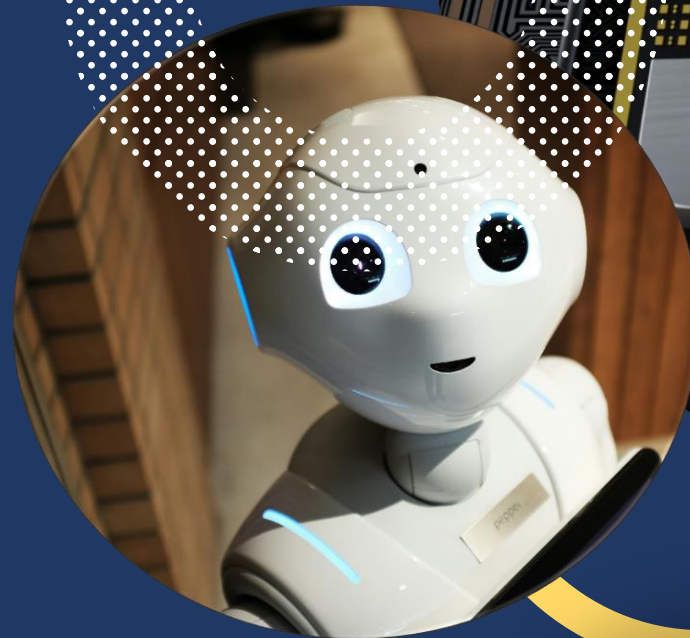


# South Cambridgeshire District Council AI Journey

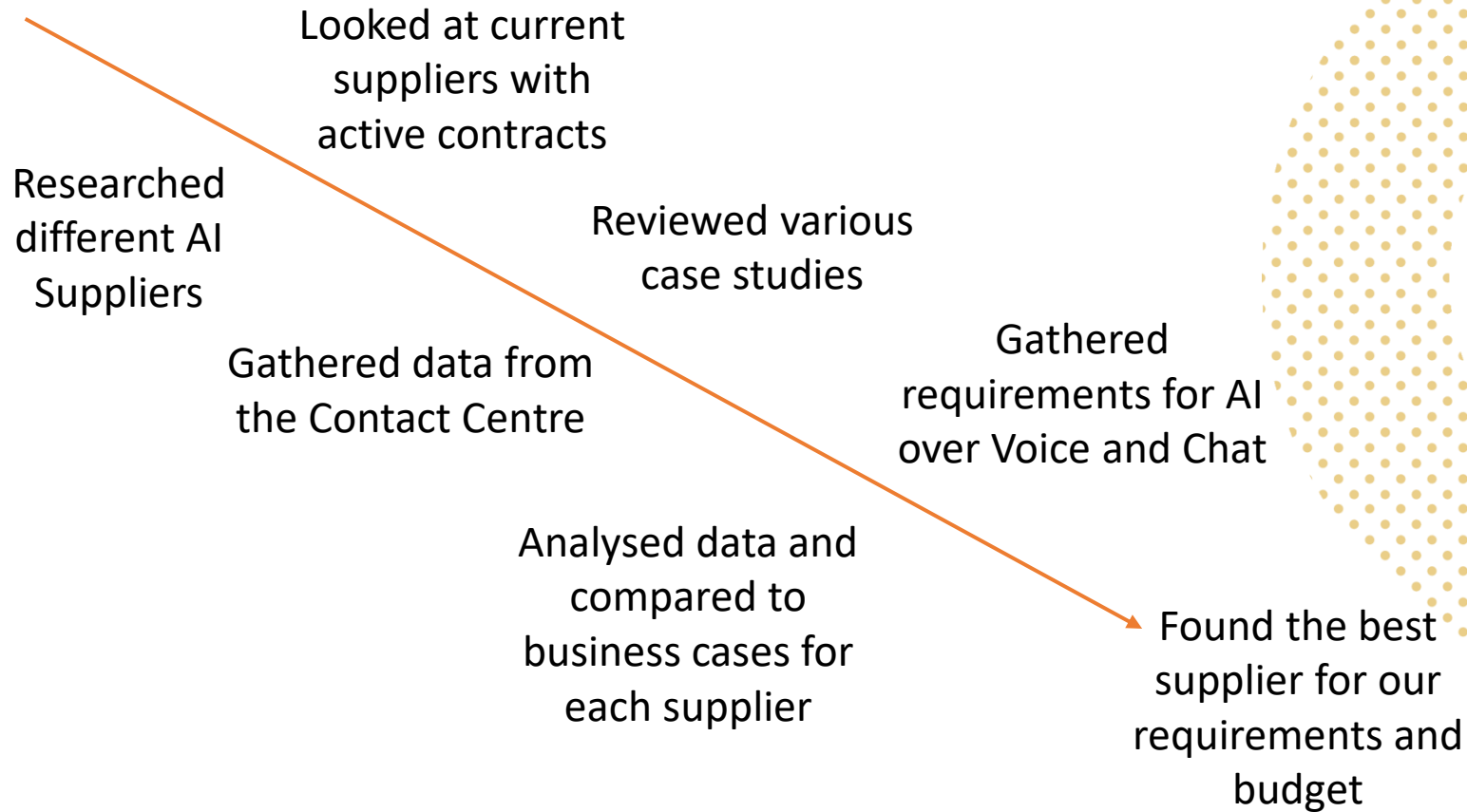
Sonia Constant  
29 November 2024



South  
Cambridgeshire  
District Council



# Our AI journey so far



**Lesson:** Test the AI tools thoroughly (look at existing company websites) and compare them to your requirements before signing a contract.

# Evaluating AI Providers

## Technology Strategy

What contracts do we have already?

Can we build something internally?

What other suppliers are out there?

## Baseline Data

What data do you need to answer the question “How can AI help”?

## Research

Do your due diligence:

- Check supplier contracts
- Check live case studies

**Lesson:** Understanding the relevance of the product is a key factor in making the big decision; do you want flexibility, or do you want an off the shelf product?



# Contact Centre Call Categories

6 call categories:

**1, Information Requests (General)**

*Anyone. Public information*

*Who and where. I.e., follow up to a previous request*

**4, Information Requests (Transactional)**

**2, Information Requests (localised)**

*Where. I.e., bin collection schedule*

*Who and where. I.e., pay for a service*

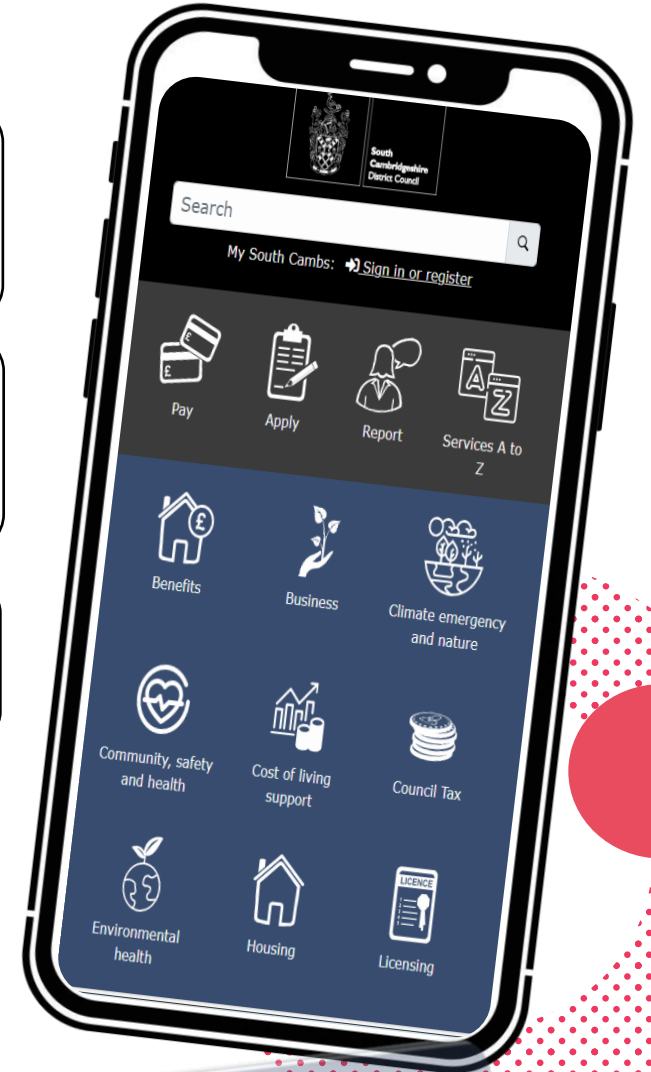
**5, Service Request (transactional/simple)**

**3, Information Requests (personalised)**

*Who and Where. I.e., council tax balance*

*Who and where. I.e., specific benefit enquiry*

**6, Service Request (case/complex)**



**Lesson:** Initially we assumed that all calls are the same, but they each take a different level of understanding and follow different processes (and need different systems).

# Contact Centre Data Analysis

Category of call	Call %
Information Requests (General)	27%
Information Requests (localised)	17%
Information Requests (personalised)	2%
Service Requests	5%
Currently Undefined	16%
Housing repairs *Do not come to our agents	33%



**Lesson:** Our data was not designed to help us understand calls in this way, this is why we have some data as currently undefined.

# Lessons learned (so far)

1, Integration with existing systems

2, Data security

3, Scalability

4, Cost-effectiveness

**Lesson:** Although it took us 4 months to do our investigations, we have captured a lot of learning and have a better understanding of what is important to us.



# A phased rollout

## Phase 1

Chat AI Assistant live on website  
Completed

## Phase 2

Voice AI IVR  
By Christmas 2024

## Phase 3

Voice AI Assistant go live  
By April 2025

## Phase 4

Localisation and personalisation  
features iteratively rolled out



**Lesson:** We know the Voice AI is going to take more officer time to set up, this will be a slower roll out.

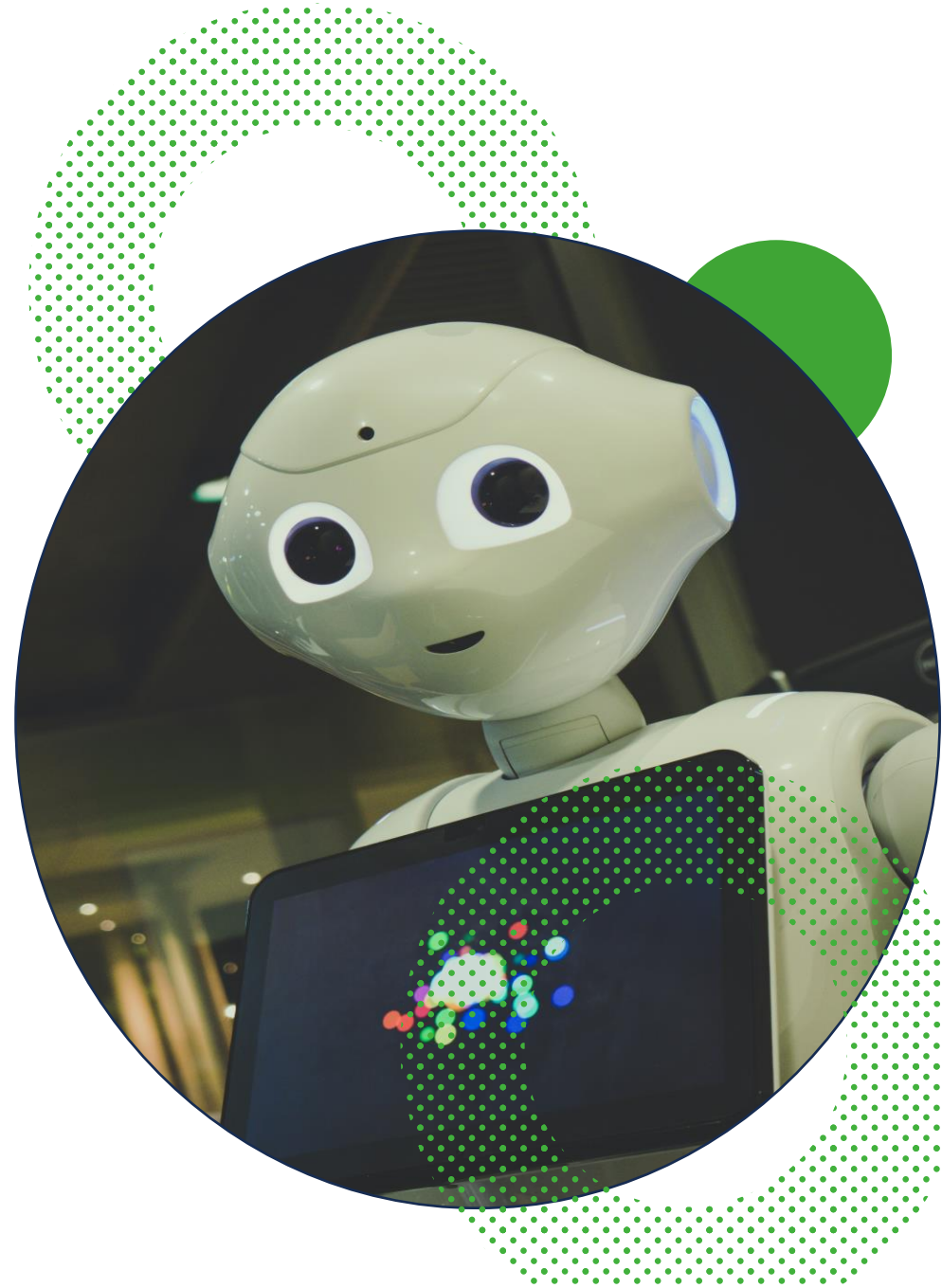
# Key Deliverables for 2025

Reduction in 25% of calls to the Contact Centre

Integration of the Voice/Chat AI Assistant with priority systems

Starting to use the data immediately, to understand our customer enquiries and support continual service improvement

**Lesson:** We cannot do everything all at once; we are tackling services based on highest volumes of calls into the Contact Centre.





# Any questions?

EBI 



SAM



SAM has joined the chat

Hi, I am SAM, your Service AI Assistant Module, I am new to South Cambridgeshire District Council.

I am learning all about the services that South Cambs offers. Colleagues are checking my answers to make sure the information I give is correct.

Your message...

Powered by EBI 