CASE STUDY: 3 NEW SERVICES ADDED WITHOUT ADDITIONAL HEADCOUNT THANKS TO AI

Discover TOM, an AI assistant augmenting customer service and elevating staff's performance

TELFORD & WREKIN: PAIN POINTS

Frequent repeated questions e.g. *'When is my bin day?'* putting strain on agents and hampering prioritisation

Extremely high waiting times often hitting around 50 minutes, leading to poor performance metrics and low citizen satisfaction

Need for 24/7 access as modern citizens expect on-demand, flexible services

Telford's goal:

Enable customers to resolve their queries 24/7 improving their experience and releasing resources.

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BACKGROUND TO TOM

"Local citizens can't choose information sources, they depend on their council's resources.
If AI means that we are accessible to residents who wouldn't normally be able to get in touch, then that's a fantastic thing. So, approaching channel shift as an opportunity, we deployed a 24/7 Citizen AI Assistant with ICS.AI. It reduced phone contact by up to 37% while maintaining over 90% customer satisfaction rates!"

Gemma Hancox
Customer Contact Group Manager

Telford & Wrekin
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TOM'S INSTANT RESULTS

Deployed with just a 6-week build time, TOM has proven a great success in nudging users away from traditional contact towards digital.

TOM is very user-friendly - it covers a wide array of topics 24 hours a day, 7 days a week and hands over to live chat seamlessly when requested by the user.

Consistently achieving an impressive efficiency score of 95%, it frees-up internal resources that can now be redistributed for the benefit of residents.

PUTTING 'SAVE TIME, DO IT ONLINE' INTO PRACTICE

ASK TOM
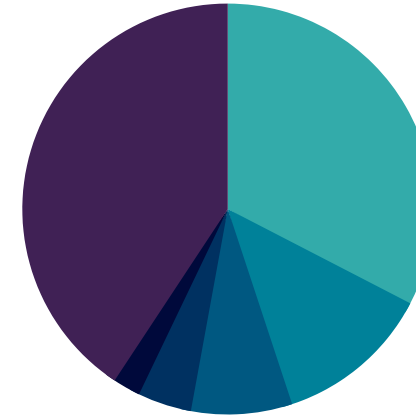Digital Assistant

Telford.

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TOM INSIGHTS – KEY METRICS

ACCURACY

Queries answered first time	**95%**
Total queries answered since Live	**13,000**

SCOPE OF USER NEEDS

- Council Tax
- Bins
- Waste
- Housing
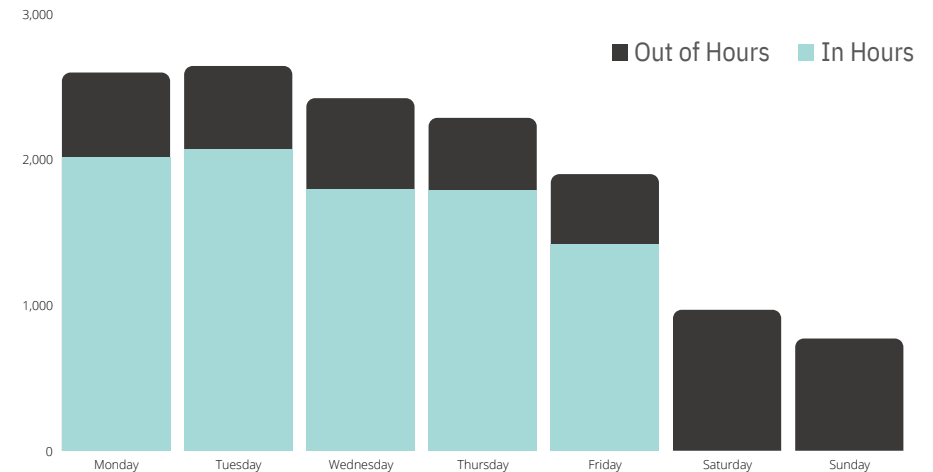- Planning
- Other

CITIZEN EXPERIENCE

33%   Enquiries of contacts out-of-hours

99%   DID NOT ask to talk to a human

5%   Unanswered queries

1.5%   Rated Tom negatively

USAGE BY DAY OF THE WEEK

Out of Hours   In Hours

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

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USER EXPERIENCE

✓ Prominent home-page location draws visitors in

✓ Accessible to everyone, WCAG 2.1 AA compliant

✓ Provides over 100 services online, 24/7

✓ Ethically compliant, reacts appropriately

✓ Releases capacity improving CX
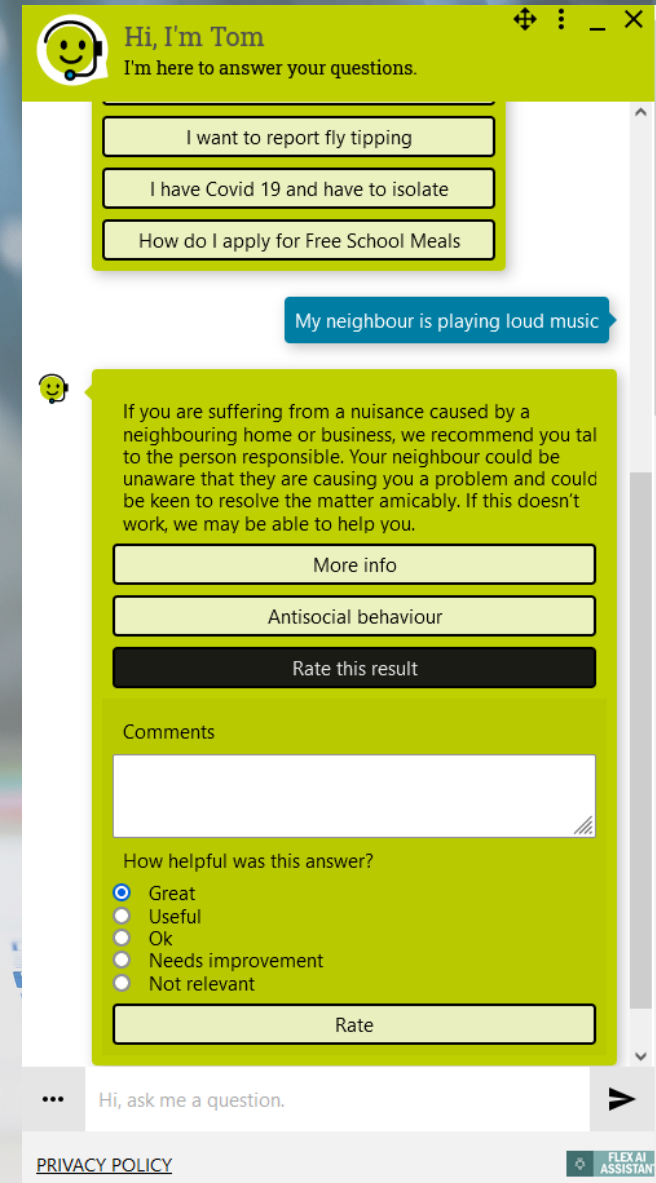
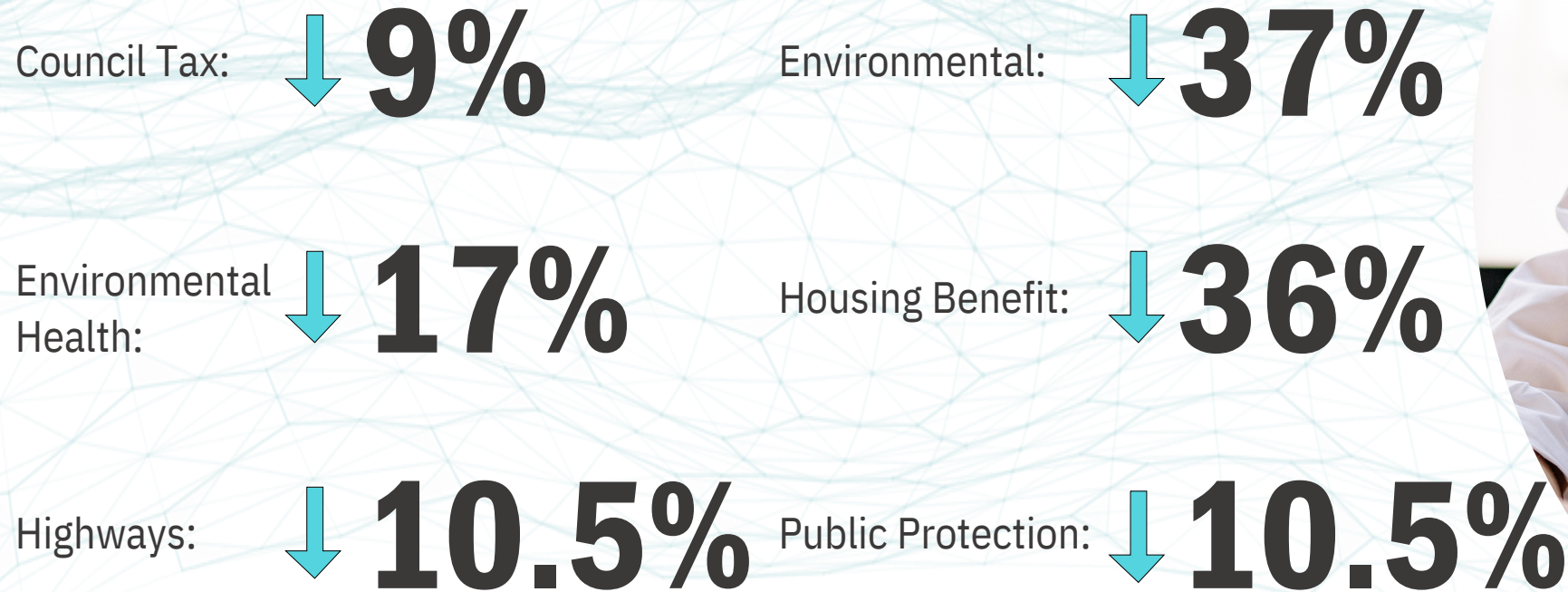✓ Improves everyday, learning from other assistants

ATTRACT   **SUPPORT**   **EVOLVE**

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Hi, I'm Tom
I'm here to answer your questions.

I want to report fly tipping

I have Covid 19 and have to isolate

How do I apply for Free School Meals

My neighbour is playing loud music

If you are suffering from a nuisance caused by a neighbouring home or business, we recommend you tal to the person responsible. Your neighbour could be unaware that they are causing you a problem and could be keen to resolve the matter amicably. If this doesn't work, we may be able to help you.

More info

Antisocial behaviour

Rate this result

Comments

How helpful was this answer?
◉ Great
○ Useful
○ Ok
○ Needs improvement
○ Not relevant

Rate

Hi, ask me a question.

PRIVACY POLICY   FLEX AI ASSISTANT

CALL VOLUMES REDUCTIONS

The AI Assistant taking over traditional contact means the channel shift objectives are working

Council Tax: ↓ **9%**

Environmental: ↓ **37%**

Environmental Health: ↓ **17%**

Housing Benefit: ↓ **36%**

Highways: ↓ **10.5%**

Public Protection: ↓ **10.5%**

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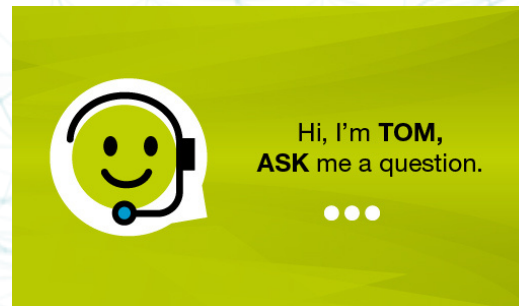*All comparisons from 19/20 to 21/22*

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ONLINE REPORTING INCREASE

More residents turn to 24/7 self-service freeing up resources and agents focus on more complex queries

Council Tax: ↑ **25%**

Highways: ↑ **56%**

Total increase: ↑ **39%**

Hi, I'm **TOM**, **ASK** me a question. •••

MORE USERS PREFER TO SELF-SERVE WITH TOM!

By using technology to handle relatively simple queries, we enable our staff to concentrate on more important issues, meaning we can help more people, more rapidly.

Cllr Richard Overton, Telford & Wrekin

Telford & Wrekin COUNCIL

All comparisons from 19/20 to 21/22

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IMPACT ON LIVE CHAT CHANNEL

Reductions in live chats mean more users self-serve without needing human intervention

Reduction in all live chats ↓ **67%**

Reduction in council tax live chats ↓ **50%**

User waiting times reduction ↓ **60%**

USER FEEDBACK HAS BEEN CONSISTENTLY POSITIVE

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UNEXPECTED BENEFITS

Improving agents' wellbeing is transformational given challenges to recruit and retain staff in the Public Sector

16% Short-terms sickness decrease amongst the customer service staff

74% Long-term sickness reduction amongst the customer service staff

AI TAKES PRESSURE OF STAFF, IMPROVING PERFORMANCE

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NEW SERVICES

24/7 self-service means council can be agile

Residents want to get things sorted efficiently and on their own time. For some, English is their second language. With TOM they get convenience, time-saving and live translation in over 90 languages.

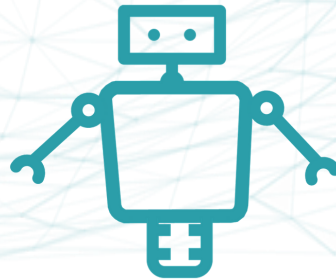**3 new services to residents with no additional headcount.**

✓ Homelessness

✓ Registrations

✓ Libraries

SERVED BY AI

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STAKEHOLDER FEEDBACK

"One of the fastest and smoothest system implementations we have been involved in, with just 6 weeks from initial discussions to going live!".

"Working with ICS has been a dream, they have guided and supported us throughout the project, their knowledge in this area is phenomenal and now as we look to develop further, they are on hand with ideas to help us achieve our ambitions".

"We have been delighted at its efficiency scores so far. It is performing extremely well".

Telford & Wrekin Leadership

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SUMMARY

✓ AI assistant designed for Council Services

✓ Well-rounded digital customer experience

✓ New services added as a result of efficiency increase

✓ Instant boost to business outcomes

✓ Positive feedback of both residents and staff

✓ Impressively fast project delivery

Overall feedback from staff, senior management, Councillors and residents has been universally positive.

Gemma Hancox, Telford & Wrekin

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NEXT STEPS

✓ Building an HR personality for Staff, giving TOM an internal application

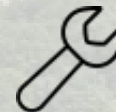✓ Exploring SMART Phone, a voice-based AI assistant, to expand audience

✓ Further increasing performance and building digital customer experience

EXPAND

SMART:PHONE™

TROUBLESHOOT

To see Tom in action on Telford & Wrekin's homepage, click below:

ASK TOM
Digital Assistant

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SMART™
HUMAN PARITY AI PLATFORM

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