

greatplaces
HOUSING GROUP

50% of Chatbot Enquiries Resolved Without A Live Agent

Messaging Based Virtual Assistant



Customer

Great Places

Sector

Social Housing

Size

24,000 homes

Website

<https://www.greatplaces.org.uk/>

Employees

800 employees

About

Great Places Housing Group is a fast-growing housing association who provide over 24,000 homes and a range of services to residents in the North West and Yorkshire.

The Challenge

Supporting over 30,000 customers with a wide range of housing and property-related services means that there are thousands of interactions with customers every month. One of Great Places key drivers is to provide a customer experience that resolves enquiries at the first point of contact, in a flexible and timely manner, and at the customer's convenience.

Great Places Customer Experience Strategy is based around a set of customer-led principles and having access to services when they wanted it was important to their customer, based on this feedback the Head of Digital & Data and Head of Customer Contacts wanted to introduce new self-service options and automation to support the digital transformation journey. *"Almost 25% of our chat sessions are taking place out of hours which shows the demand for our customers to contact us 24/7 and the bot has helped us to do this and we want to further develop on this to be able to provide even more support through the bot out of hours, making us available to our customers when they need us."*

Great Places were looking to self-service options to relieve pressure on the Customer Hub and also create a better customer experience, allowing customers to get immediate responses to questions and queries any time of the day or night.

One of the key requirements was a solution that would integrate into their Enghouse contact centre and their housing applications. Whichever channels customers choose to use for self-service, Great Places wanted to ensure they offered a seamless hand-off to live advisors, when required, with all of the context so customers did not experience repeated conversations.

The Project Aims

Great Places receives thousands of incoming voice calls, webchat and email enquiries every month, and the number of interactions is continually increasing. Great Places is striving to:

- Offer a broader range of services 24/7
- Migrate more customers to digital channels
- Be more responsive and automate web interactions where possible
- Offer first contact resolution
- Reduce the repetitive and monotonous enquiries for customer advisors
- Streamline processes and increase efficiency
- Reduce costs

The Approach

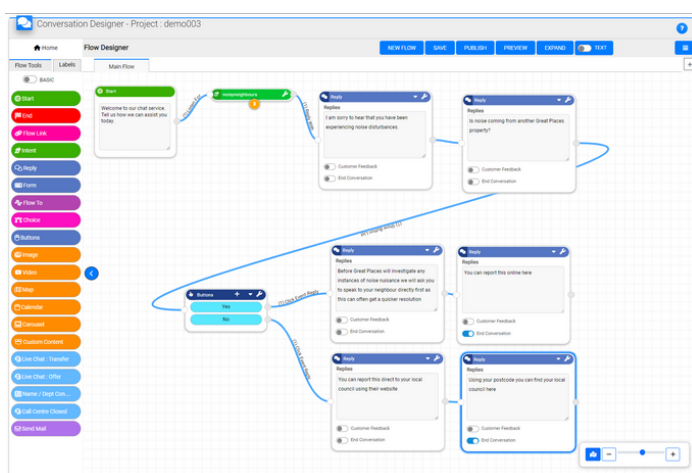
Great Places decided to deploy the converse360 solution on a Proof of Concept basis to measure customer uptake before full deployment. This initial period offered responses to “Frequently Asked Questions”, and triaged more complex requests through simple workflows. Analysis of these interactions allowed Great Places to understand in more detail the volume and range of customer enquiries and therefore enable continual improvement of the customer experience in the future.

As the converse360 team have worked with the housing sector for many years, converse360 were able to provide many ‘out-of-the-box’ elements such as domain specific FAQ’s, workflow templates, and sector specific references using data gathered from thousands of conversations with housing customers. Some of these templates were ready to use, but others were further edited to reflect the specific needs of Great Places’ customers.



Working with Converse 360 has been a very good experience for us. The collaborative approach to defining requirements along with their knowledge and experience of the housing sector has allowed us to learn about how best to use, amend and update our ChatBot as well as meeting change in the scope of this project.

Head of Digital & Data
- Great Places

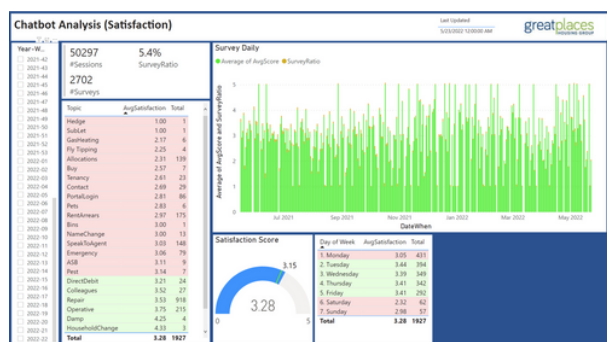


No-Code Workflow Creation

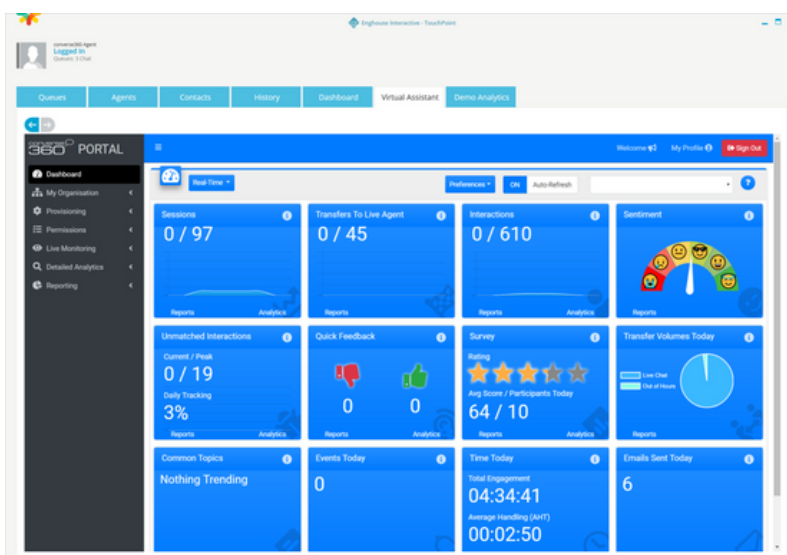
converse360 provided the training data for the AI that underpins the Chatbot to ensure it was able to identify the content of customer requests. Great Places had specific objectives on how they wanted customers to engage with the Chatbot, which meant that for some topics this involved designing new workflows from scratch. converse360 worked with Great Places to build flows that understood sector and company-specific requests. For closely related topics with lots of similar enquiries, the design ensured that overlapping topics were accurately identified and triggered the correct workflows.

Throughout the project Great Places and converse360 worked closely to ensure the goals of the project reflected changing business objectives. Agility and flexibility was essential to keep the project on track whilst ensuring an increasing project scope was met.

Early in the project converse360 delivered a portal that included dashboards, analytics and reports of all conversational data, this was enhanced during the project to provide the additional level of granular detail required by Great Places.



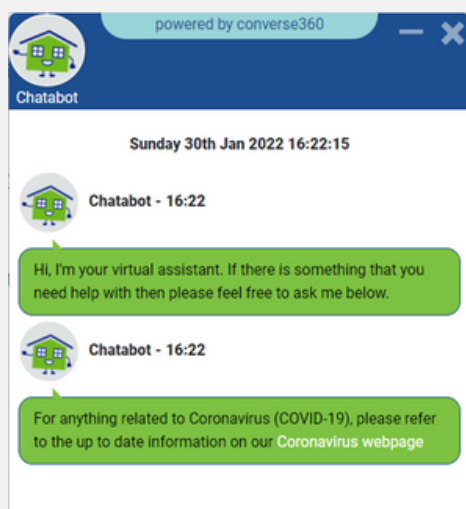
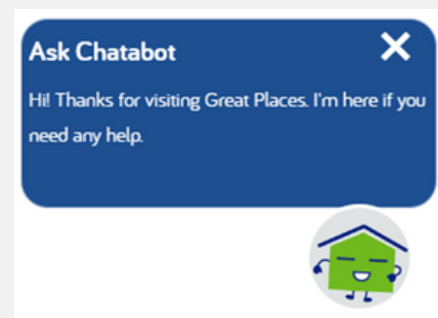
Great Places "Chatabot" Analysis



Great Places Portal Dashboard

The Solution

converse360's Assist-Me Service Automation Platform Chatbot was developed with Great Places branding and a unique avatar was created to interact with customers. Great Places wanted to take a collaborative approach in building the interface and engaged their customer base, to assist in designing the avatar and naming it. The customers decided on the name of "Chatabot" and an animated house avatar was chosen to offer a dynamic and engaging character to interact with.

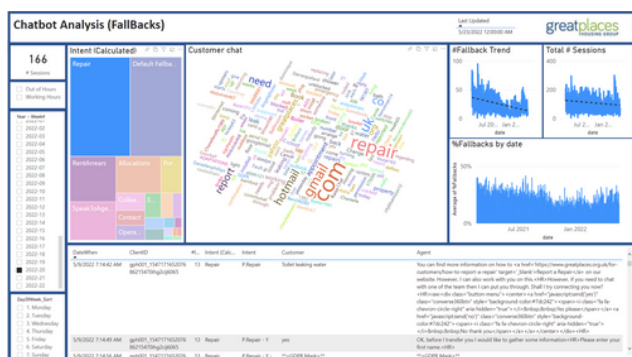


The Service Automation platform assists customers by answering questions, sign-posting and guiding users through workflows and captures relevant data. The Virtual Assistant utilises AI technology and Machine Learning to understand conversations in whichever way a customer may phrase their enquiry and responds in a dynamic, interactive and conversational way.

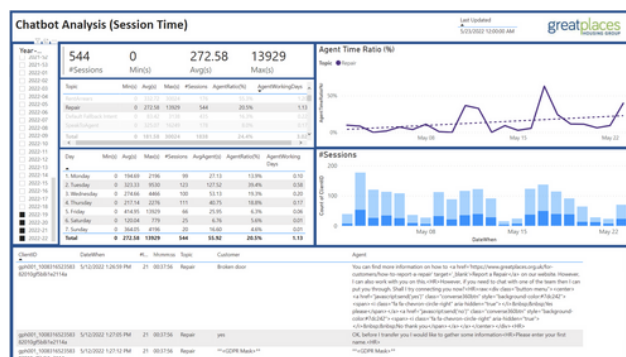
Great Places gather and utilise data in many areas of the business as part of their continuous improvement plan. Great Places built a reporting system using Power BI which accesses exported raw data from the Chatbot to fully analyse customer behaviour. Detailed information is shown how customers are interacting with the Chatbot, analyses how quickly Chatabot is responding to questions/completing individual tasks and how happy or frustrated the customers are. The Power BI enables Great Places to measure various metrics and report on KPI's and therefore influence future decision-making.

Some of the metrics reviewed are:

- Customer satisfaction levels tracked by day of the week.
- A word cloud that allows Great Places to understand what topics customers are asking about across different areas of the business and identifies new areas to target.
- Track the ratio of these topics such as repairs, rent, properties etc to highlight focus areas.



Great Places "Chatabot" Content and Intent Analysis



Great Places "Chatabot" Session Analysis



With the introduction of the ChatBot and by analysing the data through our Power BI reporting dashboards has allowed us to understand how our customers are using the ChatBot enabling us to update workflows or introduce new workflows to meet customer demand.

Proof Of Concept Results

3.28 

Customer satisfaction score
out of 5

>30000 

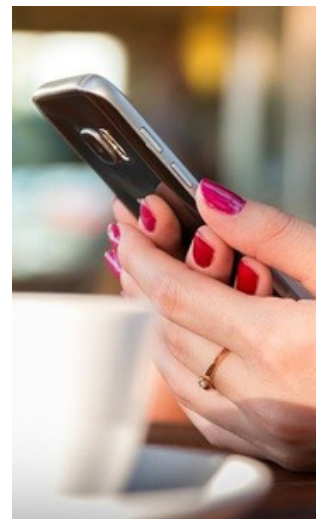
chat sessions per month

50% 

of chat sessions resolved by
Chatabot

2m 48s 

average chat time with Chatabot



Areas of Support



- Repairs and maintenance (house & garden) information
- Tenancy
- Rent & payment enquiries
- Property information
- Adaptations & Improvements

- Pets & pests
- Anti-social behaviour (ASB)
- Complaints
- Fly tipping
- Building insurance

- Allocations
- Right to buy
- Opening times
- Telephone numbers
- Office address

Next Steps for Great Places

Great Places are currently assessing the results of the Proof of Concept project and how they could integrate the Chatbot in to their new housing management system in the future to include more automation.

Why Work With converse360

converse360 specialise in customer service automation and have a long track record working in the social housing sector. converse360 offers proven integrations into housing applications, contact centres and UC systems.

About converse360

converse360 helps businesses deliver a first-class, always-on service to today's connected customer. We provide powerful self-service and automation technology to instantly engage and serve customers 24/7 through Intelligent Virtual Assistants, Speech Assistants, Chatbots and Digital Humans. Connectors provide seamless interoperability with business applications, Contact Centre and UC systems.