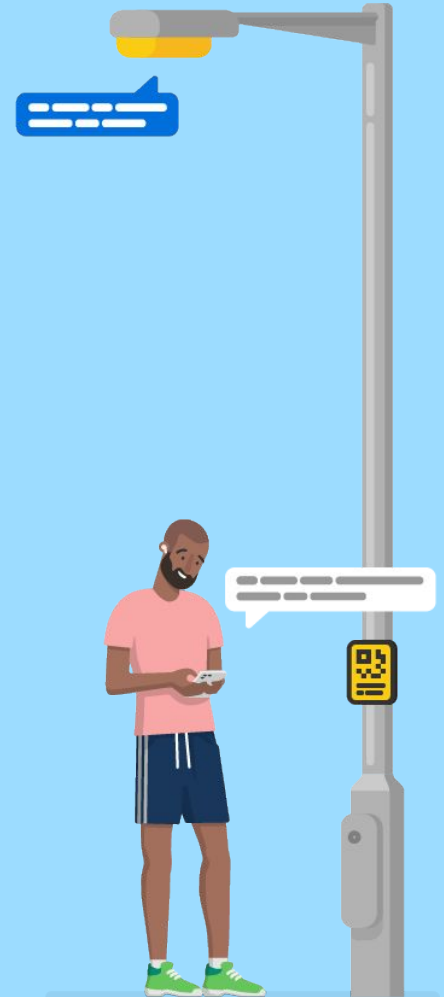


# Introducing Hello Lamp Post

*Modernise engagement - increase audience insights and staff efficiency*

HELLO

LAMP POST



# What is *Hello Lamp Post*?

## The user engagement layer for hard-to-staff locations

- Provide information
- Give instructions
- Gather feedback/ insights
- Reduce operating costs



## Intelligent virtual agents for the real world

- Quicker, easier & more cost efficient engagement
- More efficient service delivery - staff & operational cost savings
- Increase audience insights and data
- Increased public participation, across diverse and underrepresented audiences







# Chat in 3 easy steps



1. Scan to say "Hello"

2. Read the message

3. Send a reply



# How can we help?



## Introduce Visitors to Your Area

Bring the history, nature or culture of your area to life with the friendly tour-guides that never sleep.

Show off what makes your place special whilst also getting useful insights from your guests.



## Tell Your Story

Whether you'd like to share an action plan, an issue or a completed project, we can help you raise awareness in the locations where it matters most, by talking directly to your audience and answering their questions.



## Involve Your Community in Decisions

Find out what your community really want, and work collaboratively with them to satisfy their needs.

Bring a larger and more diverse audience to the table (and meaningly fulfil your compliance criteria).



## Change Behaviours

Improve the wellbeing of your community. Start the conversation, make persuasive arguments, then give them the resources to help them improve - we'll help you tackle anything, from fitness to fire safety.



## Give Useful Instructions

"What day does the recycling go out?"  
"How do I pay for parking?" Take the pressure off your workforce and let us help your community find the answers quickly and easily.



## Convert Customers

If you need to promote an event, a product or a retail space, we can help you increase footfall, dwell time and generate more revenue with details, directions, reward schemes and discounts.



## Help the Public Report Problems

Do you need to know if there's a bin overflowing? A broken light? Even a crime being committed? We can help you find out immediately 24/7, without needing to staff a call centre.

# Interactive Persona Types



## Daily Use Objects

Give a voice to the familiar objects your community see and interact with every day



## Beloved Objects

Bring to life to the special things your community are especially fond of



## Places

Activate the places where your community go to live, work and enjoy themselves



## Virtual Persona

No fixed location; can be accessed via social media, emails and other comms



## Website Persona

This persona exists as a chat window on your website, ready to help and engage

What will you bring to life?

## Benefits for people:

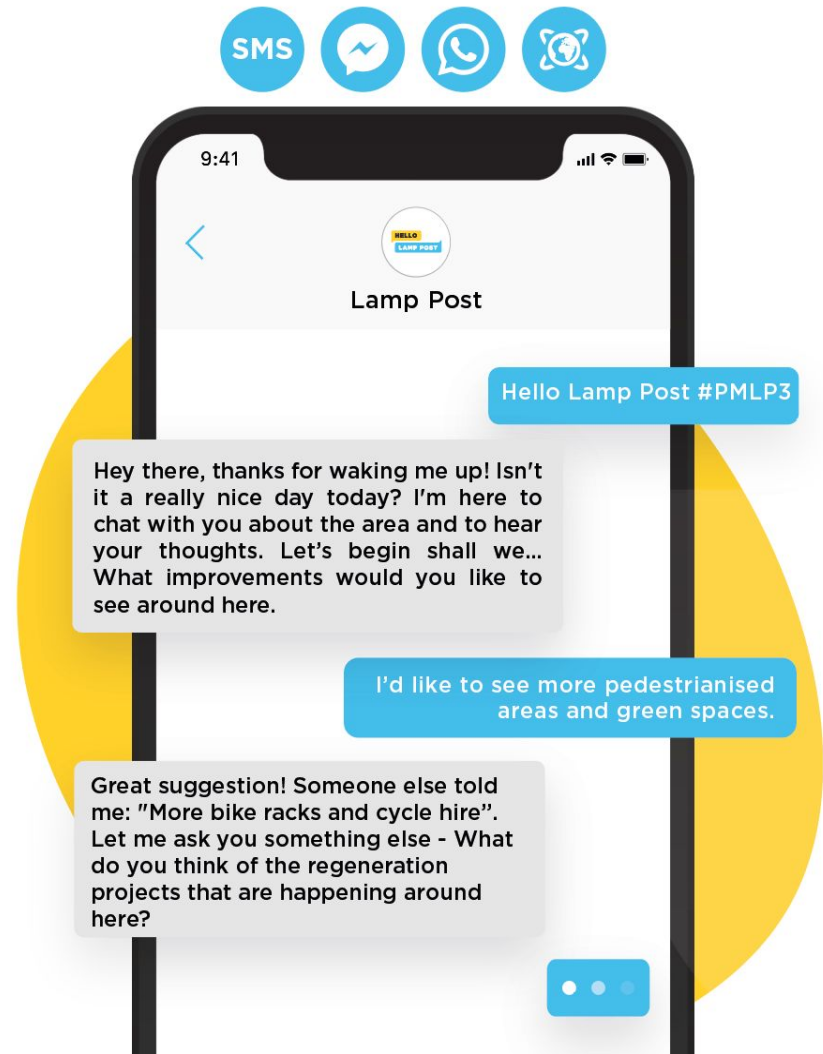
- Encourage your community to get involved in decision making by providing their feedback
- Accessible tech for all ages (SMS)
- No downloads/ forms/ fees
- Rich, interactive experiences
- Always operational, 24/7





## Benefits to organisations:

- Reduce engagement costs by capita, using low-cost, scalable approach to community engagement
- Increase public participation and feedback gathering
- Save staff time and reduce the number of physical events you have to organise
- Reach diverse audiences
- Live communication channel, open 24/7/ 365



# The Engagement Hub

*The Engagement Hub* is your bespoke Hello Lamp Post dashboard. You can use it to engage with your community live and in the moment.

- View top-level statistics
- See responses for every question
- Learn how your community feels about issues, with our sentiment analysis AI tool
- Access custom reports shared by our team of insight specialists
- Stay up to date and respond to new circumstances



# Case Studies



# Sydney Harbour Federation Trust

New South Wales, Australia

- Objectives:**
- A live 24-7 visitor experience that can run without staff present
  - Make visitor feedback paperless, easy and interactive
  - Give time back to service and entertainment teams and help them focus on priorities

- Outcomes:**
- Saved **736 days** of staff time on customer support tasks
  - Saved the Trust **\$268,923** on gathering feedback from their community
  - Visitors who identify as Aboriginal or Torres Strait Islanders were represented through our platform by **33%** above the national average



**49,444**  
User Messages



**DISCOVER THE  
STORY OF THIS  
SCENIC LOOKOUT.**

**SCAN TO  
LEARN  
MORE**



OR TEXT THE MESSAGE:

**HELLO VIEW**

TO THIS NUMBER:

**0480 020 580**

Harbour Trust



# Environment Agency

National, UK

- Objectives:**
- Direct the public to improve their home and personal flood preparedness
  - Increase audience reach, without increasing costs
  - Reduce their carbon footprint for engagement activity
- Outcomes:**
- Reduced engagement costs per capita by **~92% (12x better value)**
  - After just 6 months, The EA SW team would have to carry out **40+ in-person engagement events**
  - Reduced carbon footprint by **4.93 tonnes** (and rising)
  - Increased community preparedness, engagement and reach
  - Improved insight into public behaviour; new public sentiment & opinion data



**16,690**  
User Messages



# North Lanarkshire Council

Scotland

- Objectives:**
- Increase community access to valuable resources and support
  - Reduce the incidence of suicide in the council area
  - Promote wellness tools, strategies and experiences to all members of the community

- Outcomes:**
- 60% of current users identified themselves as “at risk” and have been given access to appropriate resources and support services
  - Provided local support when full-time staff wouldn’t have been viable
  - One in three users have been referred to vital mental health support and guidance
  - In the town of Airdrie, one person identified themselves as ‘at-risk’ within 24 hours of activation
  - A 33% decrease in the number of suicides borough wide in the space of a year



**1,347/year**  
**User Messages**



# MediaCity

Greater Manchester, UK

- Objectives:**
- Reduce the strain on customer service staff
  - Improve the customer experience by creating a network of interactive info-points
  - Gather visitor satisfaction insights and measure community sentiment

- Outcomes:**
- Saved staff 20 days of time by automating visitor queries
  - Reduced the frequency of visitor queries handled by staff
  - Improved the quality and quantity of community feedback



**3,101/year**  
**User Messages**





# Porthmadog

Gwynedd, Wales

- Objectives:**
- Improve Porthmadog as a visitor destination
  - Promote the Welsh Highland Railway and local businesses
  - Find out what visitors and residents think about a range of issues

- Outcomes:**
- Reduced the cost of gathering visitor feedback
  - Reduced staff time spent on answering public queries
  - Improved the relationship between the council and local businesses
  - Improved visitor experience; increased dwell time and spending



**1,753/year**  
**User Messages**

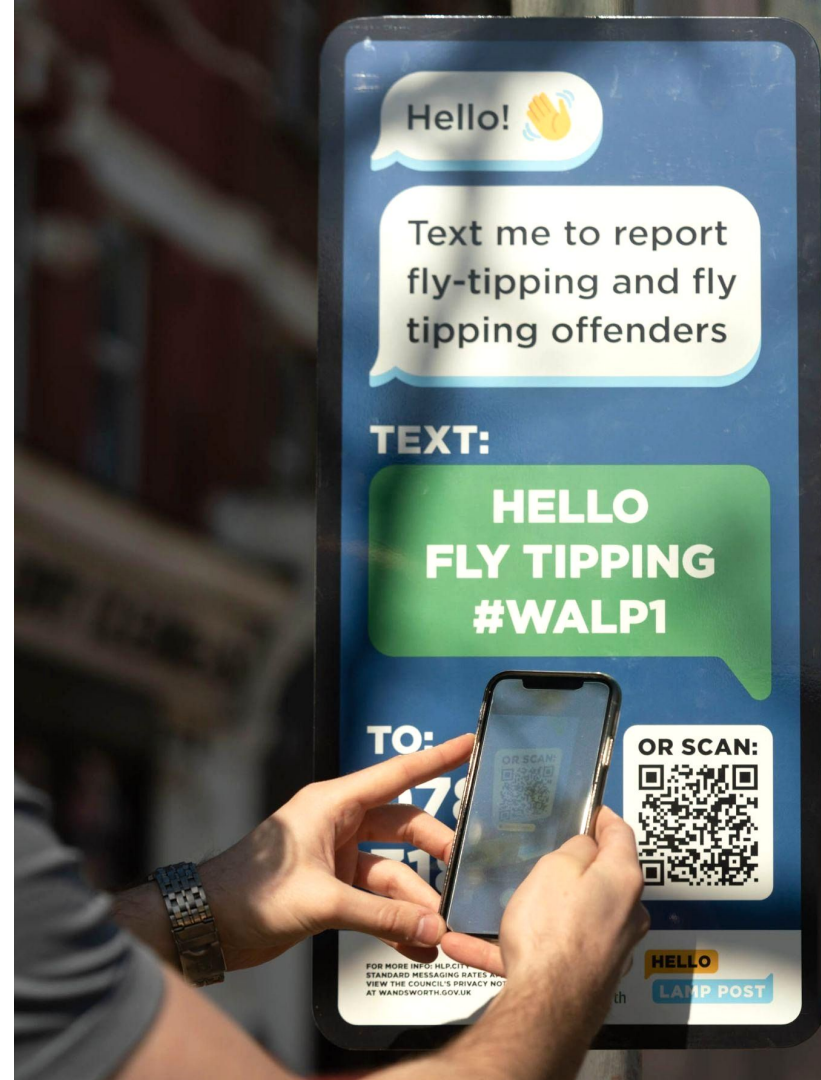




# Wandsworth Borough Council

London, UK

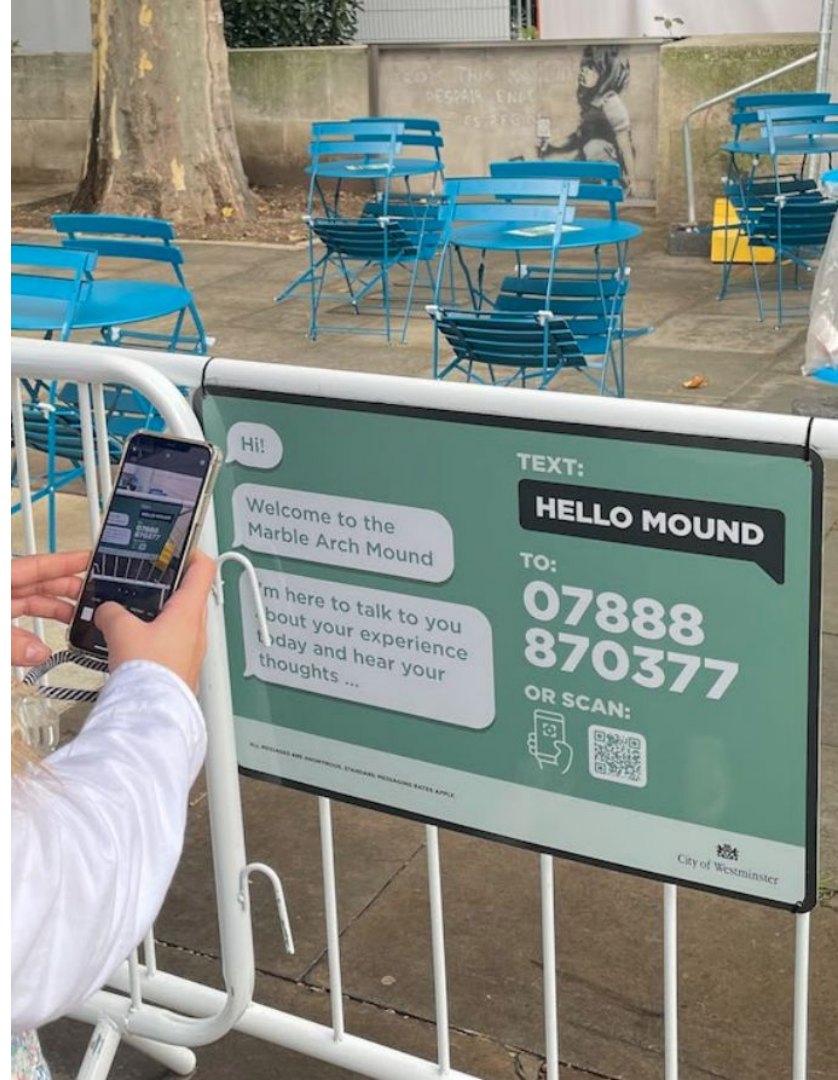
- Objectives:**
- Provide residents with a service to report fly-tipping anonymously
  - A deterrent 'neighbourhood' watch
- Outcomes:**
- Staff time and operational savings by automating processes
  - Increased frequency of fly-tipping reports - 70+ so far
  - Reduced instances of fly-tipping
  - Improved trust and communication between the council and residents



# Westminster City Council

London, UK

- Objectives:**
- Gather opinions, insights and background information from visitors to The Mound
  - Give visitors access to more information on the project
  - Keep project spend on target, and as cost-effective as possible
- Outcomes:**
- Demonstrated the value of the installation. Despite the negative press, over half the respondents rated it “excellent” (scored: 9/10 and higher)
  - Improved the visitor experience
  - Delivered on time, on budget and at an efficient cost per capita
  - Improved insights into visitor opinions and demands







**Thank you**

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**HELLO**

**LAMP POST**