

# Chatbots and Artificial Intelligence

Using artificial intelligence to drive channel efficiency and deliver enhanced customer experiences



## CUSTOMER EXPERIENCE PLATFORM

Customers are expecting Government to behave in the same ways they interact with other business, this means 24/7 access

- Process, technology and people
- People don't live in channels
- Brings channels together - E.G Social, phone, email, etc
- Connect technology platforms
- Customer Dashboard for reporting

Aim to complete an end-to-end transaction

How to create usability to all devices (across channel)?

Design Thinking



**DISCOVERY**  
[RESEARCH]



**EMPATHY**  
[FIELD STUDIES]



**CONCEPT DESIGN**  
[IDEATION]



**DOCUMENTATION**  
&  
**APPROVALS**



**PLAN**  
[ROADMAP DEVELOPMENT]



**IMPLEMENTATION**

Service Design

Idea that all business processes and customer interactions are designed to fulfil customer goals across all channels from face-to-face to digital.

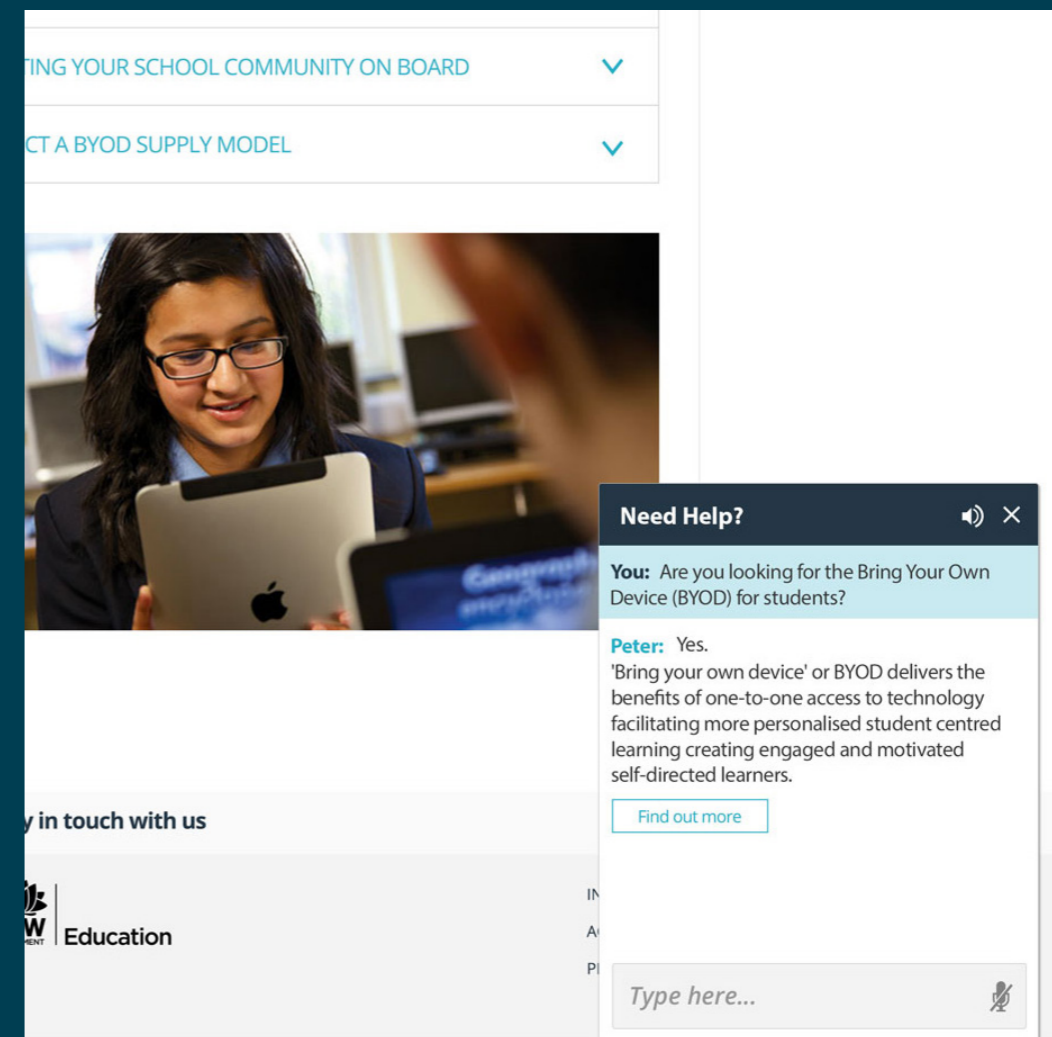
*"A sign of success is a customer's ability to start an interaction in one channel and move to another, seamlessly."*

## Approach for DoE Rollout

- Pilot internal rollout to DoE corporate users (publishers of CMS) to fine tune the engine
- THEN rollout to Schools - 6,000 plus school users of CMS
- Adapt ChatBot to respond to inquires from public via the the DecInfo Team (staff asking bot questions), THEN
- Open up to the public to interact with the Virtual Assist.

## Virtual presence

- Use of a virtual assistant (or chatbot) to real-time help to customers and reduce up to 50% costs,
- Machine learning
- Knowledge Base and knowledge life cycles.



Virtual Assistant: Self Service Strategy

