CITY WEBSITE CHATBOT

Syracuse Digital Services

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PROCESS

RESEARCH & PROTOTYPE **BUILD & DEVELOP** **ITERATE** **DEPLOY & TRANSITION**

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WHY ADD A CHATBOT?

Increase human capacity
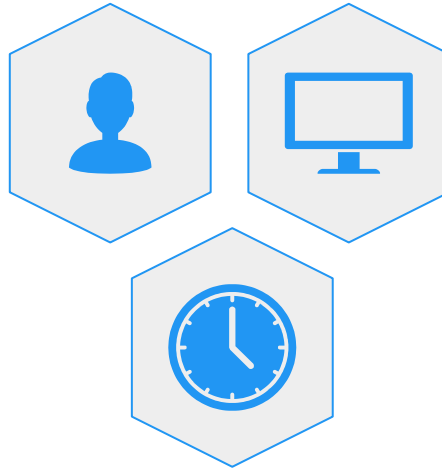
Intuitive site navigation

Reduce wait times

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CHOOSING A CHATBOT FRAMEWORK

NATURAL LANGUAGE UNDERSTANDING — **How well does it understand sentences and intent?**

UI/UX — **What do the users see? How is the flow executed?**

ANALYTICS — **Do we get feedback on how users are using the chatbot?**

IMPLEMENTATION — **What is the building experience like?**

SECURITY — **How secure is this framework? What are the security concerns?**

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UNDERSTANDING SYRACUSE

Population

People

Services

Web Analytics

BUILDING THE CHATBOT

Question

what time is the city office open?

city office's phone number?

how can i contact someone from city hall?

contact mayor's office?

contact the city government?

city hall office information?

what time is the city office open?

what are the open hours of the city office

where is city hall?

Answer

Find that information at the bottom of our website or under Contact Us at [this link](https://www.syr.gov/Departments/Mayor-Office#)!

 + Add Answer Alternatives

 + Add Content

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Marriage_License

Text | Here's information on [marriage licenses] (https://www.syr.gov/Departments/City-Clerk/City-Clerk-Licenses#section-3)

always

Choice | License_Types

User picked   Marriag...

User picked   Dog Lic...

User picked   Sportin...

User picked   Food an...

User picked   I want ...

On failure

entry

Text | The Office of the City Clerk issues marriage, sporting, and dog licenses. They also deal with food and vendor management.

always

Dog_License

Text | Pet licenses are important. When lost pets end up in shelters, those with license tags get home faster, opening up shelter space for the animals that truly need it. License fees also help

Card | Card: Pet License

always

Sporting_License

Text | Click here for [Sporting License Information] (https://www.syr.gov/Departments/City-Clerk/City-Clerk-Licenses#section-2)

always

Food_Vendor_License

Text | Click here to find [Food and Mobile Vendor Information] (https://www.syr.gov/Departments/City-Clerk/Food-and-Mobile-Food-Vendor

always

All_Licenses

Card | Card: All Licenses

always

End of the workflow

Office_Contact

Text | You can contact the City Clerk's office at 315-448-8216 if you have more questions!

always

112%

USER TESTING FINDINGS

INSIGHTS	ACTIONS
People don't read a lot of chat messages	**Concise replies**
Questions/messages varied a lot in length	**Captures short length texts**
90% called in questions to department offices	**Emphasized contact information**

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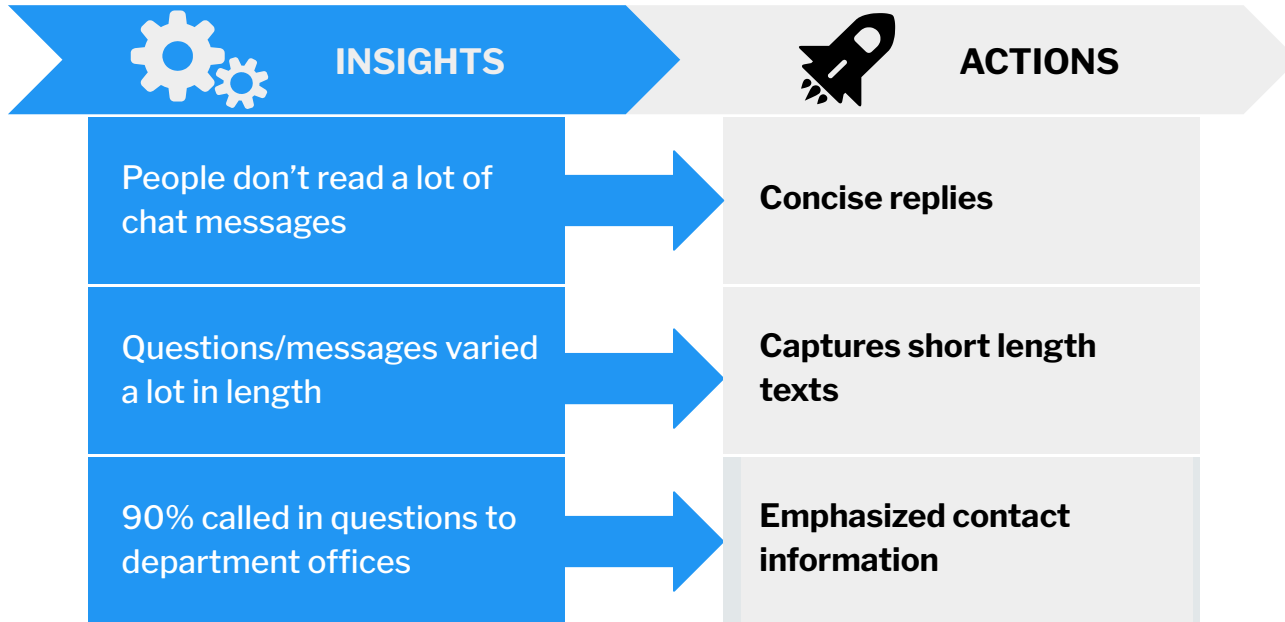
DEMO

POTENTIAL IMPACT

Increase human capacity

Intuitive site navigation

Reduce wait times

... Better Service and Ability to Service

FUTURE CONSIDERATIONS

User Testing

Change Management

Topic-Specific Chatbots

1

3

5

2

4

6

Improving Flows & Conversation

Analytics & Impact

Mobile Text Message Chatbot
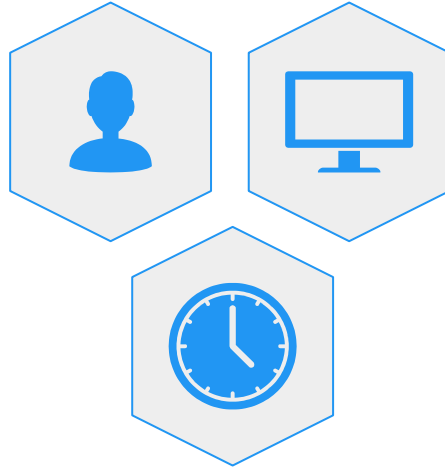
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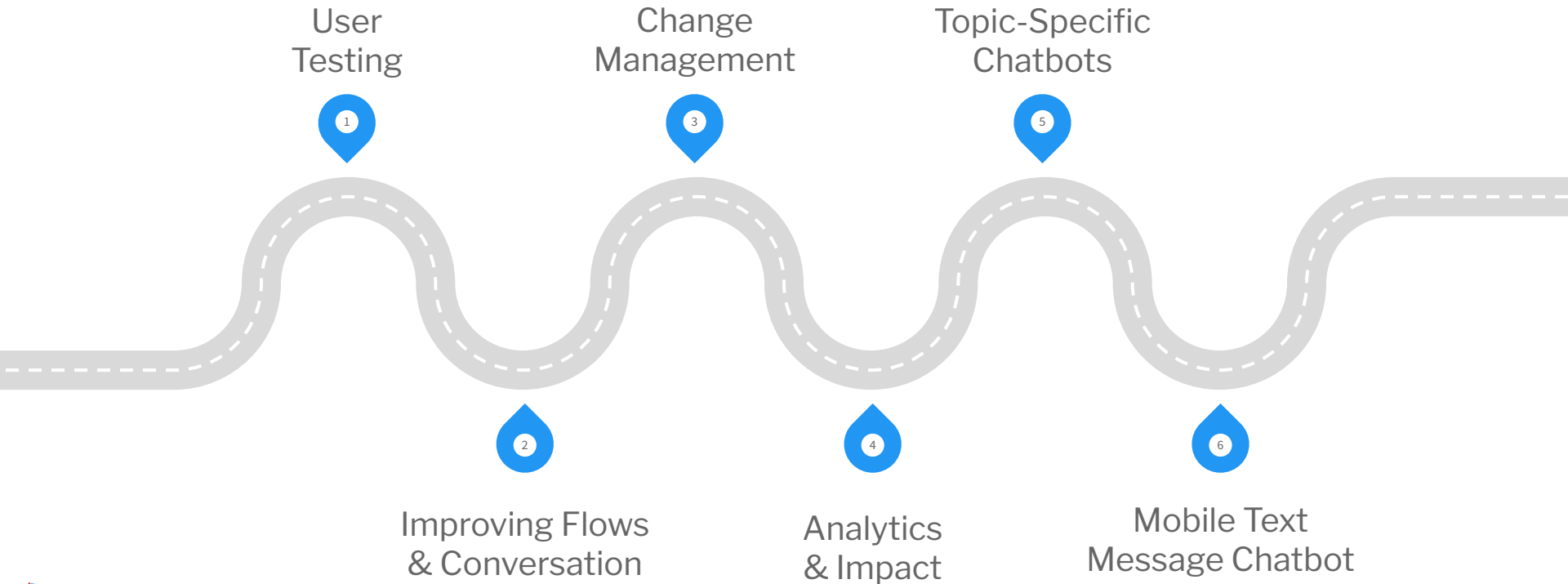
REFLECTION

Stakeholder Management

- Who holds what knowledge
- Who to ask

ASK MORE QUESTIONS

Value of Co-Working

- In-office/remote
- In-person communication

HOW YOU COMMUNICATE

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THANK YOU!

Questions?

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SOURCES

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- https://blog.vsoftconsulting.com/blog/15-governments-agencies-that-use-chatbots

- http://www.syrgov.net/home.aspx

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