

PUBLIC SECTOR AI TRANSFORMATION

Derby City Council AI Transformation Showcase

Their Journey to £7.5M Savings

14.07.25

ICS.AI



Derby City Council



GUEST SPEAKERS



Martin Ferguson
Policy and Research
Director
Socitm



**Councillor Hardyal
Dhindsa**
Cabinet Member for Digital and
Organisational Transformation
Derby City Council



Paul Simpson
Chief Executive
Derby City Council



Andy Brammall
Director of Digital &
Physical Infrastructure
& Customer Engagement
Derby City Council



Janice Hadfield
Head of Finance
- Service Support
Derby City Council



Jane Witherow
Head of Customer
Engagement and
Registration Services
Derby City Council



Andrew Appleyard
Director of Adult Social
Care Services
Derby City Council



**Lauren
Stephenson-Mabb**
Digital Development Manager
Derby City Council



Amanda Verran
Head of Business Support
and Debt Management
Derby City Council



Steve Walsh
Data Consultant
Dataframe



Lee Haynes
Head of Digital Enablement
& Automation
Derby City Council



Donna Dean
Director
Facilitate Consultancy

ICS.AI SPEAKERS



Martin Neale
Chief Executive Officer
ICS.AI



Andrew Smith
Chief Customer Officer
ICS.AI



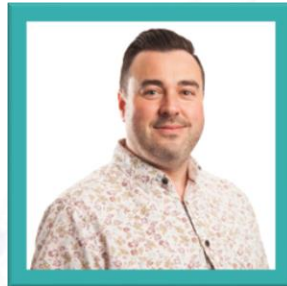
Dwayne Johnson
Chief Local Government Officer
ICS.AI



Rahim Bayjou
Chief Technology Officer
ICS.AI



Fiona Watson
Chief Marketing Officer
ICS.AI



Mark Watson
Head of Delivery
ICS.AI



Aneeq Star
Local Government Sales Lead
ICS.AI



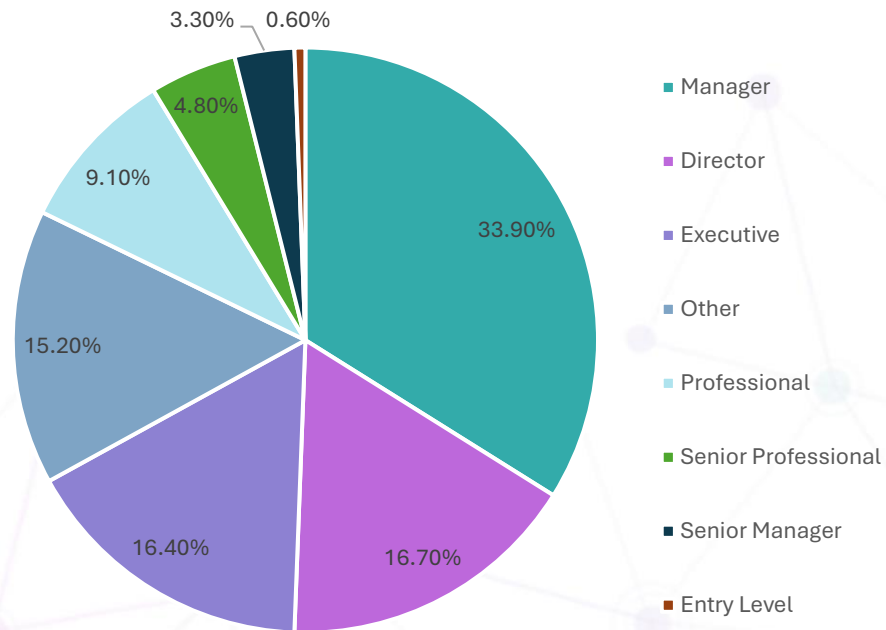
Nick Horne
Customer Success Manager
ICS.AI



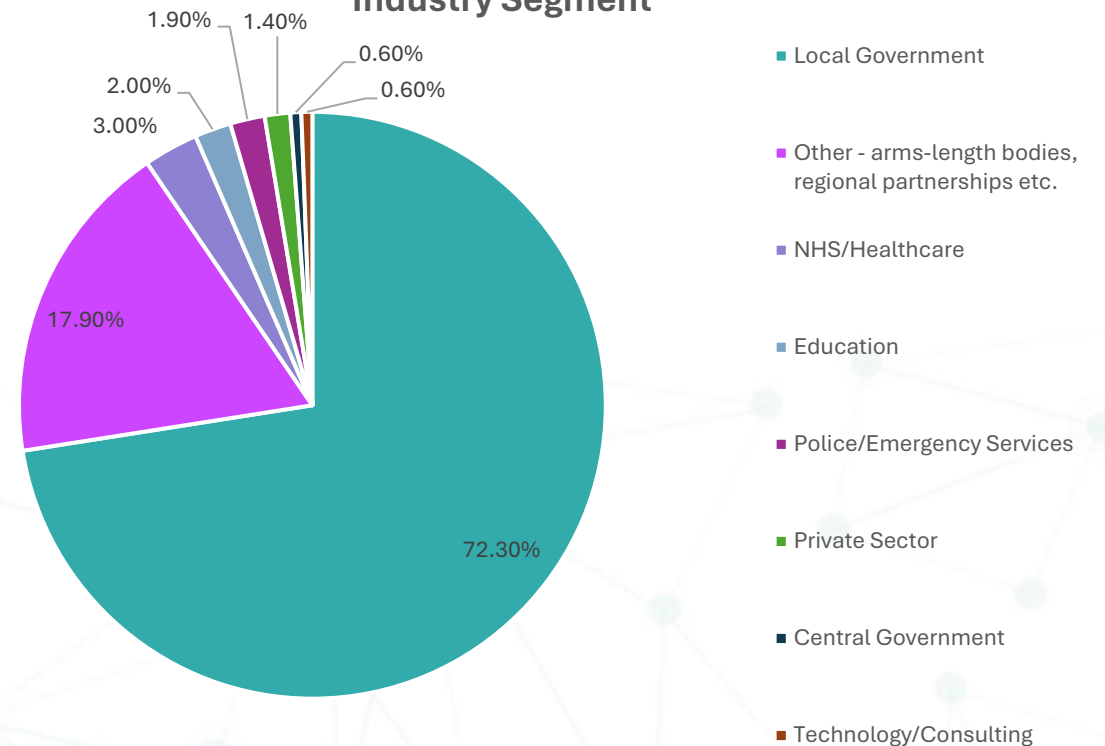
Sam Spencer
Project Manager
ICS.AI

ABOUT YOU

Derby Showcase Registrants - Seniority



Industry Segment



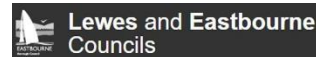
ICS.AI: LEADERS IN TRUSTED SECTORS CONVERSATIONAL AI

HIGHER EDUCATION



HIGHER EDUCATION - UK No.1 AI Assistant vendor by market share

LOCAL GOVERNMENT



LOCAL GOVERNMENT - UK No.1 AI Assistant vendor by market share

CENTRAL GOVERNMENT



Selected by the ICO, the UK's AI regulator to handle 360,000 GDPR queries a year

HEALTH



The UK's first Mental Health AI Assistant deployed by an NHS Trust

Our SMART: Unified AI platform processes over 4 **MILLION** self-serve requests annually

RECOGNISED IN PARLIAMENT AS LEADER IN AI INNOVATION

ICS.AI's pioneering work in transforming UK public services through artificial intelligence was [recognised in Parliament](#). During parliamentary proceedings, our successful partnership with Derby City Council was highlighted as a national example of how AI can deliver measurable impact for local government.



<https://digl.ink/ptanlef>

“

This great work... will contribute to the productivity not just of local authorities around the country, but also to the benefit of our entire economy.

”

Peter Kyle – Secretary of State for the Department of Science, Innovation and Technology

“

The government is rightly focused on driving public sector reform through the smarter use of technology...we've seen what's possible - ICS.AI has already helped Derby City Council save millions of pounds using AI.

”

Luke Murphy - MP

CELEBRATING SUCCESS



SOCITM



Martin Ferguson
Research and Policy Director
Socitm





Derby City Council: AI Transformation Showcase

Partnering for a difference

Martin Ferguson | Director of Policy & Research, Socitm

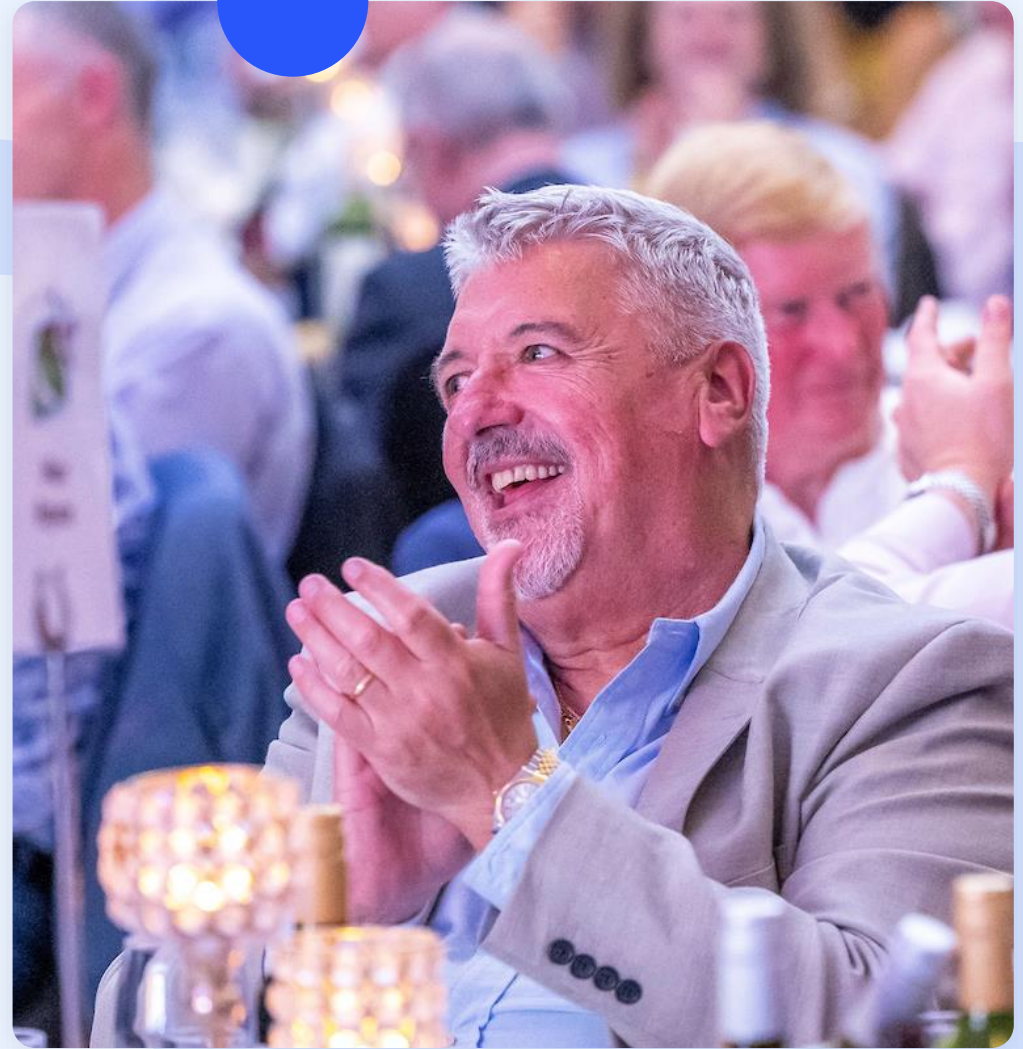
14 July 2025



Socitm is the society of innovation, technology and modernisation

Our aim is to be the preferred network for professionals shaping and reforming public services.

Founded in 1986, we support nearly 300 member organisations across the UK, covering local government, health and social care, education, blue light, social housing and third sector.



Award at Socitm President's Conference

The award highlights:

1. Outstanding collaborative work
2. Socitm Partner and Member organisation
3. Delivers innovative solutions
4. Benefits public services and the communities



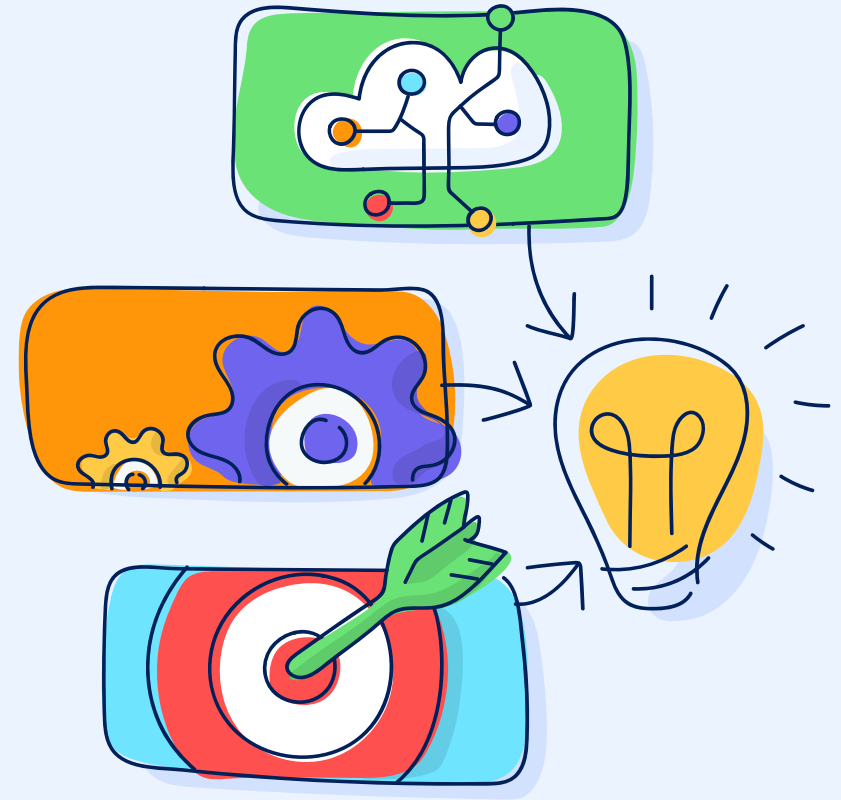
Derby City Council presentation “Pioneering Local Government AI Transformation” sparked huge interest:

“It’s great to hear a success story with AI and I hope this gives other councils confidence to innovate.”

Innovating to grow

1. Commit to an innovation aspiration
2. Discover new ways to extend your strengths
3. Accelerate into tailwinds
4. Evolve and disrupt your organisation, even the entire ecosystem
5. Scale faster by building mergers and partnerships into your innovation capabilities

Source: McKinsey, How top performers use innovation to grow within and beyond the core: <https://bit.ly/4kYbGRj>

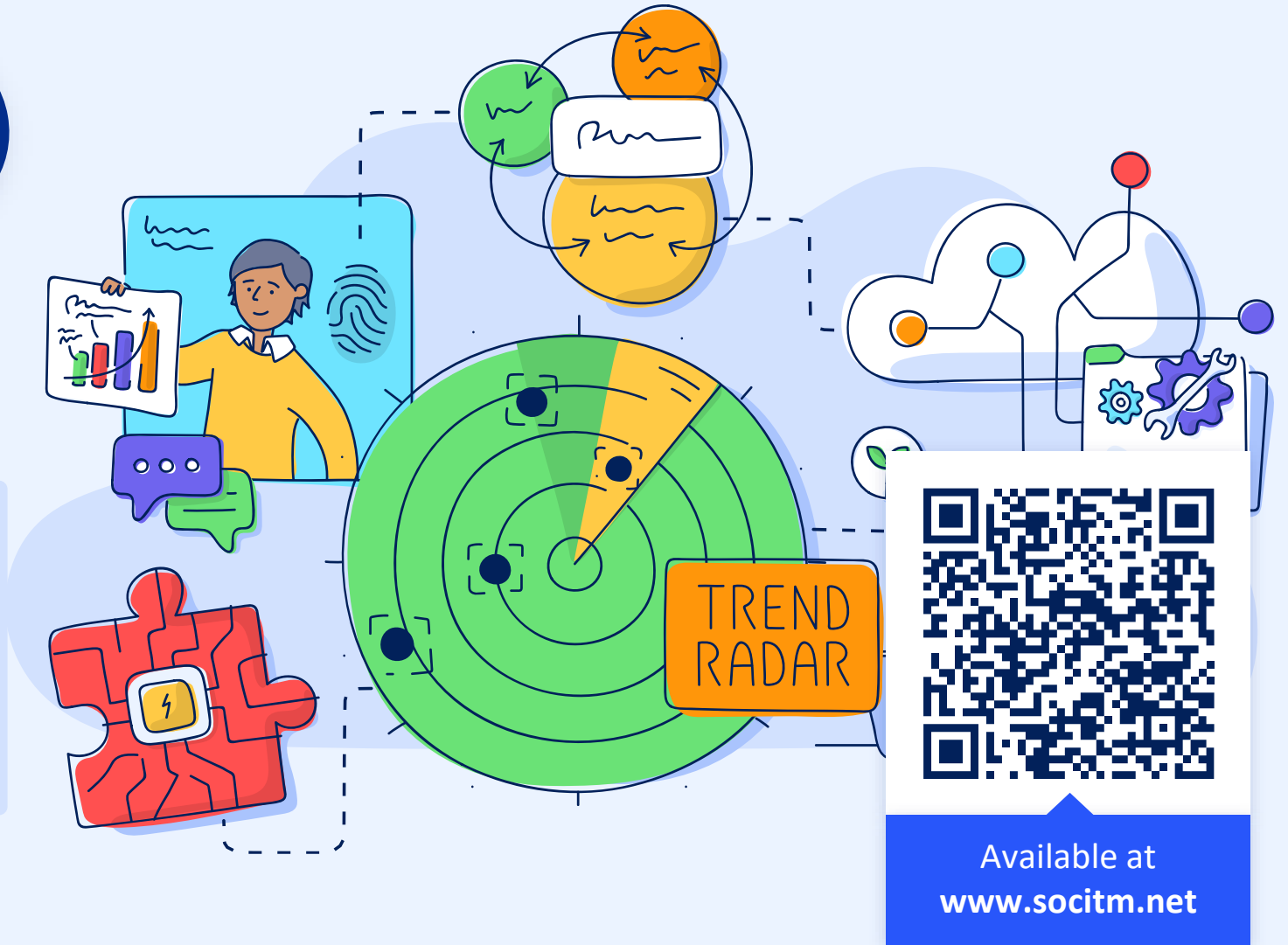


UPDATED FOR 2025

Public Sector Digital Trends: Beyond Borders

Collection

1. Reimagining services
2. Harnessing data
3. Artificial intelligence



Available at
www.socitm.net

AI@Socitm



Available at
www.socitm.net



Research and
guidance



Case studies



Events, webinars
and training



Groups and
networks

Featured resources

 Socitm

Sample terms of reference
for an Artificial Intelligence
Governance Board

[Template](#) | 18 June, 2025

[Sample terms of reference for an Artificial Intelligence Governance Board](#)

 Socitm

Artificial intelligence (AI):
what senior leaders in local
government should know

[White paper](#) | 27 October, 2023

[Artificial intelligence \(AI\): what senior leaders in local government should know](#)



[Infographic](#) | 11 August, 2023

[Using Generative Artificial Intelligence Large Language Models – Do's and don'ts](#)

 Socitm

Consultation on a pro-
innovation approach to AI
regulation

[Briefing](#) | 28 June, 2023

[Consultation on a pro-innovation approach to AI regulation](#)

 Socitm

Sample corporate policy
document for use of
Generative Artificial...

[Template](#) | 27 June, 2023

[Sample corporate policy document for use of Generative Artificial Intelligence](#)

 Socitm

Chatbot-GPT – What does it
mean?

[Guide](#) | 25 April, 2023

[Chatbot-GPT – What does it mean?](#)

Thanks for listening

For latest updates and in-depth research,
visit us online at www.socitm.net

Connect with @Socitm on LinkedIn



COUNCILLORS PERSPECTIVE



Dwayne Johnson

Chief Local Government Officer
ICS.AI



**Councillor Hardyal
Dhindsa**

Cabinet Member for Digital and Organisational
Transformation
Derby City Council



LEADERSHIP PERSPECTIVE



Paul Simpson

Chief Executive
Derby City Council



Martin Neale

Chief Executive Officer
ICS.AI



DELIVERED RESULTS BEYOND EXPECTATIONS



Paul Simpson
Chief Executive



“

The AI transformation programme we engaged with ICS.AI has delivered results beyond our expectations with performance exceeding our targets, and the response from staff and citizens has been very positive.

We were aware of the risks of being the first in the UK to undertake such an extensive AI programme, and the ICS.AI guarantee will allow other councils to replicate our approach without the technical and commercial risks we faced.

”

READ FULL
ANNOUNCEMENT



<https://digl.ink/94z0j2j>



Derby City Council

SMART: UNIFIED PLATFORM

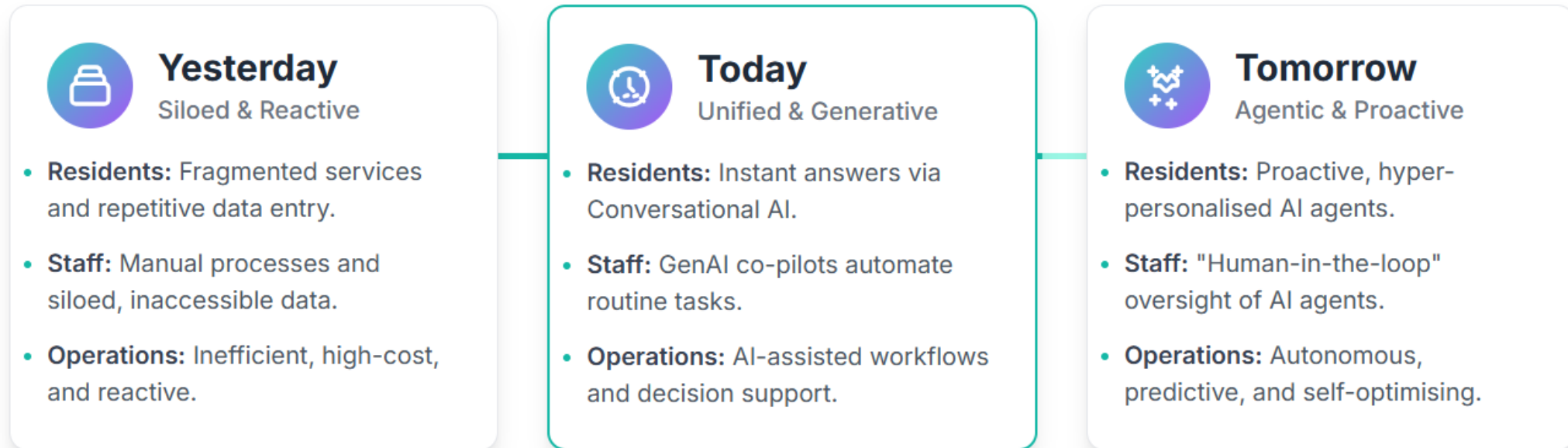


Martin Neale
Chief Executive Officer
ICS.AI

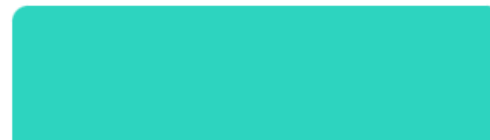


AI - TRANSFORMING PUBLIC SERVICE DELIVERY

From siloed operations to an agentic, citizen-centric future



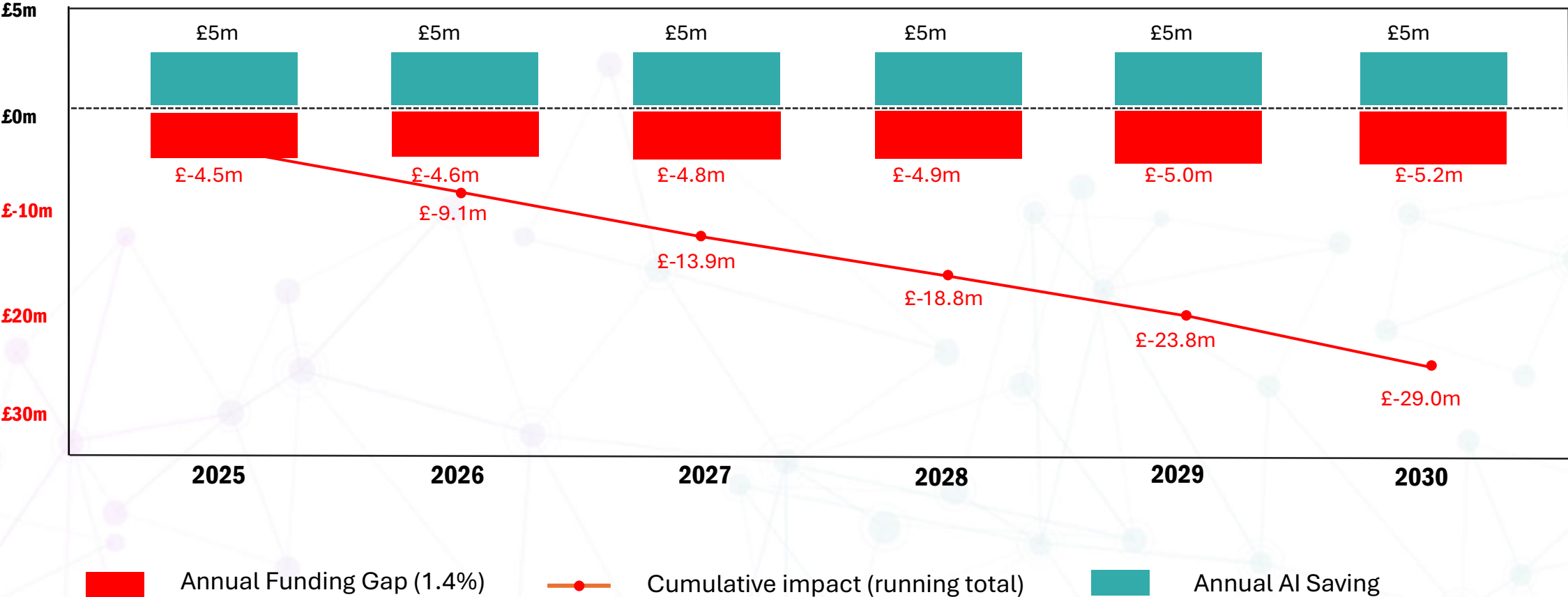
Cost of Operations



LOCAL GOVERNMENT FINANCIAL SUSTAINABILITY

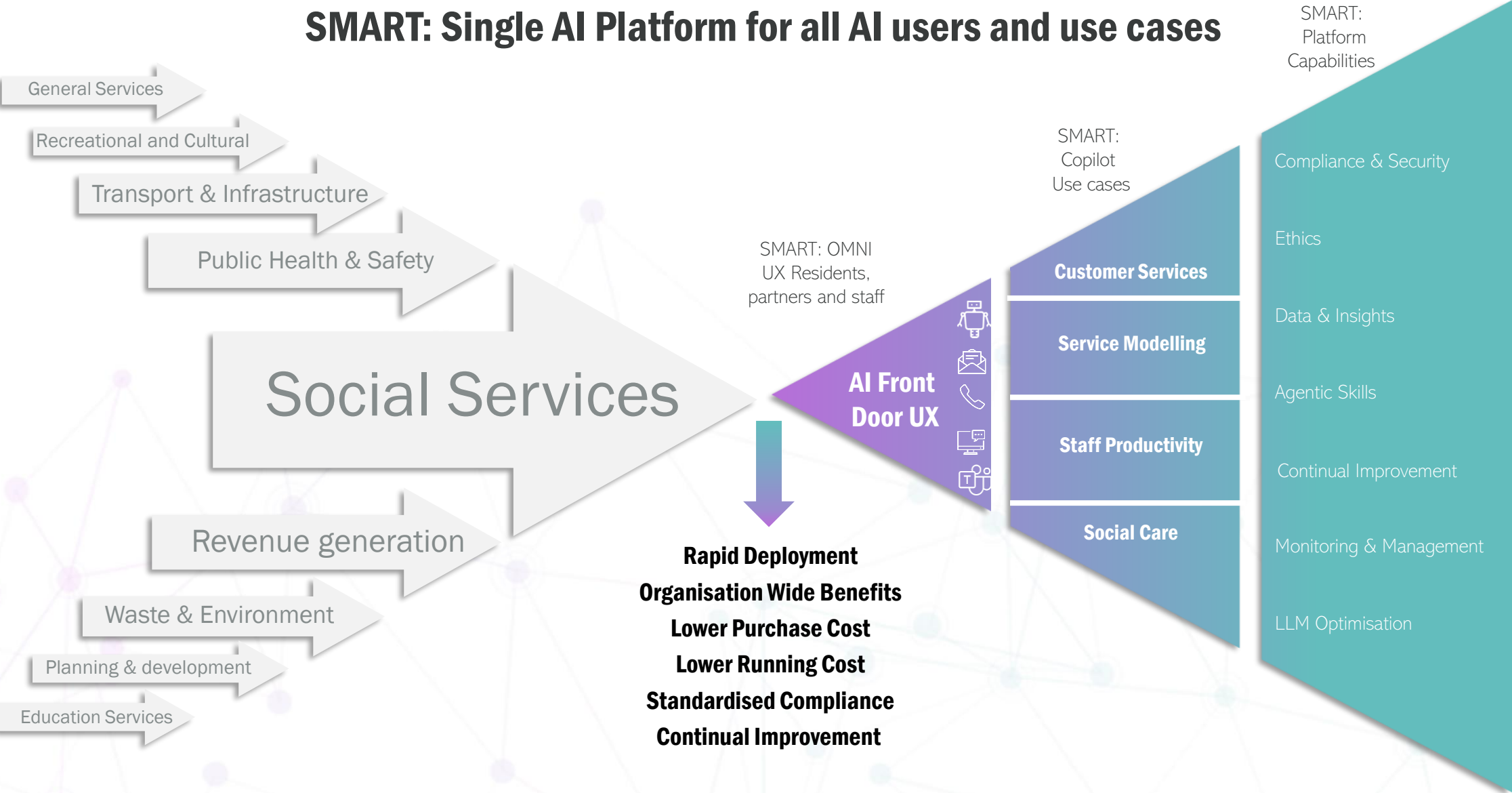
Council budget shortfalls 2025 - 2030

Unitary Council £320m Budget. 7% Cost pressure (4% demand + 3% Inflation) VS 5.6% Funding growth



SMART: UNIFIED AI PLATFORM FOR COUNCILS

SMART: Single AI Platform for all AI users and use cases



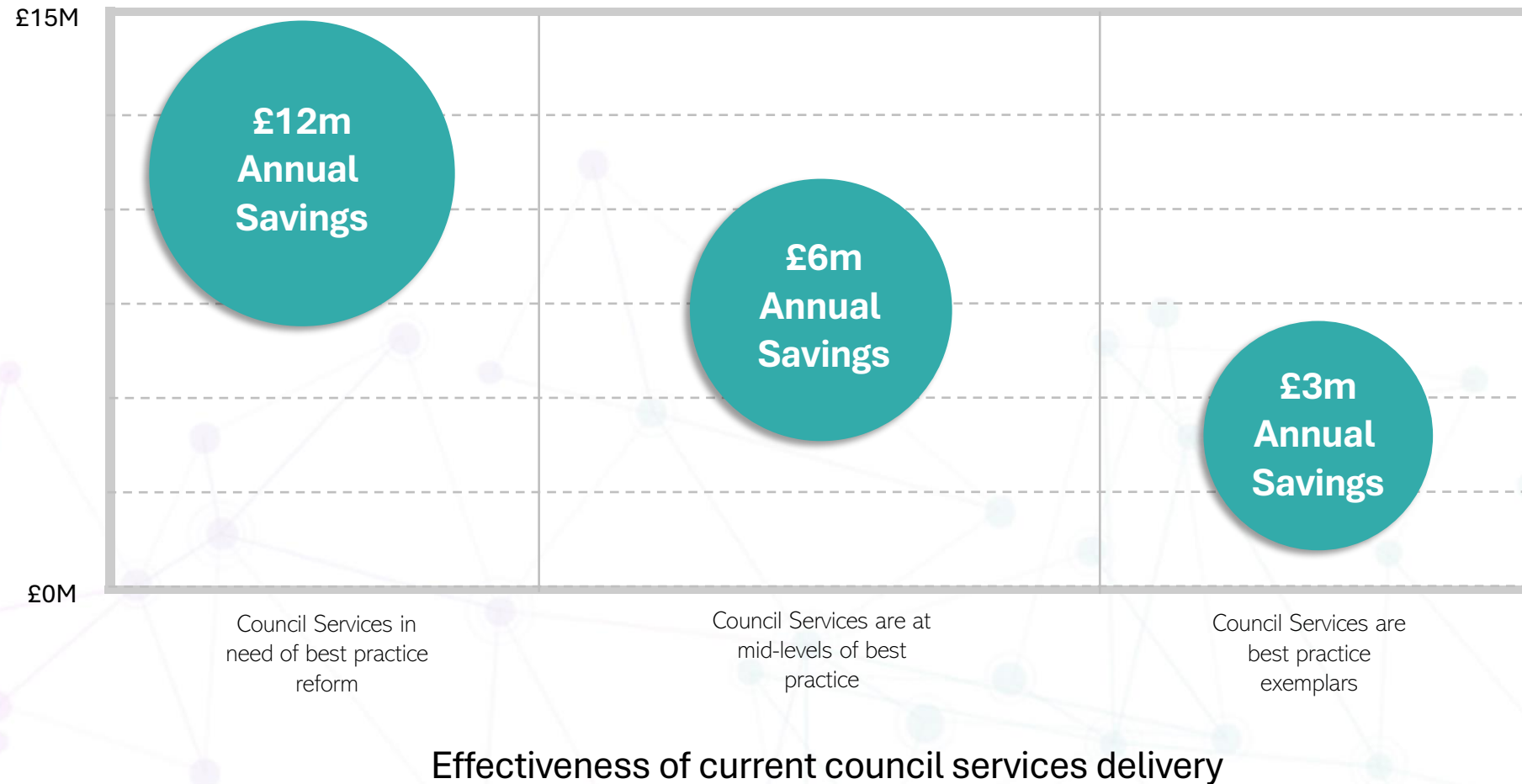
SMART: AI TRANSFORMATION PROGRAMME



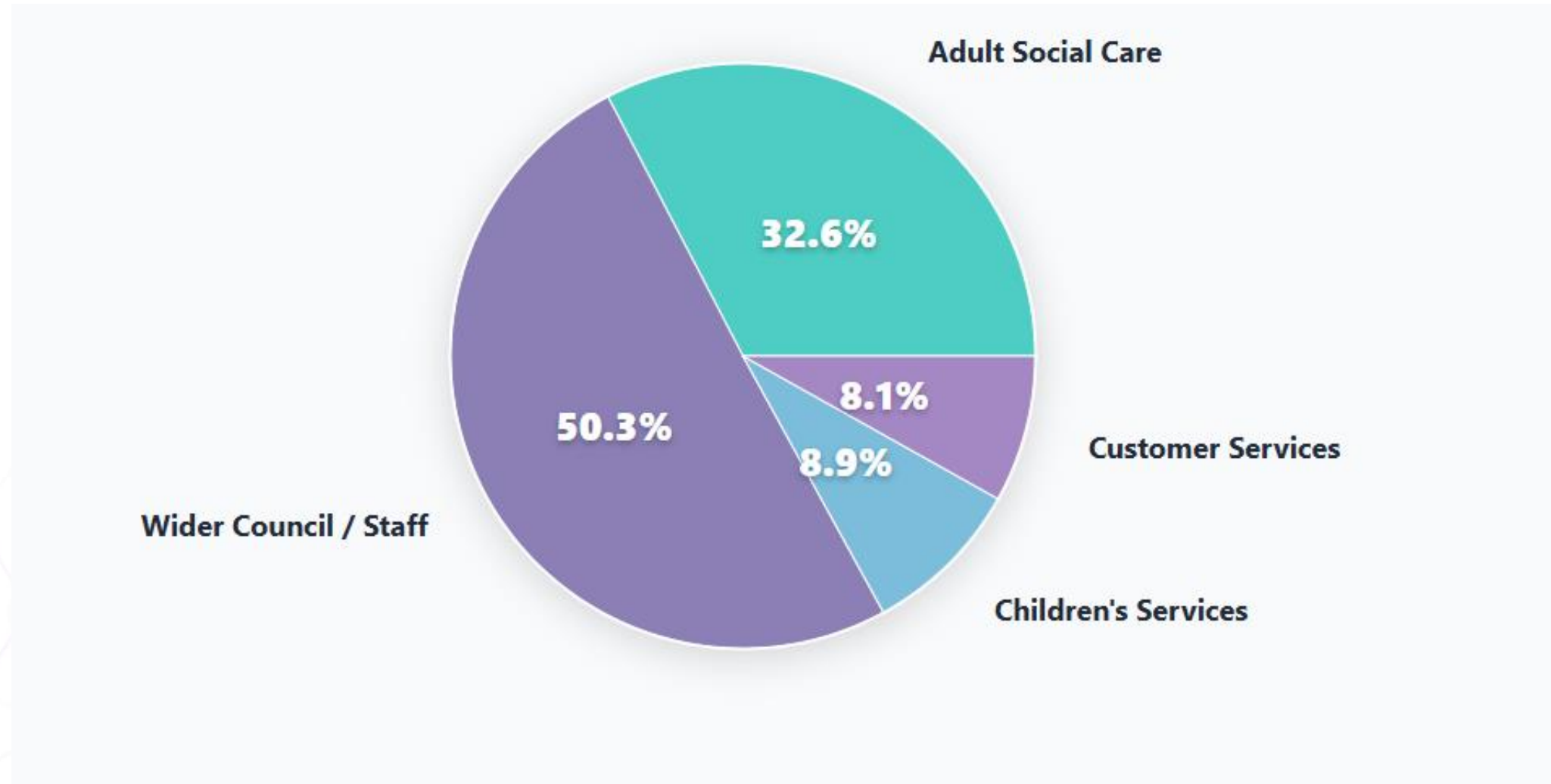
SMART
TRANSFORMATION

SAVINGS FROM SMART: UNIFIED AI PLATFORM

Unitary Council with £250m Budget



WHERE DO **SAVINGS** COME FROM? – BY SERVICE



SMART PLATFORM - £5M SAVINGS GUARANTEE

2.5X

RETURN ON INVESTMENT

£5M

GUARANTEED ANNUAL SAVINGS

£7.4M

DERBY CITY ACHIEVEMENT

100%

STAFF & RESIDENT COVERAGE



PROGRAM BENEFITS

- ✓ **Proven Success** - Demonstrated results at Derby City Council (£7.4M achieved)
- ✓ **Unified AI Platform** - Single solution replacing multiple vendors
- ✓ **Proven AI Transformation Program** - Structured methodology with guaranteed outcomes
- ✓ **Rapid Results Timeline** - Significant savings in year one, full benefits in 2-3 years
- ✓ **Enhanced Resident Services** - Faster response times and better outcomes
- ✓ **Comprehensive Coverage** - All council operations including social care
- ✓ **Risk-Free Guarantee** - Continuous support until targets achieved



YOUR SUCCESS COMMITMENTS

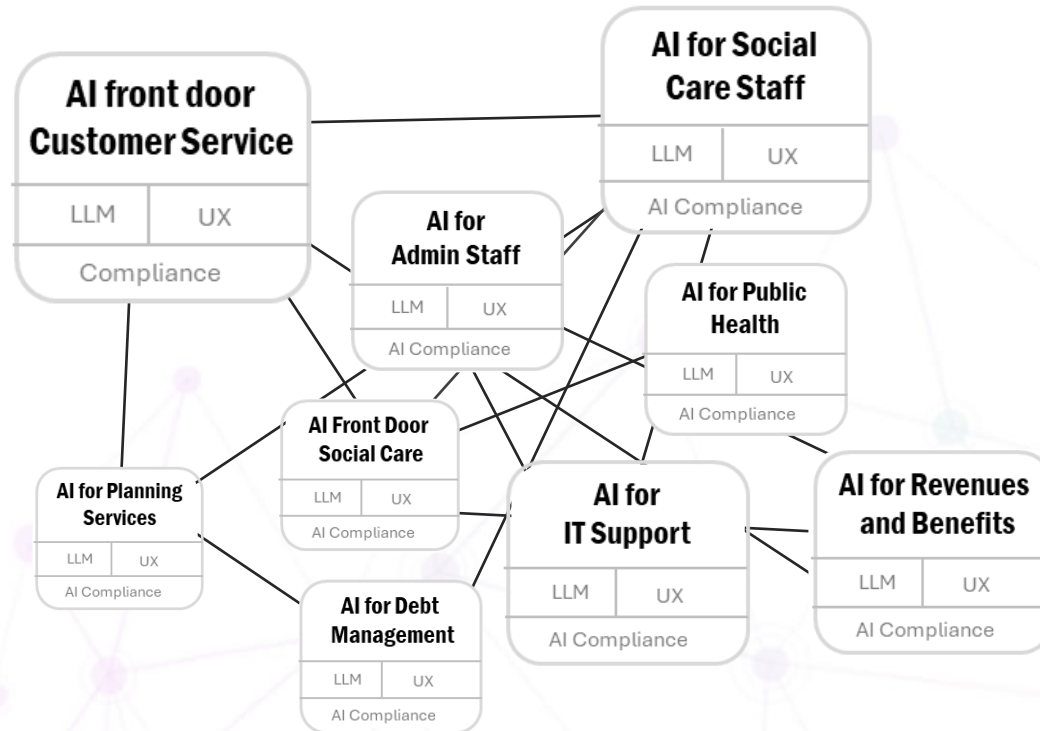
- ✓ **AI Transformation Assessment** - Participate in comprehensive analysis of your operations
- ✓ **Investment Commitment** - Agree to the investment level identified in your assessment
- ✓ **Full Platform Deployment** - Roll out to all staff and residents within agreed timeline
- ✓ **Follow Expert Recommendations** - Implement the optimization strategies identified
- ✓ **Leadership Engagement** - Executive sponsorship and change management support
- ✓ **Partnership Approach** - Work collaboratively with our transformation team

Our Guarantee Promise

When you commit to the program and follow our proven methodology, we **guarantee £5M in annual savings**. If you haven't achieved the savings, our expert team continues working with you at no additional cost until you reach your target.

SMART - AVOIDING COSTLY FRAGMENTATION

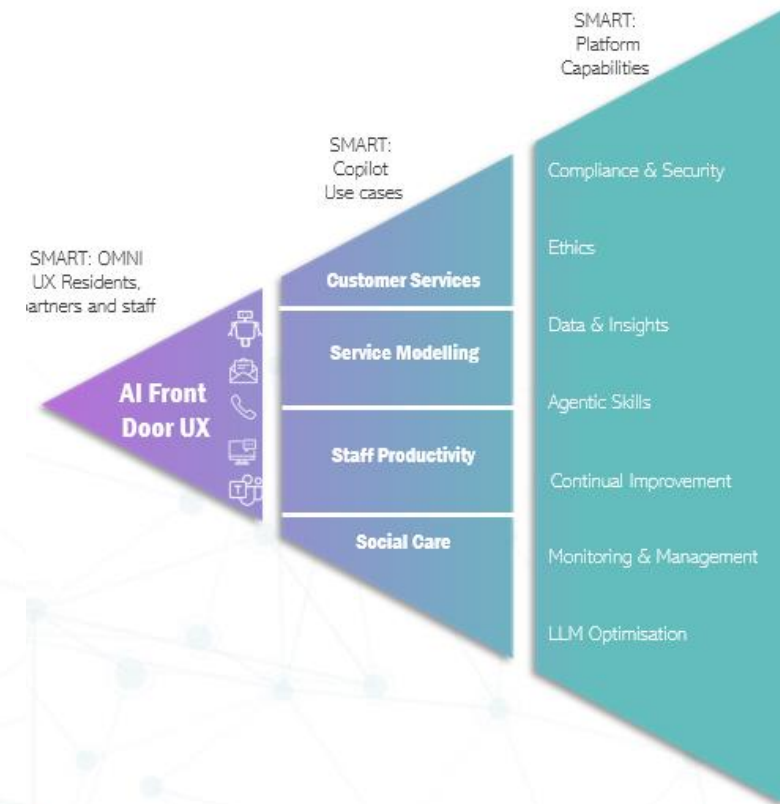
FRAGMENTED APPROACH



Expensive, to buy and run, impractical to govern, single channel

PROBABLE INCREASE IN COSTS

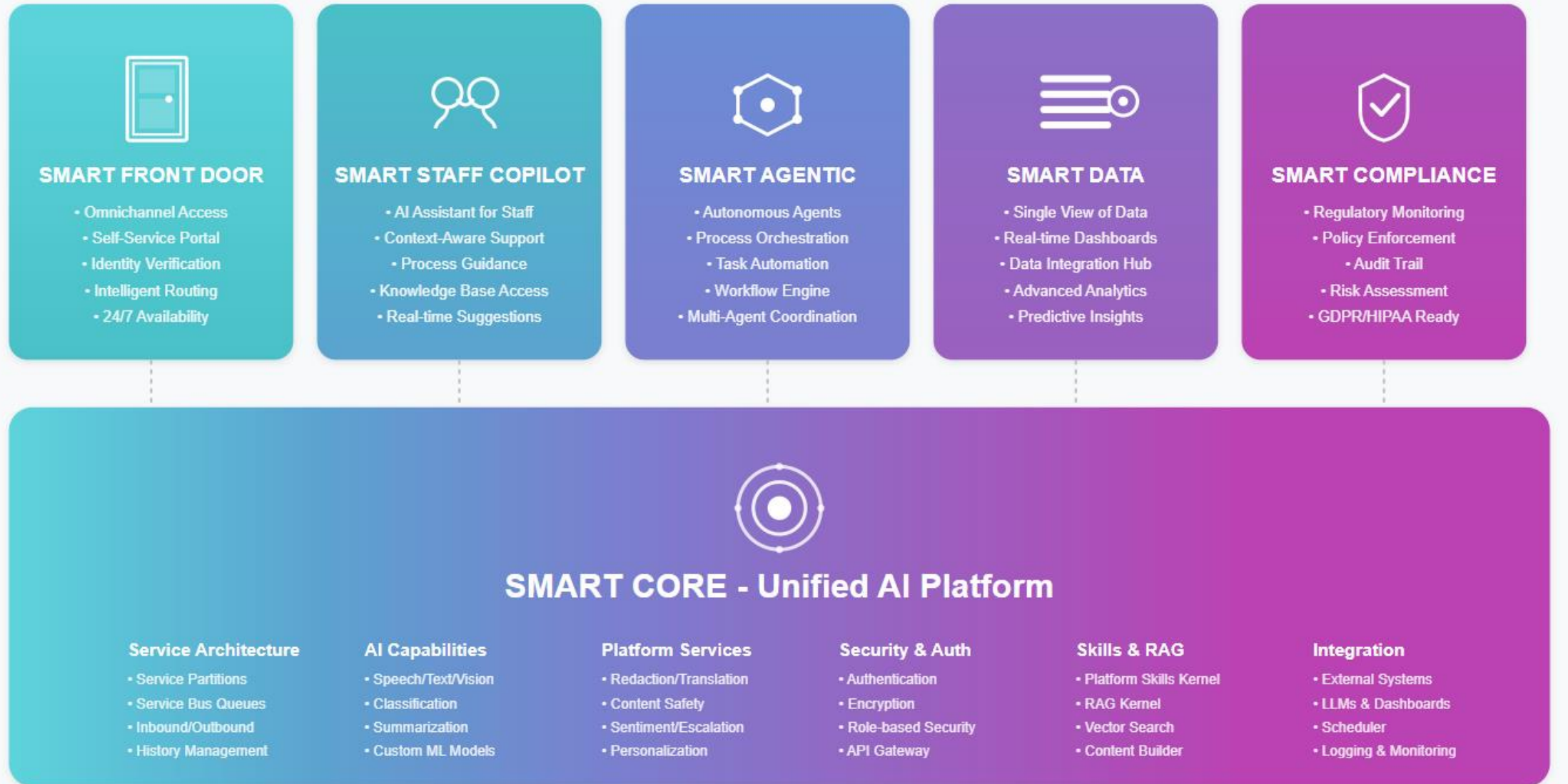
SMART: UNIFIED APPROACH



Lower buy and run cost, common compliance, Omni-Channel

GUARANTEED SAVINGS OF AT LEAST £5M PER YEAR

SMART UNIFIED PLATFORM- BUILDING BLOCKS

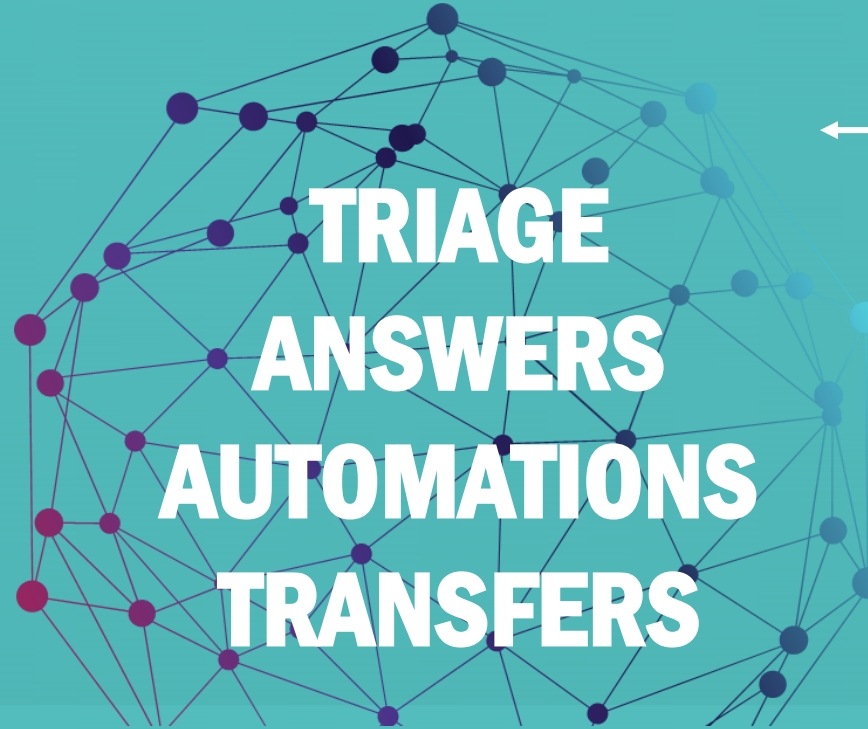


SMART FRONT DOOR – SELF SERVICE POWERED BY AI

SERVICE USERS



-  SMART: Email
-  SMART: Social
-  SMART: Phone
-  SMART: Chatbot
-  SMART: Live Chat
-  Microsoft Teams



Organisational Language Model (OLM)

CUSTOMER SERVICE



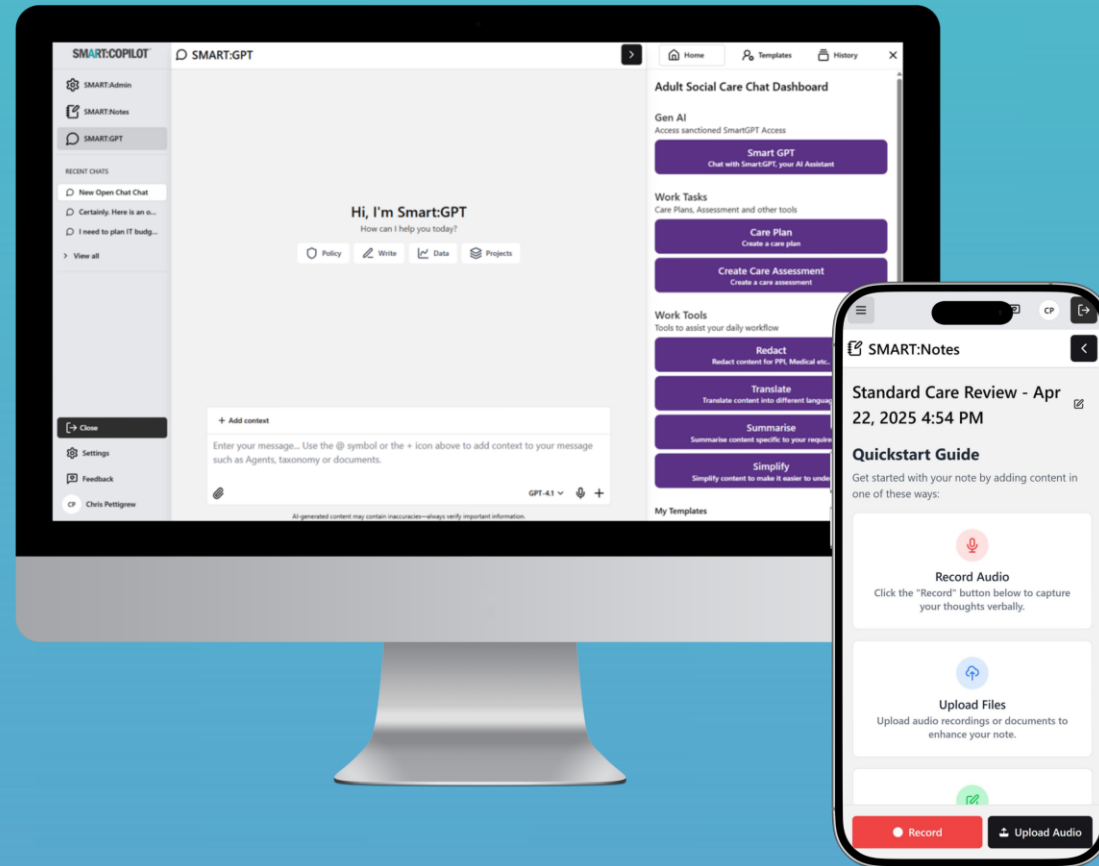
-  SMART: Email
-  SMART: Social
-  SMART: Phone
-  SMART: Chatbot
-  SMART: Live Chat
-  Microsoft Teams

SMART STAFF COPILOT – ALL IN ONE AI TOOL

IF YOU CAN USE CHATGPT THEN YOU CAN USE SMART: STAFF COPILOT

PERSONAL AI ASSISTANCE SMART: GPT

Your personal CHATGPT type
AI tailored to
your role, providing council-
specific assistance and
document creation.



INTELLIGENT VOICE DOCUMENTATION SMART: Notes

AI-powered voice recordings,
transcription and
documentation
with 98% accuracy across
multiple environments

SMART AGENTIC – EXTENSIVE AND FLEXIBLE

Autonomous Agents

- Self-directed task execution
- Dynamic goal adaptation
- Context-aware decision making
- Multi-agent collaboration
- Learning from interactions

Process Orchestration

- Intelligent workflow routing
- Behavior tree execution
- Service composition
- State management
- Fallback strategies

Task Automation

- Life event processing
- Cross-service coordination
- Automated form filling
- Document generation
- Status tracking & updates

Workflow Engine

- Visual workflow designer
- Conditional logic handling
- Parallel task execution
- Error recovery mechanisms
- Performance monitoring

Agent Library

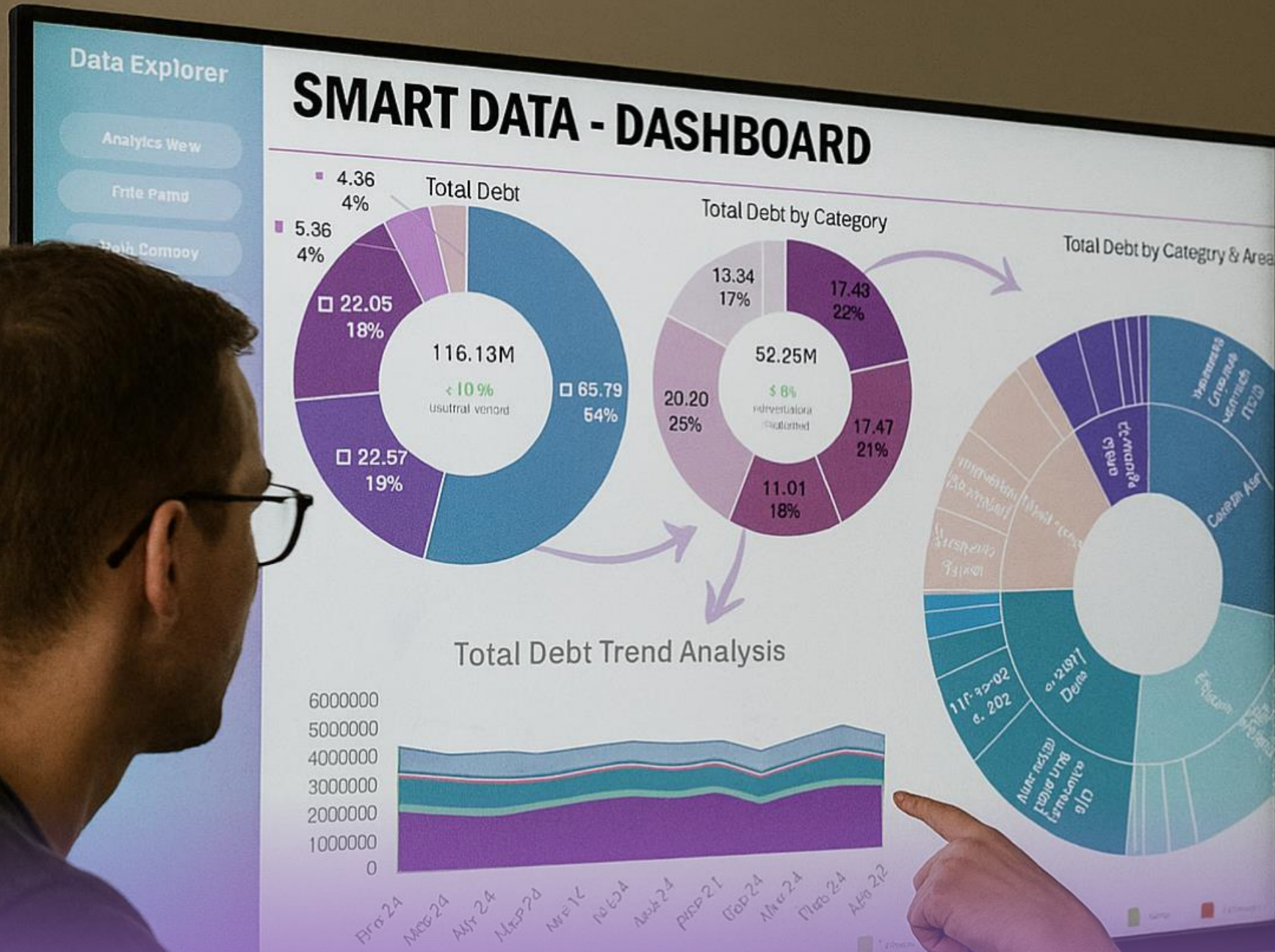
- Adult Social Care agents
- Children's Services agents
- Housing agents
- Customer Service agents
- Staff Productivity agents

Third-Party Integration

- Microsoft Copilot agents
- External AI agent frameworks
- Custom agent development SDK
- Plugin architecture
- Cross-platform orchestration

Key Benefits

- Enable autonomous service delivery without manual intervention
- Improve citizen experience with proactive service orchestration
- Enable seamless integration with Microsoft Copilot and third-party agents
- Reduce processing time through intelligent automation
- Ensure consistent service quality across all channels
- Access a growing library of pre-built service-specific agents



SMART DATA – AI DRIVEN INSIGHTS AND DECISIONS

SMART COMPLIANCE – FRAMEWORK

AI Training & Adoption

- Staff AI literacy programs
- Adoption tracking metrics
- Change management support
- Best practice guidelines
- Continuous learning paths

AI Ethics Compliance

- Ethical framework enforcement
- Bias detection systems
- Fairness monitoring
- Transparency standards
- Accountability measures

Organisational Governance

- AI governance structure
- Policy framework
- Decision oversight
- Strategic alignment
- Performance monitoring

AI Cost Management

- Usage tracking & analytics
- Cost optimization tools
- Resource allocation
- ROI measurement
- Budget forecasting

AI Security Compliance

- Security framework
- Access controls
- Threat monitoring
- Incident response
- Vulnerability management

Application Integration

- System integration standards
- API governance
- Data flow compliance
- Integration monitoring
- Performance optimization

DPIA & Risk Process

- Automated DPIA workflows
- Risk assessment tools
- Impact analysis
- Mitigation tracking
- Compliance reporting

AI Physical Platform

- Infrastructure compliance
- Hardware standards
- Environmental controls
- Physical security
- Capacity management

LLM Usage Management

- Model governance
- Usage policies
- Quality assurance
- Output monitoring
- Performance tracking

AI Compliance Committee

- Committee structure
- Review processes
- Decision documentation
- Stakeholder engagement
- Compliance oversight

AI Support & Management

- Help desk services
- Issue resolution
- Service level tracking
- User support
- Knowledge management

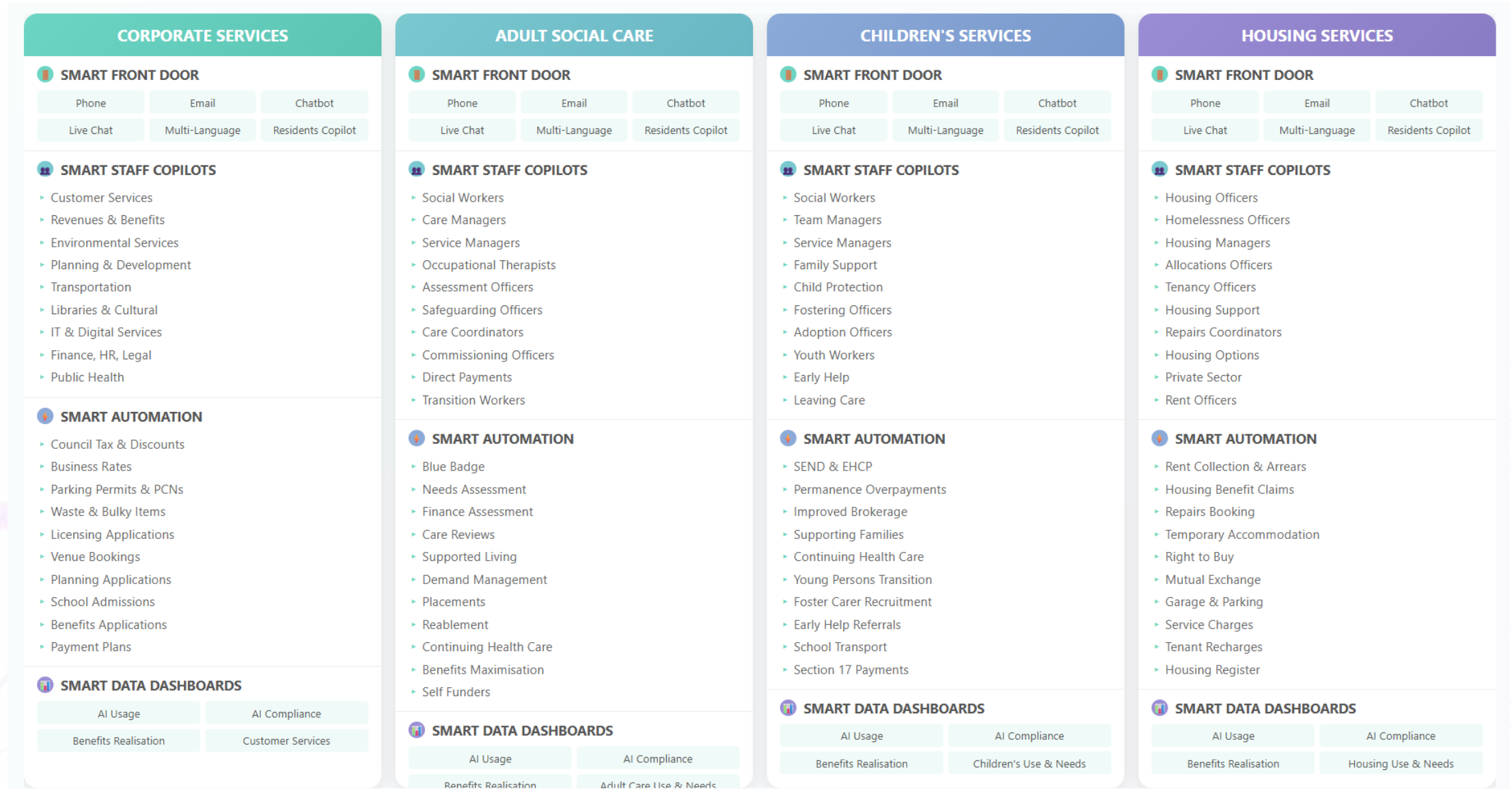
AI Roadmap Mapping

- Strategic planning
- Capability assessment
- Future state design
- Implementation tracking
- Progress monitoring

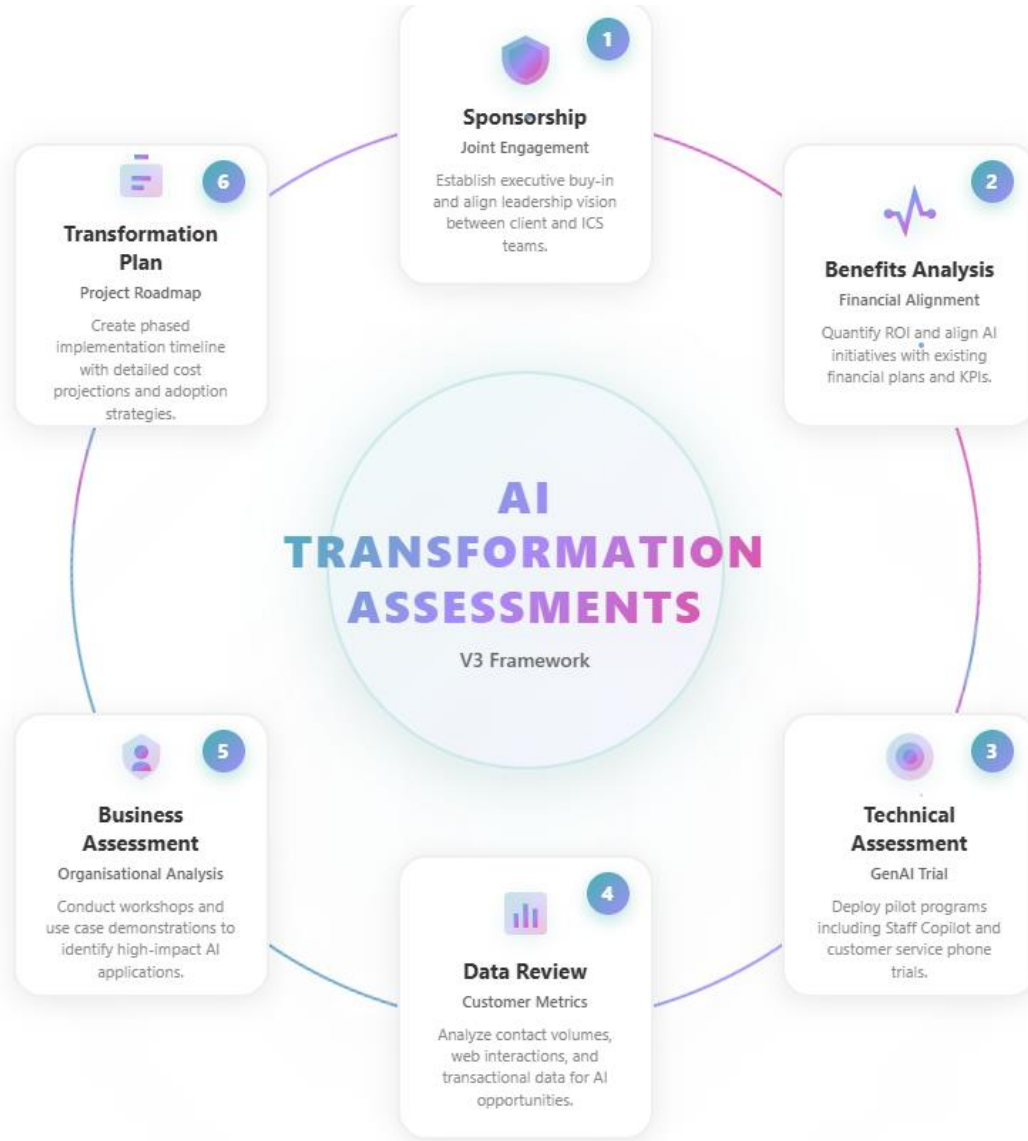
Key Benefits

- Ensure complete regulatory compliance across all AI systems
- Build citizen trust with transparent AI governance
- Protect sensitive data with privacy-first architecture
- Reduce compliance risks through automated monitoring
- Streamline audit processes with comprehensive trail logging
- Enable rapid adaptation to evolving regulations

SMART UNIFIED PLATFORM – BY SERVICE AREA

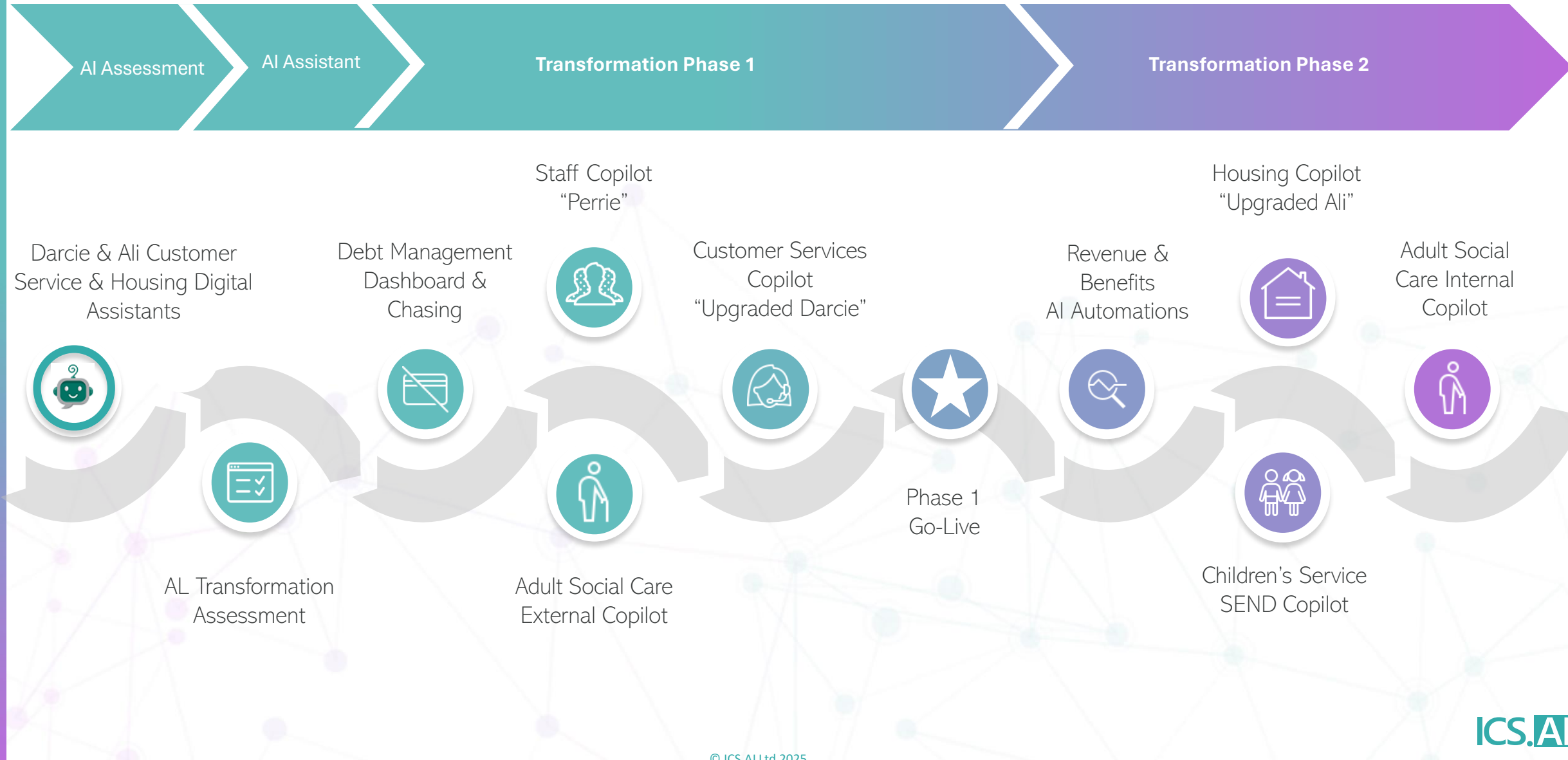


SMART: AI TRANSFORMATION ASSESSMENT



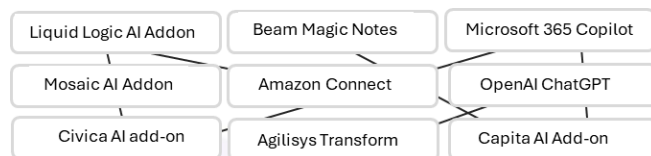
The AI Transformation Assessment framework delivers a comprehensive evaluation through six integrated phases. From establishing executive sponsorship to developing detailed implementation roadmaps, each phase builds upon the previous to ensure successful AI adoption with measurable business impact and sustainable transformation.

ASSESSMENT **OUTPUTS** - TRANSFORMATION **ROADMAP**



SMART - AVOIDING COSTLY FRAGMENTATION

FRAGMENTED APPROACH



SMART: UNIFIED APPROACH



Annual Savings

No Guarantee

£5m Guarantee

Annual purchase cost

£2 - £3m (Claude via G-Cloud)

£800k

AI Compliance

Compliance specific per Solution

Single Compliance model for all

User Experience

Different with each Solution

Universal "ChatGPT style" UX

AI Lock-in

Locked in a LLM with each solution

Able to use any LLM including local LLM'

START YOUR AI TRANSFORMATION JOURNEY

BOOK A MEETING

Schedule a meeting to discuss council-wide AI transformation and the £5M guarantee



<https://digl.ink/9nprvhq>

SMART: STAFF COPILOT TEST DRIVE

Get a free trial of our SMART: Staff Copilot



<https://forms.office.com/e/150XOKdb9h>

CUSTOMER SERVICE AI TRIAL

Try our Customer Service Phone AI



<https://forms.office.com/e/DLbWNHGtuZ>

A UNIFIED STRATEGIC PLAN



Andy Brammall

Director of Digital & Physical Infrastructure
& Customer Engagement
Derby City Council



WHY AI INNOVATION?

Derby City Council launched a pioneering programme using Artificial Intelligence (AI) to transform service delivery and enhance efficiency



- Need for a strategic response to financial challenges
- Continued rising demand for services
- Protection of services a priority



- Building on a decade of digital service transformation
- Recognising opportunities of generative AI
- Building on strong AI pilot foundations



- Supportive leadership and Cabinet for innovation
- Strength of relationship with leading AI partner

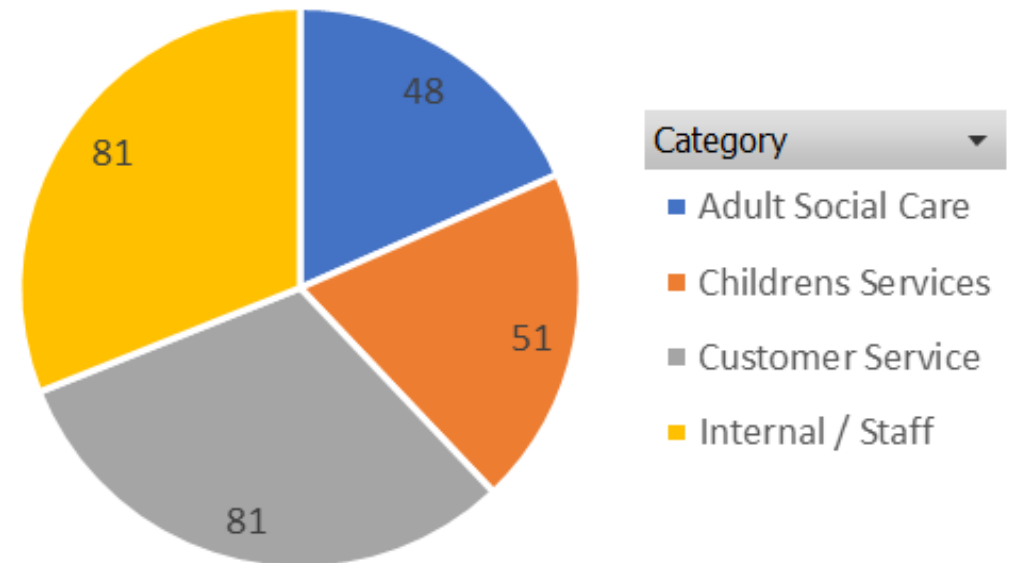


HOW CAN GENERATIVE AI BE APPLIED?

Accelerated collaborative investigation with leading UK Unitary Council

- ✓ 44 planning, workshop & feedback sessions
- ✓ 100+ council staff involved
- ✓ 45+ hours of collaborative interaction
- ✓ 261 AI opportunities qualified
- ✓ 54 AI solutions proposed
- ✓ Professional, service, and specialists represented
- ✓ External industry verification
- ✓ Financial expert verification

261 Generative AI candidates identified



Approx 1,624 person hours spent between both teams producing the recommendations

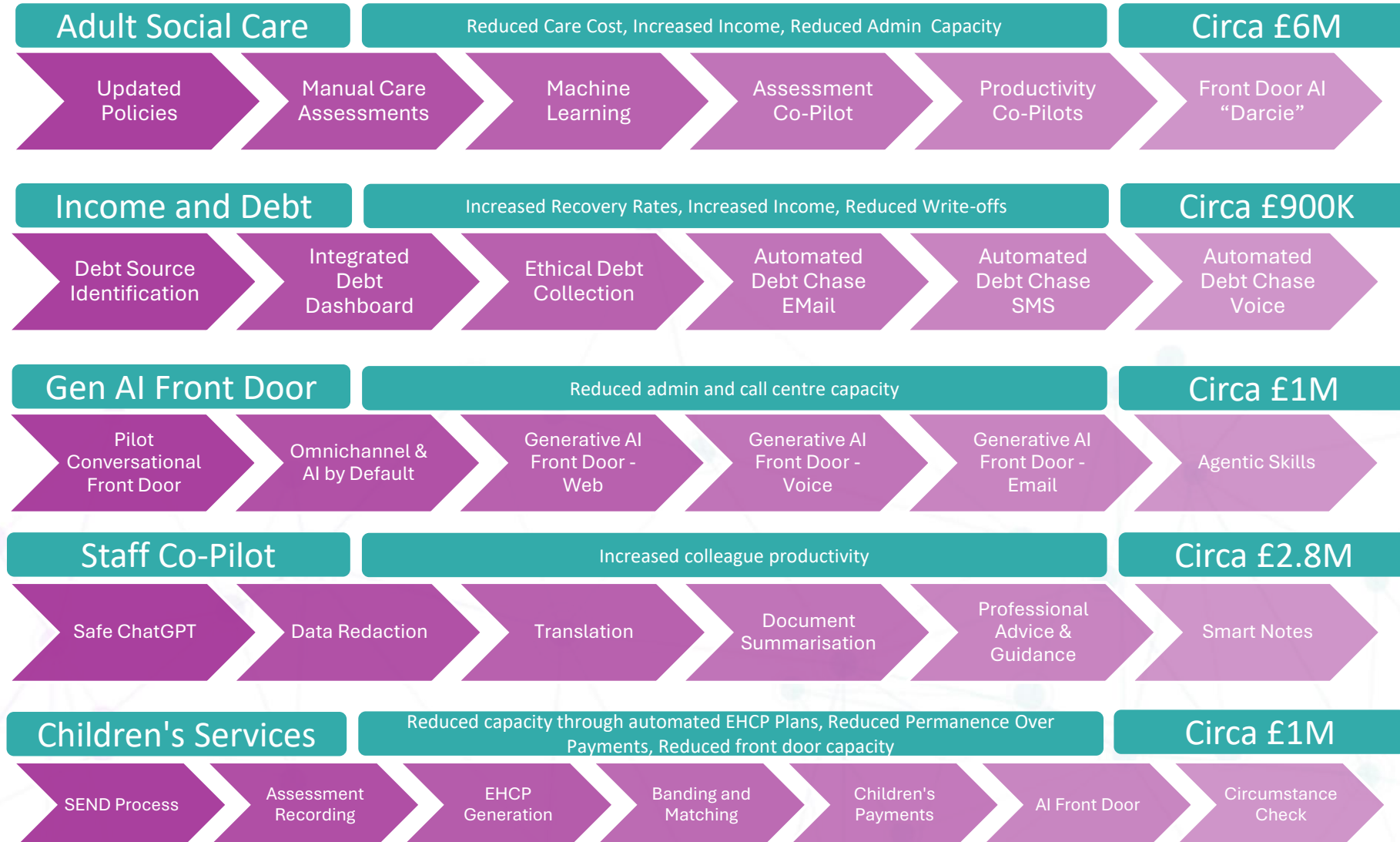
261 USE CASES

ASC Enquiries	Provider Offers	Digital Assistant - Social Media	Homes Enquiries	ETL Data Matching	Scheduling Visits	Fostering Enquiries	FOI Requests	Historical Figure Chatbot	Quality Visit Self Audits	Enrolment Tracking	Asset Management	ASC Sign Language	Pre-Discharge Planning	Bin Contamination
ASC Citizen Referral & Initial Assessment	Service Contracts	Citizen Engagement Analysis	Homes Enquiries Mailbox	Conversational Analytics	Data Review & Summarisation	Fostering Applications	Data Redaction-Digital	Library Enquires	Certificate Management	Waiting List Skill	IT FAQ & Document Generation	Pre-Discharge Planning	Care Reviews	Waste Vehicle Efficiency
ASC Enquiries (E-Mail)	Market Service Analysis	Council Tax Assessments	Complaints & Compliments	Process Mining	Outbound Data Chasing & Gathering	Fosterer Analytics	DPIA Requests	Book Purchasing Forecasts	Safeguarding Referrals	SEND Enquiries	Predictive IT Analytics	Care Reviews	Care Review Planning	Attendance Management Notifications
ASC Referral Status	ASC Professional Referral & Initial Assessment	Debt Collection	Ali F2F User Experience	KPI & Analytics Generation	Guidance Generation	Fostering Application Updates	IG Internal Queries	Training Content Generation	Safeguarding Reviews	Referrals & Initial Assessments	IT Automated Access Management	DOLS Referrals and Initial Assessment	Resource Scheduling	Attendance Management Analytics
Direct ASC Translation	ASC Business Support (E-Mails)	Customer Service Enquiries	Ali Multi-Lingual	KPI & Analytics Generation	Facilities Internal Queries	Repairs Forecasting	IG Proactive Publications Forecasting	Job Evaluation	Safeguarding Trends & Risk Profiles	Referral Updates	Automated IT desktop support	Care Review Planning	Benefits Mangament	Automated Fine Identification
Direct ASC Sign Language	Urgent Out of Hours	Customer Service Mailbox	Homes Repairs	Debt Data Consolidation & Recognition	Facilities Skill	Repair Scheduling	IG Mailbox	Parking Services Enquiries	Safeguarding Enquiries	SEND - Internal Queries	Adult Care Assesments	ASC Resource Allocation (RAS)	Meeting Minutes & Actions	StreetPride Internal
Benefits Auto-Assessments	Actual Provider Services	Customer Service Forecasting	Council Tax Requests	Debt Analysis	Finance Internal Queries	Bookings Skill	FOI Updates	Parking Services Mailbox	Safeguarding Inbox	SEND E-Mail Inbox	Continuing Health Care Assessments	CS Enquiries	Court Document Summarisation	Staff Training
Benefits Manual Assessments	Commissioned Care Plan Improvements	Gold Card Applications	Deaf Services	Consolidated Debt Chasing	Death Notifications	HR Internal Queries	IG External Queries	Debt Collection	Safeguarding Referrals	Support Plans	DOLS - Adult Mental Capacity Assessments	CS Citizen Referral & Initial Assessment	Placement Matching	Trading Standards Enquiries
Supplier Change of Details	Homes Internal Queries	Bin Skill	Bookings Skill	Debt Horizon Planning	Debt Collection	Appraisals	IG Proactive Publication Generation	Performance Insights	Safeguarding Reviews	Funding Requests	ASC Internal	CS Enquiries (E-Mail)	Youth Transition	Trading Standards Analytics
Blue Badge Requests (Central)	External Content Generation	Parking Permits	Fraud Detection	Debt Collection	Adult Financial Assesments	Employee Performance	Subject Access Request Requests	Horizon Planning	Safeguarding Enquiries	Panel Recommendations	CS Internal	CS Referral Status	Adoption Enquiries	Data Review & Summarisation
Blue Badge Updates	Internal Comms	Complaints & Compliments	Street Cleansing Notifications	Cabinet Papers	Financial Self Assessments	Job Descriptions & Job Posts	Breach Assessments	Performance Insights	School Enquiries	SEND Forecasting	DOLS - Adult Best Interest Decisions	DOLS Referrals and Initial Assessment	Home to School Transport	Outbound Data Chasing & Gathering
Blue Badge	Digital Assistant - Social Media	Darcie F2F User Experience	Highways Notifications	DMC Internal Queries	Property Sale Tracking	CV Vetting	Subject Access Request Processing	Press Summary	School E-Mail Mailbox	IT Assistant	DOLS - Childrens Best Interest Decisions	Continuing Health Care Assessments	Intelligent Bins	
Bookings Skill	External Content Generation	Darcie Multi-Lingual	Trees Notifications	Physical Mail Categorisation	Death Notifications	Employee Onboarding	DPIA Processing	Provider Improvements & Suspensions	Schools - Internal Queries	IT Ticketing (New)	DOLS - Children Mental Capacity Assessment	CS Translation	Bulky Waste Forecasting	
Blue Badge Requests (Direct)	Social Media Management	Pest Services Requests	Bulky Collection Requests	Environmental Health Enquiries	Fleet Optimisation	Attendance Management Notifications	Data Redaction - Handwritten	Priority Care Visits	SEND Admissions	IT Ticketing (Update)	Care Forecasting	CS Sign Language	Graffiti Management	
Brokerage Offers	Internal Comms	Registry Services Skill	Bereavement Services	Environmental Health Analytics	Fleet Optimisation	Staff Scheduling	Legal Internal Queries	Remote Quality Assessments	Admission Processing	IT Starters, Leavers & Movers	ASC Translation	CS Resource Allocation (RAS)	Graffiti Analysis	

DERBY AI TRANSFORMATION ROADMAP



WHERE ARE THE FINANCIAL SAVINGS TARGETED?



Financial
Impact to
Date:
~£7.5M



Derby City Council

“DARCIE” PHONE AI DEMO



Andy Brammall

Director of Digital & Physical Infrastructure
& Customer Engagement
Derby City Council



Multi-lingual

DARCIE answers
questions in Polish

WATCH VIDEO



<https://digl.ink/aiverdn>

Hi, I'm Darcy. Derby City Council's digital assistant.

THE FINANCIAL APPROACH



Janice Hadfield
Head of Finance Service Support
Derby City Council



WATCH VIDEO



<https://digl.ink/2dqkgfm>

Janice Hadfield

Head of Finance Service Support
Derby City Council

FRONT DOOR FOR CUSTOMER SERVICE



Jane Witherow

Head of Customer Engagement and
Registration Services
Derby City Council



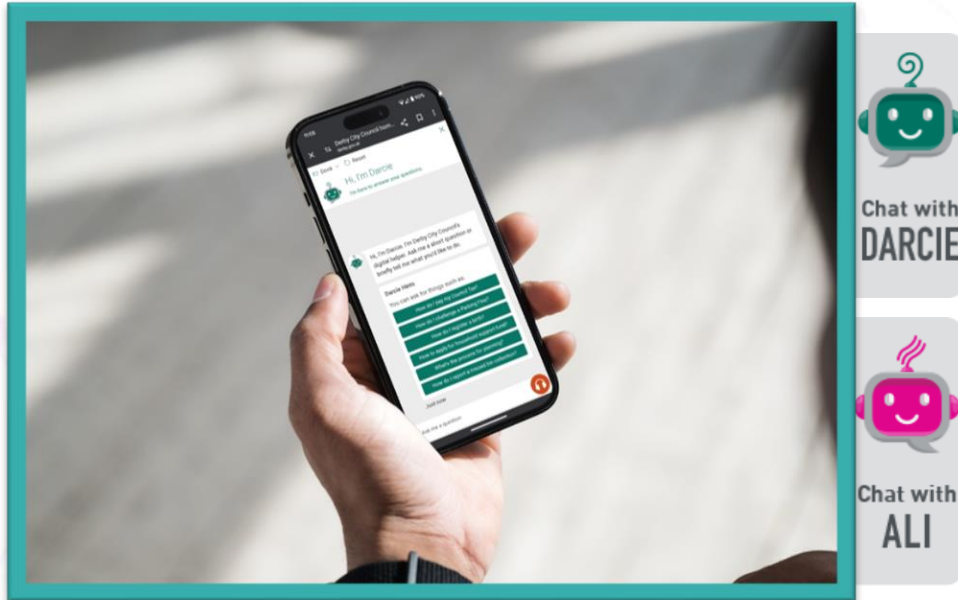
AI “FRONT DOOR” - BENEFITS AND OUTCOMES

1.3M Phone Calls

88K Web Interactions

2.2m Questions Asked

44% Successful Deflection



Additional Outcomes:

- 40% reduction in customer service phone calls
- Facilitates access to over 40 different council services
- Continues to learn and improve using cutting-edge AI
- Significant savings to meet MTFP target while maintaining service levels
- Release time to re-investment in complex calls and maintained legacy channels

UPGRADING TO GENERATIVE AI DARCIE

In May 2025, Darcie received a major upgrade to become the first public sector council generative AI “front door”



Expanded to fronting all services including Adult Social Care specialism



Adaptive sentiment, vulnerability, frustration and aggression detection and empathetic response



Multiturn, deeper human to human like conversations



Enabling further significant reduction in human capacity at telephone front door



Active curation of responses, information, resolutions and solutions from Council website, services, policies et. al.



Knowledge support for human front door colleagues



Chat with
DARCIE



Derby City Council

GENERATIVE AI DARCI - BENEFITS

56%
Deflection

DEFLECTION RATE

56% of calls resolved without advisor intervention



50%
Reduction

WAIT TIME REDUCTION

Up to 50% reduction in call wait times to call centre staff



77%
Satisfaction

CUSTOMER SATISFACTION

77% customer satisfaction via Web Darcie



85%
Reduction

MISDIRECTED CALL REDUCTION

85% reduction in misdirected calls to switchboard



30K
Calls

INBOUND CALLS

29,676 calls handled by Darcie since May 2025



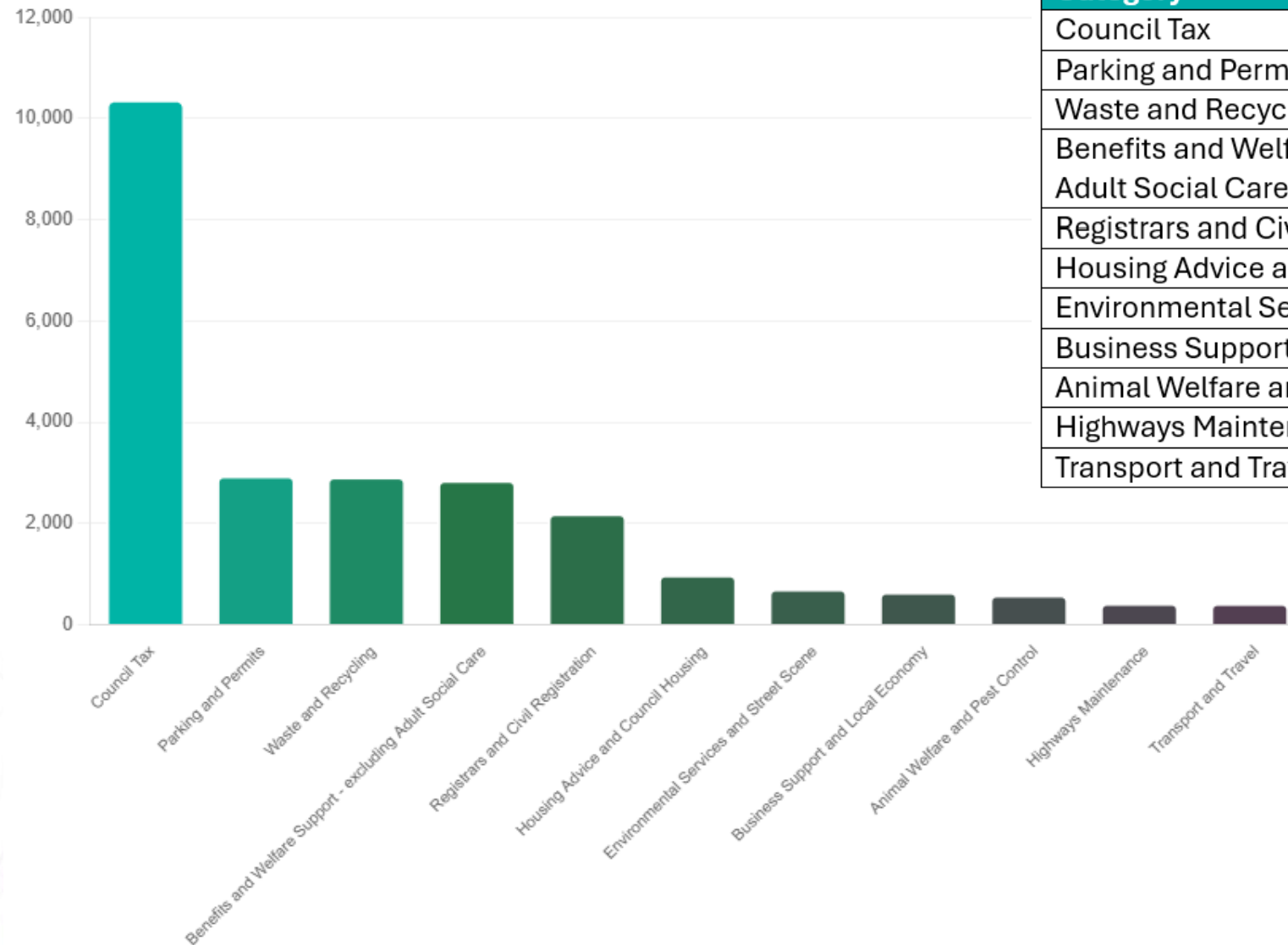
10
Languages

MULTILINGUAL ENABLED

Top 10 languages spoken in Derby offered via multilingual service

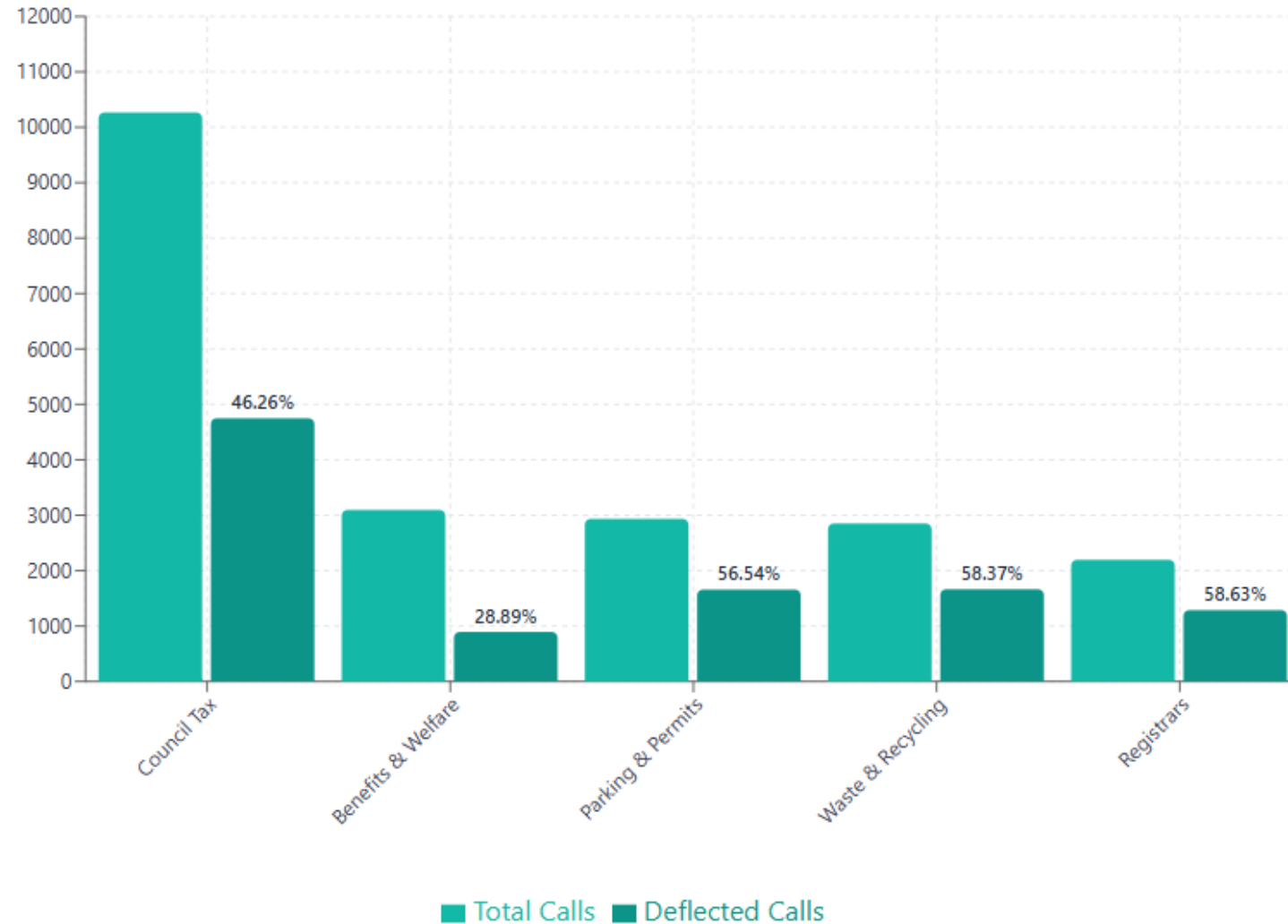


SERVICE AREAS QUERIES



Category	Conversation Count
Council Tax	10380
Parking and Permits	2953
Waste and Recycling	2932
Benefits and Welfare Support - excluding Adult Social Care	2864
Registrars and Civil Registration	2206
Housing Advice and Council Housing	996
Environmental Services and Street Scene	719
Business Support and Local Economy	657
Animal Welfare and Pest Control	599
Highways Maintenance	437
Transport and Travel	435

SERVICE AREAS DEFLECTION



OUTCOMES AND WHAT'S NEXT

Outcomes so far:

- ✓ Improved customer experience and journeys
- ✓ Increased digital confidence
- ✓ Reduction in calls to Switchboard has freed up advisor capacity for complex work and support the busy Front of House team
- ✓ Enhanced accessibility for all residents

What's next?

- Skills-based integration: Darcie completing transactional tasks
- Inbox Management

END USER **FEEDBACK**



WATCH VIDEO



<https://digl.ink/5157127>



WATCH VIDEO



<https://digl.ink/rv7nvbo>

AI FOR ADULT SOCIAL CARE



Dwayne Johnson
Chief Local Government Officer
ICS.AI



Andrew Appleyard
Director of Adult Social Care Services
Derby City Council



ADULT SOCIAL CARE DARCIE DEMO



Nick Horne
Customer Success Manager
ICS.AI



WATCH VIDEO



<https://digl.ink/t6qaj8w>

Adult Social Care

Phone demo

SMART NOTES DEMO



Donna Dean

Director
Facilitate Consultancy



Sam Spencer

Project Manager
ICS.AI



STAFF COPILOT “PERRIE”



Lauren Stephenson-Mabb

Digital Development Manager
Derby City Council





Empowering staff with Derby City Council's Generative AI Digital Colleague, Perrie!

LS

Dock ▾

Size ▾

Reset

✕

🏠

✕

**Hello, I'm Perrie**

I'm here to answer your questions.

Please ask your question here.

To learn more about me click the white arrow in the purple circle or About on mobile to open the side pane.

How do I report a change to a role to HR?

Where can I find the Work Life Balance (WLB) sheet?

What is the EAP programme?

How do I reset my laptop password?

How do I order stationery?

AI-generated content may contain inaccuracies—always verify important information.

Enter your message...

+

0 / 1000

 History[Privacy Statement](#)

SMART:COPILOT™

Hello, I'm Perrie

I'm here to answer your questions, provide information, guidance, and support on various work-related tasks.

Chat

You can ask questions of PerrieGPT or use PerrieChat to search for answers with MiDerby. Please choose one of the buttons below to start a chat.

PerrieChat

You can ask me questions about many of our internal support services

PerrieGPT

I'm here to assist colleagues with professional queries, related to their job roles

About

About PerrieChat

About PerrieGPT

Feedback

Work Tools

Tools to assist your daily workflow.

Quick Redact

Quickly redact content

Summarise

Summarise content specific to your requirements

Shaping our own Digital Future

To create a safe, secure and cost-effective Chat GPT functionality for every desktop

It's designed for public sector standards - strong compliance controls, real-time analytics & secure AI guardrails

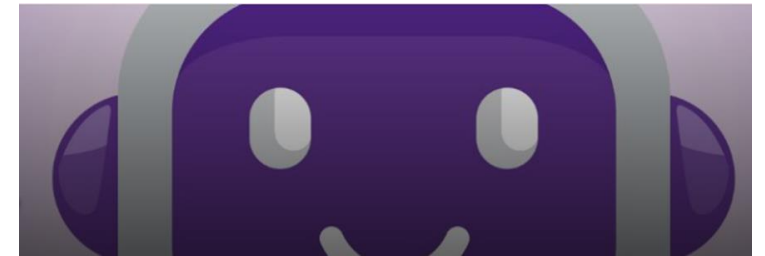
It's a cost-effective AI model that will maximise resource efficiency

Using Perrie helps staff save valuable time, allowing them to focus on their core responsibilities and tasks efficiently. Increasing process efficiency by up to 40%

Perrie empowers staff by ensuring they have the necessary information at their fingertips. It's as if everyone has their own personal assistant

PerrieChat simplifies the process of retrieving information, making it easier for staff to get the support they need.

PerrieGPT offers quick access to diverse information, including policy guidelines and procedural documents.



The Next Wave of Innovation

Document Upload

Role based permission

Translation

Character Limit Increase

Templates

SMART Notes

Updated GPT version

Accessibility features

System Integrations

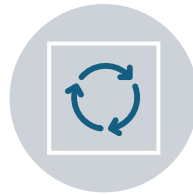
Use of other council owned content



Collaborate to Innovate



Agile Delivery in Action: Hold twice-weekly PM scrums and daily developer stand-ups during peak periods; work in sprints with partners



Unified Platform, Sustainable Design: Prioritise long-term integration over short-term fixes—Perrie is built to scale and adapt.



Early Stakeholder Engagement: Identify key SMEs and stakeholders from the outset to streamline onboarding and reduce blockers.



Training from Day One: Launch training alongside development—quarterly workshops, e-learning, and a Perrie Champions network



Clear Governance & Roles: Joint project plans, defined responsibilities, and improved internal comms to ensure alignment and accountability



Content-First Readiness: Identify web content improvements, map customer journeys, FAQs, and process flows to ensure you have the best knowledge base



Hidden Wins Through Collaboration: Discover new user cases by engaging frontline staff, reviewing process maps, and listening to feedback



Smart Tools, Real Impact: PerrieGPT, Quick Redact, and Summarise tools highlighted as a requirement during development, quick implementation allowing for a longer UAT period





SMART: Staff Copilot

User Feedback from
Derby City Council



Derby City Council

WATCH VIDEO



<https://digl.ink/riliobo>

STAFF COPILOT DEMO



Nick Horne
Customer Success Manager
ICS.AI



INCOME AND DEBT MANAGEMENT



Amanda Verran

Head of Business Support and Debt Management
Derby City Council



Mark Watson

Head of Delivery
ICS.AI



INCOME MANAGEMENT DATA INSIGHTS - PHASE 1

Driving smarter decision through improved visibility and awareness on Debt Position across disparate systems

INCOME MANAGEMENT DATA INSIGHTS

We are on a journey to unlock the insights within our Data through the Income Management Dashboard

"Through effectively structuring council debt data we aim to unlock meaningful operational, strategic, and community benefits"

Clean, consistent, and well modelled data forms the cornerstone for *Faster* and more *Accurate* debt management insights

Smarter, more ethical Debt Management through data

Faster identification of emerging trends and high-risk areas

Creation of, interactive dashboards for tracking debt and collections

Organises our data and insights, providing a foundation to implement AI Assistant tools

INTENDED **BENEFITS** OF PHASE 1 – INCOME MANAGEMENT DASHBOARD

CLEARER VIEW OF INCOME STREAMS AND DEBT POSITIONS

Benefits:

- Provide a holistic view across all debt types, giving a clear picture of total customer indebtedness to better prioritise support and recovery actions.
- Improve visibility of collection performance and trends

IMPROVED DEBT MANAGEMENT PRIORITISATION

Benefits:

- **Better** segmentation leading to more targeted intervention for vulnerable residents
- **Efficient** allocation of resources for high risk or persistent non – payers
- **Tailored plans** for those willing but struggling to pay

ENHANCED CUSTOMER EXPERIENCE

Benefits:

- **Enables** proactive, data-driven communication to prevent debt escalation
- **Supports** more empathetic, personalised contact through data-informed insights

INCREASED RECOVERY RATES

Benefits:

- Higher repayment success through tailored and earlier engagement strategies
- Reduced write-offs by identifying risk earlier
- Lower reliance on external enforcement through smarter interventions.

LAY THE FOUNDATION FOR AI ASSISTANTS DEBT IMPROVEMENT

Benefits:

- Creates a solid foundation to track performance of new AI enhancements and their impact.

INCOME MANAGEMENT DATA INSIGHTS - PHASE 2

Re-imagining income management next-generation insights.
Ready to be supercharged by AI Assistant technology

Welcome
to
Revenue
Collection &
Income

Click on an area of
interest

A new landing page delivers a smooth user experience, with team-specific dashboards and optional access controls to manage visibility

Targeted navigation ensures teams access only the insights most relevant to their debt category

New Executive Summary page added to deliver a comprehensive overview of total debt across all categories

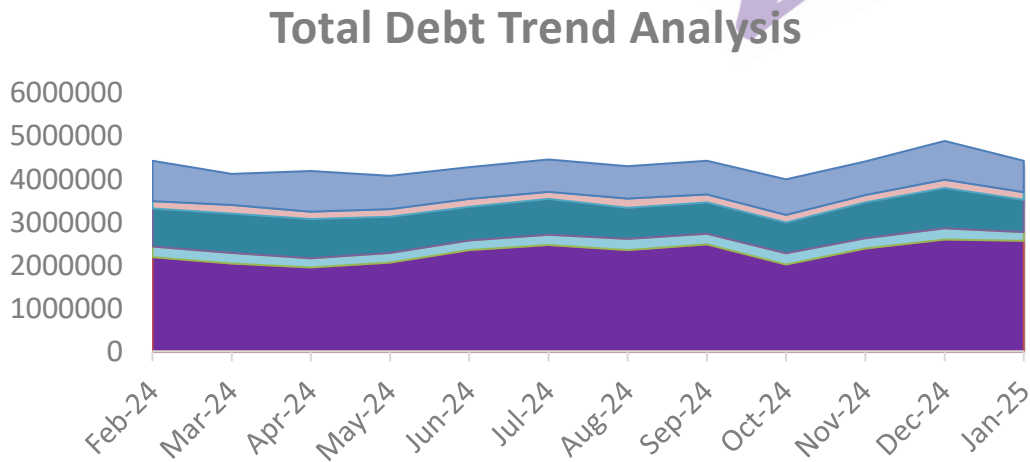
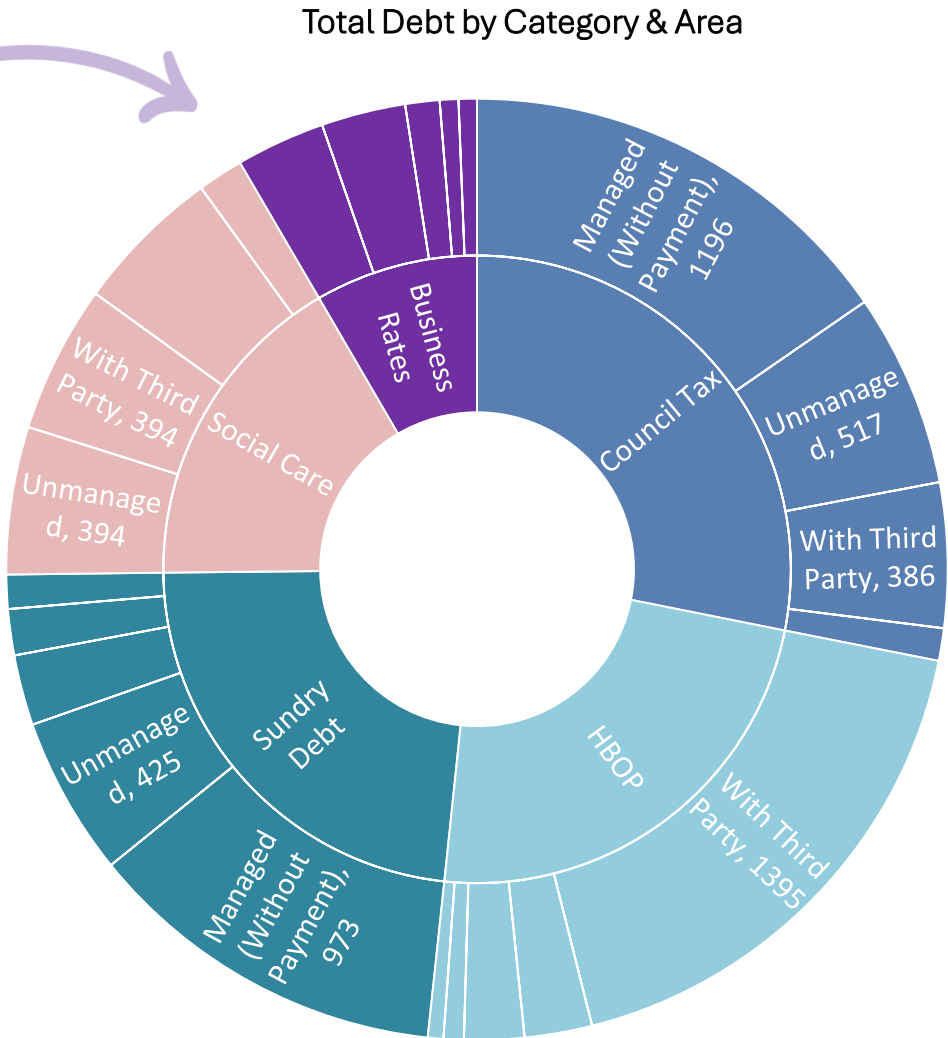
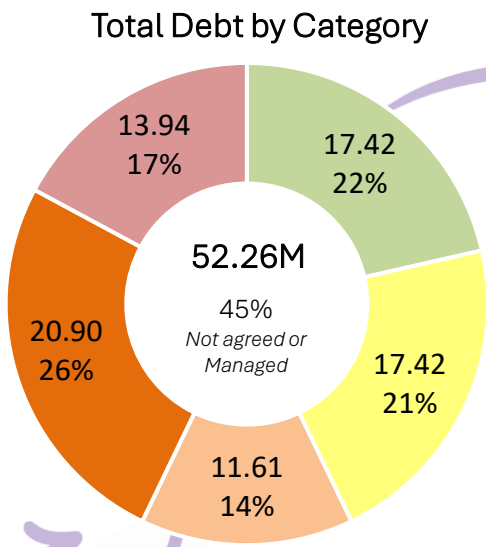
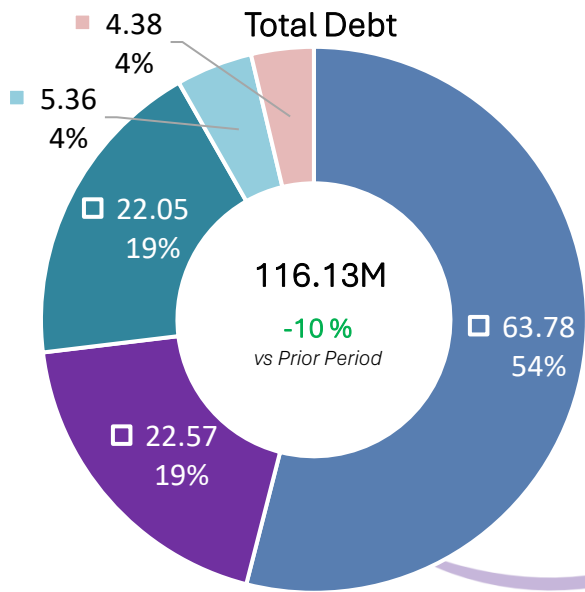


Income Management Overview - All

- Analysis Date
- Analysis Period
- Debt Category
- Debt Area
- Top Risk Areas

Period:
01/05/25 – 09/05/25

Compared to:
Previous Month
01/04/25 – 09/04/25



- Council Tax
- Business Rates
- Sundry Debt
- HBOP
- Social Care
- Agreed Debt
- Managed (With Payment)
- Managed (No Payment 90+)
- With Third Party
- Unmanaged

BENEFITS OF THE DASHBOARD

Enables customer-centric approach to recovery with a single view of debt

By providing a single view of debt and leveraging data analytics, it helps the centralised corporate debt team make better decisions and support citizens and businesses based on their circumstances

Reduces cost through increased customer engagement before resorting to enforcement

Creates personalised payment plans in line with each customers ability to pay

Reduces the duplication of work where multiple services have debts for the same citizen/household/business

By following the 'single view of debt' concept and utilising a holistic view of the citizens/households' financial circumstances, the Council can evidence prudent debt management and appropriate and proportionate actions for recovery

PHASE 1 DASHBOARD DEMO



Steve Walsh

Data Consultant
Dataframe



ETHICS, SECURITY, COMPLIANCE



Lee Haynes

Head of Digital Enablement & Automation
Derby City Council



Lee Haynes

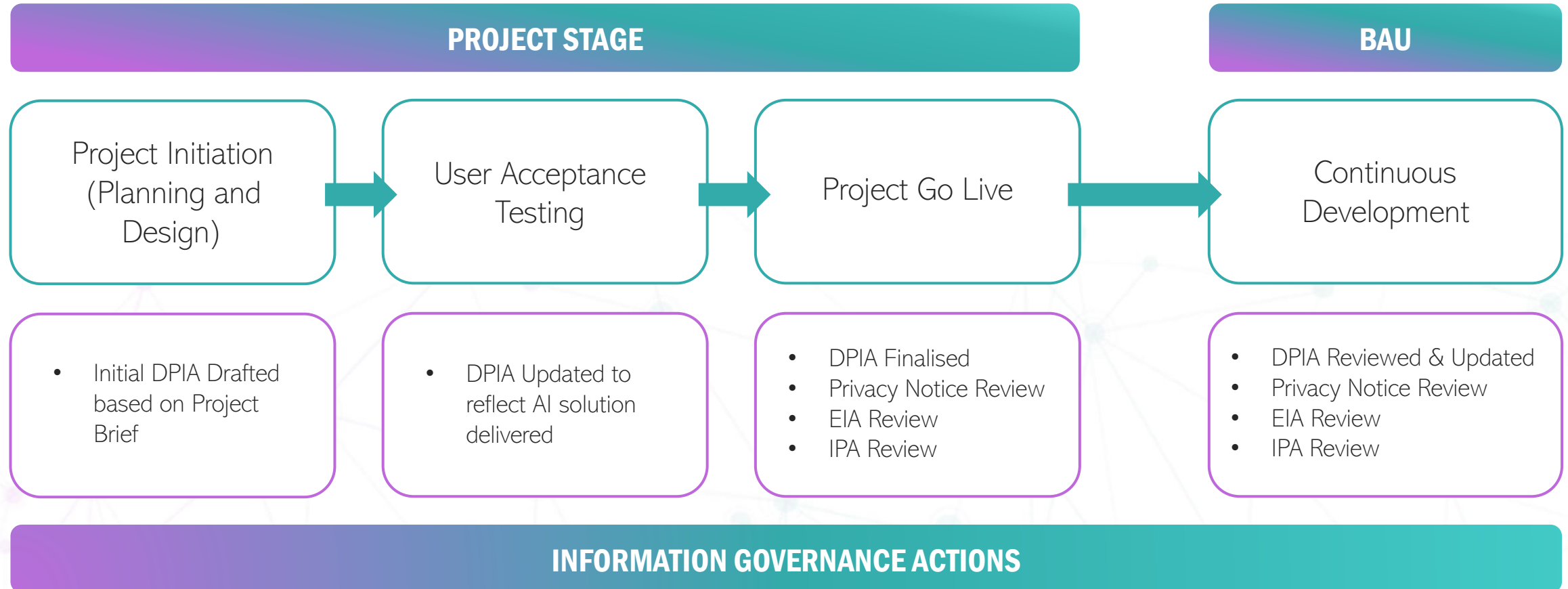
Head of Digital Enablement
& Automation
Derby City Council

WATCH VIDEO



<https://digl.ink/89uta6l>

AI COMPLIANCE BOARD & IT STEERING GROUP OVERSIGHT



THE ICS.AI £5M GUARANTEE



Andrew Smith
Chief Customer Officer
ICS.AI



SMART PLATFORM - £5M SAVINGS GUARANTEE

2.5X

RETURN ON INVESTMENT

£5M

GUARANTEED ANNUAL SAVINGS

£7.4M

DERBY CITY ACHIEVEMENT

100%

STAFF & RESIDENT COVERAGE



PROGRAM BENEFITS

- ✓ **Proven Success** - Demonstrated results at Derby City Council (£7.4M achieved)
- ✓ **Unified AI Platform** - Single solution replacing multiple vendors
- ✓ **Proven AI Transformation Program** - Structured methodology with guaranteed outcomes
- ✓ **Rapid Results Timeline** - Significant savings in year one, full benefits in 2-3 years
- ✓ **Enhanced Resident Services** - Faster response times and better outcomes
- ✓ **Comprehensive Coverage** - All council operations including social care
- ✓ **Risk-Free Guarantee** - Continuous support until targets achieved



YOUR SUCCESS COMMITMENTS

- ✓ **AI Transformation Assessment** - Participate in comprehensive analysis of your operations
- ✓ **Investment Commitment** - Agree to the investment level identified in your assessment
- ✓ **Full Platform Deployment** - Roll out to all staff and residents within agreed timeline
- ✓ **Follow Expert Recommendations** - Implement the optimization strategies identified
- ✓ **Leadership Engagement** - Executive sponsorship and change management support
- ✓ **Partnership Approach** - Work collaboratively with our transformation team

Our Guarantee Promise

When you commit to the program and follow our proven methodology, we **guarantee £5M in annual savings**. If you haven't achieved the savings, our expert team continues working with you at no additional cost until you reach your target.

NEXT STEPS



Andrew Smith

Chief Customer Officer
ICS.AI

START YOUR AI TRANSFORMATION JOURNEY

BOOK A MEETING

Schedule a meeting to discuss council-wide AI transformation and the £5M guarantee



<https://digl.ink/9nprvhq>

SMART: STAFF COPILOT TEST DRIVE

Get a free trial of our SMART: Staff Copilot



<https://forms.office.com/e/150XOKdb9h>

CUSTOMER SERVICE AI TRIAL

Try our Customer Service Phone AI



<https://forms.office.com/e/DLbWNHGtuZ>

THANK YOU FOR JOINING!



ANEEQ STAR

Email: aneeq.star@ics.ai

Book a meeting: <https://cal.read.ai/aneeq-a7zae>



CHRIS RHODES

Email: chris.rhodes@ics.ai

Book a meeting: <https://cal.read.ai/chris-aem9m>

WEBINAR FEEDBACK

Please take a moment to complete our feedback form, in support of Derby's selected charities



<https://forms.office.com/e/eLeKAVxuVi>



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SOCIETY

ICS.

