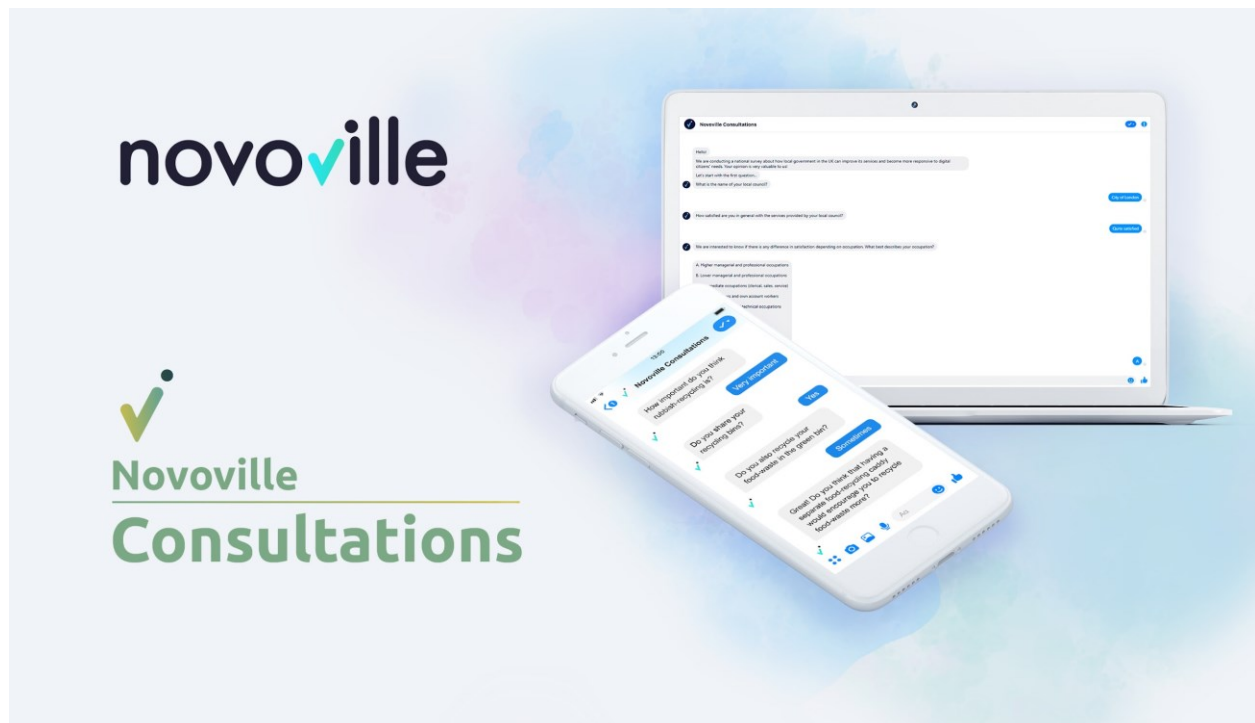


SERVICE DEFINITION
WRITTEN FOR THE DIGITAL MARKETPLACE G-CLOUD 15

Novoville

INTERACTIVE CHATBOT CONSULTATIONS



novoville

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Contents

Overview	3
Product Description	4
Chat Applications Conversational Chatbot	4
Cloud-based Dashboard	6
Omni-Comms Toolbox	7
Campaign Manager	7
Re-engagement & Smart Polls	8
Advanced Analytics	8
Additional Services	8
Project Scope	9
Exploration & Requirements Analysis	9
Launch & Results Analysis	9
Expansion Phase & Support	10
Confidentiality Statement	11
Company Details	11

Overview

Novoville Chatbots are AI-powered conversational interfaces that allow local authorities to reach a wide number of residents quickly in order to get their opinion on any local priority – from environmental policy or climate change to transportation planning and public health measures. They reinforce local democratic participation by bringing the dialogue between people and elected officials where conversations actually take place: social media and popular chat applications.

Novoville's Chatbot Consultations are easily deployed on Facebook Messenger, Twitter, Viber, WhatsApp, etc. and on the council's website, offering the most effective and cost-efficient way to improve civic engagement. Smart polls and Chatbot Consultations can also be accessed through Novoville's native citizen-facing mobile apps. All responses from citizens are captured in the Novoville cloud-based dashboard which provides access to analytics, allowing you to make decisions based on real, meaningful data.

The Novoville team supports you every step of the way: we draft the consultation/poll script according to your requirements, we make sure that the consultation goes live 48 hours after copy completion, we design and publish engaging social media ads to drive awareness and boost participation rates across all demographics, and we analyse the results and provide you with a comprehensive report as soon as the consultation is finished. Results can be shared with citizens effortlessly, encouraging re-engagement.

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.

Product Description

Chat Applications Conversational Chatbot

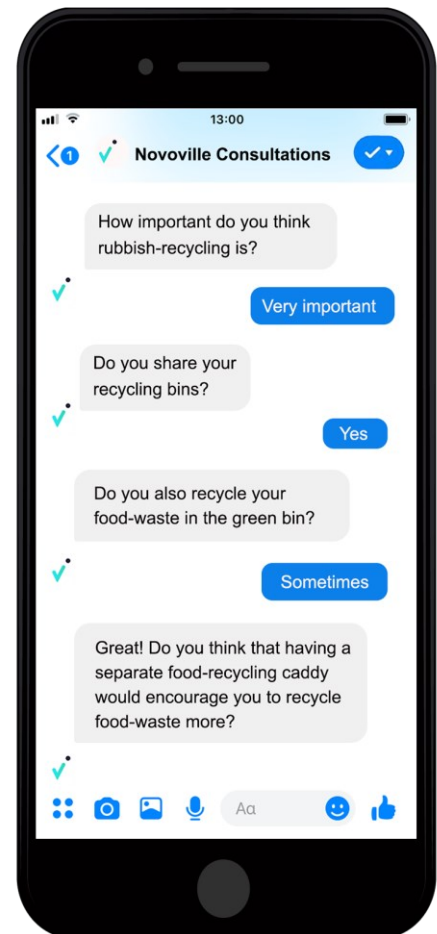
Novoville's Conversational Chatbot allows councils to leverage the reach, value and vast audience of social media and popular chat apps. It can easily be deployed on Facebook Messenger, Twitter, Viber, WhatsApp, etc., and on any website (such as the council's, or its partners'), allowing residents to give their opinion on important local matters in the same way they would chat to a friend.

Interactive Consultations via chatbot are designed to allow residents to express their views confidentially and anonymously, and are a proven method of collecting enhanced resident feedback and increasing civic engagement. Our customers are gaining 200% more traction at 20% of the cost, compared with traditional consultation methods.

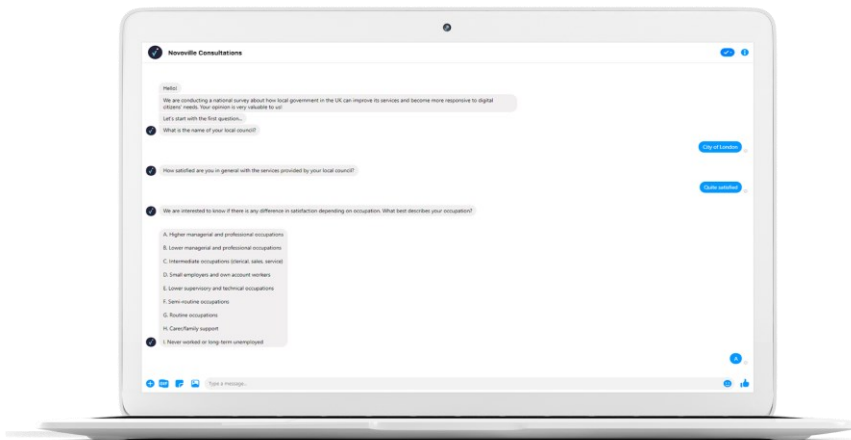
Residents are targeted and reached through social media (e.g. Facebook, Instagram, Twitter), using engaging sponsored ads created by Novoville for the council. Novoville can also create online and print ads for publication in various media in order to raise awareness about the consultation, linking to it via a simple URL or QR code. This way, councils spread the message quickly through multiple channels, driving even more participation to the consultation.

The Novoville team also provides support with copywriting for the consultation's script. Consultations can include both closed (single choice) and open (free text) questions to solicit individuals' feedback. When the script is finalised, the consultation is launched from the Novoville dashboard without requiring any IT-trained or technical staff.

Typically, consultations remain active for two to three weeks. A week after launching an interactive consultation, it is relaunched with a new ad graphic to generate more traction. Once the consultation is closed, the findings are compiled into a comprehensive report ready for presentation that includes both quantitative data and a



qualitative assessment.



Quantitative data includes demographic information and statistics/graphs for each response. On top of this, we use advanced semantic and sentiment analysis to sort through and classify thousands of “free text” answers in minutes (where a human would have taken days).

The report provides customers with a full analysis of findings, including charts, quotes and recommendations on next steps. This helps council employees save time analysing results and providing management with the data required to make more confident and impactful decisions.

Once the consultation is over, local authorities have the ability to go back to the respondents in order to share the consultation’s results with them or request additional feedback. This provides a great opportunity for councils to establish a more recurring form of dialogue with residents, as well as promoting transparency about decisions taken following consultations.

All data obtained by consultations is hosted on cloud infrastructure (AWS) using UK data centres. This comes with GDPR compliance out-of-the-box, and guarantees maximum security and high privacy-compliance standards.

Novoville’s Interactive Consultations via chatbot are available as a one-off investment to assess the value of the approach or as a Software-as-a-Service (SaaS) platform with subscription packages ranging from months to years.

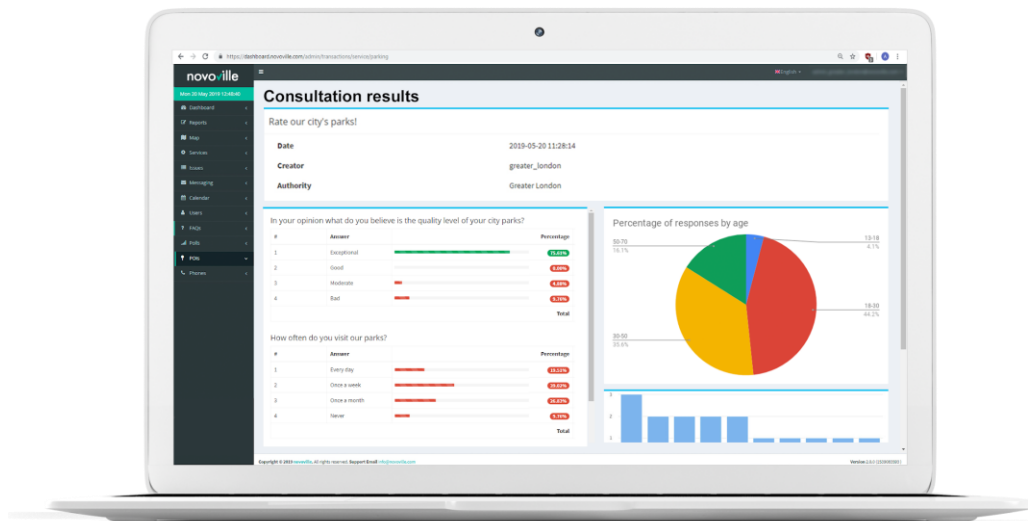
When a council signs up for a single interactive consultation, Novoville staff will use the dashboard to configure and launch the first consultation on behalf of the council, and then deliver its report. We typically launch interactive consultations within 48 hours of appointment.

Cloud-based Dashboard

When councils purchase a subscription to the Novoville platform, they have access to a cloud-based dashboard in which they can create chatbot consultations, launch them on the appropriate channels and harvest the data collected.

Council leaders are assisted in making data-driven decisions faster thanks to real-time visibility of all the data gathered during the consultation. Officers can visualize, review and export data, stats and insights to enable accurate, instant and dynamic reporting to the rest of the organisation. User permissions are available so that employees have access to only those functions that are relevant to their role.

The dashboard is hosted on the cloud, therefore, it only requires a web browser to operate. This means no infrastructure or maintenance costs and minimal implementation time.



Omni-Comms Toolbox

To drive traffic to the consultation and let citizens know about the outcome, Novoville's messaging tools help you reach citizens on their preferred medium. With only a few clicks, authorities can engage individuals or groups of citizens across multiple channels, including SMS, email, push notifications on the Novoville app, or social media posts and ads.

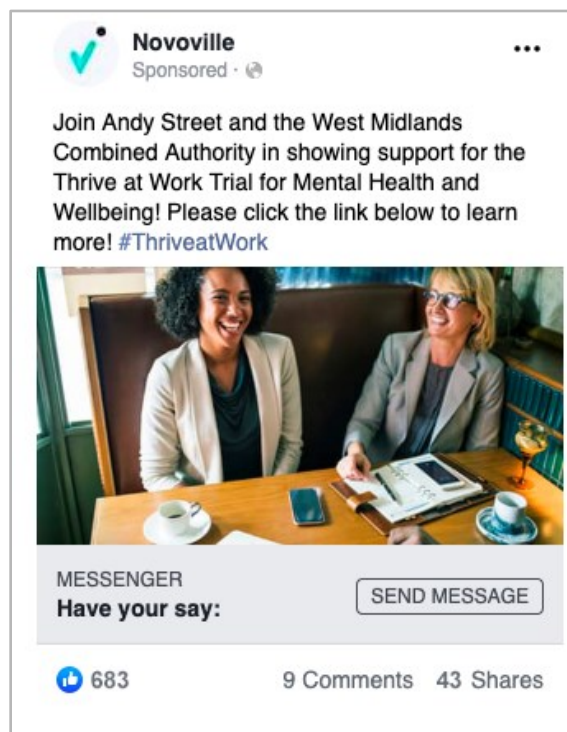
Messages can be created on the Novoville dashboard and shared with the target audience instantly. The system automatically uses the preferred or cheapest channel to contact residents and the correct formatting appropriate for each channel, so you can save time. There is no need to create different drafts for each channel or hire communication professionals.

By contacting citizens using their preferred medium, local governments can significantly enhance the impact, reach and effectiveness of their communications.

Campaign Manager

The best way to generate as many responses as possible to the consultation is still to advertise on Social Media. Yet creating and managing social media campaigns can often feel like a black art: the sheer number of options makes it difficult to be confident you are spending council resources wisely.

Novoville has worked with social media specialists to design a simplified tool to help you get your message across effectively, without breaking the bank or running the risk of getting it wrong. The Campaign Manager allows authorities to create compelling campaigns for Facebook, Instagram and Twitter in a simple and unified way. Our campaign form allows you to choose your preferred social network, target audience and available budget, upload the desired campaign content (picture and message), and share it with citizens in 2-3 minutes without any technical skills required.



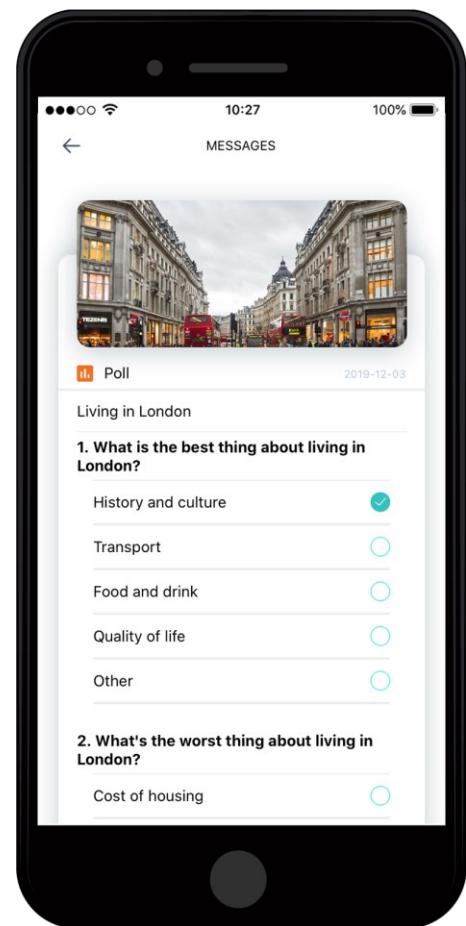
Re-engagement & Smart Polls

Two-way communication with residents is key to re-engagement after the consultation. As part of a good communication strategy, authorities need to leverage new effective methods / approaches for reaching out to residents and businesses.

Smart Polls, introduced as a great second step to a longer consultation, provide an effective way to re-engage residents by clarifying certain points and asking more specific questions at minimal cost.

Smart polls can be created from the cloud management dashboard and launched on the Novoville mobile app (available to download for free on Google Play and the App Store).

On the app, Smart Polls allows users to express their views on important topics and give feedback to the council immediately. As soon as the poll gets published, all residents registered on the Novoville app receive a push notification, allowing them to respond to it at once. Residents' answers can be viewed in real time on the management dashboard.



Advanced Analytics

There are times where an out-of-the-box solution doesn't fit our clients' needs. This is why Novoville provides the ability to use an experienced team of behavioural psychologists to further interpret the responses for you.

Additional Services

In some instances it is important to offer individuals the ability to respond on paper documents. If this is the case, Novoville provides the option to collate the data from these documents and add these to the output of the digital responses.

Project Scope

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

- Exploration & Requirements Analysis
- Launch & Results Analysis
- Expansion & Support

This approach results in fast implementation (1 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 their chatbot offering going forward.

Exploration & Requirements Analysis

Typically, this phase lasts for 1-2 weeks depending on project requirements.

Key outcomes of this phase include:

- A. drafting the consultation script;
- B. creating marketing material and designing marketing campaigns;
- C. selecting the target audience and appropriate marketing channels to ensure maximum engagement;
- D. creating and testing the consultation;
- E. getting feedback and sign-off from the customer.

If required, we also provide detailed demonstrations of the consultation module in the management dashboard to ensure that council staff understand its functionalities and potential applications in the future.

Launch & Results Analysis

Once the marketing material and chatbot script have been signed off, we launch the Interactive Consultation and a marketing campaign to start generating responses.

A week later, we re-launch the campaign with a new social media ad. Experience has shown that this is an excellent method of enhancing public engagement.

Once the consultation has concluded, analysing data and looking for interesting patterns or outliers is a laborious and time-consuming process. Novoville uses its AI capabilities to provide textual analysis: a way of quickly sorting through thousands of

answers and classifying them automatically according to sentiment or semantics. In addition, we create a comprehensive PowerPoint presentation with graphics, statistics and qualitative analysis to help you make sense of the consultation results. Findings include demographic segmentation by gender, age group, location, etc. and the specific issues raised in the consultation. Typically, the report and conclusions are delivered within 5 days of the end of the consultation.

After the consultation, local authorities have the option to go back to the respondents in order to share the consultation's results with them (on the same channel they used to respond) or provide/get additional feedback. This provides a great opportunity for councils to re-engage with residents as well as promote transparency.

Expansion Phase & Support

For a long-term benefit, we provide council employees with training on how to use all the features available in the product and how to monitor analytics. 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.

Key outcome of training include:

- Building the chatbot in your dashboard
- Testing and iterating the content and pathways
- Creating & launching effective campaigns
- Using the messaging tools

While Novoville's chatbots are suitable for virtually any use case, there are times where authorities want to create and grow a broad group of individuals that are happy to provide officers or leaders with the data to enhance the delivery of initiatives or services.

The Novoville mobile app & dashboard, including the Poll and Omni-comms modules, are available to target individuals with an interest in a particular subject or geographically located in a specific area, and contact them instantly through their preferred channel. This provides our clients' communication and marketing teams with the ability to drive adoption and ensure a broad uptake within 6 to 12 weeks.

The Novoville team has broad experience in delivering large-scale digital transformation projects. Just as our applications are focused on providing citizens with exceptional customer care, we also offer our customers a very high standard 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 lowercase, sans-serif font. The "v" is stylized with a teal-colored triangle pointing upwards, creating a checkmark-like shape.

Powerful Cities, Empowered Citizens