

Future Public Services Powered by Generative AI



Any sufficiently
advanced
technology is
indistinguishable
from magic

Arthur C.
Clarke



Generative AI is like magic but...

It cannot be digital transformation 2.0

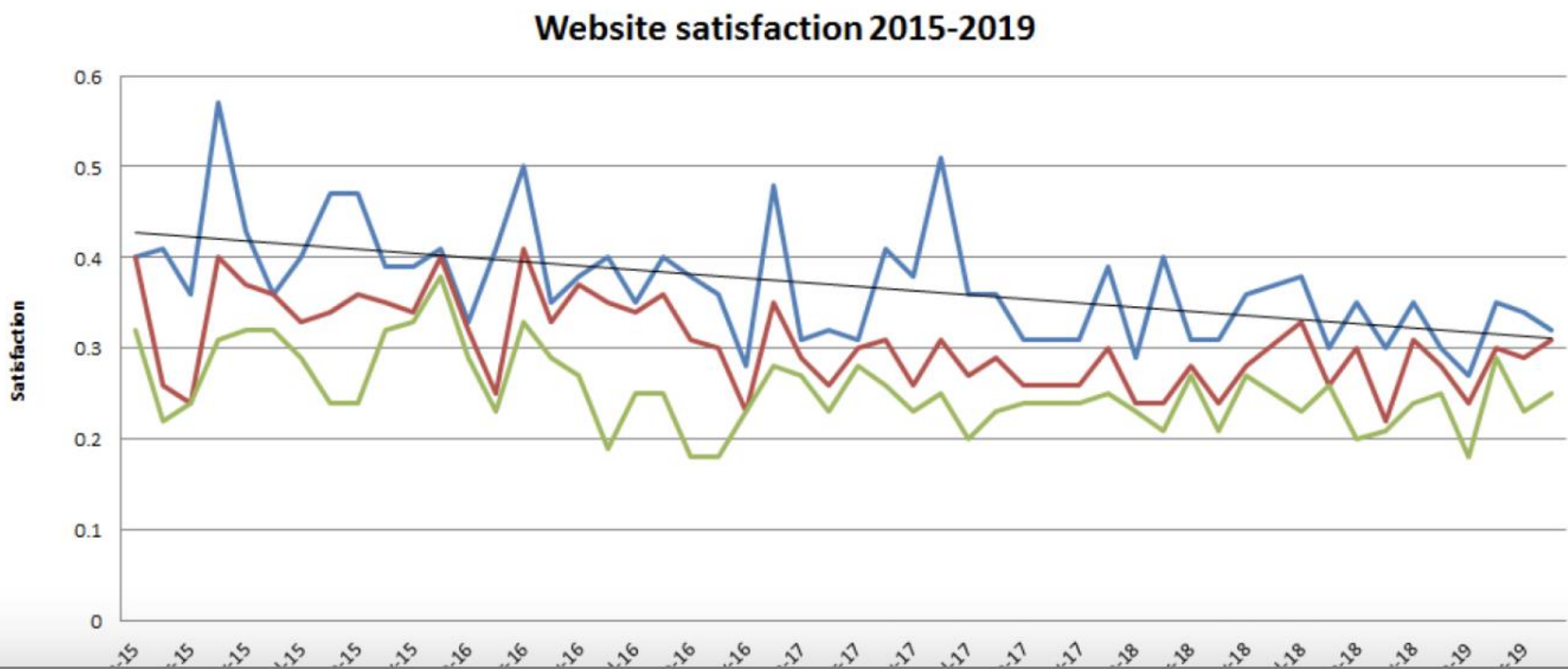


17 September 2024

[LocalGovDigital Strategy](#) [Content and User Experience Strategy](#)

User satisfaction in 2024 is lower than it was in 2019 - what are we going to do about this?

Back in 2019 when I wrote my [first Manifesto article](#), what prompted me to do so was an observation that over the previous few years, the [Govmetric user satisfaction](#) ratings for the top 10 councils month by month appeared to have been falling. I went on to look closely at the data and found that my gut feeling was in fact correct - the top council for January 2015 had an aggregate score of just over 0.4, and the top council for March 2019 had a score of just over 0.3, and Excel could plot a clear downward trend line between the two ends of the data set.



Telephone channel net satisfaction August 2024

Council	Net Satisfaction
West Oxfordshire District Council	0.99
Cotswold District Council	0.97
Hull City Council	0.95
Average Net Satisfaction	0.62

CREDIT: SIMON GRAY, BIG TOWN COUNCIL - 17TH SEPTEMBER

Moreover,

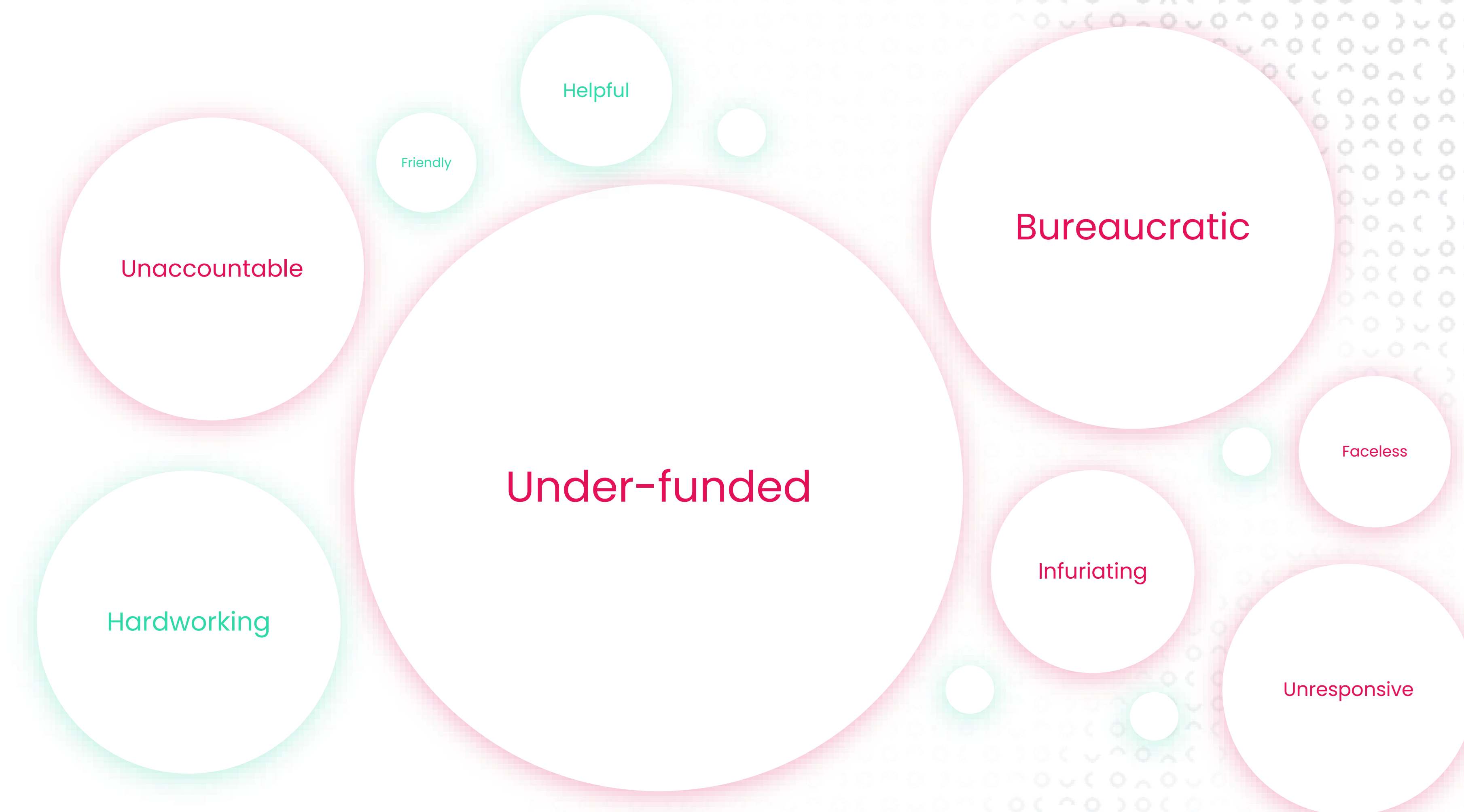
8 in 10

Of us think public services have got worse in the last five years.

CREDIT: FINANCIAL TIMES

 govmetric®

People are more likely to use **negative** words to describe public services 😞



But there is a lot of **good** sentiment about those delivering the services 😊

Hardworking

Helpful

Friendly

Efficient

Open

Honest

Good value

Generative AI Paradigms



Summarisation



Research / Search



Content Generation



Assistants (Bots)



Translation



Sentiment Analysis



Recommendations



Anomaly Detection



Predictions / Forecasting



Summarisation

JADU **ieg⁴**

N **NETCALL**

 **GRANICUS**

 **Dynamics 365**

DXP/ CRM

Automated summary of
Council Tax, Waste, Housing, Education
Geographically relevant data
Sentiment history (CSAT/Sentiment)

Jargon busters

Benefit, Welfare, Award Letters



Summarisation

Complaint cases

Why? Complaint cases

For every

5 % citizen satisfaction decreases

Complaints have been shown to increase by

25 %



MYO422062

Received date: 13 Jun 2024
 Active date: 13 Jun 2024
 Target date: 26 Jun 2024
 Status: In Progress
 Service: Waste Sites
 Case type: Complaint
 Incoming channel: Web
 Assigned to: Steve Meades-Cummins
 Administered by: Jenny Lowe
 Disclosure or Adjustment Requirement:
 Linked to: MYC079700

Customer

Mr Mark Nicholson

Work in progress

[Check this](#)

Timeline

Acknowledgement

Raised 13 Jun 2024, 14:21

Stage 1

Stage changed 13 Jun 2024

Acknowledgement

Show only

Case history

Print & export

Case files

+ Add item

Smart Summary (AI Generated)

Waste Collection Complaint

Mr Mark Nicholson

Filed: June 13, 2024

Uncollected waste issue. £100 payment made. Escalated to Stage 1. Mental health vulnerability noted. Adjustments made.

Target Resolution: June 26, 2024

Waste collection failure

My waste has still not been collected. This is terrible service.

Created by System User on 13 Jun, 14:21

Note added to case...

Contacted the customer



Complaint cases



Content Generation

Paragraph

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Title (Heading 1) *

Apply for a student Council Tax discount or exemption

Subtitle (Heading 2)

About student discounts and exemptions

You will not have to pay Council Tax if you are a full-time student. This applies if you are either living in a property with other full-time students or living in a property by yourself.

If you are living in a property where everyone living there is a full-time student, you can get a 25% discount on your Council Tax bill.

If there are 2 or more people living in your property who are not full-time students, a 25% exemption will apply.

If you are a full-time student living with 1 or more adults who are not full-time students, you can get a 25% exemption if all the other adults are disregarded. This means that we disregard the number of people who live in your property. People who are disregarded include non-student partners or dependents and guests living with you under the [Homes for Ukraine](#) scheme.

Student halls of residence owned and managed by a college or university are exempt from Council Tax charges.

If you are a full-time student living with 1 or more non-students in your property, you will not normally be held liable to pay Council Tax. In most cases it will be the non-students who are held liable.

However, if you are a full-time student and the (main) tenant or owner of your property, you may still be

Rewrite

Expand

Shorten

Change tone >

Friendly

Professional

Witty

Heartfelt

Educational



Search this site for information, advice and more...

Search

**Birmingham City Council financial challenges - time to Reset**To find out more about the budget and section 114 notice, [visit our budget information page](#) >

[Home](#) / [Council Tax](#) / [Apply for a Council Tax discount or exemption](#) /
Apply for a student Council Tax discount or exemption

Apply for a Council Tax discount or exemption

**Related information**[Downloads](#)

Apply for a student Council Tax discount or exemption

If you are a student aged 18 or older who is studying a course at a college or university in Birmingham, you may be eligible to get a discount or exemption on your Council Tax.

About student discounts and exemptions

You will not have to pay Council Tax if you are a full-time student. This applies if you are living in a property with other full-time students or living in a property by yourself.

If you are living in a property where everyone living there is a full-time student, you can get a 25% discount on your Council Tax bill.

If there are 2 or more people living in your property who are not full-time students, a 25% exemption will apply.

If you are a full-time student living with 1 or more adults who are non-students, you may still get an exemption [if all the other adults are disregarded](#). This means that we do not count them when figuring out the number of people who live in your property. People who are disregarded include non-British partners or dependents and guests living with you under the [Homes for Ukraine](#) scheme.

Your Brum

Explain in 20 words

Convert to lay terms

Translate

What else?

- Drafting Council Reports: Automatically generate drafts of council reports or policy documents.
- Communication Templates: Create templates for official letters or emails to citizens.
- Website Content Creation: Generate engaging website content for new or updated services.
- Social Media Posts: Produce social media content to inform the public about events or alerts.
- Educational Materials: Generate educational brochures or leaflets about council services.
- Press Releases: Draft press releases for media distribution on council activities.
- Plain Language Summaries: Create summaries of legal documents in accessible language.
- Automated FAQs Responses: Generate automated responses for frequently asked questions on various channels.
- Community Newsletters: Produce newsletters to update residents on community news.
- Public Service Announcement Scripts: Generate scripts for announcements on local radio or public meetings.

Yes, yes, yes, but what's the cool stuff???



Let's imagine you have a digital / contact centre platform

What if every day an analysis was automatically scanning the content of every call transcript, understanding the questions asked, content interacted with, forms completed, sentiment and propensity for failure demand/complaint.

At the end of each day it dynamically:

- > generated new FAQs and answers within platform
- > updated the AI learning engine to make any virtual assistants smarter
- > created a lessons learned report each Friday with a focus on minimising poor CSAT.



Recommendations

Waste Insights



Waste Insights



Last week



This week



Next week



My Garden waste



Make an >

My address

7, DUDLEY GARDENS, HARROW, HA2 0DQ[Change address](#)

Collection day:

Monday

Food waste caddy



Recycling waste bin



Collection status:

Completed ✓

Do you need to report a missed bin?

Entered your address but your schedule is not showing?

We are sorry this has happened. [Complete our form](#) and we will add the schedule for your property to the website as soon as possible.

What happens if my bin is missed?

If your bin is missed you have 48 hours from 5pm on the day of collection to report it. For example: if your collection day is Monday, you can report your missed bin between 5pm on Monday until 5pm on Wednesday.

Our bin crew will return to collect your missed bins within three days (excluding weekends). Select a bin type to see your options.

I have reported a missed bin, how can I follow up the progress?

When you report a missed bin you will receive a reference number which you can use to track your report. Find out how you can follow up your missed bin report on our [missed bin collections page](#).

Waiting for an order or repair?

But

Wouldn't it be even better if each night an analysis of all missed was carried out.

Where people put wrong things in bins.

Where people forgot to put things in bins.

A recommendation was made to proactively email/SMS all those people affected to say:

"Hey don't put poo in recycling." "Make sure your bin is out before 7am"

What else?

- Benefit Eligibility Recommendations: Recommend suitable benefits or grants based on individual circumstances.
- Local Service Suggestions: Suggest local services like community centers or libraries based on citizen interests.
- Housing Options Recommendations: Recommend suitable housing options for applicants on the housing register.
- Energy-Saving Measures: Suggest energy-saving measures to residents to promote sustainability.
- Employment Opportunities: Recommend local training or employment opportunities to job seekers.
- Public Transport Routes: Suggest optimal public transport routes based on user needs and schedules.
- Volunteer Opportunities: Recommend volunteer activities in the community matching citizen interests.
- School Selection Assistance: Help parents choose suitable schools based on location and educational needs.
- Health and Wellbeing Services: Recommend local health and wellbeing services to improve community health.
- Regulatory Compliance Actions: Advise businesses on actions to comply with local regulations and requirements.



Sentiment Analysis

Service Feedback

Social Data

Crisis detection

Smileys

Custom | 01 Jun 2017 - 01 Jun 2024

Csat by channel ☆ ⋮

filter search... ×

Clear Filters

Channel

☐ Complaints Survey

☒ Email

☐ F2F

☐ Digital Comment Card

☐ F2F Comment Card

☒ NEC Portal

☐ SMS

☒ Telephone

☒ Web

☐ Overall Experience Rating

















☐ Service

☐ Activity Code

☐ Agent Names

☐ Feedback Type (Web)

Pin to dashboard ▾

Email		Total				Overall rating
Number of respondents		12,595	5227	3445	3923	
Percentage of respondents			41.5%	27.35%	31.15%	Average
NEC Portal		Total				Overall rating
Number of respondents		3,077	1137	354	1586	
Percentage of respondents			36.95%	11.5%	51.54%	Average
Telephone		Total				Overall rating
Number of respondents		443	374	53	16	
Percentage of respondents			84.42%	11.96%	3.61%	Good
Web		Total				Overall rating
Number of respondents		41,178	23446	4118	13614	
Percentage of respondents			56.94%	10%	33.06%	Average

Feedback



Feedback

Last Quarter | 01 Apr 2024 - 30 Jun 2024

filter search...

×

Clear Filters

▼ Channel

☐ Complaints Survey

☐ Email

▶ ☐ F2F

☒ NEC Portal

☐ SMS

☐ Telephone

☐ Web

▶ ☐ Overall Experience Rating

▼ ☐ Service

☐ Accounts Payable

☐ Accounts Receivable

☐ Adult Services

☐ Adult Social Care

▶ ☐ Benefits

☐ Blue Badges

▶ ☐ Business Rates

☐ Campaigns

☐ Cashiers

☐ Childrens Services

☐ Children in Care Council

☐ Childrens Services Performance

Alerts ▼

Pin to dashboard ▼

Notes ▼

Actions ▼

Show

100 ▼

 entries

Search

Date ▼		Comments
⋮ 30/06/2024 19:16		Comment N
⋮ 30/06/2024 11:03		Comment Can't pay my council tax due to rubbish website
⋮ 28/06/2024 17:28		Comment Put in initials as no name shown and it doesn't accept it
⋮ 27/06/2024 21:50		Comment I wanted to open a letter but cannot
⋮ 27/06/2024 18:31		Comment Ahhhhh
⋮ 27/06/2024 18:07		Comment As soon as i registered it wouldn't let me into my account it kept saying wrong password and user name even though i had just created it.
⋮ 27/06/2024 06:42		Comment Thank you for all your help

Feedback

Executive Summary

1.

Customer satisfaction is generally down across all channels and services except in Waste.
2.

Revenues and Benefits is skewing the figures downward.
3.

General consensus is digital is not meeting the expectations of citizens like traditional channels do.

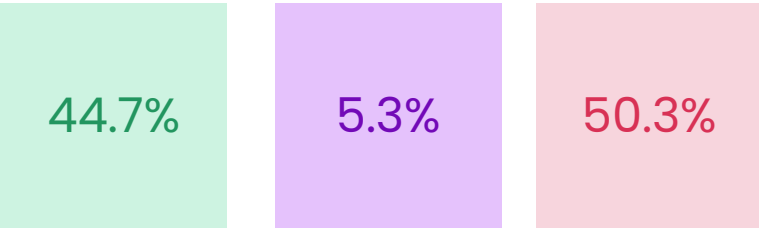


Analysis

Feedback for this past week



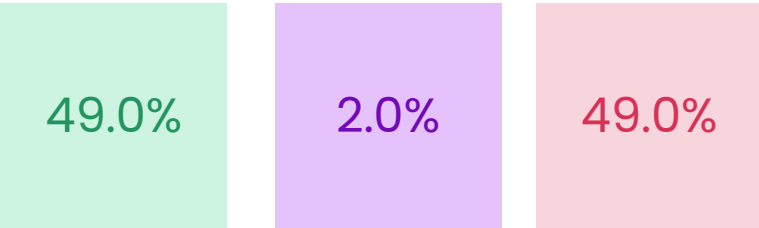
403



Campaigns sent in the past week



200

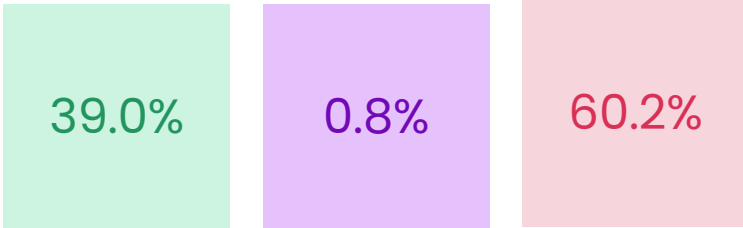


Campaigns sent via SMS had a much higher take up rate than Email.

43% for SMS vs 16% for Email.

Sentiment

Sentiment for this past week



Sentiment by service

Sentiment by channel

Council Tax	Benefits	Licensing	Income	Housing
64.3%	60.1%	43.2%	59.2%	51.0%
Planning	Waste	Customer Service	Schools	Social Care
47.9%	49.3%	41.9%	40.7%	39.9%

Key topics arising this past week



Recommendations

Put focus on

Jerry Maguire has had his lowest performance yet on CSAT.

Council Tax has now been in the red 12 weeks in a row with the trend going up not down in poor satisfaction.

We would strongly recommend the following areas of feedback in the NEC web app are reviewed:

- 1/ I couldn't do what I wanted to do (23.4%)
- 2/ I couldn't find what I was looking for (19.1%)

Keep an eye on

SMS is currently good but is trending down.

Keep doing

Praise Lewis Harper for exception customer satisfaction this week.

Highlight to the Housing Repairs Lead that CSAT is

What else?

Social Media Sentiment Tracking: Monitor social media platforms to detect public sentiment on council initiatives.

Customer Service Improvement: Analyze customer service interactions to identify areas needing improvement.

Consultation Response Analysis: Perform sentiment analysis on public consultation responses to understand community attitudes.

Media Sentiment Assessment: Assess sentiment in local media articles about the council to manage public relations.

Policy Impact Measurement: Evaluate sentiment trends over time to measure the impact of policy changes.

Service Feedback Analysis: Analyze feedback for specific services like waste collection to improve operations.

Website Comment Sentiment: Analyze comments on the council's website or forums to identify public concerns.

Tenant Communication Monitoring: Detect negative sentiment in housing tenant communications to address issues early.

What's else, else?

Wouldn't it be cool?

If sentiment, customer feedback cross-channel was fed back in real time to your CMS in a common standard?

LocalGov
Drupal

JADU

 Liferay

 Drupal

 umbraco

 Contensis

*ieg*⁴

 WORDPRESS

Citizen Insight for CMS Apps

Auto (Bash) ▾

```
```json

{
 "$schema": "http://json-schema.org/draft-07/schema#",
 "type": "object",
 "properties": {
 "QuantitativeData": {
 "type": "object",
 "properties": {
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 "type": "array",
 "items": {
 "type": "string",
 "enum": ["SMS", "Web", "Email"]
 }
 }
 },
 },
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 "type": "array",
 "items": {
 "type": "string",
 "enum": ["Good", "Average", "Poor"]
 }
 },
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 "WebTopics": { "type": "string" },
 "EmailAndSMSTopics": { "type": "string" },
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 "ReasonForVisitWeb": { "type": "string" },
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 "Equality": { "type": "string" },
 "EnquiryResolvedSMSEmail": { "type": "string" },
 "AgentExperienceSMSEmail": { "type": "string" },
 "AgentNames": { "type": "string" }
 }
}
```



# Virtual Assistants

Right first time

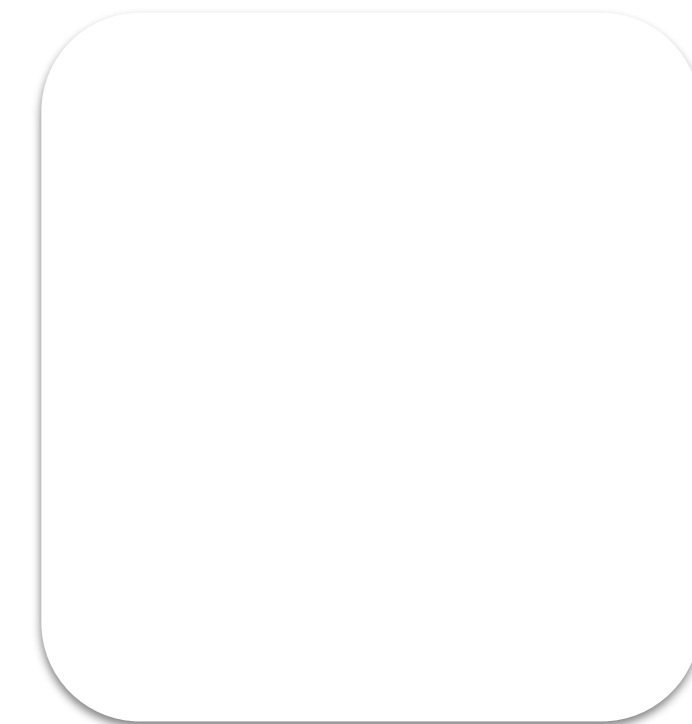
Not just easy stuff

API Dynamo

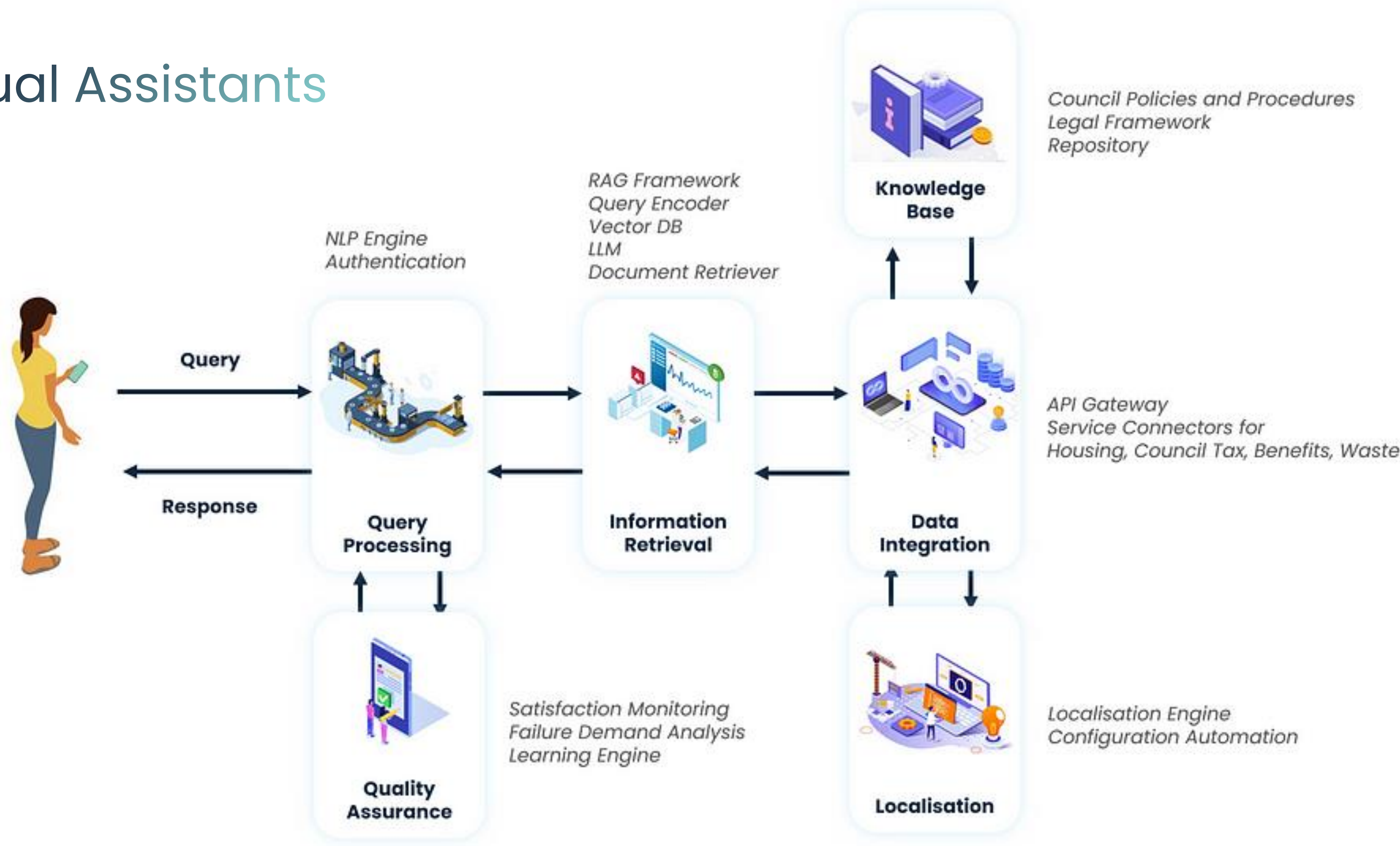


# What might a Virtual Assistant look like – let's design!

We'll use ChatGPT and Claude.ai  
Clue: CONTEXT, CONTEXT, CONTEXT!



# Virtual Assistants



# What else?

- Council Tax Enquiries Assistant: Provide a virtual assistant to answer common queries about council tax.
- Appointment Booking Assistant: Enable citizens to book appointments with council services via a virtual assistant.
- Benefit Application Assistance: Guide users through housing benefit applications using conversational AI.
- Planning Permission Guidance: Assist applicants in navigating the planning permission process.
- Issue Reporting Assistant: Allow citizens to report issues like potholes or streetlight outages through a virtual assistant.
- Waste Collection Schedules: Provide personalized waste collection schedules and reminders.
- Business Licensing Assistant: Help businesses with licensing applications through guided support.
- Electoral Registration Help: Assist citizens with registering to vote and updating electoral details.
- School Admissions Assistant: Guide parents through the school admissions application process.
- Local Events Information: Provide information on local events and services tailored to user interests.



How can we make sure we

Make better services

Deliver enhanced satisfaction

Satisfaction by region



- PSCIX  
Overall
- PSECTX  
Sectors
- PSERVX  
Services
- PSCHX  
Channels
- SUPPX  
Providers
- ORGX  
Providers

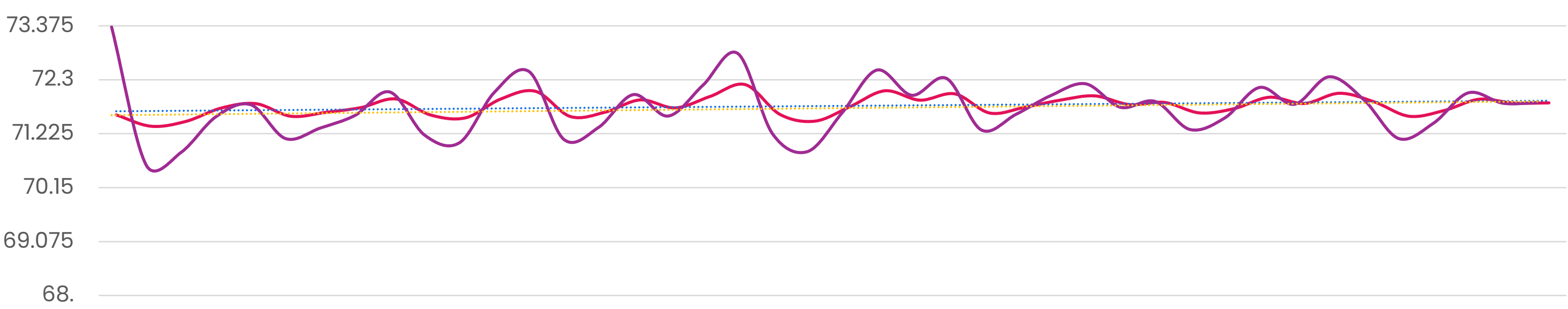


Public Sector CSAT Index

Follow +

71.84 ↓

PSCIX		
CHANGE	1 WEEK	1 MONTH
24HRS		
-0.34	+0.24	+0.41



Your organisation

Citizen Satisfaction

94.23%

↑

Your Council is in the Top Quartile

4<sup>th</sup> of 317

Volumes per month

3812

↔

Your Council is in the Top Quartile

5<sup>th</sup> of 317

Show

Top Performers

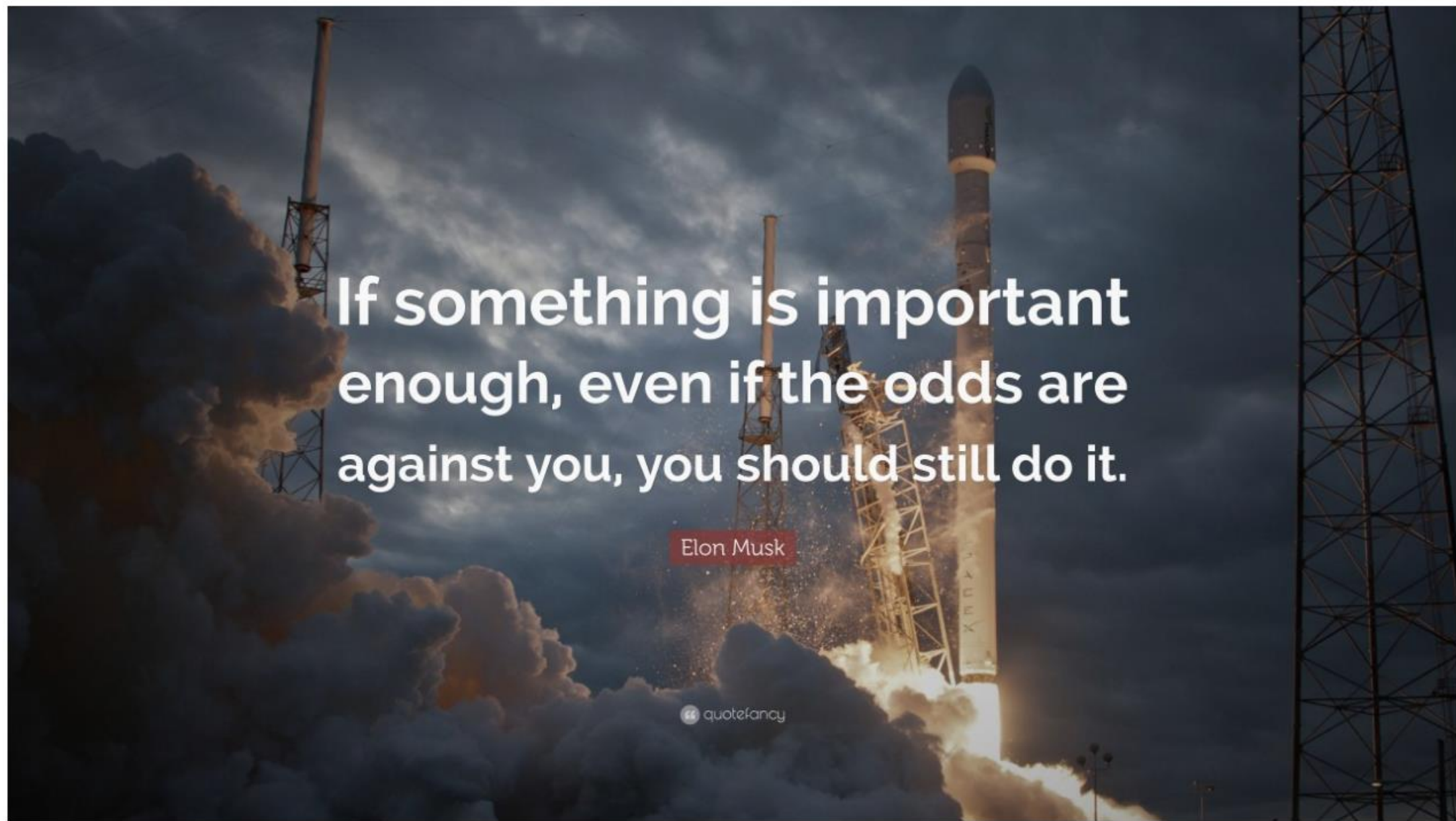
Nearest Performers

Nearest Performers

The following shows the nearest neighbours, and their levels of satisfaction and feedback compared with Your Council

Council	CSAT	vs Wigan	Volumetrics	vs Wigan
Lancashire Unitary Council A	84.32%	-9.91	2493	-1319
Lancashire Unitary Council B	73.00%	-21.23	2302	-1510
Yorkshire Unitary Council A	92.00%	-2.23	1220	-2592
Yorkshire Unitary Council B	91.10%	-3.13	4002	+190
Yorkshire Unitary Council C	92.00%	-2.23	3200	-612
Lancashire Unitary Council C	95.32%	+1.09	4330	+518
Lancashire Unitary Council D	81.02%	-13.21	1983	-1829
Lancashire Unitary Council E	70.22%	-24.01	1092	-2720
Yorkshire Unitary Council D	96.70%	+2.47	4109	+297
Lancashire Unitary Council F	67.30%	-26.93	569	-3243





Elon Musk Quote - Quotefancy

# Transcendence - Gen AI in Local Gov

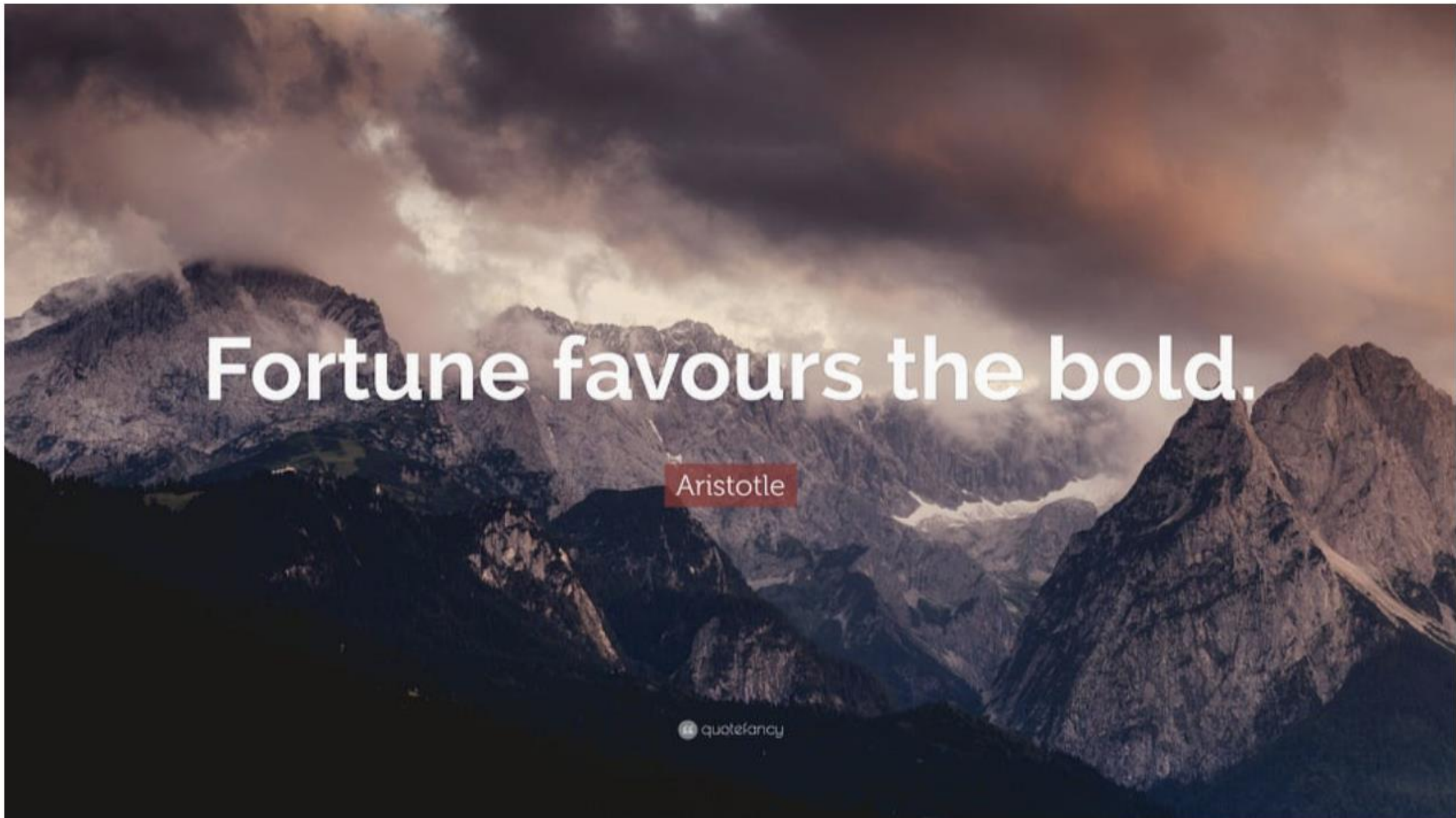
 **John McMahon**  
Using first principles to drive innovation



September 24, 2024


**Sometimes there are inflection points in technological advancement that stop you in your tracks. Experiences that transcend the hitherto norms; that widen the aperture of your eyes.**

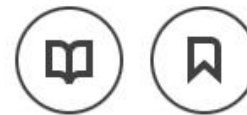
Like accessing the internet for the first time way back when (1997)



Fortune favours the bold amongst ye product managers

# Generative AI in Product Management

 **John McMahon**  
Using first principles to drive innovation



September 24, 2024

## Fortune favours the bold

Generative AI is having a transformative effect on virtually every role and industry; perhaps none more so than those working in the sphere of product management.

As the nucleus of a product led growing company, generative AI can be





# Let's connect

John McMahon | Managing Director  
[john.mcmahon@govmetric.com](mailto:john.mcmahon@govmetric.com)





# Search / Research

Enhanced Record Search: Improve search capabilities for council records and archives for staff.

Service Information Retrieval: Assist citizens in finding relevant services or information on the council website.

Planning Decision Research: Aid in researching historical planning decisions and precedents.

Legislation and Regulation Search: Provide advanced search of laws and regulations affecting council activities.

FOI Request Assistance: Streamline the process of handling Freedom of Information requests.

Best Practices Repository: Help staff find best practices or case studies from other councils.

Funding Opportunities Search: Assist in searching for external funding opportunities or grants.

Policy Development Research: Aid in researching information for developing new policies.

Internal Document Retrieval: Enable quick access to internal documents and resources for staff.

Local Activities Finder: Help citizens find local activities, events, or community groups.



# Predictions/Forecasts

- School Place Demand Forecasting: Predict future demand for school places to inform infrastructure planning.
- Revenue Forecasting: Forecast council tax revenue based on demographic and economic changes.
- Fly-Tipping Prediction: Predict areas likely to experience fly-tipping to allocate resources proactively.
- Housing Needs Projection: Forecast future housing needs to guide development plans.
- Property Maintenance Prediction: Predict maintenance needs for council-owned properties to schedule timely repairs.
- Traffic Pattern Forecasting: Forecast traffic patterns to plan roadworks and reduce congestion.
- Social Care Demand Prediction: Predict social care demand due to an aging population to allocate resources.
- Service Demand Forecasting: Forecast the impact of policy changes on service demand to adjust offerings.
- Environmental Hazard Prediction: Predict areas at risk of flooding or other hazards to inform emergency planning.
- Budget Requirement Forecasting: Forecast budget requirements for upcoming financial years for fiscal planning.





# Anomaly Detection

Fraudulent Claims Detection: Identify potentially fraudulent benefit or grant claims.

Financial Irregularities: Detect unusual patterns in council spending to prevent misuse of funds.

Council Tax Payment Anomalies: Spot anomalies in council tax payments indicating errors or evasion.

Service Request Spikes: Identify unusual spikes in service requests that may indicate systemic issues.

Illegal Dumping Detection: Detect patterns indicating illegal waste dumping activities.

Unpermitted Construction Work: Identify anomalies in building permits that suggest unpermitted work.

Cybersecurity Threat Detection: Monitor network traffic to detect potential cybersecurity threats.

Social Care Anomalies: Spot unusual patterns in social care data indicating potential abuse or neglect.

Resource Usage Irregularities: Detect anomalies in staff timesheets or resource usage to prevent fraud.

Environmental Data Anomalies: Identify unusual environmental readings indicating pollution incidents.