

Anywhere365 Webchat and Bot Integration

Objectives and Benefits

Objectives

The objective of this project is to extend the use of the Anywhere365 contact management platform to bring in Chatbot automation for webchat queries. The current system relies upon staff manually handling these queries alongside other tasks they are required cover as part of Customer services team. The bot would be able to answer some of the easier queries without an advisor having to be involved. Additionally, the bot would mean that some queries can also be handled outside of standard working hours.

Expected Benefits

- Improved customer satisfaction
- Increased efficiency
- Faster response times
- Automation of processes
- Continual development of the transformation journey
- Support development of website
- Enhanced support to residents to self serve
 - BOT will be able to assist in form population via webchat
 - i.e. waste forms etc

Audience

The primary users of webchat are residents of the borough, there are a range of queries that residents and members of the public will ask via webchat. On average there are around 1100-1300 webchat queries per month.

Technical Requirements

Requirements

The webchat window is required to be integrated with the TMBC Website; this will be integrated in the same manner the existing webchat window is. Which is added to the footer of each page on the website. This will mean users of the site will be able to initiate a chat on whatever page they are currently on. The Advisors will use Anywhere365 Web-Agent to answer the queries, advisors already have access to the site and are familiar with the use of the system. Dialogue Studio is also required to configure the flow and integrate the bot, we already have this in place as part of the work to bring the bot into the call flow. We have all the required technology to achieve this, the only requirement remaining is to purchase the licenses which allow the advisors to handle the webchat queries.

Integration and Timelines

Most of the steps for integration have already been carried out or are already in place. Integrating the new webchat window has already been tested on the Development Website and is ready to be integrated with the Live site on the agreed go live date. There is a basic webchat flow configured in Dialogue Studio, which has been tested. Training has also been carried out for a couple of members of the customer services team, with a recording of the session to be shared with the rest of the team. This means we are in a position currently to replace the Webchat like for like with the existing system and a go live date can be agreed with the business once the licenses are in place. Similar to how the process was handled with the call flow we can then continue to build out the webchat flow to bring in more automation. There will also be further integration required into backend systems such as Jadu CXM. Timelines for this will need to be agreed with Anywhere365 and NTT as their involvement will be required.

Risks and Challenges

IT resources related to building out the Webchat flow and integration with backend systems.

Reliant upon 3rd party support for helping with integration to back-end systems.

Cost Analysis

Cost

There are already ongoing costs related to the overall telephony replacement, the contract has another 2 years remaining. As part of this contract, we have all the technology in place to achieve this, the additional cost to allow us to utilise WebChat is related to Omnichannel licenses for 16 Customer Services Advisors. These licenses will allow the advisors to handle the webchat queries. This is a **one-off cost of £9,408**, which will enable the licenses for the remainder of the contract. We request that consideration is given for this figure to be funded through the **transformation reserve**.

Savings

Whilst there is limited cost for the current WebChat (server hosting costs in Azure only) there will be an annual saving of £410 that can be made by removing the existing WebChat server.

Efficiency savings can also be realised by using the new system, the bot will mean that customer service advisors won't always be required to handle a webchat query saving time and resources allowing their time to be focused on dealing with complex calls. Additionally with further integration to Jadu CXM, details can be provided to fill out forms on the website saving officers time for multiple services.

There are additional benefits to residents which will mean there is a faster response to queries and the bot can also handle some queries outside of normal working hours.

Evaluation and Reporting

Success Metrics

Success of the project will be measured by using reporting tools from the existing webchat system and the new system to identify how many queries have been handled by the bot in comparison to an advisor. We can also measure how many queries have been handled outside of working hours, to gauge the take up from residents out of working hours. There is an added benefit by using Anywhere365 as advisors already use the software to answer call, this will mean there is a single pane of glass when it comes to answering queries on both channels.

Reporting

Webchat reports can be produced using the existing PowerBI reports. These reports are refreshed hourly during the week between 9-4 and can also be refreshed when required outside of these hours. Access can be provided to anyone who needs it.

With our current platform we have limited reporting capability for webchat, with AW3695 Power BI we will have greater functionality enabling us to drill down into webchat and report on what residents are not able to transact for themselves on the website, this can then be used to develop and improve the website to reduce the use of advisors but also develop the BOT functionality.

Support and Training

Training on the use of the system has already been carried out with some members of the team and as agreed will be shared with the wider team. Training on support of the system will also be carried out with the IT support team for support purposes. For anything outside of internal knowledge or outside of our control will need to be logged with NTT as per our normal procedure. Guides will be written up and provided to staff for reference and a video of the training will be available for existing staff and new starters.