Artificial Intelligence
Public Engagement and Consultation

Creative people together transforming our world.

make everyday better.

Beca.ai

engagement

Introduction

At the heart of a successful project is clear communication and compelling engagement. Consultation is vital to allow the community it's impacting and shaping to engage with its development.

Artificial Intelligence (AI) has the potential to revolutionise how you connect, consult and engage with your stakeholders, customers and communities - in a meaningful, scalable and personalised way.

Combining our experience in engagement and consultation with our expertise in AI, we've developed a range of tools, to enhance consultation and engagement across a variety of situations, languages and interfaces.

Feedback, views and sentiment is gathered and analysed by the AI, with insight, including key trends and demographics, presented in an easy-to-read dashboard in real-time.

How does it work?

Whether you just require a conversational AI chatbot, insights, a virtual consultation room, or an integrated and interactive digital asset model - or a mix, or just a few - the features and tools we offer are designed to make your everyday better.

❶ Firstly, we'll work with you to understand your specific needs and what outcomes you want to achieve

❷ We will design a real-time easy-to-read dashboard, that will display the views and sentiment of the community, and enable you to see and assess trends as they happen

❸ We'll develop and tailor the tool so that you can engage with people using natural conversation, across a variety of interfaces and possible languages

❹ You will have the ability to better understand and respond to your customers, communities and stakeholders, in a tool that is available anytime, anywhere.

What is Natural Language Processing?

Natural language processing (NLP) is an area of artificial intelligence which allows systems to understand human language.

For 100s of years we've analysed things using numbers, now we can analyse information and views contained in text and documents, as well as use systems to communicate and collect information.

Our AI tools support natural and engaging conversations, to help meet the needs of different clients, businesses, communities, customers, stakeholders and projects.

What is 'Conversational AI'?

Conversational AI systems make use of artificial intelligence software to engage with people in natural conversations.

The technology has developed to the point where this can be via voice or text, in multiple languages and through a range of channels.

| Traditional challenge	Using *Beca.ai engagement*
Language barrier – people who are not confident in English are often under-represented in consultation responses.	*Beca.ai engagement* will communicate in multiple possible languages, either via text or voice.
Geography – people who are not directly affected by a project, such as non-residents of area, will seldom engage in the consultation.	*Beca.ai engagement* easily scales across geographies and starts with open questions to be relevant to anyone.
Timeliness – consultations are typically restricted to a specific topic and timeframe, limiting proper engagement and understanding.	The conversational AI agent is operational 24/7 and is happy to listen to whatever community issue the person wishes to raise. Typically the AI will be left on for months or years.
Analytics – the data collected in consultation is time consuming to analyse, and difficult to do in real-time.	Real-time insights are produced and can be easily analysed via an online dashboard, including drilling down into different issues and demographics, and tracking trends.
Bias – bias may be added by the limited responses available in an interview form, and through language translation.	The AI tool is designed to help eliminate / reduce biases through being accessible to a wider range of people.
Convenience – it requires a level of deliberate effort and patience to engage with consultation though current channels.	People can connect with the AI tool when it is convenient for them, being able to choose from a range of interfaces.
Consistency – ensuring everyone has access to the same consultation content and experience can be a challenge.	Provide a consistent experience and enhance understanding of your projects through videos, pictures, and project information.
Accessibility – sometimes it is just not possible, or safe (such as when we are all socially distancing), for face-to-face engagement to take place.	With *Beca.ai engagement*, you have the ability for the engagement process to continue when traditional approaches are not possible.
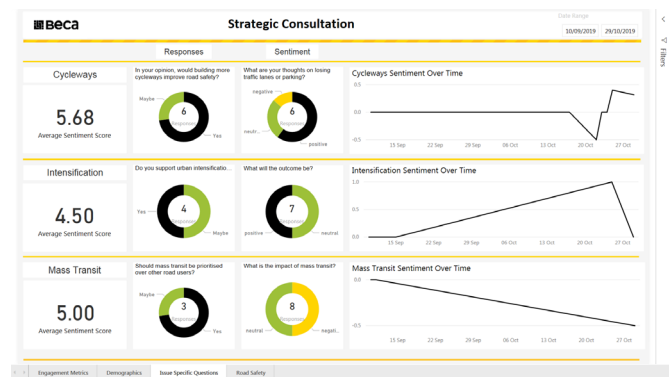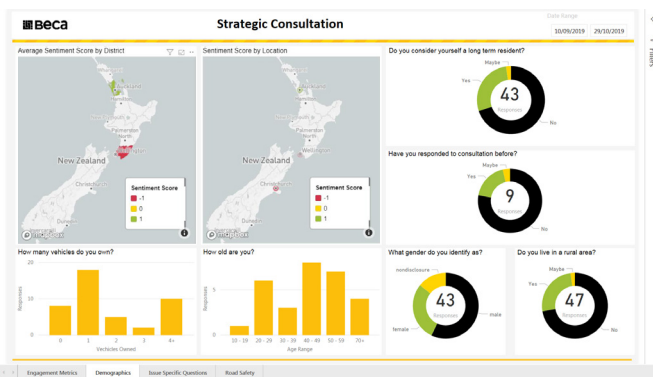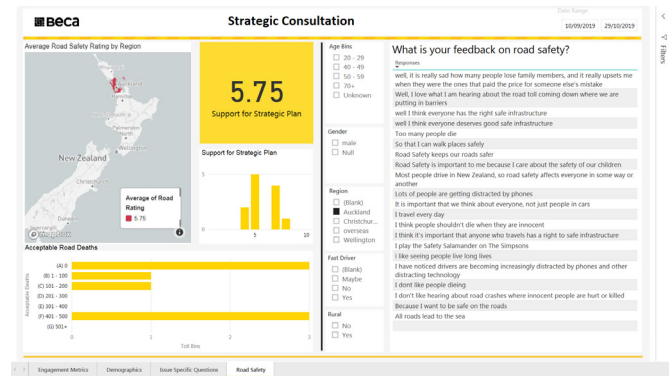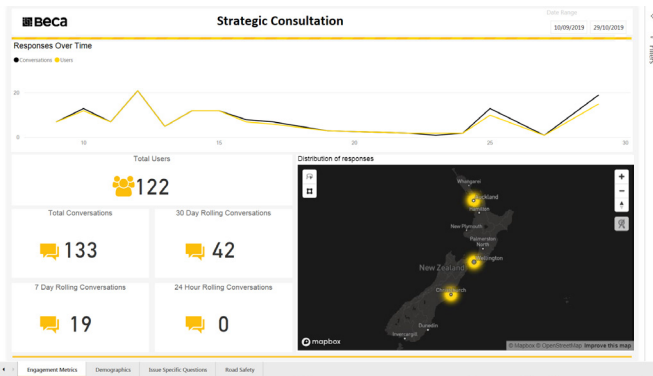
Governance dashboard

Good decision-making requires robust insights into what stakeholders think about change proposals. With *Beca.ai engagement*, you will get access to new types of insights based on the unique capabilities of AI.

As one example, the dashboard analytics can answer questions such as "What issue are people most concerned about this week, what parts of the region are they most concerned about it, and how is this level of sentiment trending over time?"

The analytics can pick up new issues that are arising and collect people's views on specific projects after they are completed. The dashboard is customised for each consultation.

We focus on gathering the right information and presenting it in a way that you can gain quick insights into the most important aspects of the information that helps you make efficient and sound decisions.

Customer journey

Our AI-enabled approach means that engagement can be available 24/7 and ongoing. Our experience is that people want to be involved in matters that concern them most personally rather than responding to a structured questionnaire.

Open Ended Questions

Specific questions

General Questions

Feedback / Ideas

Opt-In for Re-contact
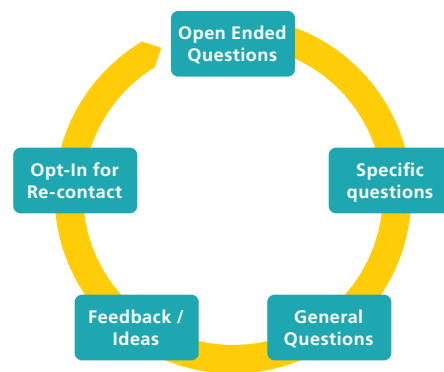
The customer journey begins with the user initiating a conversation, leading to the AI agent asking them several open-ended questions. This is followed by questions from the AI based on the issues raised by the user as well as the information we have identified as being valuable for the dashboard. The AI will ask for feedback and ideas, and at any time a user can ask to escalate their concerns or receive further information.

After this conversation cycle, the user can opt-in for a follow up. The idea being that when relevant issues come up, the user will be re-contacted to have a discussion if they have opted in. There is also potential to provide feedback from the consultation to them, focussed on just the issues they were interested in.

AI is used to analyse the conversation history which means that feedback is available almost instantly via the dashboard, no matter the scale of consultation.

Platforms

Beca.ai engagement can be made available on a range of different interfaces including web, mobile, voice and instant messaging platforms. On most platforms it is possible for the user to select the language they would like to use. The chatbot is also able to contribute to community 'pop-ups' and 'drop-ins'.

Privacy and AI ethics

The *Beca.ai engagement* tool uses AI and cloud technologies from Microsoft and IBM.

Data security and privacy meets relevant standards and cloud security requirements. Our privacy policy is available at:

https://www.beca.com/pages/footer-navigation/terms-conditions

Full transcripts of the conversations are stored and analysed in the Microsoft Azure service. The transcripts are automatically 'cleaned' and 'moderated' using a mixture of AI and human processes to remove profanity, and irrelevant threads (e.g. "Do you have a girlfriend?").

Based on this moderated transcript, insights and reports are available through a secured web browser.

> **Beca.ai engagement** can be rolled at short notice to become a key official channel for collecting feedback and suggestions.

Branding / Personality

Conversational AI is designed to have engaging 1:1 conversations with people. We will work with you to develop a persona for the tool that is relevant to your audiences. This includes choosing a name, visual icon, and language style.

The interface will be branded to reflect the project, and either your organisation, or if you wish, as an independent Beca.ai tool.

Beca policy is to use non-gendered persona for the AI bots.

Variety of possible use cases

Beca.ai engagement tools can be used as a standalone engagement solution or in complement to existing tools and methods - what we offer can be customised to meet the unique needs of your project and specific audience.

This can range from a fully interactive virtual project environment, to a visual showcase of key information, or a chatbot that can have a natural conversation and be trained in a variety of languages.

The full experience

Help the people in your communities be heard on the projects and issues that matter most to them. *Beca ai engagement* can be customised to your project and community needs – from an interactive virtual project environment, to a chatbot, that can have a natural conversation and be trained in a variety of languages.

Optimise engagement

Engage with a variety of audiences and capture meaningful feedback with Frankly, our conversational agent designed to engage users at a deeper level. Underpinned by automated processing to analyse inputs in real-time, Frankly enables rapid turnaround of results and detailed insight, including sentiment, views and concerns.

Gain insights in real-time

Understand what your customers, communities or employees really care about with the option of a live dashboard. Our natural language processing AI can read and digest feedback from a wide variety of sources, such as emails, letters, customer surveys and forms, and identify key trends or concerns and respond in real-time.

Showcase your information

Stand out from the crowd, with an engaging and interactive visual showcase of information about your business or project, allowing your audience to explore and find out more in a virtual environment containing digital models, multimedia, and traditional documentation.

Customer conversations

Connect with your customers and hear their feedback via conversation with Frankly, our natural language processing AI chatbot, which is able to be trained in a variety of languages. Tala is our Samoan speaking chatbot, developed to provide the insight you need, by engaging with your customers in a way that works for them.

Getting started

Get in touch, and we'll work with you to customise a solution that best meets your needs. Each commission starts with customising the insights dashboard to reflect the information that you want.

We will run a workshop with you to identify what you want to know from the community, questions you would like to ask, the persona and personality, how we will market and promote the tool, and the technical aspects such as channels, branding, languages and analytics.

We will come back to you with a customised tool and do some testing of the AI to make sure that it is asking and understanding the types of conversations that it may encounter. The tool will then "go live" and we will monitor the conservations occurring and train the AI where required.

The analytics in the insights dashboard will be available to you through a secure web portal. We expect that the best approach will be to work with you, updating and refining questions, and adding new analytic reports as required.

Contact us

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Matt is the director for our Beca.ai artificial intelligence services and our leader in conversational AI.

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make everyday better.