

# Digital Council

## Digital by Default and AI Services

*"Digital Services so good  
that people prefer to use  
them, while not excluding  
those who can't"*



# Digital by Default / Digital Citizen Programme

To meet the emerging digital demands and expectations of the community, the Digital by Default or Digital Citizen project was commenced to deliver;

- ✓ All public services in one place and through a single secure account to manage relationships with the council
- ✓ Fulfil modern citizen digital service expectations
- ✓ Give citizens easy 24/7 access to services from any device or location
- ✓ Leverage emerging AI technology
- ✓ Stay informed and engaged with the council
- ✓ Receive updates on service through to completion
- ✓ Enable end to end fulfilment in a single transaction, and digitally join up city and regional partners
- ✓ Provide assistance and facilities to citizens who can't use digital services to get the benefit from the new services and develop their digital aptitude
- ✓ Help the council reduce costs and protect services
- ✓ Release resource from administration to deliver complex citizen needs



# Game Changing Capabilities

Leveraging new tech and approaches to maximise impact



- Secure Citizen Account
- Secure Partner Account
- Secure Staff Account
- Mobile Worker Apps
- 'Dash' Digital Workflow
- Single Front Door
- Assisted Digital Service
- Omni Channel Delivery
- Artificial Intelligence Web/Tel chat
- Social Media, Email, SMS intercept
- Robotic Process Automation
- Chat GPT AI



- Rapid Process Builder
- Digital Innovation Centre of Excellence
- Catalogue of Re-usable Processes
- Packaged Accelerators
- Gluing Old & New Systems Together
- Rich Customer Intelligence
- Digital by Default Standards
- Focussed Plan/Targeted Opportunities
- Alignment with organisational and community change
- Future Ready for new services



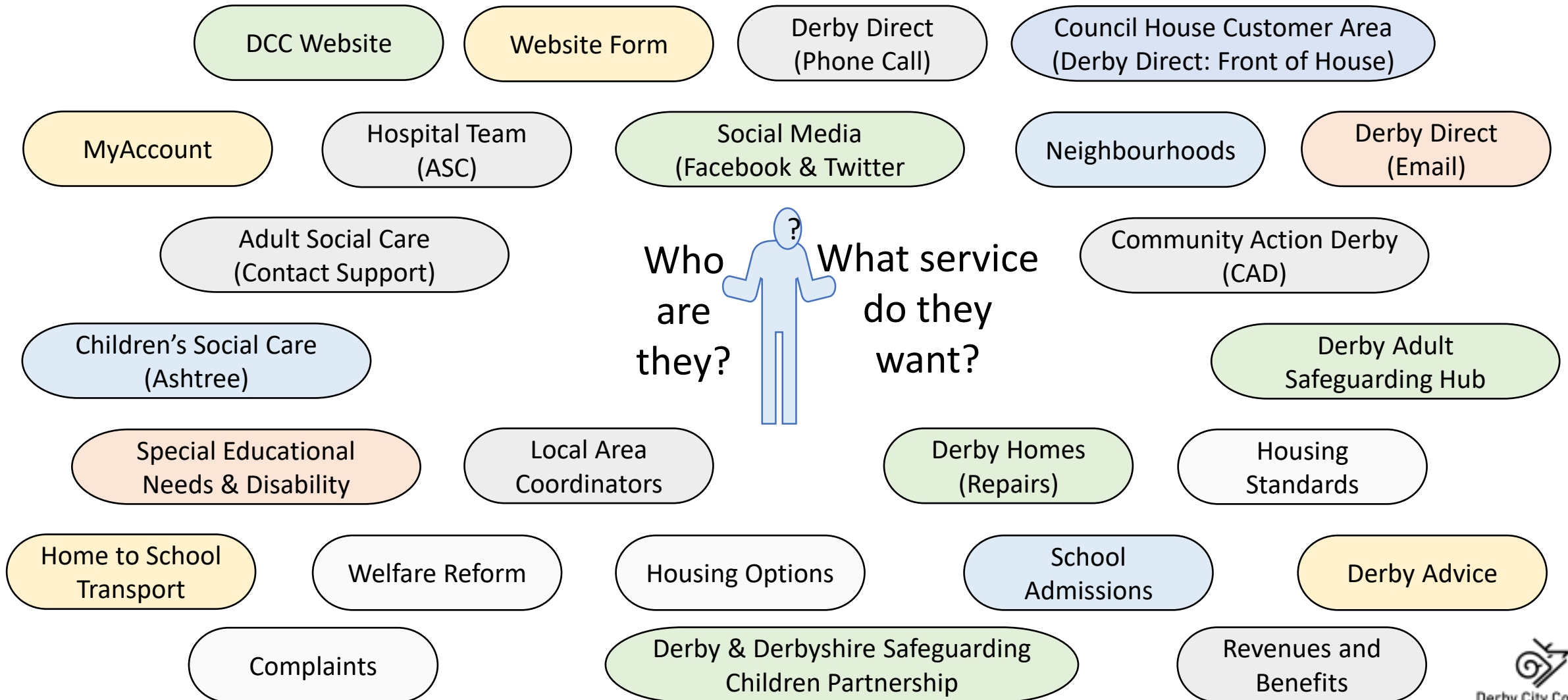
# Transaction Channel Costs

Savings opportunities based on established channel costs

Channel	Face to Face	Mail	Phone Back Office	Derby Direct	Nearly Digital	Fully Digital
Types of Transaction	Customer Centre Back Office Field Worker	Email Mail Forms 3 <sup>rd</sup> Party Apps	Telephone Back Office	Telephone Assisted Digital	"Nearly Digital" Webform	End to End Self Service DxD Standards
Typical Cost per Transaction	£9.11	£2.40	£2.40	£2.40	£2.40	9p

\*Based on SOCITM Digital Transformation research from Local Government organisations across the UK, verified and used by the Cabinet Office Digital Services, and initial organisation transaction scan

# Which Front Door for which Citizen?



# AI - A New Service Reality

Leveraging new approaches to maximise impact



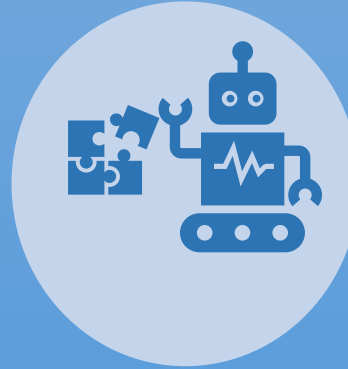
## Digital Self Service

- Citizens Accessing Services through Self Service website and accounts, receiving progress updates, and able to transaction 24/7/365
- Virtual Face 2 Face consultations



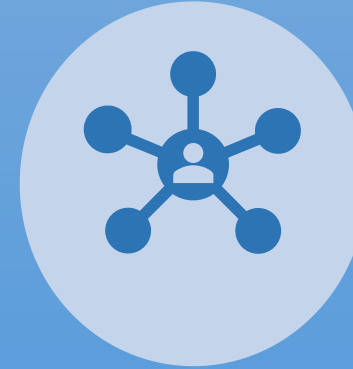
## Digital Talker

- Telephone Calls are migrated to Robotic Voice and Chat channels that can answer enquiries and give help 24/7/365
- 80% of phone and webchat calls resolved automatically
- Chat GPT Revolution



## Digital Worker

- Requests for service are managed by Robot Process Automation; updating systems, inputting data, making decisions, assessments, scheduling work and communicating automatically



## Digital Thinker

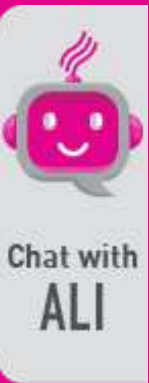
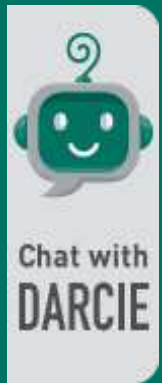
- Based on history and data, systems anticipate need and behaviours and anticipate needs and demands
- Summary understanding and action planning
- Autocreate solutions and product
- Community sensory data streams
- AI Expert Advice and Information



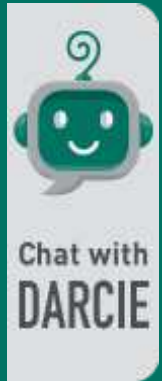
# “AI - Digital Talker”

## Darcie and Ali – Success so far

- Derby City Council and Derby Homes partnered with ICS.AI
- **3<sup>rd</sup> April 2023** – Derby City Council launched Darcie and Derby Homes launched Ali as web Digital Helpers!
- **18<sup>th</sup> May 2023** – Derby City Council and Derby Homes launched Darcie and Ali on the contact centre telephony solution
- The original business case surrounding the implementation was built around obtaining a deflection of **21%** of inbound contacts
- First council in the UK to replace its main switchboard with a phone-based AI assistant proficient in council services
- Already saved initial £200,000 annual MTFP target
- Continues to learn using cutting edge AI
- Always remains ethical and under the control of the Council
- Human always in the loop where needed on phone and coming soon on web



# Current Webchat Performance – 99%



**Questions Asked – 12,600**

**Conversations – 7,000**

**Questions Out of Hours – 4,000**

**Out of Hours Percentage - 32%**

**Go-Live Date – 3rd April 2023**

**Total Questions Asked – 14,000**

**Total Conversations – 7,971**

**Number of Questions Out of Hours - 4,700**

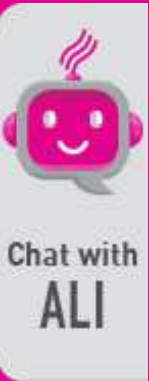
**Overall, Out of Hours Percentage – 33%**

**Questions Asked – 1,636**

**Conversations – 960**

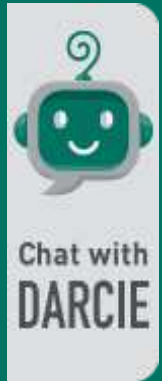
**Questions Out of Hours - 661**

**Out of Hours Percentage – 40%**





# Current Phone Performance – 45%



**Questions Asked – 58,000**

**Conversations – 37,685**

**Conversations Out of Hours - 482**

**Out of Hours Percentage - 4%**

**Go-Live Date – 18th May 2023**

**Total Questions Asked – 108,900**

**Total Conversations – 62,900**

**Number of Conversations Out of Hours - 1,270**

**Overall, Out of Hours Percentage – 2%**

**Questions Asked – 50,600**

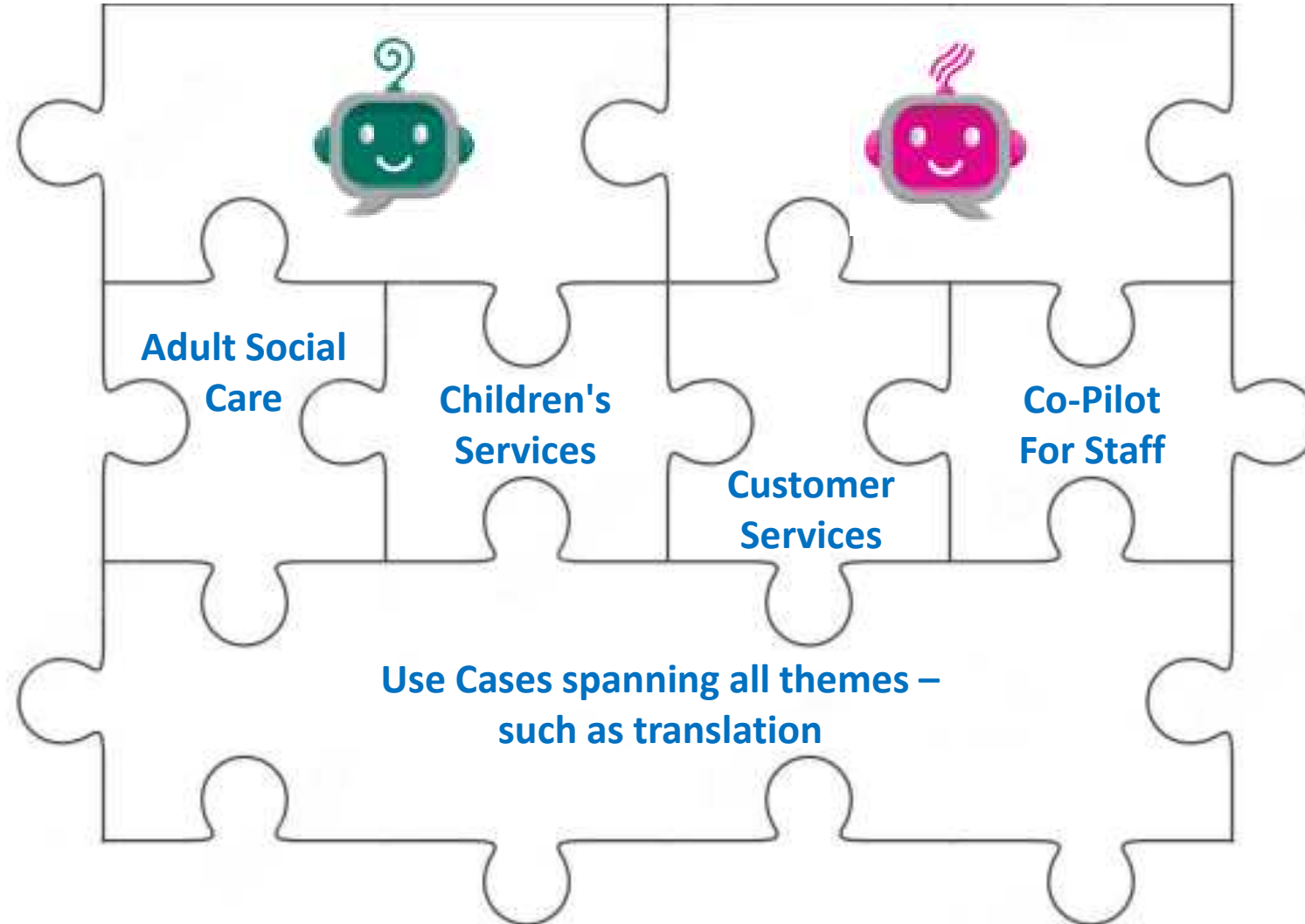
**Conversations – 23,600**

**Conversations Out of Hours - 494**

**Out of Hours Percentage – 5%**



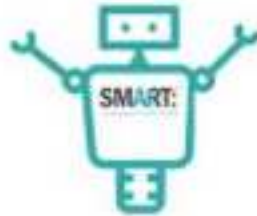
# AI Opportunities - Innovation Roadmap



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## SMART CUSTOMER SERVICES

Enhanced by GPT



## SMARTGPT FOR STAFF

Co-pilot for Staff



## SMARTGPT FOR ADULT SERVICES

Co-pilot for Residents



## SMARTGPT FOR CHILDREN SERVICES

Co-pilot for Residents



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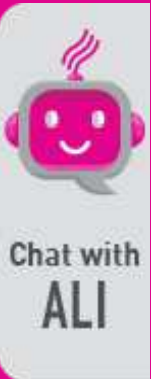
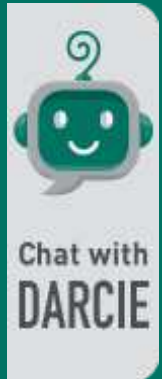
Derby City Council

# AI Opportunities - Innovation Roadmap



# Next Steps / Options

- Campaign to raise awareness and promote use of AI and Self Service help, including using out of hours
- Expansion of Darcie and Ali (Digital Talker) across all Front Doors
- Commission Council Wide Strategic Scoping of Digital Talker, Worker, Thinker and DbD to focus on MTFP Target
- Create Art of the Possible Business Cases across Adults, Children's, Staff and Customer Channels
- Council wide AI Mandate and prioritised programme
- Develop and refine design approaches around collaborative development and ethical & safe design



Thank you!

*Any  
Questions?*

