

MASTER

utilities use case

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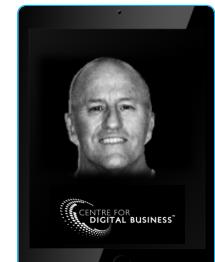
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utilities retail power | digital humans - the new service managers dealing with a high friction (difficult) persona

Persona	Current Conversation		
<p>Bill Taylor</p> <p>Background:</p> <ul style="list-style-type: none"> • Bill is an ex-pat Aussie who runs a successful building contractor business <p>Goals and Interests:</p> <ul style="list-style-type: none"> • Make more money • Cars • Fishing <p>Concerns:</p> <ul style="list-style-type: none"> • Blackouts cost him money • Has bought one of the first Tesla cars in NZ and needs power to charge it <p>Demography:</p> <ul style="list-style-type: none"> • 54 years old • Been in NZ 15 years • Lives with family in large home in Mission Bay <p>Interaction History:</p> <ul style="list-style-type: none"> • Complains angrily to staff about outages • Wants to know details about 'long term fixes' and threatens to not pay power bill <p>Friction Factors:</p> <pre> Easily confused ←————→ Comprehends advice Concerned ←————→ Accepting Reserved ←————→ Talkative Aggressive ←————→ Complacent Inquisitive ←————→ Uninterested </pre> 	<p>Bill checks the outage map online but it doesn't show anything. He isn't aware of the iOS app and hasn't downloaded it.</p> <p>Bill sees the link to "my power's out, why isn't it showing on the outage map" and is taken to a message saying use the outage app on your smartphone (which he wasn't aware of and doesn't have) or ring xxxxxx</p> <p>Bill hates waiting on call centres and sees the contact us link but it takes him to a whole page of numbers where he sees that the emergency number is the same as the outage number and same as the connect services number.</p> <p>Outraged, Bill rings and when he finally gets through yells at the staff member, demanding to know why his power is out, why it was out last week, what is being done about the shoddy service etc.</p> 		
Situation	Digital Human Conversation		
<p>Bill is at home in the early evening and the power has just gone out. Bill has traded his work car for a new Tesla and has just plugged it in to charge overnight. He has to drive to an important client meeting in the morning. He is angry because his Tesla won't have enough charge if the power is out for more than four hours. He demands to know when the power will be restored.</p> <p>Also, the power was out for two hours at one of Bill's building sites the previous week. He believes that the power outages are worsening this year and wants to know what is being done about them in general, and why should he pay for service he isn't receiving.</p>	<p>Bill goes online and sees the link to Sparky who can help him with emergencies and outages.</p> <p>Sparky identifies Bill and asks what he can help with. Bill yells 'my power is out and it keeps happening!' Sparky says 'I understand how frustrating that is but first, are you at home or calling about another property'. Sparky confirms Bill and his address in the CRM system.</p> <p>Sparky brings up the outage map and tells Bill there isn't an outage reported for Mission Bay and puts it on the map. He tells Bill that he will have a tech investigate and offers to contact Bill with an <u>update as soon as he has one</u>. He asks Bill if he'd like a call, text or email and confirms the contact details in the CRM system.</p> <p>Sparky then says 'Bill, you mentioned that you've been having problems with your power and I can see you've had to call us 4 times over the past year. I'll file a request to have a service representative contact you to discuss this' – Sparky again confirms preferred means of contact.</p> <p>Sparky then says 'before I go, we have an app you can download for your smartphone that will notify you of planned and unplanned outages for your home and as many business addresses you need to register. Do you want to know more, if not, <u>I'll get back to you inside 15 mins</u> with information about your outage'</p> 		
Explanation	Note: Some utilities use IBM Maximo for Service Management therefore potential exists for fast integration with IBM Watson.		

This interaction depicts how a digital human might function in a high friction interaction in a call centre (service industry variant). High friction interactions often result when a 'difficult' persona is faced with a real or perceived lack of service. Note the use of supporting 'features' to convey non-verbal information. Note also how information such as expected call back time is updated as information becomes available to the digital human in the background, either through update from an ERP system or human service technician. Bill could be identified automatically (depends on combination of device and CRM system) or via dialogue. Sparky is able to discuss past outages/calls because he has connection to the CRM system. Sparky takes the opportunity to propose a channel (smartphone app) that could help Bill easily see issues affecting his home and building sites, and provide real information on historical outages. This approach helps bridge the gap until Sparky is available on smartphone.

Industry	Conversation	Version	Date
Utilities – Power - Retail	Outage – High Friction Customer	1.0	29/01/2018

utilities retail power | digital humans - the new service managers dealing with a low friction (digital savvy) persona

Persona

Atarangi Huata

Background:

- Atarangi is final year architecture student at Auckland University.
- Born and raised in Waitangi
- Works part-time in Little & Friday Cafe

Goals:

- Wants to work on construction projects in Christchurch
- Charity work with the SPCA

Concerns:

- Feels pressure to complete final assignments and exams for the year

Demography:

- 24 years old
- Maori
- Shares flat with another student in Newmarket



Interaction History:

- Limited – signing up for electricity

Friction Factors:

Easily confused	↔	Comprehends advice
Concerned	↔	Accepting
Reserved	↔	Talkative
Aggressive	↔	Friendly
Inquisitive	↔	Uninterested

Current Conversation

Atarangi uses her browser to check if there is an outage in Newmarket. She sees that there is, and that it will be out until 945pm. She also sees that there are a number of other outages.

Atarangi calls xxx xxxx from her flatmates mobile as her own battery is nearly flat and she is on hold for some time. Not wanting to flatten her flatmate's battery, or waste more study time, Atarangi hangs up and decides to go to her friend's place.

Atarangi plugs in her devices at her friends and activates 'keep me updated' on the website so that she will know when she can go home.

When she receives a message that the power has been restored she decides to ride back home to finishes her studies.

Situation

Atarangi is studying at home for her final year architecture exams when the power goes out. She has enough battery power in her notebook computer and smartphone (providing her internet access) to last for several hours but is worried that if it goes longer than that she won't be able to do her exam revision.

After several hours Atarangi checks online and sees that the estimated repair time is now past when her batteries will die and has to decide whether to cycle to a friend's place to keep studying or take a chance and stay home.

Digital Human Conversation

Atarangi goes online and sees the link to Sparky who can help her with emergencies and outages. She is able to get straight through.

Sparky identifies Atarangi and asks what he can help with. Atarangi explains the situation and Sparky advises that there has been a problem at a substation and that there are now a number of outages keeping the crews busy and that they can't guarantee the estimated repair times.

Sparky reinforces that the estimated repair times will be updated regularly and asks if Atarangi wants to be notified and how changes occur.

Sparky then says 'before I go, we have an app you can download for your smartphone from our website or the app store that makes it easy to keep track of outages without having to use your computer'.

Explanation

Note: Some utilities use IBM Maximo for Service Management therefore potential exists for fast integration with IBM Watson.

This interaction depicts how a digital human might function in a low friction interaction in a call centre (service industry variant). Low friction occurs when the person is knowledgeable and forgiving, even if a bit stressed. In this interaction the main benefit of the digital human is that Atarangi was able to connect with someone to help her without having to wait when she is under time pressure. She has also been provided with information about the app that might help her in future outage situations. Whilst the use of the digital human in this case wouldn't change her decision to ride to her friend's place to keep studying it does allow her to make that decision with confidence that it is the best option because the power is unlikely to be back on before her batteries run flat.

Industry	Conversation	Version	Date
Utilities – Power - Distribution	Outage – Low Friction Customer	1.0	29/01/2018

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utilities retail power | digital humans - the new service managers dealing with a medium friction (ESL) persona

Persona

Roger Chen

Background:	Goals and Interests:	Concerns:
<ul style="list-style-type: none"> Roger is a retired labourer who moved to NZ in 1985 English is poor, fluent Cantonese Reasonable health but two chronic conditions 	<ul style="list-style-type: none"> Live a quiet life Plays bowls at Pakuranga Bowling Club 	<ul style="list-style-type: none"> Uses a CPAP Machine for sleep apnoea that requires electricity Medications need to be refrigerated
Demography:		
<ul style="list-style-type: none"> 68 years old Chinese (PRC) moved to NZ in 1985 Lives alone in an apartment in Pakuranga 		
Interaction History:		
<ul style="list-style-type: none"> Service connection Whenever power outages likely (storms) or underway Failures anywhere in Auckland worry him 		
Friction Factors:		
Easily confused	↔	Comprehends advice
Concerned	↔	Accepting
Reserved	↔	Talkative
Aggressive	↔	Friendly
Inquisitive	↔	Uninterested

Current Conversation

Roger calls the service number but has trouble getting through because storms have created a number of outages.

Roger finally gets through but has trouble understanding the options. He selects emergency and when put through starts explaining he needs power for his medicines. There is some confusion until he identifies himself and the contact centre works out what Roger wants.

The call centre staff want to finish the call because of the backlog but Roger wants to stress he needs the power and has to go to bed and can't wait for it to come back on. The CC tries to direct Roger to use the outage function on the web site but he says its too difficult to understand.

The call finishes with Roger not knowing when the power will be back on.

Situation

Roger is at home when the power goes out. He calls a neighbour who says their power is also out. Roger has registered his medical devices and receives a notification when an outage is planned so he knows this outage is not planned.

Because it is getting close to his bedtime Roger decides to ring to see when the power might be restored.

Whilst Roger's spoken English is poor he can read and write English quite well.

Digital Human Conversation

Roger goes online and clicks on Sparky. Roger's son has shown him how this is all he needs to do; he doesn't need to understand the website.

Sparky identifies Roger and through CRM guesses that he is probably calling about the outage where he lives because of his medications and CPAP machine.

Sparky brings up the text feature and completes the call with Roger.



Explanation

Note: Some utilities use IBM Maximo for Service Management therefore potential exists for fast integration with IBM Watson.

This interaction depicts how a digital human can work with someone with speaking/hearing difficulty be that disability, language or hearing loss. A digital human can be multi-lingual but assuming that as a future capability, the text feature works quite well in this interaction. Note that the other advantages here are avoiding having to navigate the website and getting through to someone straight away. Also, in times of high demand call centre staff can be freed up to deal with real emergencies or calls diverted to them from the digital human according to the interaction protocol. Obviously, with power out, the caller needs to be able to use a battery powered device such as a tablet or smartphone. Currently(in Australia), translation and interpreting services to assist non-English speakers interacting with government and other service providers is provided by the National Translation and Interpreting Service (TIS). TIS is funded by government with providers paying fees which go to subsidise TIS operations. TIS has approximately 2000 contracted interpreters across a range of languages. A DH able to deliver information in multiple languages would be a better service for customers, provide greater security and intelligence, and would disrupt the TIS model.

Industry	Conversation	Version	Date
Utilities – Power - Distribution	Outage – Medium Friction Customer	1.0	29/01/2018

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