

The role of AI in driving down costs and improving citizen experience



Key takeaways from Kerv Experience local government forum

Making sense of AI bingo

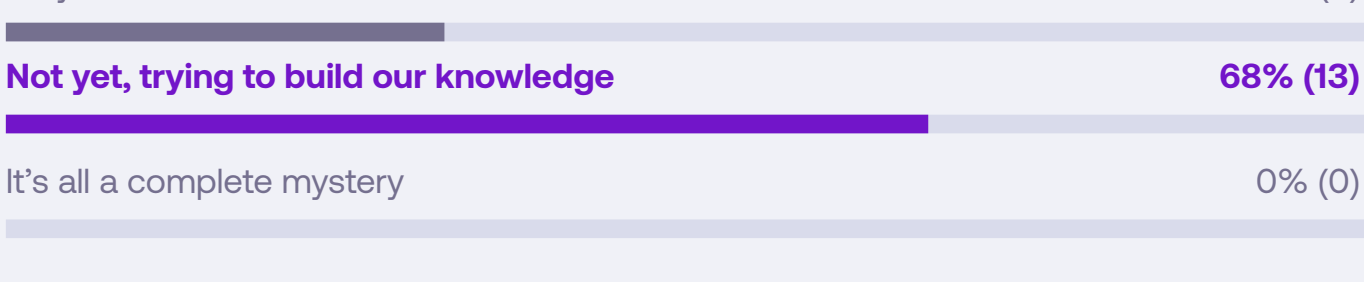
AI is seldom out of the headlines these days. Yet, there’s a clear need to de-mystify the topic and take a more measured view.

Bringing local government service leaders together with contact centre technologists, the latest forum sought to do just that.

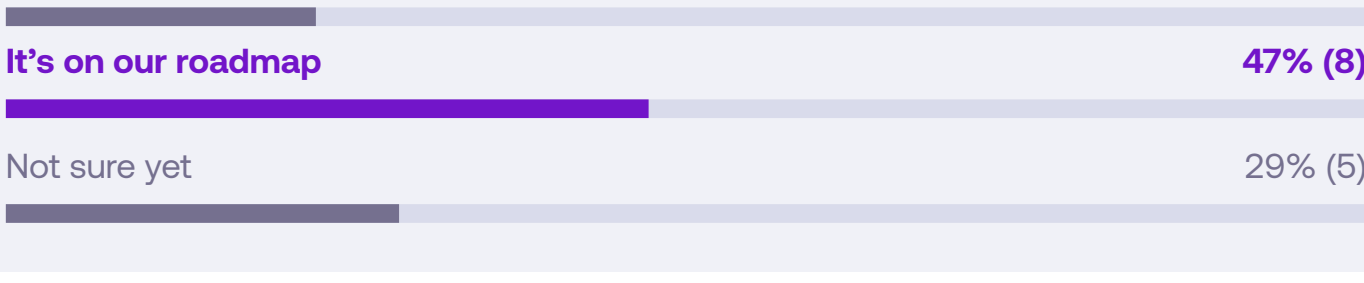
✗	Large language models	✗	Generative AI
✗	✗	Beam search	Sentiment analysis
Neural networks	✗	Natural language processing	✗
✗	Deep learning	✗	✗
Intent recognition	✗	✗	Predictive analytics

Audience poll results

Do you have a clear understanding of what AI is and how it can help?

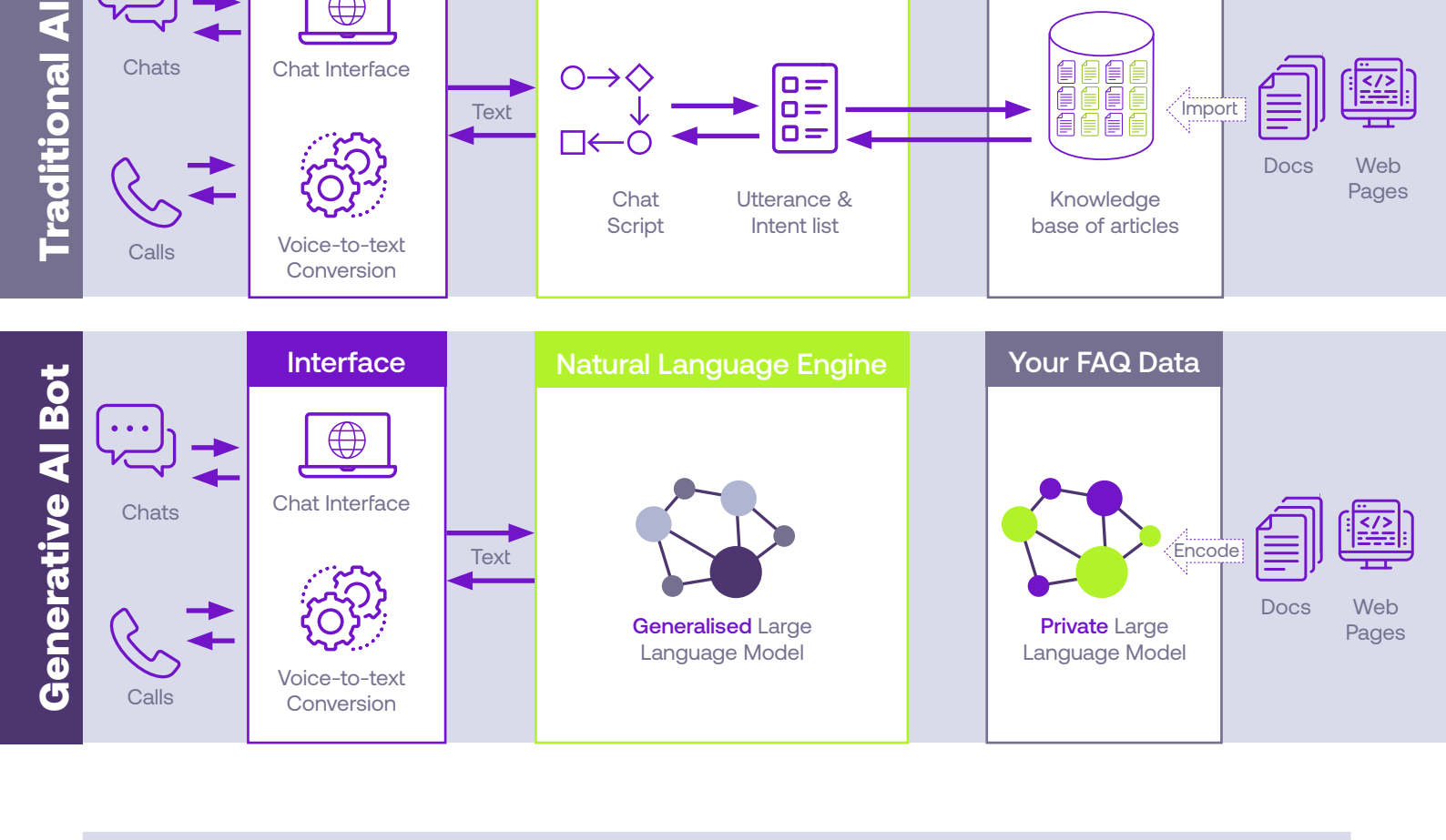


Are you planning to implement AI technologies in the next year or two?



How is a generative bot different?

Traditional AI flows are tightly controlled and don’t deviate. The bot will ask scripted questions and match responses to intents. Then search a knowledge base before providing a pre-approved chat or voice reply. Only serving up what it’s been told to.



Behaviour	Traditional AI Bot	Generative AI Bot	Human Agent
Will only deliver scripted responses	✓	✗	✗
Combines information from multiple sources to answer questions	✗	✓	✓
Can make mistakes	✗	✓	✓
Can be corrected and learn from its mistakes	Partially	✓	✓

A generative AI solution is less controlled and has a completely different engine. Plugging into neural networks, the bot better understands human language and behaves like a live agent, constantly learning and personalising conversations. It still relies on a knowledge base with data securely protected within a private large language model.

Unlocking AI benefits in reality

Supported by Kerv CX specialists, one local council designed a Genesys chatbot to consistently deliver the right response at the right time. Initially for assisting with refuse collections, waste queries, and council tax applications and refunds.

Genesys Agent Assist helped create a centralised knowledge base, saving agents valuable time hunting between systems and scoring answers provided to customers to monitor the bot’s effectiveness. Key to success was reassurance that AI was there to help – not replace employees – serving transcripts when handing over live chats, for example.

Insights shared

“We have huge amounts of data. AI will be able to automate processing and generate insights for resourcing and planning.”

“Our main concerns are around data governance and compliance, ensuring sensitive information is kept within scope and not leaked.”

“Since deploying a chatbot on our website we’ve seen a 90% reduction in live chat requests. Customers often self-serve and find the answers they want without involving an agent.”

“For emotive and sensitive matters, such as social care and school-place applications, AI is best applied to simplify information gathering upfront. Then handing off to a live agent. So, the customer gets the outcome they want faster.”

Final takeouts



Big is not always best: Starting with small AI deployments, experimenting, learning and expanding is the way to go.



AI and empathy can co-exist: Consider combining keyword searches with AI-predictive routing to identify potential vulnerable and at-risk customers and fast track them to the most suitably skilled agents.



Think outside the box: AI tools are brilliant at recognising patterns. For example, trawling through voice and text conversations to detect potential fraud red flags and suspicious activities.



Be honest about internal resources and capabilities: Kerv and Genesys specialists can help plug gaps, reducing bot design and build times.



How Kerv Experience can help

One of six Kerv Group innovation-led practices, **Kerv Experience** is the longest standing **Genesys Cloud CX** partner in EMEA with the most successful Genesys Cloud CX deployments.

We’ve helped many local councils and public sector organisations accelerate AI and digital plans. Whether that’s developing financially sound roadmaps, simplifying adoption, or driving employee and citizen experience innovation.

Get in touch today to discover how to unlock more benefits from your AI investment and join our virtual local government forum.