

Priya

As part of the customer journey and **meeting customers “where they are,”** YoungWilliams has developed technology designed to answer customer questions accurately, any time they need support. By utilizing Artificial Intelligence (AI), we provide customers with fast answers and consistent, accurate responses with our proprietary chatbot and digital assistant, “Priya.”

Building for the Future with Microsoft: A Digital Assistant Designed for Health and Human Services

In early 2023, YoungWilliams partnered with Microsoft to combine our deep program knowledge with AI technology to build this customizable digital assistant. One of the exciting things about AI is its almost limitless applications and capabilities. We **focused on designing and developing**



Priya to correctly answer customer questions in a human-like way. This means Priya:

- Provides answers in a conversational, helpful, and friendly tone
- Understands ambiguities and vagueness in speech
- Maintains the entirety of the conversation as background for answering additional questions
- Interacts with the customer in an empathetic and professional manner

Using Priya

Our goal is always to make government services easy, and Priya is our most recent innovation with that in mind. With Priya customers get answers to commonly asked questions without needing to speak to a human, freeing Agents to handle more complex customer requests. Priya answers customer questions about a variety of programs, including child support, SNAP, TANF, and any other program the State requests. Customers deserve the latest, most innovative, and convenient tools, and Priya meets that need. **It’s like having a program expert for every customer.**

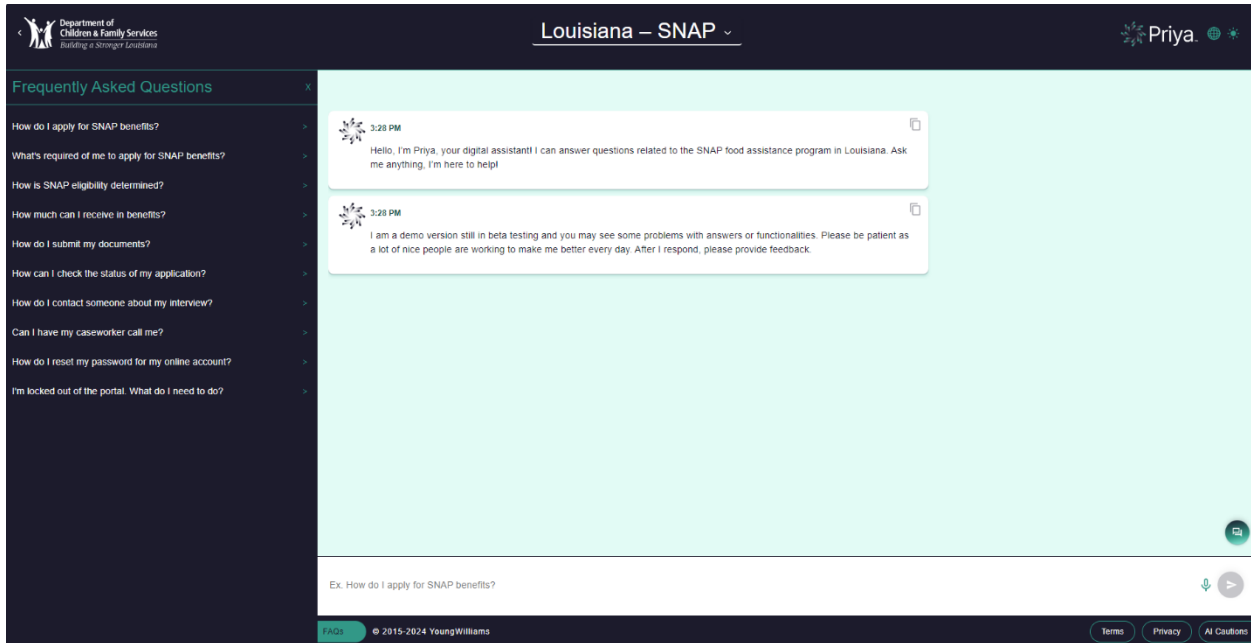


Digital Assistants Heighten Customer Experience

How a digital assistant enhances the overall customer experience:

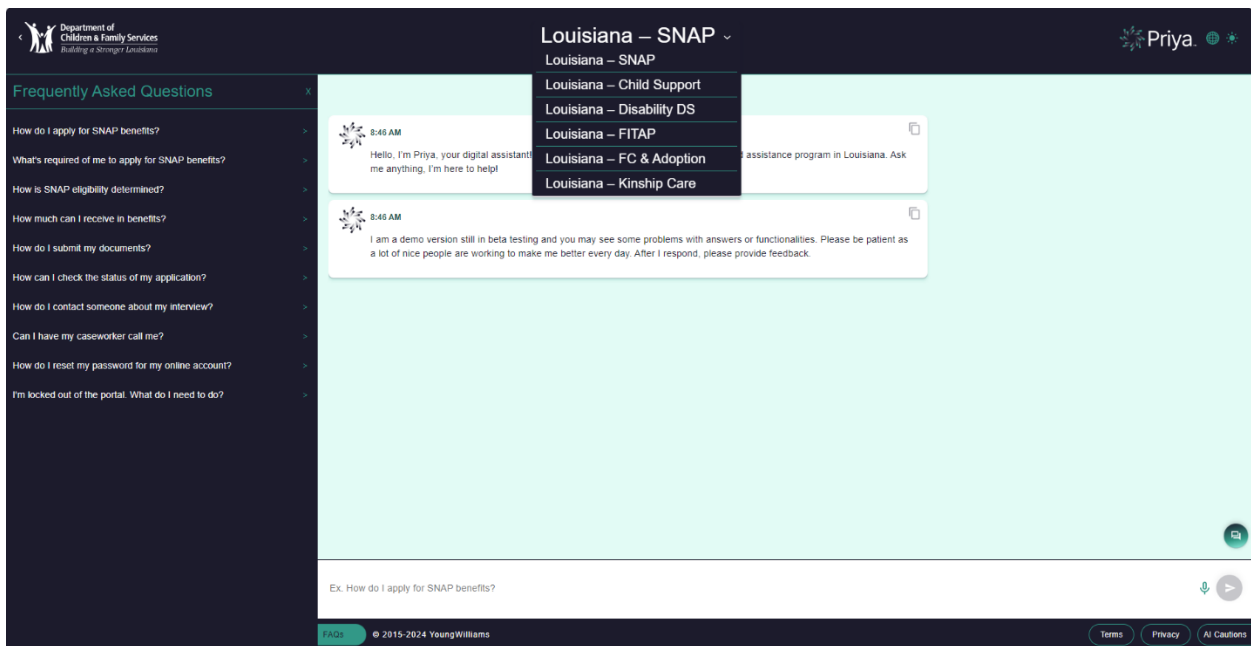
- Provide immediate and consistent responses in everyday language
- Accessible through websites, mobile apps, and social media
- Personalize interactions using customer data and history to tailor responses
- Available to answer customer questions 24/7/365

Priya contains an FAQ sidebar, including commonly-asked questions: “How do I apply for SNAP benefits?”, “What items are covered under my SNAP benefits?” and more. The following screenshot shows an example:



Priya FAQ

Further, customers can easily access the service they need assistance with through Priya’s easy-to-use interface. The center title is a drop-down menu, offering all available services the State wishes to implement for Priya, such as SNAP, child support, FITAP, and more.



Priya Drop-down Services Menu

Customer Accessibility

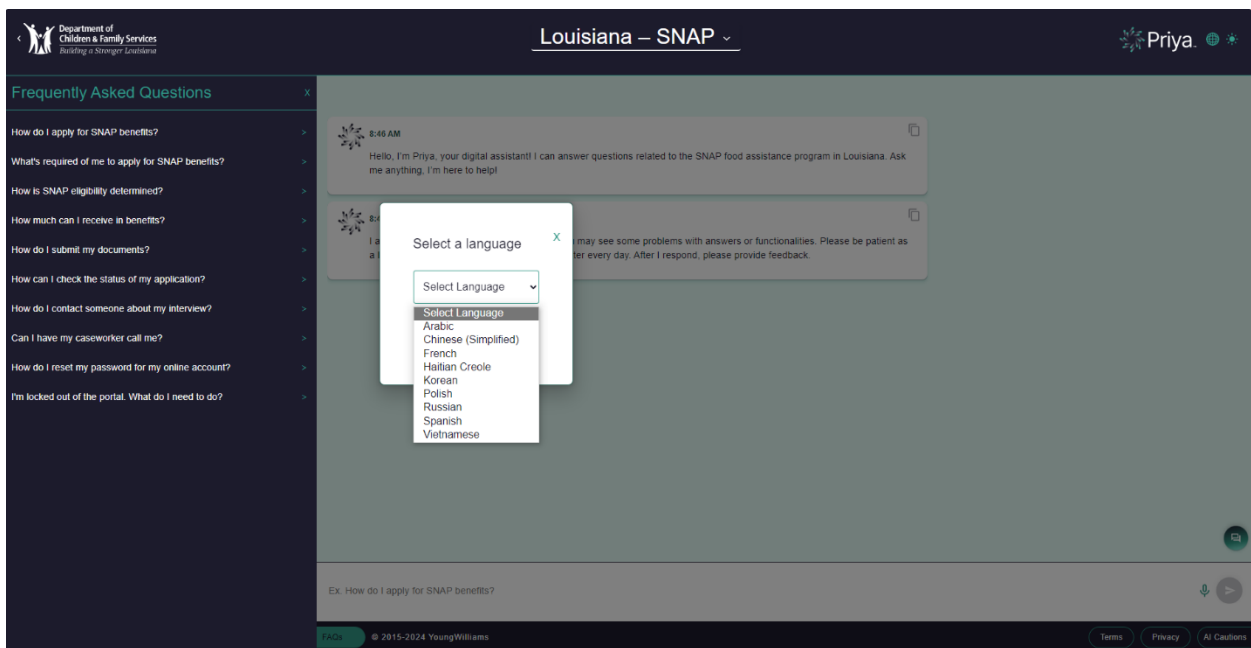
We want all customers to have access to support, and Priya has been thoughtfully programmed to provide this. Using Priya does not require significant internet resources; even customers with low internet speed or dial-up can access Priya. The technology also is equipped with speech to text and text to speech functionality, providing access to any customer with a device with a microphone and speaker (laptops, cell phones, and more). Priya understands verbal questions and responds in text.

Users can maintain a record of their interaction with Priya by downloading the chat history.

Priya also accepts questions in multiple languages and can respond in the user's chosen language. In addition to English, Priya can use:

- Arabic
- Simplified Chinese
- Haitian Creole
- French
- Korean
- Polish
- Russian
- Spanish
- Vietnamese

The Business Process and Development Team is actively working to add more languages.



Priya Drop-down Language Options

Growing Priya

The Business Process Team is working tirelessly to increase Priya's capabilities. Soon, Priya will be able to access individual customer case files through integration with the State system of record and provide the same services as a live Agent with faster response time, guaranteed accuracy, and a friendly, approachable tone. We are working quickly to develop this capability and expect Priya's user authentication option to be online in Q3 of 2024.

If customers wish to speak to a live Agent, Priya will be able to seamlessly transfer the customer to an available Agent. All previous customer chat history and information will be simultaneously transferred from Priya to Agent for seamless customer assistance. This feature will be ready to implement in Q4 of 2024.

Customers will be able to access Priya through any channel the State requests, including websites, apps, or even social media. As AI technology grows, Priya will become an invaluable tool for providing consistent service delivery for health and human services.

Implementing Priya

Priya is ready to implement on State websites, and a dedicated Priya web app will be available soon, creating additional avenues for supporting customers. Our in-house IT and Business Process and Performance Teams are experienced in the technology and security requirements necessary to connect state systems to IVRs and can do the same with Priya.

Currently, Priya can be made available to customers through a link on State websites or as a website pop-up bot.