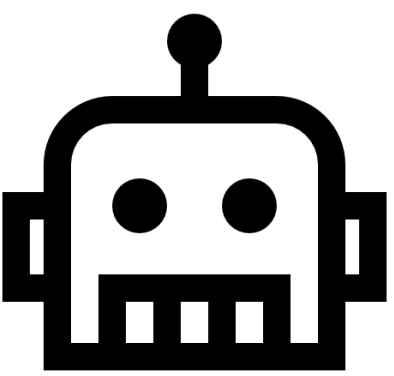
Adur & Worthing

## Planning

Oxford

Hertsmere

Cheltenham

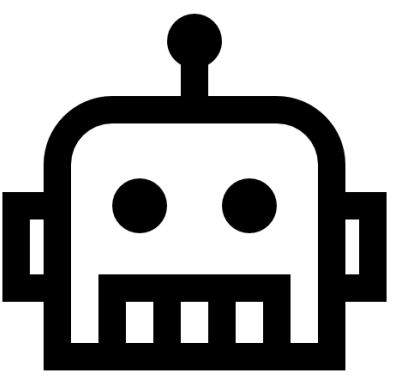


# User research areas

## Waste & Recycling

- 95,000 waste enquiries by phone
- 33% of contact
- 8 customer service advisors
- £191k per annum

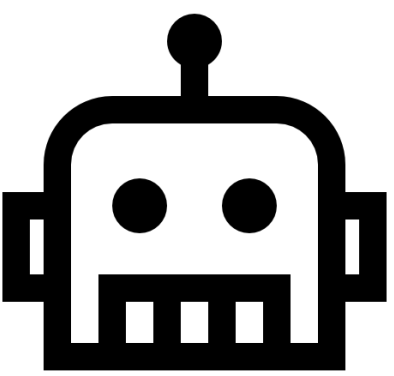




# User research areas

## Highways

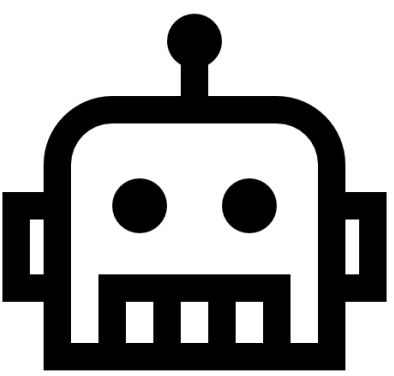
- 72,000 web reports of defects and increasing
- Only 21% complete reports
- 5.3% exit to Contact Us page
- Equals 4,350 avoidable calls (0.5FTE)



# User research areas

## Revenues & Benefits

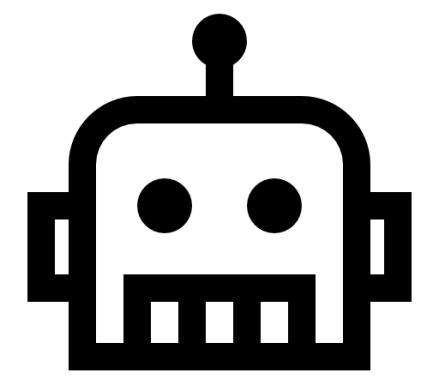
- 50,000 recovery notices
- 5FTE (£125k) to process
- Calls about Housing Benefit
- 1FTE (£25k) to handle



# User research areas

## Planning

- 1,543 calls about existing applications
- 3,929 comments made online
- Drop-in service 3hrs per day
- 0.4FTE (£15,400) to staff it
- Rising number of webchat enquiries (4<sup>th</sup> highest topic)



# Working together - hopes

Work together collaboratively

Learn lessons

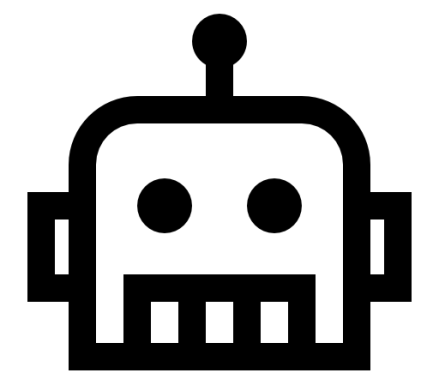
Make connections

Form great partnerships

Deliver something worthwhile

Take away some personal learning

Develop new skills



# Working together - fears

Current workloads

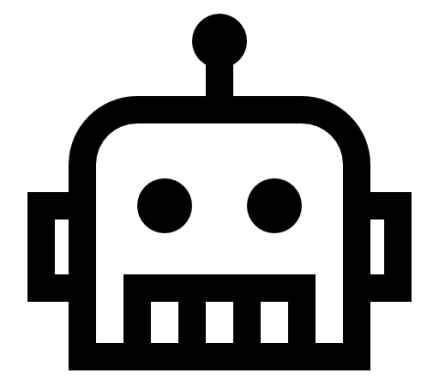
Tight timescales for project

Getting the right supplier

Getting the user research right

Producing useful outputs

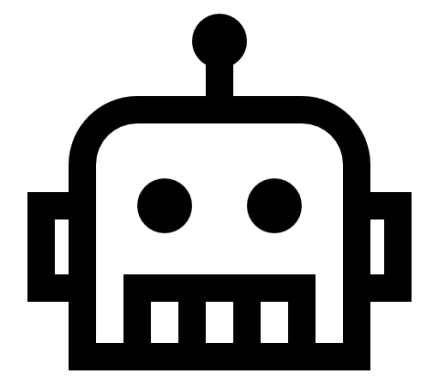
Geographical challenges



# Working together - culture

## **We will:**

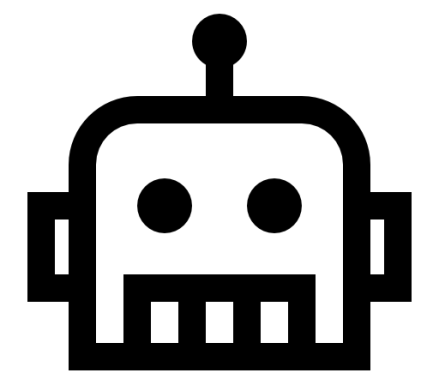
- Share responsibilities and be supportive
- Trust one another
- Be open, honest and transparent
- Be courageous and innovative
- Be flexible and realistic
- Be positive and inclusive
- Be customer solution focused



# Working together - culture

## **We won't:**

- Work in siloes (e.g. tech vs non-tech)
- Be restrictive
- Be complacent
- Be dismissive
- Assign blame



# Working together - culture

## **We commit to:**

- Sharing ideas and information
- Challenging the norms
- Demonstrating the benefits of the project
- Keeping in touch regularly (via Slack, Stand-ups etc)
- Working in an Agile way
- Publishing by default
- Blogging about the project