

Voice Bots for Digital Inclusion

Huntingdonshire District Council – LGA Digital Showcase

Introductions



Tony Evans – Assistant Director Transformation

Responsible for supporting the vision of HDC articulated by our strategy and leadership team. Links into technology change, process change and org change. Running the implementation of new technology into our Customer elements.

Huntingdonshire

Large district within Cambridgeshire that is centered on 4 market towns set between Peterborough and Cambridge. Large range in terms of economic prospects and an aging population. HDC is a district authority in a 2 tier system.



Council Strategy vs Citizens = Challenges

Council Strategy

Enable customers to interact with us how they want, when they want.

Increase the efficiency of our transactional services.

Support those that need help in a way that effective.

Citizens

For some this means **digital** for others in the district this **traditional**

Some happy to **try** new things some need to be **helped**

Don't know what help is available and don't always **look** for help early.

Reflections

Limited resources so need to support both with every £££

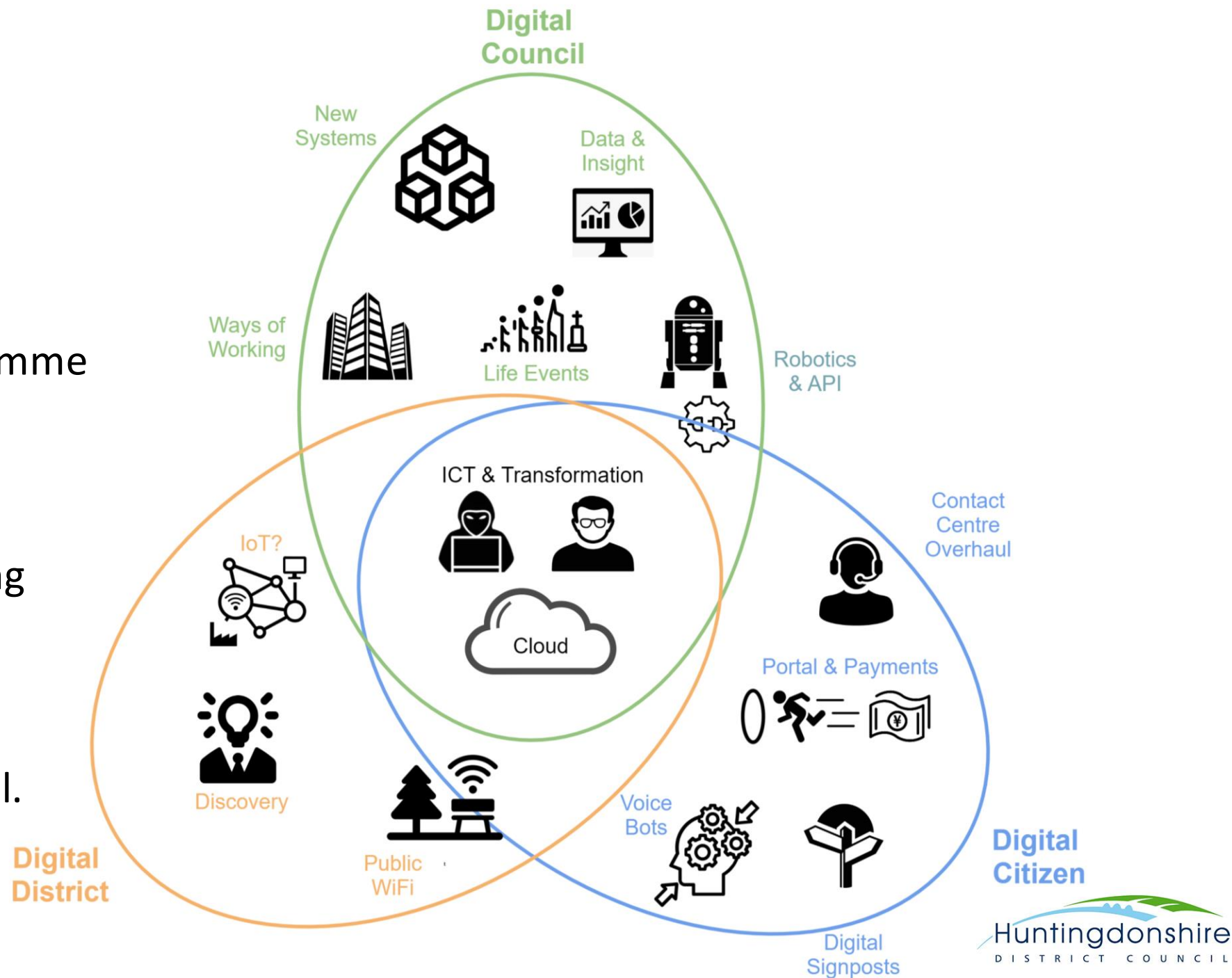
Soft power-based drive to digital with supporting engagement

Need for deep analytics and usage of data

Digital Approach

Holistic change programme across customer engagement, council delivery, community working and supporting economic growth.

Anything less than full system thinking will fail.



Rational & Objectives

Majority of calls to our main contact centre are information requests (often about bins).

We are investing in improving our digital content and creating citizen friendly FAQ content.

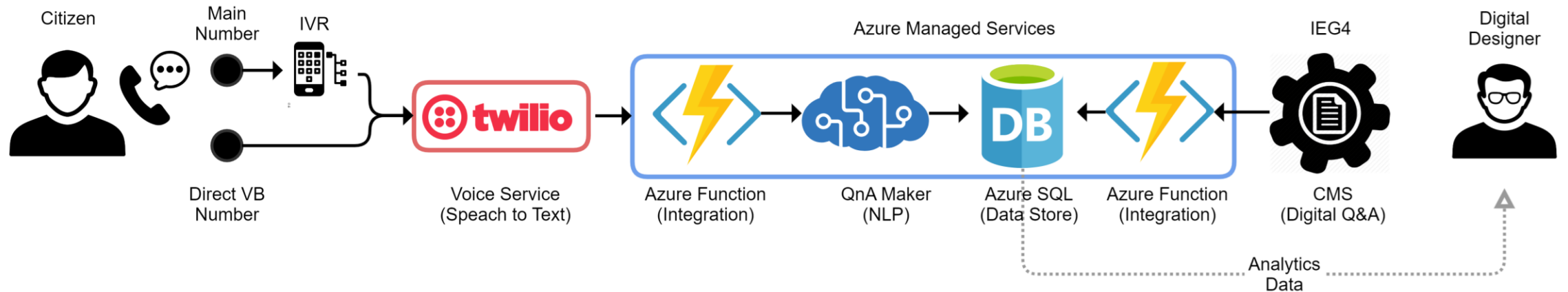
People need information 24*7.

PRIMARY: Make our digital FAQ content available 24*7 via voice bots, using our existing authoring tools so everyone benefits.

SECONDARY: Engage our digital disadvantaged citizens in the service design to help us understand what to do next to engage them further

Solution

Built using COTS services wired together with custom code.



Dedicated number, supported by IVR options to promote it.

Support for local numbers so makes citizens feel better.

Managed services do the heavy lifting. Low support burden.

Pulls existing content into the bot. Create once, consume many.

Results

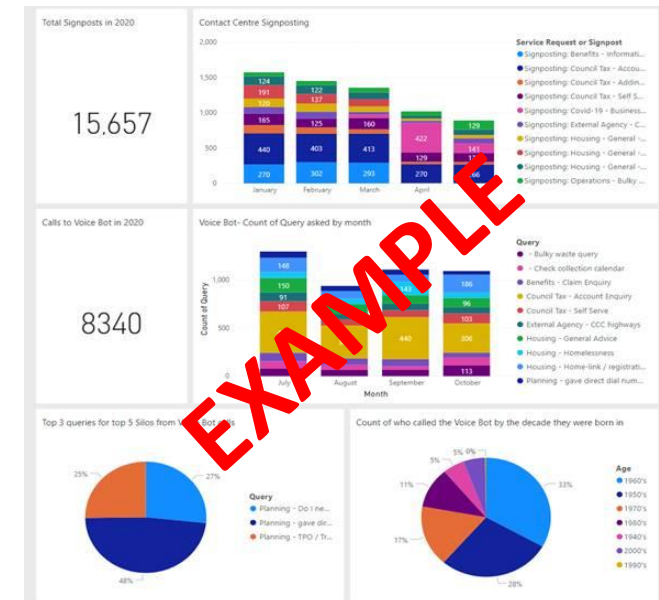
Prototype

Focused testing on the elderly

- 62% Positive reaction, negative comments: -
 - Poor content.
 - Long delays (script has been improved).
 - American voices.
- Top 3 services they wanted: -
 - Bins.
 - Payments
 - Benefits.

Future

- Integrated stats with portal and call data.



Next Steps



Voice Bot Service

If you prefer to contact us by telephone we can provide a 24/7 service that is quick with no queueing. Just call 01480 775799 and when prompted ask your question.

[Read more information](#)

1) Going live: [Voice Bot Service - Huntingdonshire.gov.uk](https://www.huntingdonshire.gov.uk/voice-bot-service)

2) Supporting other use case:

- CEV Support
- Deployments at partners

3) Open sourcing: On GitHub via MIT License

4) Phase 2: Bins