

Quality and Productivity Commission
32nd Annual Productivity and Quality Awards Program
"Innovating for Impact"

2018 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

NAME OF PROJECT: CHATBOT

DATE OF IMPLEMENTATION/ADOPTION: MAY, 2016

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2017)

PROJECT STATUS: X Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes X No

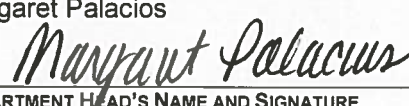

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font.

- 1 One of the key functions of the Registrar-Recorder/County Clerk (RR/CC) is to
- 2 communicate openly and transparently with the public. Remote modes of
- 3 communication between the public and RR/CC is handled via phone, Social Media
- 4 (Twitter/Facebook/Instagram), and e-mail. With the massive uptake in mobile devices
- 5 and use of SMS (texting) as well as web chat, the Department decided to pilot the use
- 6 of web chat during the 2016 Presidential Election.
- 7
- 8 This allows for another vehicle of communication between the general public and
- 9 RR/CC staff, thus ensuring greater levels of transparency and accountability. There are
- 10 more people using web chat as a means to contact business than ever and this has
- 11 allowed for that opportunity.
- 12
- 13
- 14
- 15

BENEFITS TO THE COUNTY

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Registrar-Recorder/County Clerk 12400 Imperial Highway Norwalk, CA 90650		TELEPHONE NUMBER (562) 462-2716
PROGRAM MANAGER'S NAME Kai Ponte		TELEPHONE NUMBER (562) 462-2706 EMAIL kponte@rrcc.lacounty.gov
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE <small>(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Margaret Palacios 	DATE 7/6/18	TELEPHONE NUMBER (562) 462-2823 EMAIL mpalacios@rrcc.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE Dean C. Logan 	DATE 7/6/18	TELEPHONE NUMBER (562) 462-2716

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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the **challenge(s), solution(s), and benefit(s)** of the project to the County. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success and **specify assessment time frame.** Use Arial 12 point font.

THE PROBLEM/NEED OF THE PROGRAM

During the two weeks leading up to the election in 2016, the Department's election call center received 170,538 election-related calls between the close of voter registration date and election day. The staff also handled close to 700 chats on the weekend prior and day of the election, but had a 60% abandon rate. This rate was the result of heightened interest in the election, paired with the need to keep staff focused on calls as well as other issues.

As a result of the need to keep staff in a ready state for the public and the massive interest in chat, the RR/CC began a process to pilot a Chatbot. A Chatbot is a software controlled conversational "agent" that can interact with the public by interpreting text input and replying with information or data appropriate to the question.

DESCRIPTION OF THE PROGRAM

The Department engaged the same company used for the web chat to develop the Chatbot. Working with them, the bot was deployed as a pilot in May at the same time as the regular chat was deployed. The bot went live on May 21, 2016 and immediately began interacting with customers. The public was able to ask simple questions such as polling location, office address, business hours, and branch office locations. Any further question was escalated to a live agent, who was further able to answer or assist.

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RESULTS/SUCCESS OF THE PROGRAM

During the engagement, the chatbot took in and interacted with 1,500 people. Of those, 400 were transferred to a live agent. The abandonment rate, which was at 60% in 2016, stood at only 2.28% this year, a massive improvement. Customer satisfaction with the chatbot was high, based on the results of 311 people who took the post-chat survey.

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Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12 point font.

The Chatbot application is in alignment with the County Strategic Plan of Realizing Tomorrow's Government Today. By utilizing new age technology, we are able to better serve the constituents of Los Angeles County by processing their election needs using the Chatbot services. The dramatic improvement in the abandonment rate is a testament to the efficiency of the application and the enhanced customer service. The application will become even more effective with the increased participation of future elections.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12 point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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FOR COLLABORATING DEPARTMENTS ONLY

(For single department submissions, do not include this page)

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____
DEPARTMENT NO. 7 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER’S NAME AND SIGNATURE	DEPARTMENT HEAD’S NAME AND SIGNATURE
EMAIL: _____	EMAIL: _____