

# Artificial Intelligence Public Engagement & Consultation

Creative people together transforming our world.



**make  
everyday  
better.**

# Beca.ai

engagement

## Introduction

Consultation on a project is vital to allow the community it's impacting and shaping to engage with its development. In an ideal world, all interested parties would have the opportunity to share their views and influence the decision making that impacts on their lives, yet this rarely happens effectively – either because a group is disengaged, or because they are suffering from 'consultation fatigue'.

The *Beca.ai engagement* tool addresses this by providing an engaging personalised consultation experience. It opens up the process beyond those who are directly and negatively affected who tend dominate consultation feedback, social and mass media. It's designed to capture the views of demographics who don't respond to traditional engagement methods and give a voice to the 'silent majority'.

### How does it work?

- 1 We'll work with you to understand what outcomes you want to achieve through community consultation
- 2 Combining our experience in engagement and consultation with expertise in Artificial Intelligence, we'll develop the tool so that you can engage with people using natural conversation, across a variety of interfaces and languages. Engagement is on-going and tailored to the individual, so people want to share their views.
- 3 You'll have access to an easy to read dashboard that displays the views and sentiment of the community on the issues that you are interested in - and helps you to see how these views are changing over time.
- 4 You'll get on-going insights from widespread engagement that can be narrowed using filters to assist your decision making.

The *Beca.ai engagement* tool complements existing engagement tools and methods.

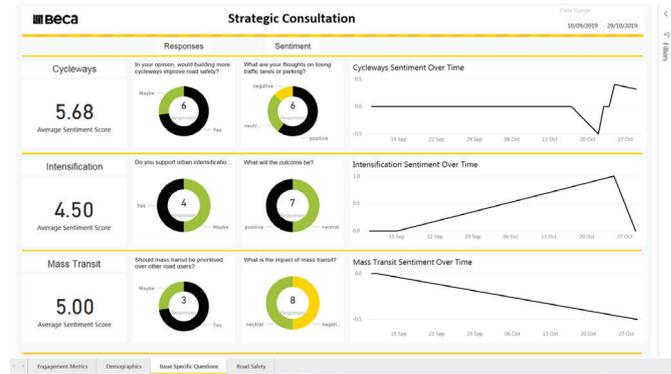
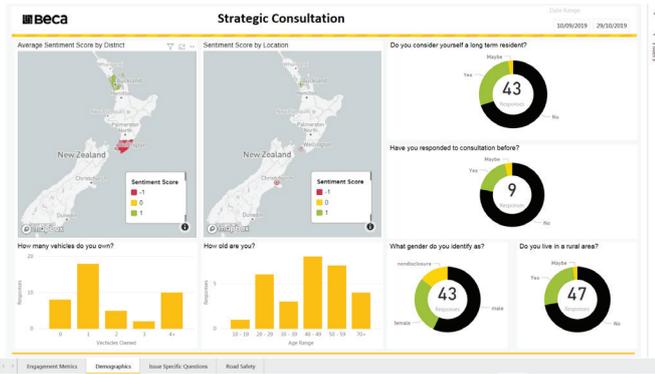
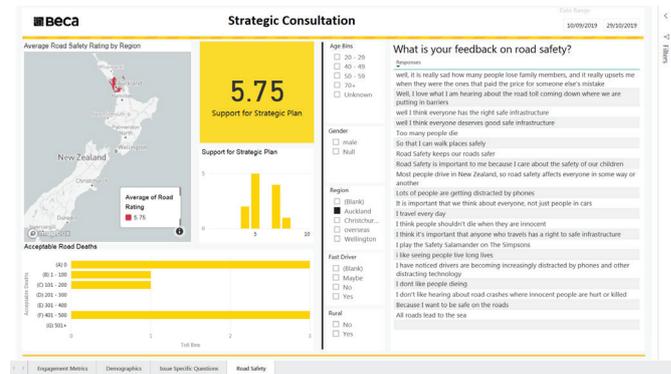
## What is 'Conversational AI'?

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.

The artificial intelligence processes the conversation to bring out key themes, levels of positivity or negativity (sentiment), and retains the full conversation so that further analyses can be done in the future.

Traditional Challenge	Using Beca.ai engagement
<b>Language barrier</b> –people who are not confident in English are under-represented in consultation responses.	<i>Beca.ai engagement</i> will communicate in multiple languages, either via text or voice.
<b>Geography</b> – 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>Beca.ai engagement</i> uses this motivation to collect information on these views in all geographies.
<b>Timeliness</b> – Current consultations are typically restricted to a specific topic within a specific time, so views before and after this time are not collected.	The conversational AI agent is operational 24/7 and is happy to listen to whatever community issue the person wishes to raise.
<b>Analytics</b> –the data collected in consultation is time consuming to analyse, and difficult to do in real-time.	Real-time insights can be easily analysed, including drilling down into different issues and demographics.
<b>Bias</b> – 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.
<b>Convenience</b> – it requires a level of deliberate effort and patience to engage with consultation through current channels.	People can connect with the AI tool when it is convenient for them, being able to choose from a range of interfaces.





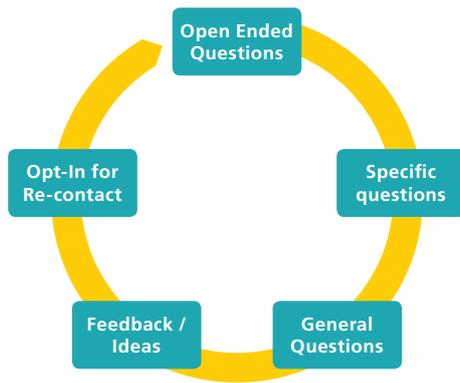
## Governance Dashboard

You will get access to new types of insights based on the unique capabilities of AI. As one example, the dashboard tics can answer questions such as “What issue are people most angry about this week, what parts of the 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. The dashboard is customised for each consultation.

Good decision-making requires robust insights in to what stakeholders think about change proposals. We focus on gathering the right information and presenting it in a way that you can gain quick insights in to 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.



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



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 and AI Ethics

The *Beca.ai engagement* tool uses AI and cloud technologies from Microsoft and IBM, and voice interfaces provided through Google and AWS. Data security and privacy meets relevant standards and 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 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.

## 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 Beca.ai tool.

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

## Use Cases for Beca.ai

The *Beca.ai engagement* tool can be used stand-alone or to complement other current tools, such as Social Pinpoint™.

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

The tool provides value in a broad range of uses, including these examples below.

### Engagement on Strategic Growth

Many urban and rural areas are being challenged with the implications of strong urban growth. *Beca.ai engagement* can engage with residents on their aspirations, concerns and views, get their reactions to plans and strategies, test the potential for behaviour change, and if required, provide information on the issues and choices the region faces from growth. A key element for long term consultation is being able to track sentiment by region over time.



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

### National / Regional Road 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.

### Project Consultation

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

### Customer Experience / Feedback / Design Thinking

The *Beca.ai engagement* tool is available on a range of platforms and is an excellent way to collect customer experience and feedback. This could be ongoing for services such as public transport.

It 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.

## Getting Started

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 conversations 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 analytical reports as required.

## Contact Us



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## Beca Global Office Locations

**AUSTRALIA** Melbourne, Canberra, Sydney, Brisbane **INDONESIA** Jakarta **MYANMAR** Yangon **NEW ZEALAND** Auckland, Tauranga, Hamilton, New Plymouth, Palmerston North, Wellington, Nelson, Christchurch, Queenstown, Dunedin  
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