

Beca.ai

engagement

Introduction

Balancing public health with business continuity in this time of uncertainty is a significant challenge for many organisations. Public events and face-to-face interactions play a vital role in consultation. They allow organisations to engage with communities being impacted and shaped, share their views and influence decision making.

The Beca.ai engagement tool can help fill the gap created when face-to-face discussions are not possible, by providing an engaging, personalised consultation experience.

The tool works by listening to people's perspective and then collecting and processing their ideas and suggestions using Artificial Intelligence (AI). It can collect the same information that physical and online surveys collect, in addition to capturing a broader understanding of sentiment, views and concerns. This is supplemented with providing access to useful content such as videos, pictures and other information, with the ability for conversations to be easily escalated to a real person.

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 AI, 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, and can enable business continuity for the engagement process when traditional approaches are not possible.

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. 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.

Using Beca.ai engagement

- Capture the same personal information that face-to-face and online surveys collect.
- Provide consistent and standardised information to communities through videos, pictures, and project documents.
- Easily escalate the conversation to a real person discussion with a consultation specialist.
- Analyse real-time insights through an easy to use dashboard, including drilling down into different issues and demographics.
- People can connect with the AI tool when it is convenient for them, being able to choose from a range of interfaces.
- The conversational AI agent is operational 24/7 and is happy to listen to whatever community issue the person wishes to raise.

For more information visit beca.ai or contact ai@beca.com

