EBI AI
Artificial intelligence, humanised

Community AI for Coventry City Council

How Community AI helps Coventry City Council answer more calls instantly 24/7 while spending *less* money

When Coventry City Council signed up to Community AI, they were dealing with an overwhelming number of calls every day, but also a constant repetition of the same queries. Many of the phone calls were avoidable if only customers could go straight to the right information online.

Like many local councils, Coventry felt AI could help solve this problem, but wondered if AI could deal with a customer query from start to finish; first time. And how would they keep it up to date with strict regulations for things like GDPR and accessibility?

Public sector workers at Coventry's council were ready to use AI but didn't know how it would handle a deluge of calls about missed bins. Or a flurry of questions about council tax changes. That's when they joined Community AI.

Community AI helps Coventry City Council tackle the most common queries instantly

- Where Coventry City Council would be speaking with one customer before, a digital assistant can respond to multiple customers at once

- AI gives Coventry's customers the right answers every time and it's always up to date

- Coventry's AI assistant will constantly learn what's most important to the members of their community, so the council knows which services can be improved
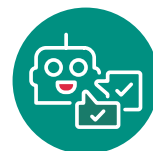
Based on a trial with a London borough council:
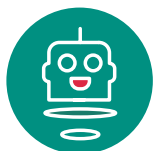
35%
of Council Tax queries were handled out of hours by AI, showing appetite for 24-hour service

83%
of Waste Management calls were succesfully understood by the AI

94%
of Council Tax related queries were successfully understood by the AI

"EBI's technology means customers receive rapid responses to their most frequently asked questions at any time of the day or night. Community AI then allows us to customise it and add new knowledge that reflects our customers' needs.

Community AI helps us capture vital intelligence to improve the services that really matter to our customers. For example, data demonstrating that parking is the most popular topic right now, helps us make the relevant changes and allocate resources more effectively."

CUSTOMER SERVICES AT COVENTRY CITY COUNCIL

Coventry City Council

Local councils with no AI expertise say it's easier and cheaper to buy not build

With Community AI, Coventry City Council doesn't have to deal with legislation, integrations, updating their systems or any other technical bits and bobs because Lobster is a managed service, which means we do ALL of that for you.

Our team of Conversation Analysts also continually check the conversations your AI is having with members of your community. **Making sure customers always have the most accurate information, instantly, means more people can trust and rely on Coventry City Council for help when they need it.**

Coventry City Council's AI helps its customers in the way *they* want it to

With Lobster, Coventry City Council can explore exciting new ways to use AI to improve customer service. And in the Community AI group, they can see and try what any other council is doing too, so every council in the group moves forward faster while keeping individual costs down.

Coventry City Council updates and changes its AI assistant as often as they want to by using our easy, animated dashboard on Lobster; they're in full control.

Lobster
Make customers for life

EBI AI

Your team

Coventry's AI assistant looks exactly like everything else you see from the council online and offline. Brand your AI with your logo, colours and imagery so customers know it's you.

Your personality

Coventry City Council wanted to name its AI assistant and ran a fun competition for employees to decide. In honour of Sir Spence, who designed Coventry's famous cathedral, it's called Basil.

Your tech

Like most councils, Coventry already uses live chat software and cloud services.With Lobster, we can integrate with almost any other technology, so you don't have to change (unless you want to).

Your channels

Coventry City Council looked back through online chat and call logs to know that an AI assistant would be most useful to their web visitors, but you can have telephone, smart speakers, mobile and social channels too.

Lobster
Make customers for life

AI gives customers who need your help the right information, quickly, at the exact time *they* need it

Coventry City Council, like any UK council, wants to improve services for its customers — the people out in the local community. But improvements have to focus on the services that matter the most to the people who use them every day.

Thanks to the speed and accuracy of our conversational AI platform, Lobster, Coventry can speak more frequently to more of its customers. Hearing more often and directly from the people they serve gives them a better understanding of what people need and when they need it.

Coventry City Council can use AI to immediately relieve call centre workers from a high volume of repetitive calls, allocating resources to the more complex tasks they need to focus on. This saves the council money because they're able to invest it in areas that can be improved with AI, rather than waste it on legacy systems and procedures that are broken or simply don't work.

Coventry City Council finds AI for the public sector is easier and cheaper to do when you're part of Community AI

Coventry City Council knew that local councils up and down the country were facing the same challenges as them handling waste collection, parking and Council Tax queries. Emails from customers were getting lost or being passed between departments, with lots of form-filling creating unnecessary admin. **Councils want to go digital *now* and Coventry could see the immediate benefits of working together with other local councils in the Community AI group to go further and faster *together*, using AI.**

Everything that felt difficult about AI was made easier by joining Community AI. And because Lobster is a managed service, Coventry City Council knew they wouldn't have to worry about compliance and legislation on top of the responsibility of introducing new technology. Basil, their digital assistant, will become a valuable member of the Coventry City Council workforce, making life easier for everyone in their community.

What would *your* AI assistant look like?

Tell us what you need to do to improve customer service at your local council and we'll give you a free, personalised workshop to show you how Community AI can help.

- Speak to Hamish today
- hamish@ebi.ai
- 07933747013

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