ICS.AI

Renfrewshire Council

CUSTOMER STORY / SEPTEMBER 2026

RENFREWSHIRE COUNCIL

FROM PHONE AI TO COUNCIL-WIDE TRANSFORMATION

Scotland's first council to launch an AI-powered phone assistant has built on its measurable customer service results by selecting ICS.AI for a £5m+ strategic AI transformation programme.



MILLIE / LIVE SINCE NOVEMBER 2024

571K+
resident calls handled

40%
all-time resolution without human intervention

nearly **100K**
calls answered outside office hours

24/7
service availability

A STRONGER FRONT DOOR

£110K
direct savings in the first five months

Facing financial pressures and rising demand, the council used Millie to automate routine enquiries and give staff more time for complex conversations. All-time resolution reached 40%, against an original business case of 5-10%.

NATIONALLY RECOGNISED

APSE AWARDS 2025
Overall Council of the Year for Service Delivery

COSLA AWARDS 2025
Leading Innovation Award

SCOTTISH PUBLIC SERVICE AWARDS 2025
Digital Public Services Award

Source: ICS.AI's Renfrewshire Council case study

ICS.AI

Renfrewshire Council

RENFREWSHIRE COUNCIL / THE JOURNEY

A PHASED JOURNEY TO WIDER TRANSFORMATION

Early 2024

SMART: PHONE AI TRIAL

A practical trial with ICS.AI tested phone AI in customer services and helped build organisational confidence.

2024

BUILD, PROVE AND LAUNCH

The trial built the business case. Millie went live in November after a 24-week implementation.

2025–2026

ASSESS AND SCALE

Proven results led to what is believed to be the most extensive AI transformation assessment by a Scottish local authority, and a competitive procurement.

THE NEXT PHASE

£5m+

3-YEAR AI TRANSFORMATION PROGRAMME

ICS.AI selected following a council-wide assessment and competitive procurement.

25 service areas

100+ council staff

32 workshops

194 AI use cases identified

> "We can no longer rely on traditional savings measures alone and need to find new ways of working to maintain high-quality services and meet future pressures."

PATRICK MURRAY
Head of Digital, Transformation and Customer Services, Renfrewshire Council

PHASE ONE PRIORITIES

PLANNED / NOVEMBER 2026 - MARCH 2028

01 UPGRADE MILLIE

Add generative AI capabilities to the phone assistant.

02 EXPAND RESIDENT ACCESS

Introduce a new web-based AI assistant for council information and services.

03 SUPPORT COUNCIL STAFF

SMART: Workdesk AI solution for eligible staff: everyday work, council knowledge, meetings and case notes.

04 SUPPORTING HIGH-VOLUME SERVICES

AI agents for service inboxes, FOI and subject access requests, and complaints, supporting rather than replacing staff decisions.

Phase one prioritises proven, lower-risk solutions. Governance includes staff training, human oversight, data protection, trade union engagement and transparency reporting. Later phases will introduce service-specific tools and wider transformation.

READ THE FULL CASE STUDY

READ THE PRESS RELEASE

EXPLORE WHAT AI COULD DELIVER FOR YOUR COUNCIL

BOOK A DISCOVERY CALL