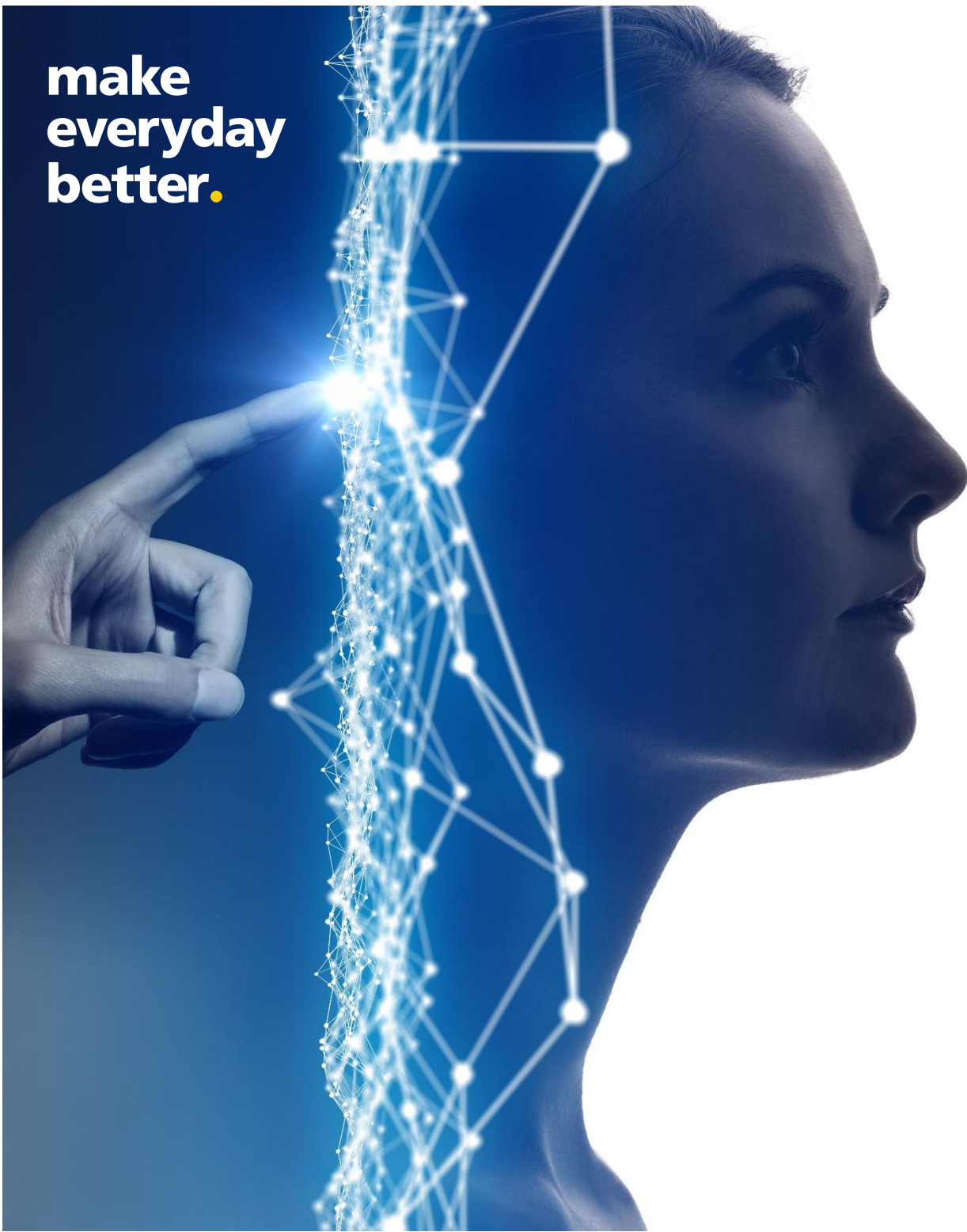


**make
everyday
better.**



Artificial Intelligence

Public Engagement & Consultation



Introduction

Public engagement and consultation processes are complex and require skilled and specialist expertise. Despite focused efforts to broaden consultation reach, often it is the members of the public who are directly and negatively affected that dominate the feedback, social and mass media. It may be that there is considerable public support for the project but these people don't engage with the consultation: the 'silent majority'.

Rebeca.AI is a new tool that helps consultation and engagement experts engage with a wider range of citizens through Conversational Artificial Intelligence (AI). It complements existing engagement tools and methods and is designed to capture the views of the 'silent majority' who don't respond to traditional engagement methods.

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 via text, in multiple languages and through a range of channels.

People who are not confident in either English or with technology can easily converse.

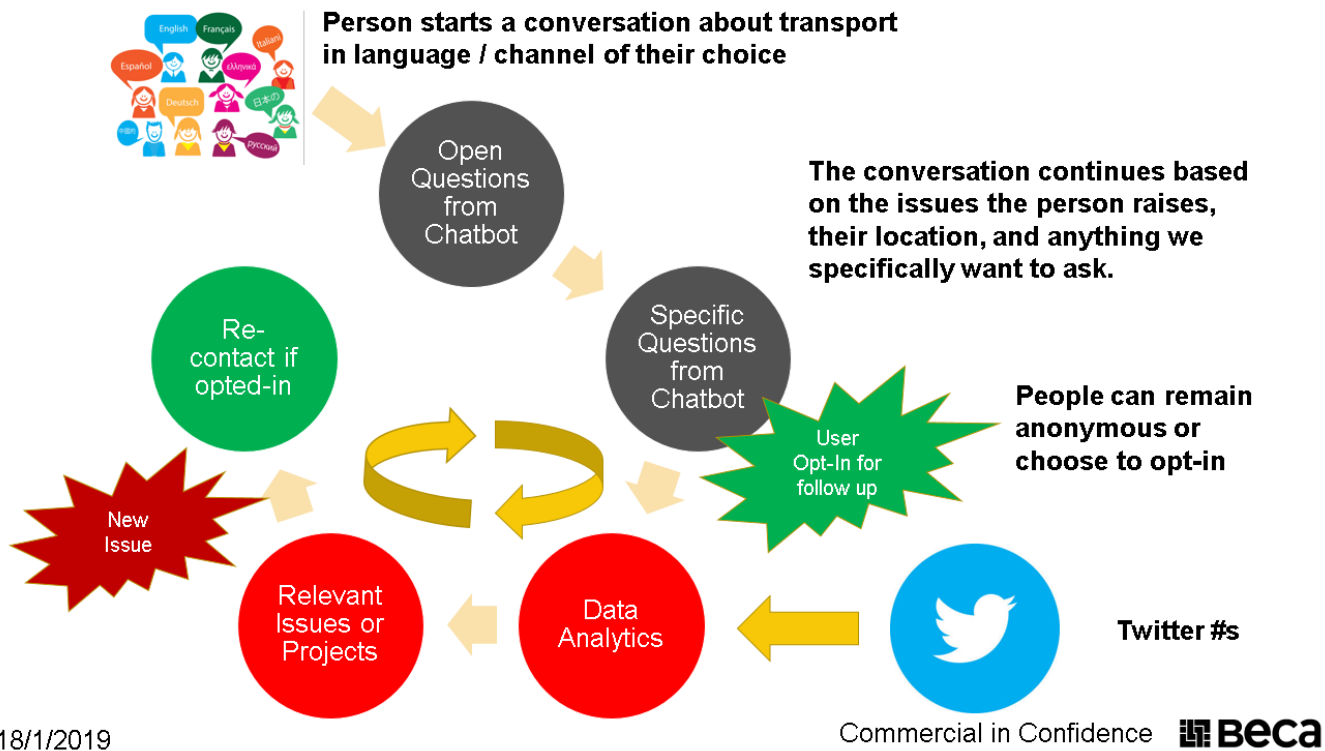
How does *Rebeca.AI* help?

Rebeca.AI, driven by conversational Artificial Intelligence technology, is designed for natural and engaging conversations. *Rebeca.AI* is available 24/7 and is happy to talk about whatever subject you wish to raise. It is infinitely patient, trained to be interested, and can converse in many different languages. It can be accessed over the phone, through the web, via social media and other methods. This means a person who is not confident in either English, or with online technology, can still easily converse. The interface for the public would be branded and given a 'personality' that is suited to the project / context of the engagement.

The different approach that AI enables means the type of insights produced by the system are new and unique. For example, the analytics can answer questions such as "What issue are people most angry about this week, what parts of the

| Traditional Challenge | Using the <i>Rebeca.AI</i> Tool |
|---|--|
| Language barrier –people who are not confident in English are under-represented in consultation responses. | <i>Rebeca.AI</i> will be able to communicate in multiple languages, either via text or voice. |
| Geography – people who are not directly (negatively) affected by a project will seldom engage in the consultation. | Everyone has a view on transport issues, and <i>Rebeca.AI</i> uses this motivation to collect information on these views in all geographies. |
| Timeliness – Current consultations are typically restricted to a specific topic within a specific time, so views before and after this time are not collected. | The chatbot is operational 24/7 and is happy to talk about whatever community issue the person wishes to raise. |
| Analytics –the data collected in consultation is time consuming to analyse, and difficult to do in real-time. | Realtime insights can be easily analysed, including drilling down into different issues and demographics. |
| Bias – bias may be added by the limited responses available in an interview form, and through language translation. | The chatbot is designed to help eliminate / reduce biases. |
| Convenience – it requires a level of deliberate effort and patience to engage with consultation through current channels. | People can connect with the chatbot when it is convenient for them, being able to choose from a range of interfaces. |

region are they most angry 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.



Customer Journey

The customer journey begins with the user initiating a conversation regarding a transport issue, leading to the Chatbot asking them several open-ended questions. This is followed by specific questions from the Chatbot based on the issues raised by the user.

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. Data analytics will then be used to analyse the conversation history from a plethora of users enabling clients to hear from the silent majority regarding numerous topics.

Platforms



The chatbot can be made available on a range of different interfaces including web, Facebook Messenger, mobile and voice. On most platforms it is possible for the user to select the language they would like to use.

The chatbot is well suited for use at community 'pop-ups' and 'drop-ins' where a multi-lingual voice assistant can be used either via a headset / laptop combination or a stand-alone voice assistant.

Privacy

Rebeca.AI uses AI and cloud technologies from IBM, Google, Amazon, and Microsoft. Data security and privacy meets relevant New Zealand and global standards and requirements. The November 2018 privacy policy is available at:

<http://beca.ai/privacy-policy>

Full transcripts of the conversations are stored and analyzed in Beca's secure Microsoft Azure service. The transcripts are 'cleaned' and 'moderated' using a mixture of AI and human processes which removes profanity, and irrelevant threads (e.g. "Do you have a girlfriend?"). Based on this moderated transcript, insights and reports available through a web browser.

Analytics

This tool can be incredibly powerful for understanding community sentiment. The system can listen to every single word. The data is moderated for profanity, relevance and, of course, privacy.

Reports are directly available through a Web Portal, and these reports can be tailored to suit any need and objective. Additionally, new reports can be easily produced based on new themes and issues that arise.

This chatbot will provide regular feedback to the public or simply those who opt-in and are interested in what's being discussed.

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 you 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 Rebeca.ai tool.

Use Cases for Rebeca.AI

The *Rebeca.AI* tool is valuable in a broad range of uses, including these examples below.

National / Regional Safety Programmes

Engage with the public on the safety issues and suggestions, provide information on strategies and projects relevant to people's concerns, and test people's reactions to projects or strategies in your programme.

Single Issue Focus

Local transport issues often arise quickly and people who are looking to express their opinions and suggestions often have no option but to use mass and social media. *Beca.AI* can be rolled at short notice to become a key official channel for collecting feedback and suggestions.

Strategic Growth Issues

Many urban and rural areas are being challenged with the transport implications of strong urban growth. *Beca.AI* can engage with residents on increasing traffic problems, get reactions to plans and strategies, test the potential for behaviour change (mode shift) and provide information on the issues and choices the region faces from growth.

Customer Experience / Feedback / Design Thinking

Because *Rebeca.AI* is available on a range of platforms, it the perfect way to collect customer experience and feedback. This could be ongoing for services such as public transport.

Rebeca.AI is a useful tool for the Voice of the Customer in a Design Thinking process in that you can cost-effectively talk with many people in a short time about a particular issue or

experience, and with opt-in, then go back to them for feedback on your prototype ideas.

Project / Corridor Consultation

Rebeca.AI can be used stand-alone or to complement other current tools, such as Social Pinpoint™.

Through the artificial intelligence being able to ask relevant questions and seek further information, *Rebeca.AI* will get rich information on people's views, suggestions and aspirations.

The tool is valuable for community pop-ups and drop-ins and enables people to engage in their own language and via voice assistants.

Getting Started

Our approach is to work with you to customize our *Beca.AI* tool to your objectives.

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 conversations occurring and train the AI where required.

Analytics will be available to you through a 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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