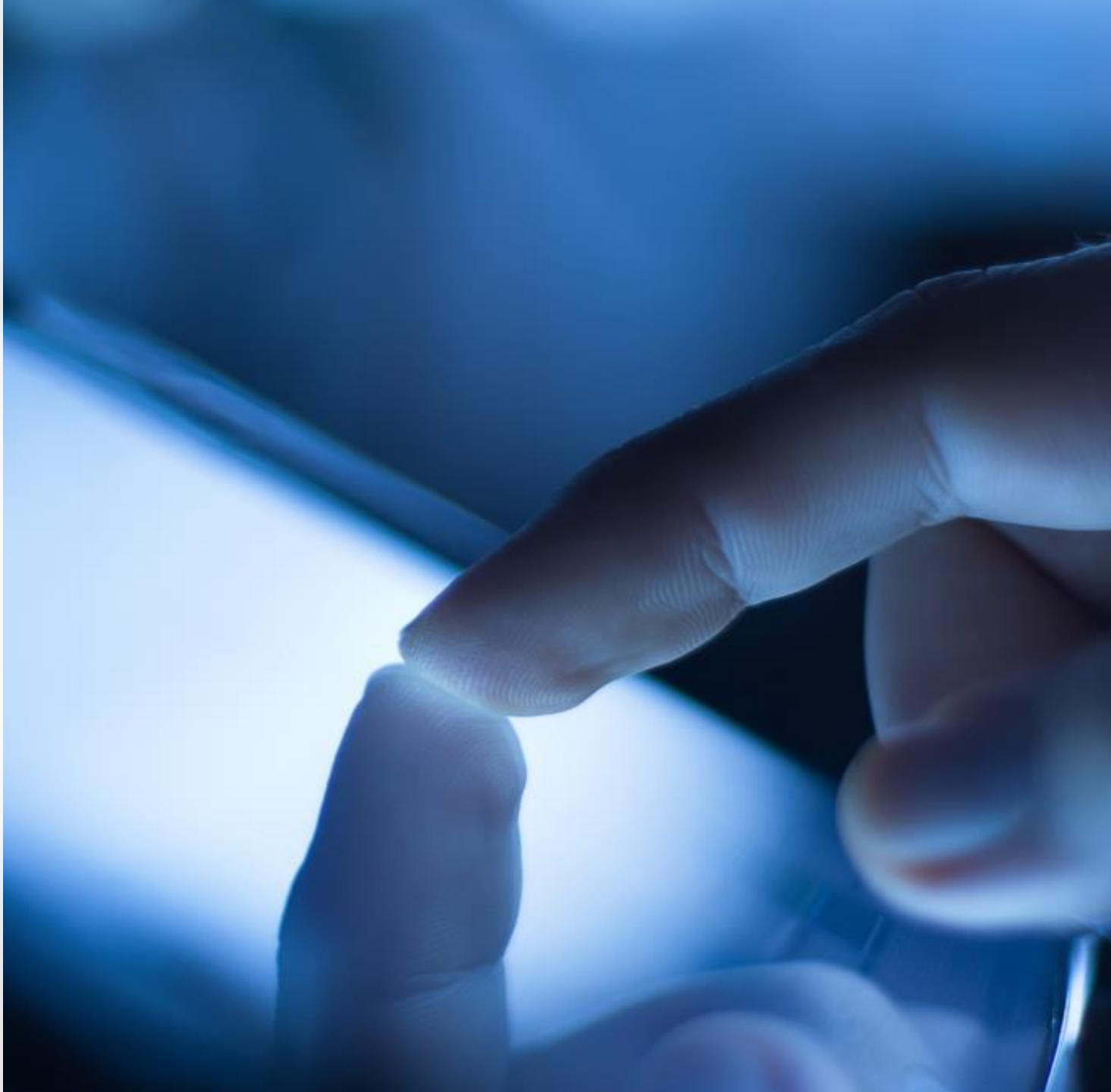# exposé
Data Exposed

Case Study

Local Government – Virtual Customer Assistant

A seamless AI solution providing a scalable, cost effective and enhanced customer service experience in the area of intranet content navigation.

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Virtual Customer Assistant – Local Government

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Problem.

Like most organisations, this South Australian local council has an intranet which contains a plethora of organisational information including important documents and forms which are used frequently by staff throughout the business.

To navigate and locate specific documents, employees had to:
• Perform multiple actions on the intranet (search or hierarchical navigation), or
• Ask for the location of the document from their peers

As this was both time consuming and in some cases, not feasible (employees who work out in the field have limited access to the intranet), the business wanted a user friendly solution that would reduce employee's effort and time.

Solved.

Exposé was engaged to architect, design and create a solution that resulted in an intelligent chatbot that provided staff with a mechanism to access forms and documents quickly and easily.

Using the Microsoft Bot Framework, users could now interact with the virtual assistant, regardless of where they were or the time of day, in order to access information on their intranet.

Bot Training
To ensure human-like conversation, Exposé chose Knowledge Cognitive Services which allows the bot to support natural communication. It has the capability of language understanding and machine learning to learn from interactions with it including complex custom phrases.

Exposé' Bot Analytics
This solution aids with fine tuning the chatbot knowledge base to make it increasingly accurate over time as well as showing usage statistics using Microsoft Power BI.

In addition, a handover exercise with the business included instructions and educational sessions to enable the business to retrain the chatbot so they can make it increasingly accurate over time by adding additional intent phrases in the knowledge base.

Business Benefits.

The solution provided by Exposé assists the employees in seamless intranet content navigation, thus reducing the time and effort to find helpful information. Employees are able to:

• Get answers to questions more quickly than previous methods of retrieval
• Get a 24/7 service that increases engagement and conversions
• Get timely, consistent and correct information
• Allow users in the field to access information easily at any time and on any device

The solution has also been architected and designed in such a way as to be massively extendable, allowing more use cases to be added in subsequent phases, including full bi-directional conversations between Bot and Human as well as system integration.
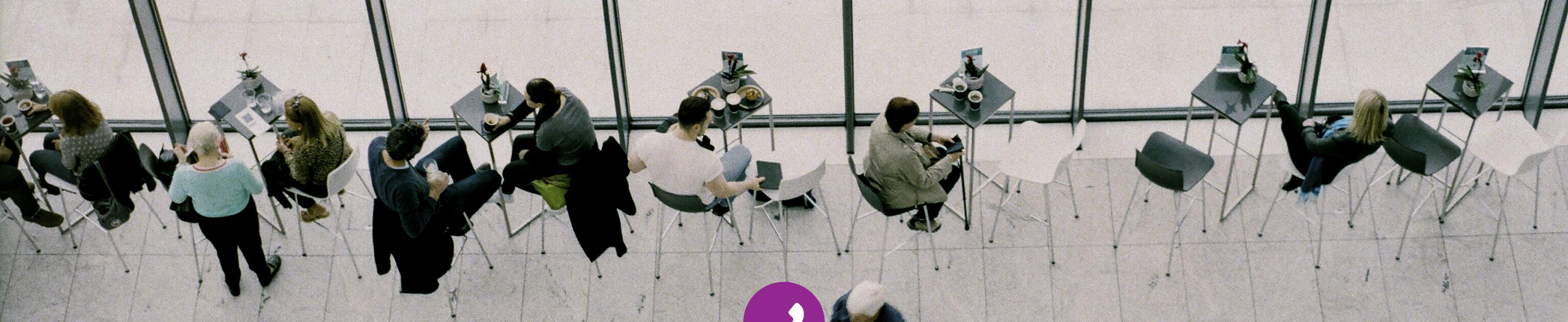
Do you have any additional questions, or want to know more?

We would love to hear from you.

#exposedata

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