

AI Assistant for Social Care

Service Definition – GCloud 15

Our AI Assistant for Social Care provides users with access to trusted information, advice and guidance in a personalised and conversational manner. Social care information can often be complex and hard to understand – our AI Assistant communicates with users clearly and pulls in information from multiple, controlled sources – which may include local authority directories and calendars.

The AI Assistant can be deployed in both Adults and Children's Services and has been created in partnership with Hartlepool Borough Council.

The AI Assistant for Social Care is provided by This is Focus Ltd, trading as focusgov. This is Focus Ltd is ISO9001, ISO27001 and Cyber Essentials certified.

Key Features / Functionality
Features available as part of the AI Assistant for Social Care: ○ Can be made available via a number of channels including website, WhatsApp and dedicated app. ○ Integration with external sources of information including directories of services, event calendars, third party websites, files and documents. ○ Supports multiple languages. ○ Ability to change the tone and literacy level of conversations that take place through the Assistant. ○ Available 24/7 to end users. ○ Complete reporting suite including real-time dashboard, access to all conversations, safeguarding warnings, sentiment analysis on how satisfied users are with the Assistant, negative / positive reviews and feedback. ○ Built-in user survey to obtain feedback following use of the Assistant. ○ Councils have full control over the content used within the tool including the knowledge it draws from. ○ Standalone solution or available to 'plug in' with services such as the Care Leavers App, SEND Local Offer and Young People's App. ○ Personalise the AI Assistant with naming and branding.

Benefits

Benefits include:

- Support 'self serve' and reduce front-door demand.
- Raise awareness of local services, events and activities through conversational chat and personalised information, removing the need for users to search.
- Provide personalised information and advice in multiple languages.
- Share trusted content.
- Available 24/7 to end users.
- Full reporting suite for analysing Assistant usage and user satisfaction.
- Multiple delivery channels.
- Pulls information from live websites including directories, event calendars and other sources such as files, documents and national websites.
- Co-produced with Hartlepool Borough Council and user-tested with professionals, practitioners, citizens and other key stakeholders.
- ISO27001 and Cyber Essentials certified supplier.

Ongoing Services

A full Service Level Agreement is issued for all contracts.

Technical Support is provided during UK business hours:

- Monday to Thursday 9am – 5.30pm.
- Friday 9am – 5pm.

Out of hours and weekend support is not available at this time.

We operate a helpdesk where queries and support requests can be raised by email and telephone.

Account management services are included as part of the SLA and comprise of:

- Day to day contact point for help, advice and queries.
- Dashboard / admin system training.
- Monthly review meetings, analysing Assistant performance.
- Annual in-person meeting.
- Reporting and KPI reporting.

Administration Interface

The AI Assistant is provided with an administration system:

- View all conversations taken place through the AI Assistant.
- Live dashboards on conversation duration, resolutions and languages used.
- Sentiment analysis reporting to identify positive, negative and neutral outcomes.
- Live reporting on chats by day and popular times and tags.
- Survey feedback and responses.
- Viewing conversation feedback.
- View conversations automatically tagged as high risk.

Local authorities are issued with logins and can access the administration system 24/7.

Security and Data Protection

This is Focus Ltd are ISO9001, ISO27001 and Cyber Essentials certified.

We follow secure development practice including regular vulnerability scanning, peer review and automated testing of code prior to deployment.

Data is encrypted in transit using TLS v1.2 and sensitive data at rest is encrypted over two layers using AES256.

Our infrastructure is subject to regular penetration testing using OWASP-compatible services and additional security checks are undertaken on a quarterly basis as part of ISO27001 operational procedures. Servers are further protected by software firewalls and third party infrastructure protection services.

Data Back Ups

Full back-ups take place daily from multiple locations and our standard retention is as follows:

- Daily for the last 31 days.
- Weekly for the last 12 weeks.
- Monthly for the last 12 months.

Back-up retention can be individually configured if required permitting GDPR compliance. We work towards an RTO of 24 working hours.

Ordering Process

A valid purchase order number is required to commission the AI Assistant for Social Care. DPIA information and certifications can be supplied on request.

A full Service Level Agreement will be issued as part of any contract.