

CASE STUDY

Enfield Council

Public Service Virtual Agent



In a move to enhance customer service for more than 330,000 residents, the north London borough of Enfield is adopting Amelia. Enfield is one of London's largest boroughs and its population is growing by four to five thousand each year. Demand for service is growing all the time and each month the council receives 100,000 visits to its website and takes 55,000 telephone calls.

Sustaining consistently high quality customer service in order to meet rising expectations is challenging. This is particularly difficult when set against a backdrop of central government spending cuts. By introducing Amelia, the council expects to increase the volume of queries it manages.

Amelia will be able to absorb time-intensive routine requests while freeing up council employees to focus on more complex issues. In short, Amelia will help the council deliver more with existing resources.

Amelia is currently going through User Acceptance Testing as she is answering planning permission queries from a limited group of constituents on the council website. Thus far, she has handled over 2,300 queries over the span of 3 months and has been able to recognize the intent of user requests 98% of the time.

Amelia's early results have impressed the council to the point that now they are seeing how far Amelia can help in managing application processes for specific areas: for example, pre-screening planning applications and providing self-certification for those building plans that fall within specific parameters. As Amelia works alongside the existing service channels, residents will be able to choose how they would like to communicate with the council depending on their personal needs.

Rather than requiring diverse visitors to be technology-literate, Enfield Council will require that their technology be "people-literate." Given the fact that Amelia interacts using natural language, the expectation is that she will be well-placed to support everyone.

Enfield's pioneering adoption of cognitive technology is expected to set a trend for other public sector bodies both in the UK and across other regions.

At a Glance

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