

SERVICE DEFINITION

WRITTEN FOR THE DIGITAL MARKETPLACE G-CLOUD 15

Novoville

ARTIFICIAL CUSTOMER AGENT



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Overview

Novoville's conversational chatbot agent is a great way to help residents self-serve, speed up access to relevant information and save the council precious frontline resources.

A conversational chatbot is a programme designed to simulate conversations, taking the user towards one of many predefined outcomes, depending on the specifics of their query (applying for something, reporting something, paying for something, etc.). These possible outcomes are defined in advance with our clients, tackling specific bottlenecks and making the most out of their existing resources and technology.

Our solution allows you to design your own chatbots, and deploy them on multiple interfaces without having to get an IT professional involved. What's more, you can deploy the chatbots on many different channels: your website or a partner's, your app or the dedicated Novoville mobile app, even on Facebook Messenger or WhatsApp!

Customers achieve self-service not just by using chatbots to identify a question and get the right answer, but also by being able to fill in an application should one be required in order to handle the request. Chatbots have been shown to handle queries faster than real people in 80% of cases, allowing employees to focus on the 20% of cases remaining which tend to be more complex and require human input, thus improving efficiency. In the City of Athens, our technology has reduced calls to the service centre by 35%.

Novoville is a UK business that has been helping authorities significantly increase engagement and customer satisfaction since 2016. We deliver cost savings over short timescales for local authorities by accelerating channel shift. Our team has extensive experience in local and central government, data analytics, behavioural economics and software development. We have received multiple awards and are one of the top 10 GovTech startups in Europe, serving over 100 local authorities and 3.5m citizens across 4 European countries as of January 2026. If you are interested in discovering our other solutions for local authorities, please visit our website.

Artificial Customer Agent

Customers often waste time and grow frustrated looking for information on councils' websites. Information on websites isn't structured in a way which makes it immediately actionable to the viewer. Websites are still often structured by themes or areas of activity, which is not a user-friendly way of conveying information. The right bits of information are often in multiple places, and it can be difficult to get an overview of the different services or actions available to them at a particular point in their lives, leading to missed opportunities to benefit.

With our chatbot, a carer can understand all the options available to help them look after an elderly person immediately, depending on the severity of the fall. A couple can book space and fill in all the relevant forms to set the date for a wedding ceremony in a single session. There is no need to wait in a queue or listen to instructions on the phone.

Our conversational chatbots start with an open question: "how can we help you?" Our technology understands the theme of the query and what action is required by the user (providing for misspellings and ungrammatical answers). When the user must fill in a form to complete their query, our chatbot can automatically fetch the relevant one within the council and capture answers to it as a conversation.

This approach significantly speeds up resolution time and improves the customer experience, streamlining the customer journey across what would otherwise be multiple forms, documents and webpages.

When a human agent needs to step in, they have access to the history of the conversation to start troubleshooting, so that customers don't have to repeat their story multiple times as the case transits through the teams that play a part in the process.

Novoville's chatbot:

- Understands questions and provides answers
- Takes applications and payments
- Understands "events", not just "topics"
- Is managed from your management dashboard
- Comes with in-built analytics

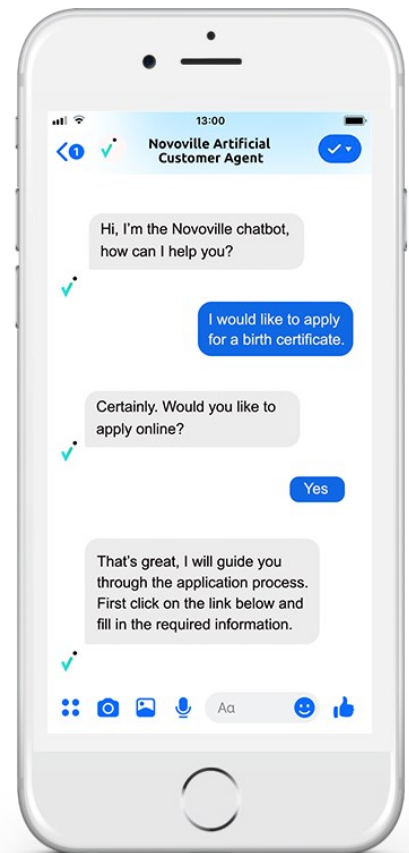
Interfaces

Citizen interfaces

Customers should be able to access the right information at any time, from anywhere. This is why our conversational chatbots can be deployed on a large variety of interfaces and devices. Our chatbots can be accessed:

- on a dedicated link (e.g. chatbot.yourcouncil.gov.uk)
- directly on the council's website by imbedding just one line of code
- in the free Novoville mobile app
- on social media & popular chat apps: Facebook Messenger, WhatsApp, Viber, etc.
- in your mobile app (requires integration)

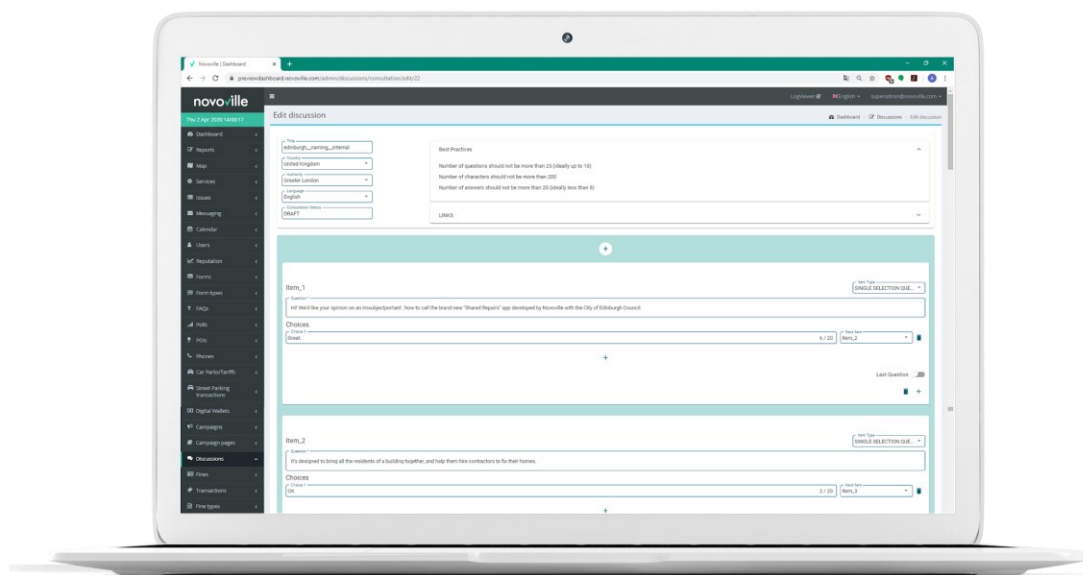
It is possible to run multiple instances of the chatbot on your website, depending on which section of the website the chatbot is designed to cover (for instance, a chatbot dedicated to housing benefits, while another is for bins and recycling).



Council interface (Management Dashboard)

All interfaces are managed from a single cloud-based dashboard to be used by the council. It comprises:

- a CMS (Content Management System), to create and edit the content and logic of the chatbot.
- a CRM (Customer Relationship Management) tool, to communicate directly with each customer using the chatbot should they request it or should it be necessary to complete the query
- an analytics suite, to monitor efficiency in real time and receive accurate data for reporting purposes (wait times, queries solved, escalated, etc.)



Project Scope

Novoville has designed a three-step process to successfully launch and support its conversational chatbots on any interface you may wish to deploy it.

- Exploration & Requirements Analysis
- Build & Launch
- Expansion Phase & Support

This approach results in fast implementation (one week for a test version), quick iteration, and most importantly, empowering the council with skills they need in order to continue to update, manage and expand the chatbot offering going forward.

Exploration & Requirements Analysis Phase

While Novoville's chatbots are suitable for virtually any use-case and can grow to become a very comprehensive customer service tool, it is good to start small: picking a relatively simple issue area with a limited number of possible outcomes.

To help you get off the ground faster, Novoville can present you with a pre-existing library of content pertaining to typical council services. Once a relevant issue-area has been identified, our team will create a “process map” for you, clarifying the current pathways for dealing with the issue supported by the council.

Next, we will identify:

- what information is already available which can be used to respond to issues raised by customers,
- what could be missing from it, and
- how to deliver this information to the customer.

Research shows it is not enough to simply publish information. It's important to tell users when and how to use it as well, which is why a conversational agent is a more effective tool than static content on a website: it can respond to the specifics of a user's situation.

Once the correct information has been gathered, it will be time to sketch out the different user journeys which a customer might make through the chatbot. This will then be signed off by the council before moving on to the next phase.

Key outcomes of this stage include:

- Defining one test issue area
- Understanding the current internal process to deal with the query
- Gathering relevant information
- Proposing user journeys
- Exploring the various interfaces available
- Drafting a marketing plan

Build and Launch Phase

This stage takes a few days up to 2 weeks, depending on the scope and complexity. The launch phase is subdivided into 2 sub-stages:

- A closed live-testing phase, with selected testers on real-life cases.
- A public "hard launch" supported by a specific marketing campaign to drive up usage.

During build and launch, Novoville's project management team is here to support you. It comprises a dedicated project manager, graphic designer and digital marketer. We typically work with our client's communication and marketing teams, drawing on their local knowledge to drive adoption and ensure a broad uptake within 6 to 12 weeks. Novoville takes on labour-intensive tasks, such as designing marketing materials, creating online ads and actioning digital marketing campaigns.

Novoville's project managers will build the chatbot for you in your management dashboard. It will then be time to test the user journey "in real life" by having typical conversations with the chatbot. This is an opportunity to edit the content included, add conversation pathways and change the business logic as required, to keep improving the user experience.

During this time, we will provide council employees with complete training on how to build chatbots, update and maintain them, and how to use all the features available in the product. For a long-term benefit, it is very important that our clients receive full training on how to use our technology. We organise training sessions in classes of up to 3 people and perform up to four 2-hour sessions covering all possible scenarios and use-cases to truly empower our users.

At launch, we deploy the technology on all your chosen interfaces. According to the specific marketing plan discussed in the exploration phase, we drive traffic to the chatbot by advertising it on the website, social media (organic traffic and ads), etc. It is possible to start monitoring usage and outcomes from your analytics dashboard from day 1.

Key outcome of this phase include:

- Building the chatbot in your dashboard
- Testing and iterating the content, pathways and business logic
- Training council users
- Creating marketing material
- Testing & hard launch
- Launching marketing campaign
- Updates based on analytics data

Expansion Phase

Once we have successfully deployed a first chatbot, it will be time to start thinking about other areas within customer services at the council which could see efficiency gains. Customer service bottlenecks, types of queries that are frequently asked, “life events” which frequently lead to interactions with the council are all opportunities to streamline how transactional services are enquired about, requested, and delivered.

Drawing on our experience deploying Novoville technology in more than 70 cities, together, we will develop a plan on how to expand high quality self-service to any area the council may wish to investigate.

By this time, council staff will have been trained on how to use the platform to create their own chatbots, but our customer success team is here to help you make the most of it if you have any questions.

Support

Novoville provides a single level of support, which is built into the subscription cost. It includes an online help desk and ticketing system available 24/7, as well as telephone support during business hours (9am-5pm, Monday to Friday, except UK Bank Holidays).

On-call support will respond to critical availability issues outside of standard business hours. Our support SLA is included in the terms of service document. Our help desk is staffed with dedicated support engineers, with system admins and other technical experts becoming involved to resolve support issues as necessary.

Each public sector client has a designated account manager and will receive dedicated support for any issue. For further details please follow the Terms of Services section.

Confidentiality Statement

The information contained in this document is confidential, privileged, and only for the information of the intended recipient and may not be used, published, or redistributed without the prior written consent of Novoville Limited.

Company Details

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The logo for Novoville, featuring the word "novoville" in a dark blue, lowercase, sans-serif font. The letter "v" is stylized with a teal-colored checkmark shape integrated into its right side.

Powerful Cities, Empowered Citizens