**City of Phoenix - Citizen Engagement Frequently Asked Questions (FAQ)**

The FAQ list is a living document and both the questions and answers help guide the design, development and deploy the solution. Please add new questions and refine answers as appropriate.

1. Who is the customer? Residents, visitors, internal and external?

    There are two primary customer classifications for this solution, the city employee responsible for providing information (a Customer Service Representative -CSR), and residents, business and visitors looking for information and service.

2. Who will handle public records?

    Agency public information officers will determine requirements and set guidelines for what is a public record and how to comply. The public information officers (PIO's) will determine if digital assistant and chatbot interactions count as public records and if what are the requirements to comply.

3. What will the security be? Will information be safe?

    The City of Phoenix (CISO) Chief Information Security Officer will review and determine and approve security protocols and ensure compliance with the City Cybersecurity Plan and requirements as deemed applicable.

    The solution will have security and be safe to use and protect information appropriate with the level of information sensitivity.

4. What are the resources that need to be developed for City of Phoenix staff?

    A training document explaining what the digital assistant is, how it works and how to use the digital assistant in support of City business. The guidance will include how City employees can request add and edit information and services available for use with the digital assistant. This includes what types of questions can be asked and answered. The document also details how to manage the system and add new features.

5. What use cases will be supported by the Digital Assistant?

    The initial solution is being developed as a prototype with limited use cases. The City's product roadmap envisions expanded use cases in the full solution.

    **Prototype:** The initial prototype will be programmed to answer the top 100 information queries from the phoenix.gov website and Tier 3 service requests use cases from the City Water Department. The top 100 information queries are tracked by the City and the list of questions and answers are being provided by the City Public Information Officer. A Tier 3 information request is one that requires the assistance of a City customer service representative, but does not involve a complex transaction. An example of a Tier 3 transaction is "Please tell me my account balance."

    **Full Solution:** The full solution will include the extensive list of information queries on the phoenix.gov website and Tier 1 and 2 transactions. These transactions are more complex and examples include, "I would like to start or stop water service" and "I would like to pay my bill."

6. Have any legal or regulatory issues been identified?

The project will include the City Law Department to review and provide guidance. An initial review of the prototype by the Law Department did not identify any concerns.

The City does have an established 311 Oversight Committee to provide a governance structure for long-term sustainability and guidance on decisions for the solution.

7. Will information be timely, updated and accurate?

Yes, City Customer Service Representatives and the Public Information Officers are already responsible for maintaining the information distributed through the website and will update the solution content as required.

The solution will include a user feedback function to provide data points on user satisfaction and allow users a path to question if information is accurate..

The project will also include the development of KPI metrics to measure City performance on the quality of the data. These KPIs will be developed and implemented by the City during the user feedback stage.

8. How will the City market the solution, drive usage and demonstrate value?

The City will enhance performance by providing 24/7, omni-channel customer service and access to information and services in a way not practical using just call centers.

For the POC, a use case, involving a chatbot and connecting a back end service to support the chatbot will be used to measure value. ~ Ideally we use non-PII information to do a test if not we can get an architecture diagram to showcase this connection.

9. What will be the governance model?

A governance model is in development by the City. The City established a 311 Oversight Committee that will provide governance and manage operations.

10. What is the cost to build and maintain the solution?

The POC will have no cost to the City other than staff time.

The ASU CIC will provide a cost estimate to build and operate a full scale deployment based on the City's desired scope and the amount of data and users.

The project also includes the development of City staffing requirements, including skill sets and training to support the solution.

11. What is the solution value proposition compared to the current engagement model with City of Phoenix's customers?

The realized value of the solution will include the total cost, agility, scalability, security and increased access to City information and services.

A large benefit will be increased ability to innovate around how to constantly improve customer experience faster, easier and less expensively than the current model.

A primary value will be the automation of Tier 1 and 2 service requests allowing the CSR to focus on more complex and time consuming Tier 3 service requests with faster response times.

All of the values will be aligned to KPI and metrics to quantify performance enhancement.

12. Where will the solution be hosted and how will it be updated?

    The solution will be cloud based. The CIC is technology and vendor agnostic, but the prototype will be hosted in the AWS cloud.

    The solution will be part of Phoenix.gov. The City IT Department will own the technical aspects of the project and the City PIO will own the content and messaging.

13. Will the City provide devices to residents so they can access?

    No. Customers will be responsible for providing their own computer and/or digital assistance.

    The City will determine if hardware will be part of a full deployment and if so to which customers. It is likely that devices and support will be provided to people who are unable to afford them or who may need specialized adaptive equipment to use the solution. The City will develop guidance on how to ensure accessibility and inclusion of the solution.

14. Will the City call centers go away?

    No, the call centers wont go away, but will be able to improve customer service and focus on Tier 3 customers. Create more agility and ability to focus on strategic priorities.

15. What approval does the City need to build - Mayor, Council, Manager?

    The City IT Department has the needed approvals for the POC. A formal procurement is underway in the City for the full build. The City has all of the required internal approvals.

16. What does the tools need to be interoperable with?

    The system needs to be interoperable with Phoenix.gov and any use case specific applications, along with any data sets needed to complete the query or service request. Ensure integration with upstream works.

17. How long will it take to build?

    The POC is timed for a 6 month build. This is the worst case and there are several variables that can greatly shorten the build time, including the use of a Quick Start, additional resources from the City or other partners to aid in the build and a tight, responsive schedule with high levels of participation.

18. Will the tool be able to complete service requests or just provide information?

    The tool will be able to do both and will depend on the curated list of query information and service request use cases the City wants to include. Ideally, the service requests would match

those already included on the Phoenix.gov website. Connections to live systems would be needed to enable service requests.

POC - information query + a use case in the chatbot

Full deployment - all information queries and a full suite of service requests use cases across a broad range of technologies.

19. How effective is this technology at providing customer service and improving operations.

Digital assistants and chat-bots are proven technologies and have been used effectively to provide customer services in the public sector space. The City of Albuquerque received an IDC Research Smart City award for deploying an Alexa 311 system.

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