



## FLEX AI CHATBOTS

# for Citizen Services



The FLEX AI Automated Citizen Services Bot is an artificial intelligent assistant to support citizens in self-serving local government services. The unique FLEX AI OneStopBot™ ensures all services can be easily accessed from a single bot.

# FLEX AI CITIZEN SERVICES CHATBOT

The FLEX AI Citizen Services Bot heralds the beginning of a new way of interacting with citizens. Conversation as a platform allows 24-hour, natural language communication through a variety of devices and channels. The citizen bot allows you to:

- Find information - councillors, jobs, waste collection, planning etc
- Self-serve actions - pay fines, order bins etc.
- Report incidents - graffiti, potholes, child concerns, litter, anti-social behaviour etc
- Get live updates - planning application status, council tax due etc
- Streamline the service desk - triage, routing and handover
- Create your own Citizen OneStopBots™



I want to pay a parking fine

What's my planning permission status?

I want to report graffiti

I want to report a pothole

What day is my bin collected?

How can I get hold of my Councillor?

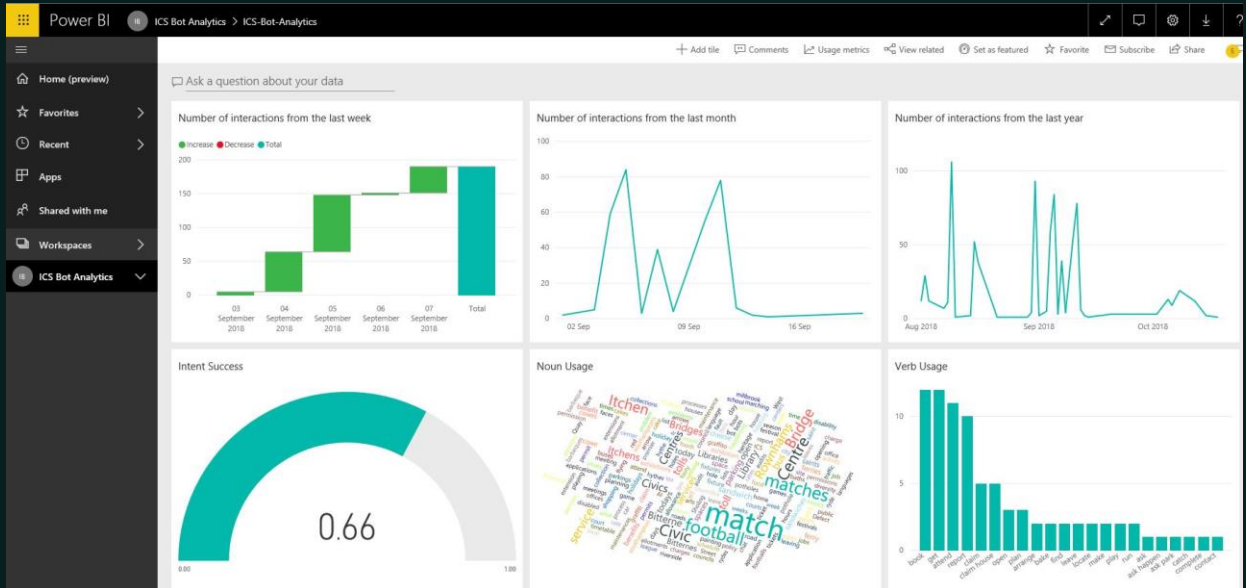
# REVOLUTIONISE **INSIGHT** WITH INTENT DATA

## POPULAR TOPICS

## NUMBER OF TRANSACTIONS








## COMMON QUERIES

## TOP FAILED QUERIES



# CHATBOT INTENT DATA REVOLUTIONISES USER ANALYTICS

## "I WANT TO BUY A WHITE SHIRT" - WEBSITE

User clicks	Website	Intention	Stage
Clothes		Unknown	1
Male		Unknown	2
Tops		Unknown	3
Type		Unknown	4
Colour		Unknown	5
Size		Unknown	6
Purchase		Purchase a white shirt	7

Users Intention is only known if they complete the process. 97% of users do not complete the conversation process on websites

## "I WANT TO BUY A WHITE SHIRT" - CHATBOT

Step	User Action	Intention	Chatbot Action
1	User clicks Website	Unknown	
2			Chatbot: I want to buy a white shirt
3			Chatbot: Sure, which of our white shirts would you like?
4	Purchase		Purchase a white shirt

Users Intention is always known and discovered at the beginning of the process



# THE FLEX AI CHATBOT USER EXPERIENCE



## SINGLE POINT OF ACCESS

Like Alexa, you always know exactly where to start and which bot to talk to

**FLEX AI  
OneStopBots™**



## USER FRIENDLY

Your Bot knows you, chats in plain English and can tell you what it does

**FLEX AI NLP  
Concierge with  
Hints**



## COMPREHENSIVE

You always get a result, Like the postman, your Bot always delivers

**FLEX AI Knowledge  
aggregator**



## YOUR ASSISTANT

Your Bot behaves like an assistant and does things on your behalf

**FLEX AI Bot Store and  
Automation engine**



## MULTI CHANNEL

Your Bot can be used on all your devices

**FLEX AI Channel  
Optimisation**

## WHAT DOES THE FLEX AI ONESTOPBOT™ CONCIERGE DO?

Like Alexa or Cortana, the FLEX AI OneStopBot™ is a single concierge whose role is to direct users to the correct bot, Skill or 3<sup>rd</sup> party capability. The FLEX AI Concierge avoids users having to know about and select from a large number of bots. This allows users to engage 24/7 with a constellation of Bots, Skills, Information and processes whilst reducing service provision costs and increasing user satisfaction.

Internal  
Helpdesk



Knowledgebase  
Bots or Skills



Process Bots  
or Skills



ServiceNow  
Systems



Document  
File stores



Operational  
Systems



Office 365  
Workloads



External  
Systems



External  
Helpdesk



Hi  
OneStopBot™  
here





















Hi

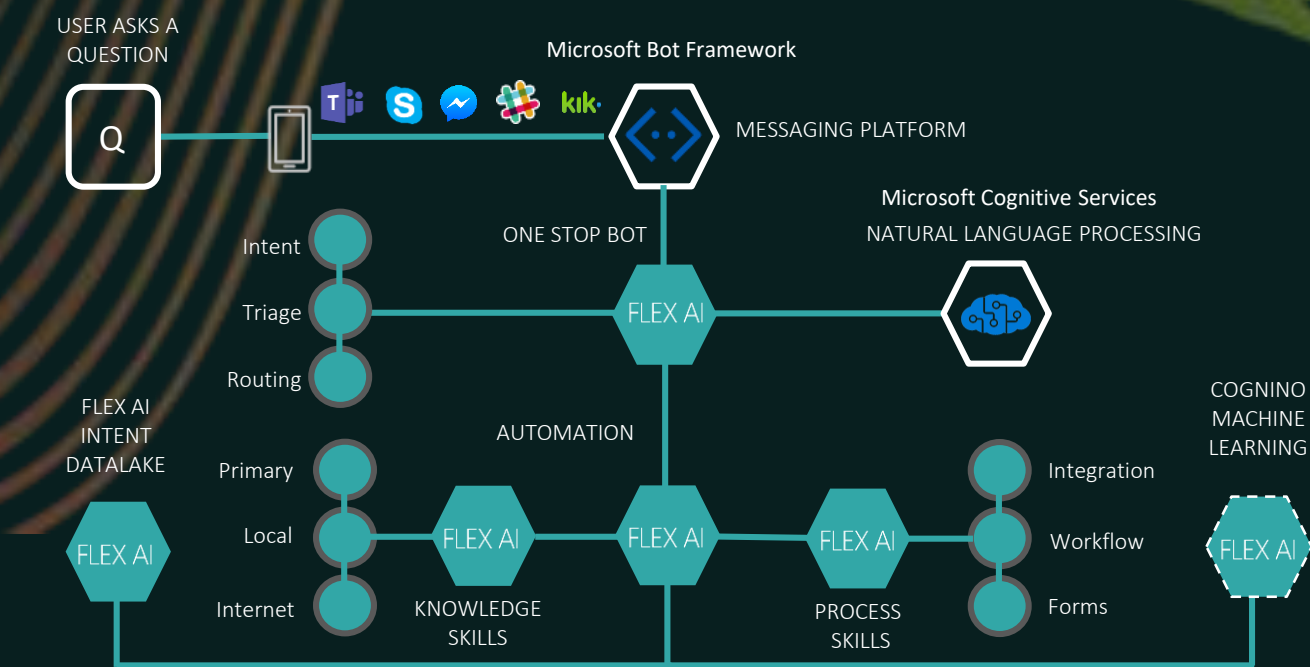


# WHAT ARE FLEX AI CHATBOT CAPABILITIES?

## THE CORE CAPABILITIES OF FLEX AI BOTS

-  Knowledge - Access multiple knowledge sources
-  Integration - Query and update backend systems
-  Translation - Translate to other languages
-  Photos - Upload photo and recognise images
-  Form - Complete forms through the bot
-  Maps - Location based mapping services
-  Bot Training - User trained Bots
-  Process - Drive business process via the bot
-  Profanity - Detect and block profanity
-  Chat Channels - Facebook, Skype, Web etc.
-  Spelling - Correction on demand
-  Voice - Chat to your bot with Cortana, Alexa
-  NLP - Natural Language Processing
-  Office 365 - 160 + API Automation actions
-  Hand off - Route bot chat to live operators
-  Devices - Smartphones, tables and desktops
-  Automation - Easily automate actions
-  Personality - Chit chat support

## HOW DO FLEX AI CHATBOTS WORK ?



# WHAT ARE THE KEY BENEFITS OF CHATBOTS?

## KEY BENEFITS

1. No training needed, users just chat using natural language
2. Users don't have to be aware of or understand back-end systems
3. Users don't have to leave the chat client, Skype or Facebook
4. Any device, anytime, anywhere access
5. Developers don't have to build new UXs
6. Existing back-end systems can be surfaced with chatbots
7. Intent data transforms analytics



Source: MyClever Agency 2017

## THE KEY BENEFITS OF A FLEX CUSTOMER BOT



Reduce customer services costs and call volumes by allowing customer to self-serve



Instant response with 24/7 access to services without an increase in call agents



Reuse content automatically from existing sources e.g. website, internet or line of business systems (e.g. ServiceNow)



Demonstrate leadership and innovation to customers with AI chatbots



Increase millennial customer participation using social media messaging tools



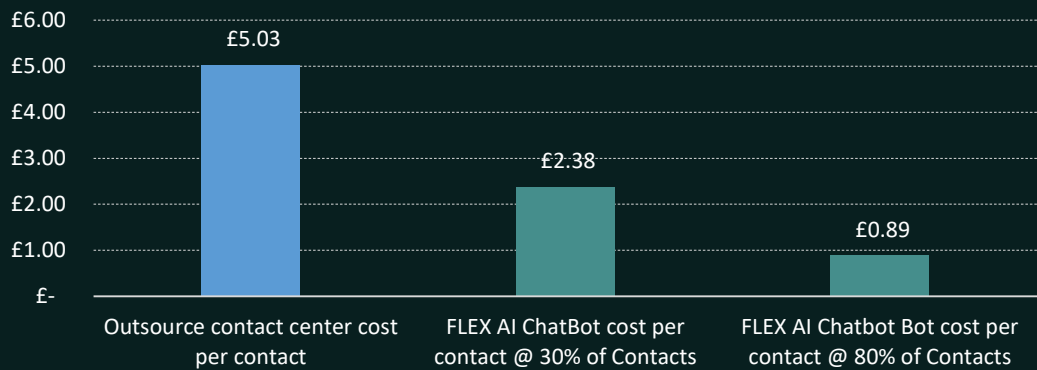
Engage with customers across a wide variety of channels and devices



# THE BUSINESS CASE FOR FLEX AI CHATBOTS

## BUSINESS CASE FOR FLEX AI CUSTOMER SERVICES BOT

FLEX AI CHATBOTS CAN REDUCE CONTACT CENTRE  
COST PER CONTACT BY UP TO 80%



### BENEFITS INCLUDE:

- Reduce contact centre costs by 30% to 82%
- Provide service 24/7 365 at a lower cost
- Reduce contact wait times to sub 2 seconds
- Instant scale up for major incidents
- Engage across social, web and voice channels
- Access from any device
- It can be Setup and live within days
- Surface existing information sources with bots

## TECHNOLOGY PREFERENCES BY GENERATION

	Baby Boomer (1946-1964)	Generation X (1965-1979)	Millennial (1980-1997)	Generation Z (1998-2020)
In Person Meeting	●	◐	◐	●
Virtual Online Meeting (No Video)	◐	●	●	◐
Virtual Online Meeting (Video)	○	◐	◐	●
Outlook Email	●	●	◐	○
Team Workspaces	◐	●	●	●
Instant Message (IM)	◐	●	●	◐
Enterprise Social Networking	○	◐	◐	◐
Persistent Chat	○	◐	◐	●
Conversational User Interfaces	○	○	◐	●
● Always prefer   ◐ Mostly prefer   ◐ Somewhat prefer   ◐ Occasionally prefer   ○ Do not prefer				

# FLEX AI CHATBOT PROOF OF CONCEPT

The FLEX AI Chatbot Proof of Concept (PoC) allows you to rapidly prove this exciting new technology in your own environment at a low risk. We deploy a full working FLEX AI OneStopBot™ Chatbot platform into a sandpit, connect it to a sample of your knowledge and data sources.

Following the successful PoC we are able to redeploy the PoC Chatbot into your live environment adding any new capabilities or integration identified during the process. Your FLEX AI Chatbot PoC is also delivered with a go-live quotation. The deliverables from the FLEX AI CHATBOT PoC are:

## 1. AGREE THE P.OC. SCOPE

Agree the goals, audience, sources and outcomes of the POC

- Concierge hints
- Knowledge Sources
- Automation Sources
- Forms, Processes
- Routes

## 2. DEPLOY PHYSICAL PLATFORM

A private FLEX AI OneStopBot™ platform will be installed on a FLEX sandpit VM. The platform includes:

- Microsoft Bot Framework
- Cognitive Services
- LUIS
- SQL Azure
- Office 365 trial tenant

## 3. CONNECT KNOWLEDGE SOURCES

The PoC will provide and train two categories of knowledge sources:

- One primary knowledge store together with editing and bot training tools
- Up to five internet based external knowledge sources.

## 4. CONFIGURE AUTOMATION

The PoC provides two areas of automation:

- Up to 5 Standard Bot Forms for collecting information or business processes
- An Office 365 business template to provision Teams or SharePoint sites

## 4. GO LIVE ESTIMATE

The Go Live estimate provides costs and timescales for the following:

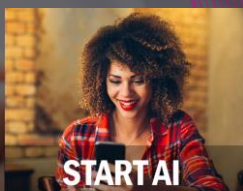
- Transferring the FLEX SandPit to your live environment
- Knowledge source licence and setup costs
- Automation licence, configuration and integration costs
- Training and SDK costs



# WHERE ARE YOU ON YOUR AI JOURNEY?



## ICS.AI ARTIFICIAL INTELLIGENCE SOLUTIONS



### FLEX AI Chatbots

Transform user engagement with our comprehensive range of AI chatbots. Each features OneStopBot™ Concierge for a great user experience and automation so your bots do more than just chat



### FLEX AI Connected Intelligence

Accelerate your AI adoption with our range of Connected Intelligence solutions. Connected Intelligence allows you to deploy key AI technologies such as Internal and External Chatbots, Semantic data and deep machine learning rapidly and cost effectively



### Cognino Neural Engine

Re-image your work AI. Cognino transforms your data from impenetrable silo's to an interconnected organisational knowledge graph. Cognino uses state of the art neural networks and deep machine learning to rapidly build your graph without the need for data scientists

THE UK'S **FIRST** MICROSOFT  
AI INNER CIRCLE PARTNER 1  
OF 46 WORLDWIDE

**DEPLOYED BOTS TO THE UK**  
GOVERNMENT DEPT  
RESPONSIBLE FOR UK AI  
STRATEGY. BEIS

OVER **300,000** INTERNAL AND  
EXTERNAL BOTS LICENCED