



PROCESSES & IT
THEATRE

Case Study: Chatbots & AI

Jay Saggar, Digital lead – HACT

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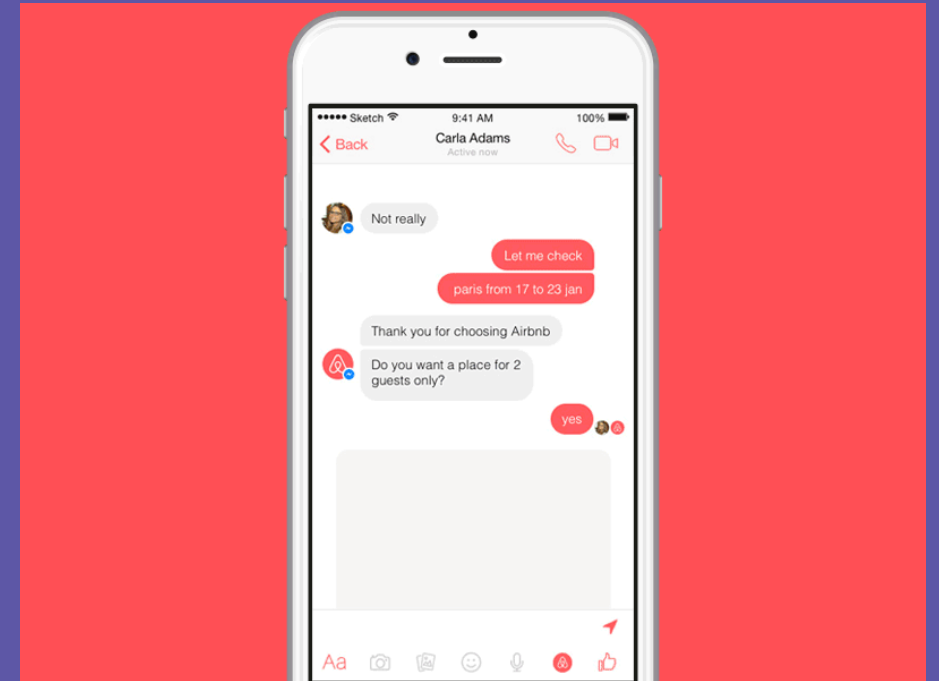
CAPITA



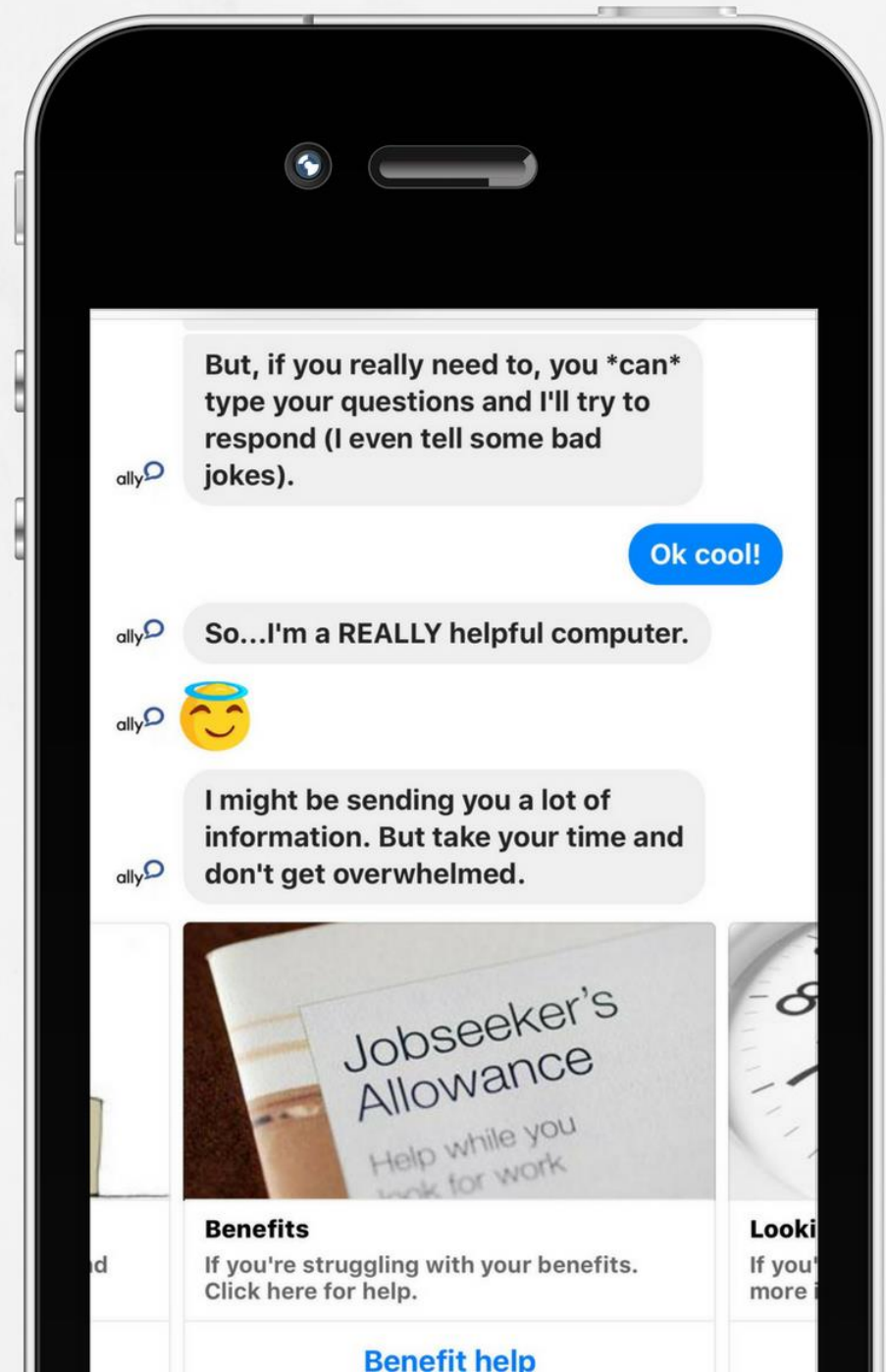
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Chatbots, what are they?

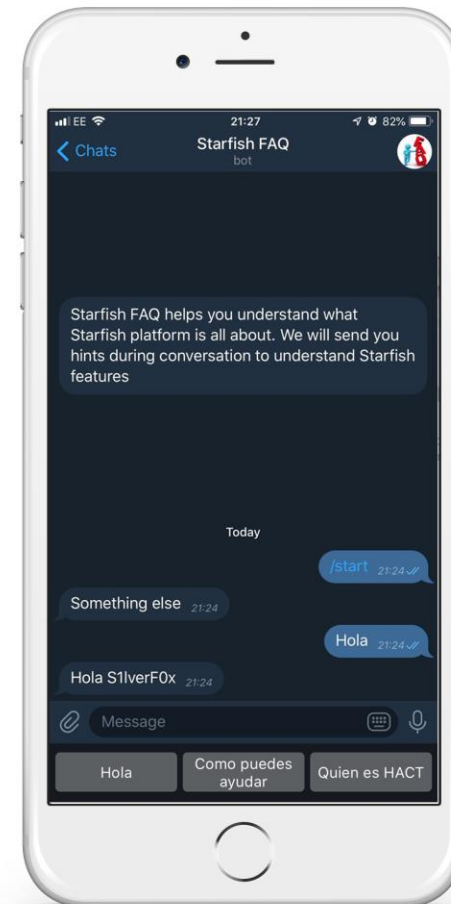
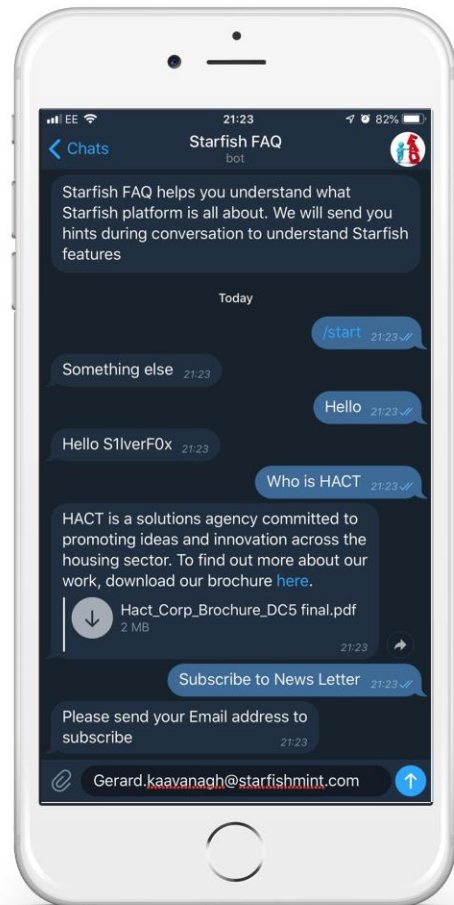


- A new way to interact with your residents based on conversation
- In a channel that they already use
- Always on
- Brings automation to your service provision

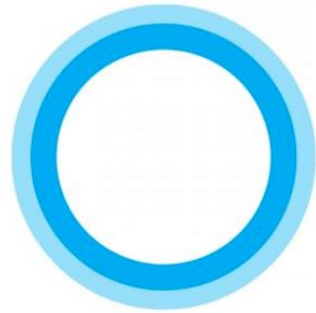


What do they
mean for
residents?

StarfishMint: supporting multiple languages



Go to your customers



StarfishMint

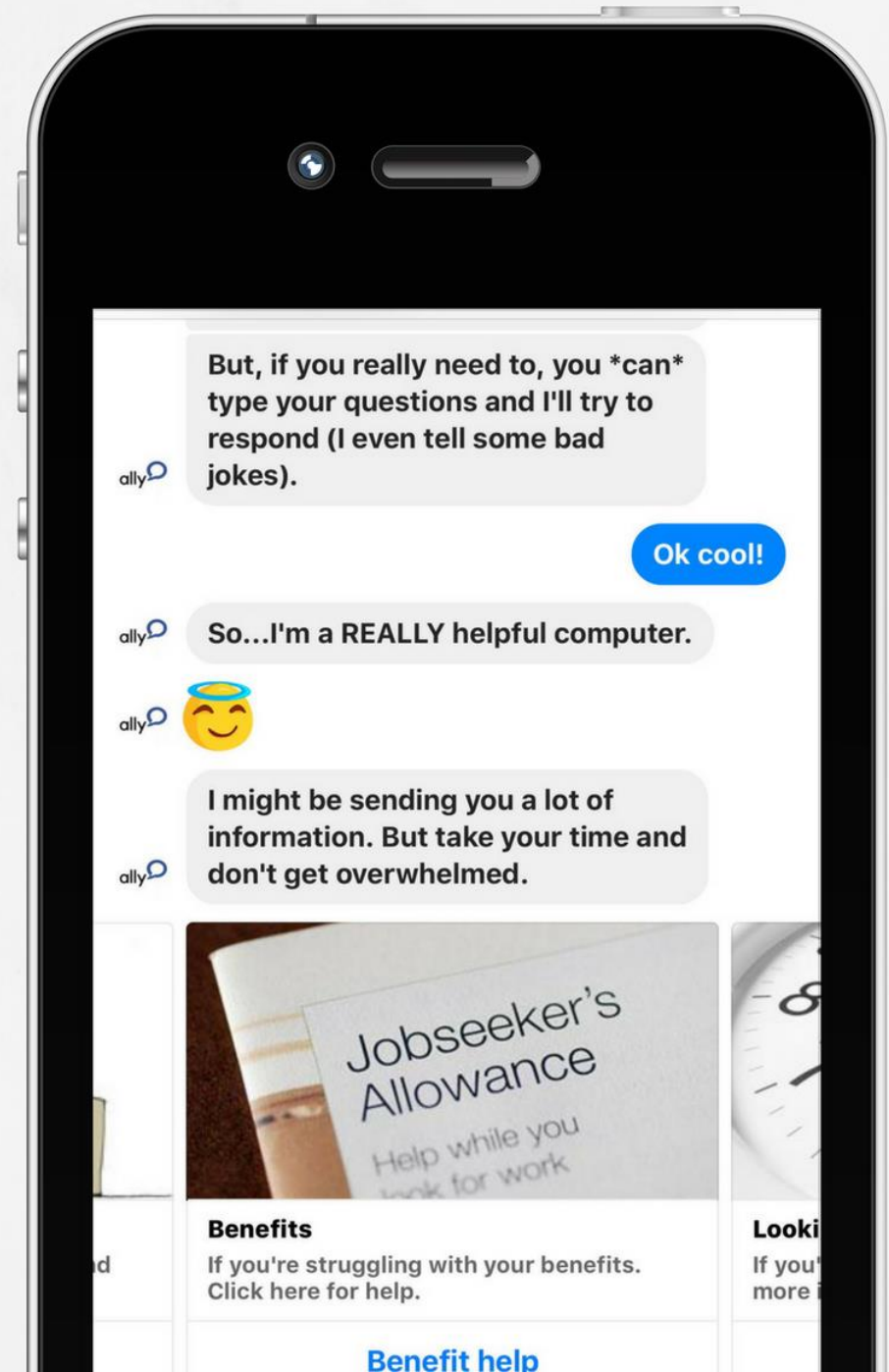
So what do we mean by AI?

1. Natural language processing
2. Automation of actions from insights
3. Machines taking action without being explicitly programmed

**Keeping things
human**

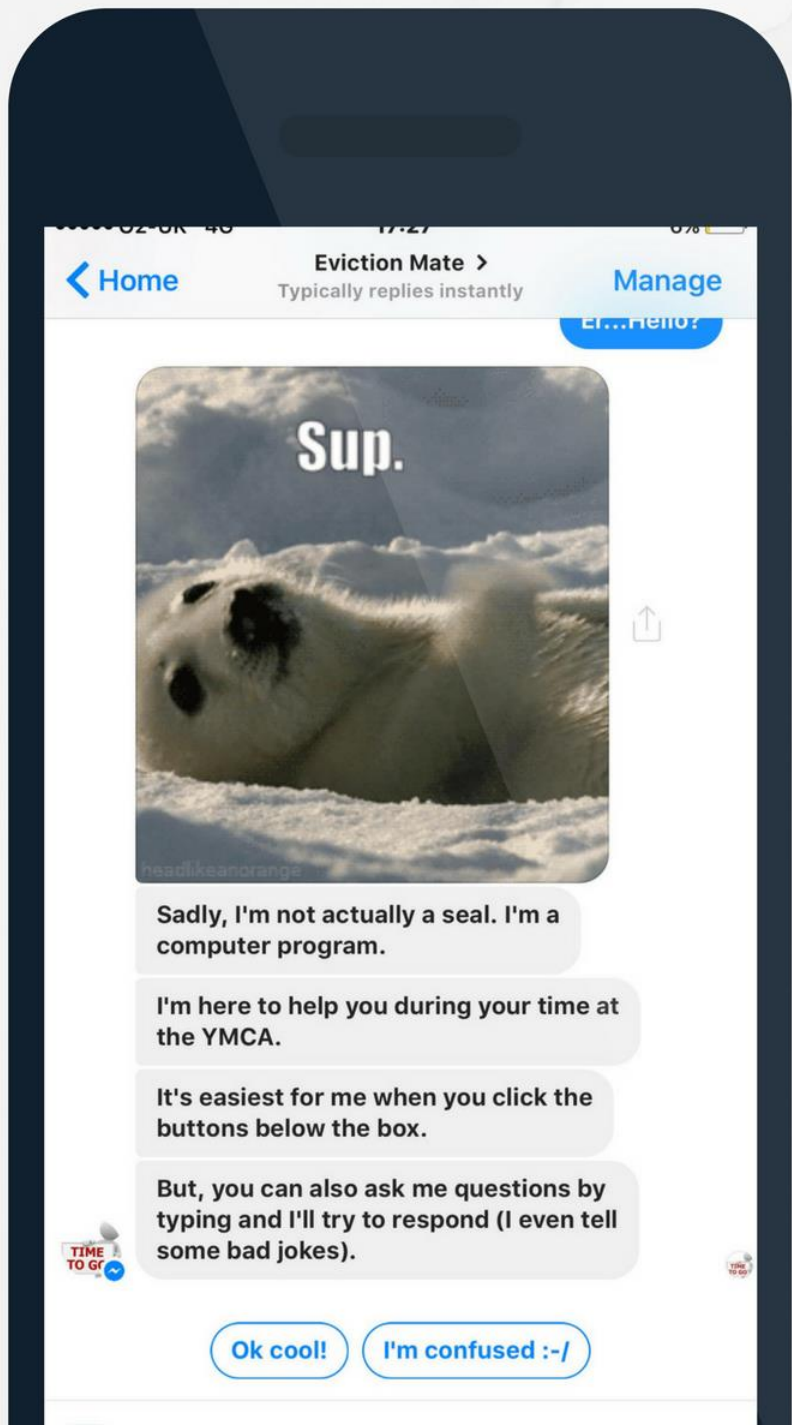
Not all interactions should be dealt with by machine

- Empathy is one of your workforce's biggest assets
- Complicated queries require in-depth knowledge and a grasp of institutional arrangements, and a better ability to judge when someone might be at risk
- Automate high frequency low value transactions



Provide high quality support on benefits, employment, and local services to residents.

24 hrs a day, 7 days a week.





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UK Housing Data Standard

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