



Reducing the strain with the customer advisory bot

Providing citizens with essential benefit and funding advice while reducing the strain on your customer service teams



Local authorities provide daily support to citizens who have claims or queries about their benefits, council tax and business rates. The Coronavirus pandemic has seen an incredible influx of demand, as people's circumstances change and they look to the council for support.

We're here to help

We're here to help ease the strain with our customer advisory bot. This service has been specifically developed to empower local authorities to deliver fast, reliable information for citizens, tailored to benefits, funding and rates queries.

Available 24/7 via telephone or online, our advisory bot helps citizens to get quick and easy access to vital Coronavirus-related information about their benefits, council tax and business rates.

- It answers people's basic questions
- Signposts people to advice, information and relevant third parties
- Provides people with a link to forms such as benefit claim application via text
- Provides people with contact telephone numbers
- Manages people's expectations about how long the council will take to process their application
- Enables people to speak to a member of the customer service team if it can't provide the information they need

The software is a plug-in that can integrate with local authorities' existing interactive voice response systems and websites. Available now for immediate set-up, weekly reports inform authorities of the bot's usage and performance.



IVR process and capabilities



Council helpline for revenues and benefits enquiries

Council

Capita's Customer Advisory Bot


COVID-19 financial support helpline
Managed by Capita's customer advisory bot

Other council tax queries

Other benefit queries

Option 1

Option 2

Option 3

IVR overarching financial support options

 Council tax support	 Available Benefits	 Housing Support	 Recovery & Enforcement	 Evidence	 Progress updates	 Other services
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Customer advisory bot capabilities

 Phone: SMS sending with information and links

 Claim form submission support

Ability to transfer back to Council Agent if citizen needs support outside advisory bot information

Taking the strain in a crisis

Our customer advisory bot strengthens customer service teams during this challenging time. It manages high volumes of transactional queries, enabling customer service agents to focus on essential customer calls such as emergency homelessness or safeguarding issues and to focus on helping the most vulnerable.



The customer journey

Here are some examples of how customers can use the advisory bot.

Meet Charlotte – Follow her journey

Charlotte is a single mum who already receives housing benefit support. Her financial situation has recently changed for the worst and she needs to log her change in circumstances with the council so her housing benefit can be adjusted accordingly.

“Things are tough right now and I’m not sure if I’ll be able to pay my rent. I’m going to find out if I’m entitled to receive a housing benefit increase.”



1 Charlotte rings the council’s revenues & benefits customer helpline

2 The council’s revenues & benefits IVR responds:

If you have been financially impacted by Covid-19 and need advice and support please press 1

For other enquiries related to Council Tax press 2

For other enquiries related to Benefits please press 3

3 Charlotte selects option 1 and is transferred to Capita’s customer advisory bot.

Capita’s advisory bot provides various options for Charlotte to choose from.

4 Advisory bot 

For information on what benefits you may be entitled to and how to claim press 2 

Charlotte selects option 2

Are you already in receipt of Housing Benefit or Council Tax reduction? Please press 1 for yes or 2 for no 

Charlotte selects option 1

To report a change in your circumstance you will need to fill out an online form. We have sent you all of this information with any relevant links by text to your mobile number. 

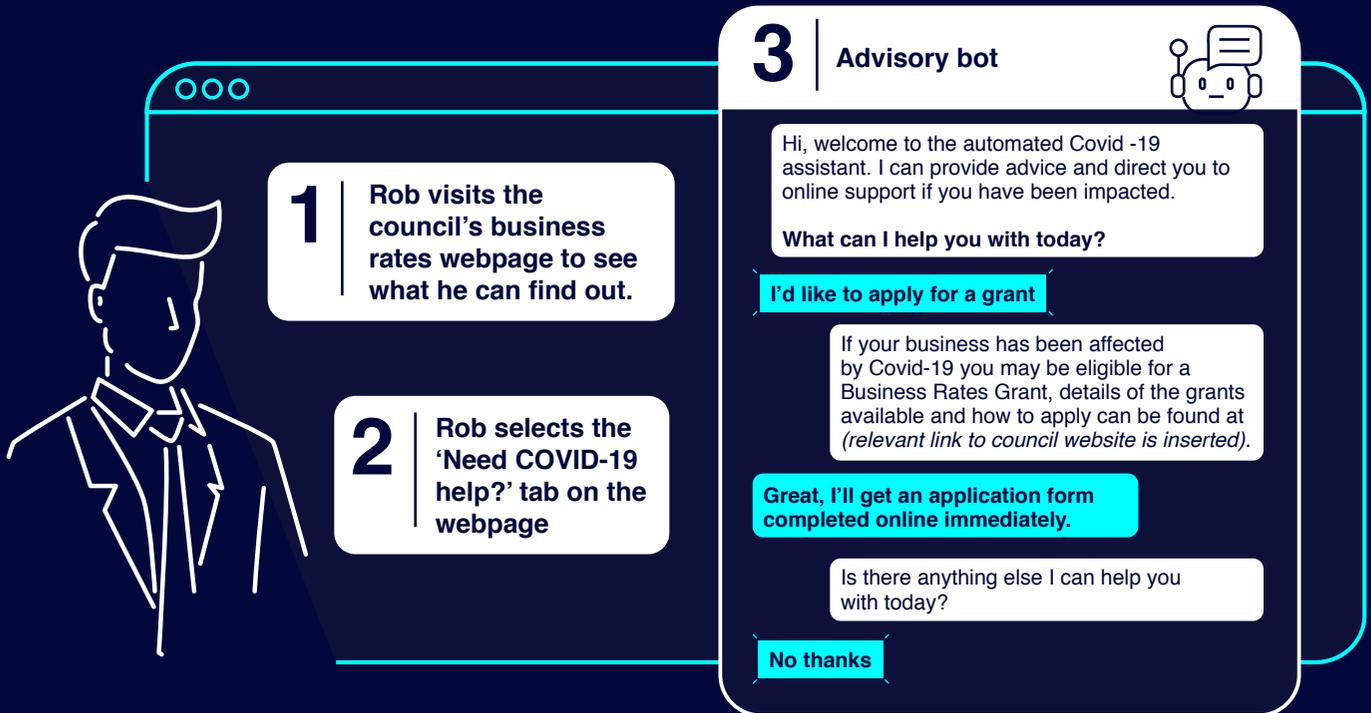
To return to the Covid-19 main menu for further information press 1

Great, that’s exactly what I needed. I’ll complete that form and submit to the council for assessing straight away

Meet Rob – Follow his journey

Rob is a small business owner who has had to close his shop during the Covid-19 lockdown. He's heard he is entitled to a business rate grant to help to keep his business ticking over.

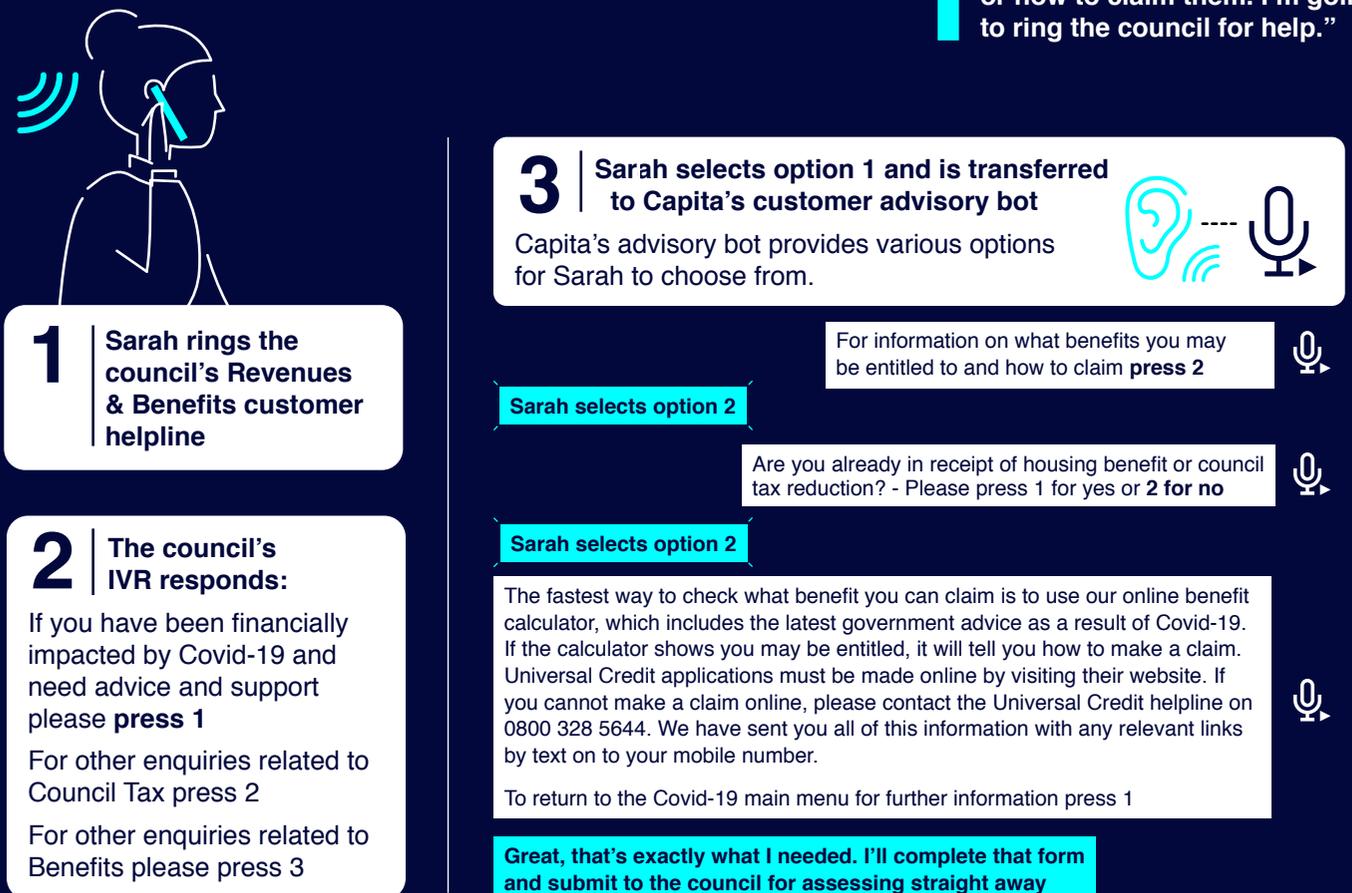
"I need to contact the council to find out the process of paying out the grant and to understand when I will receive payment."

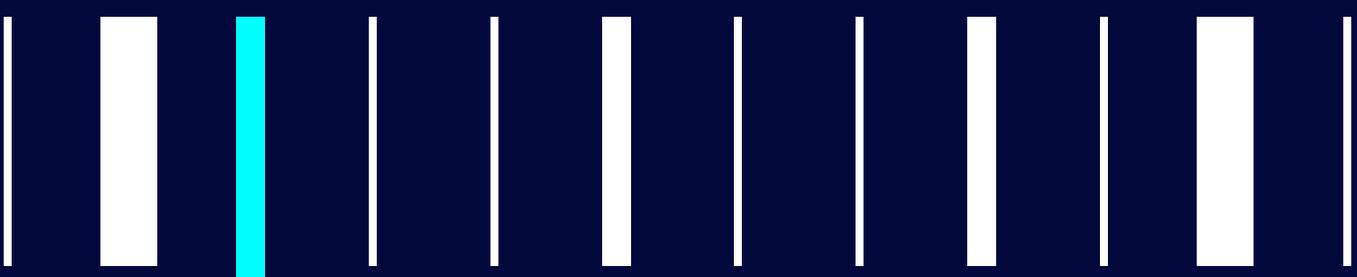


Meet Sarah – Follow her journey

Sarah is a 24 year old who has just unfortunately been made redundant.

"I've never been made redundant before and I've no idea what benefits I can claim or how to claim them. I'm going to ring the council for help."





To discuss how we can take the strain off your customer service team, please contact Judith Keech at Judith.keech@capita.com

Find out more about how Capita's solutions are supporting society during the current health crisis on capita.com.

capita.com

 **Capita**