

Aida

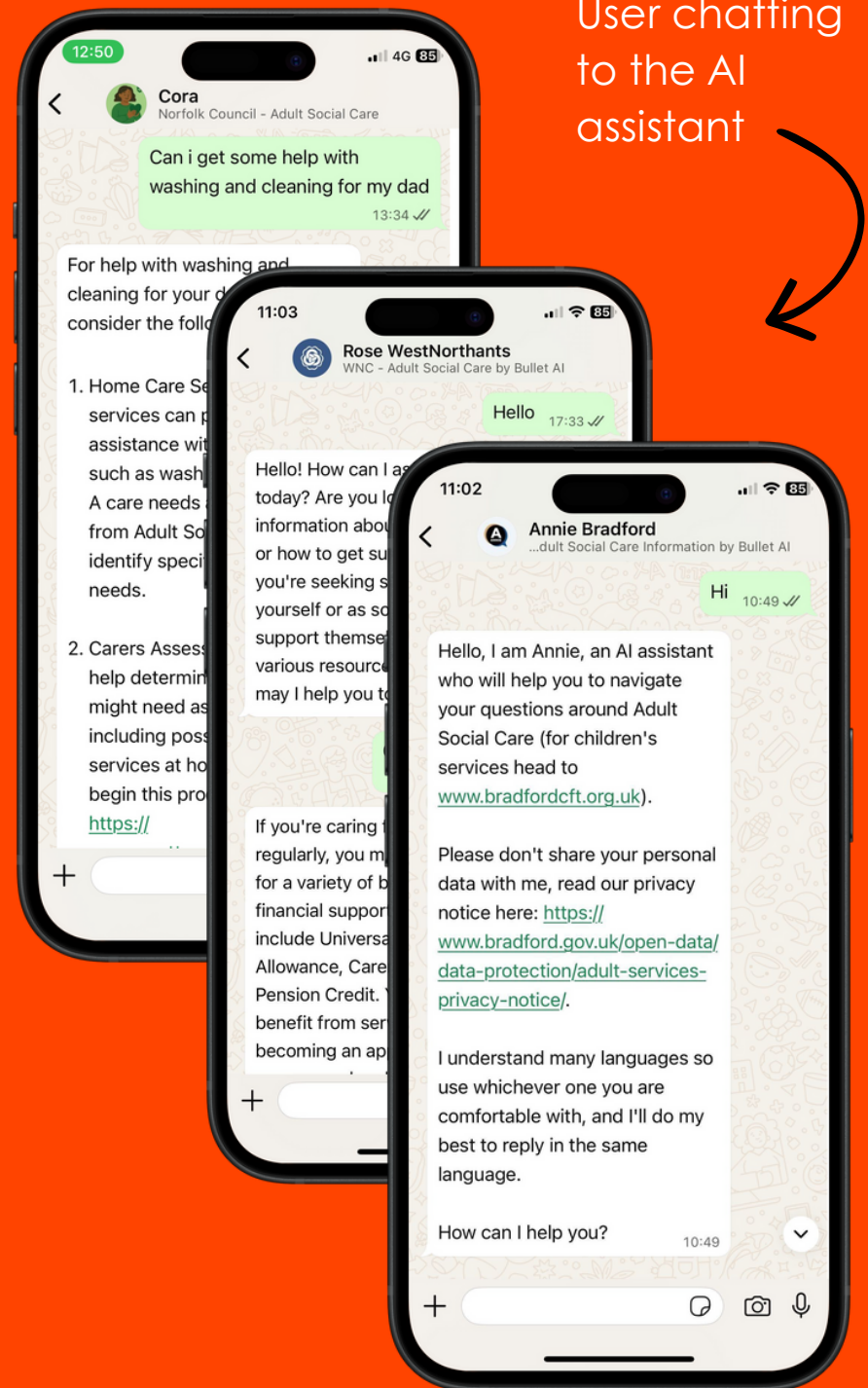
Introducing Aida

Your AI-powered Adult Social Care
Digital Assistant

Aida

**Aida acts as a 24/7
multilingual member of
your Adult Social Care
Front Door team**

Trained on trusted information & advice from local, regional and national partners, Aida allows people to have a conversation with this curated knowledge via WhatsApp & online.



User chatting
to the AI
assistant

Our mission is to help people navigate trusted adult social care information and advice in a more personalised and effective way, leading to improved understanding of the service and signposting, as well as easier and more equitable access.

THE NEED

PROBLEMS WE ARE SOLVING



Reducing Demand at the ASC Front Door

Launching new self-service access channels to allow people to 'have a conversation' with trusted information & advice and reduce the need for them to speak to a person.



Equitable Access for All

Using the UK's most popular communication service - WhatsApp - we are able to widen access and provide information & advice in any language, 24/7 via voice or text.



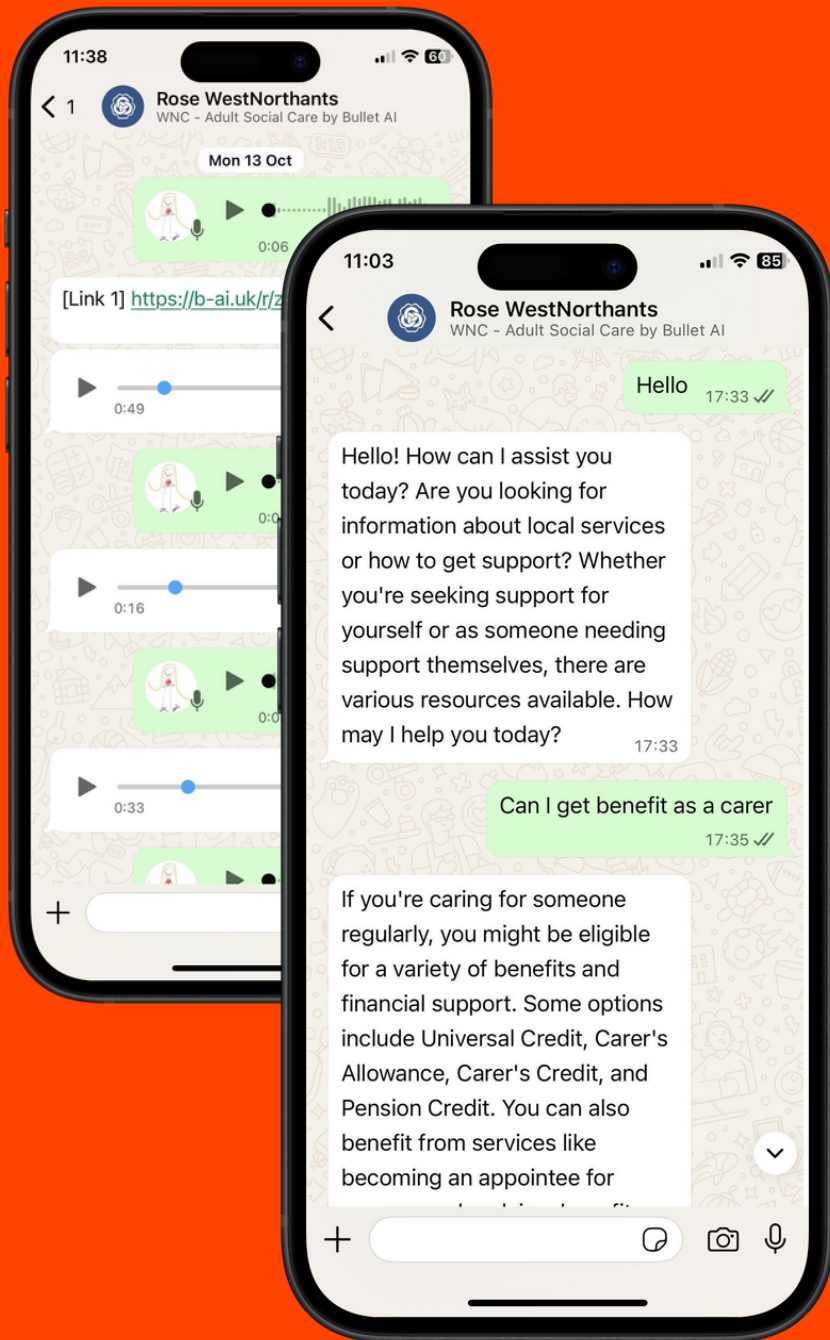
Improving Access to Complex Information & Advice

This is the first time 100s of trusted sources of ASC information & advice have been brought together in one place, free of website structure & taxonomies.



Supporting the Ongoing Conversation

Aida has an inbuilt ability to check back in with people and ensure their ongoing needs are met. People can also return to their queries and answers at a later date as required.

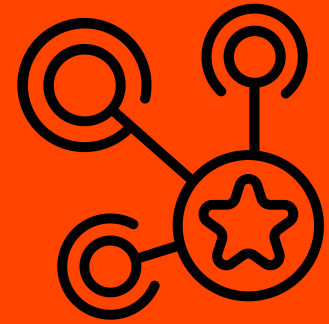


Introducing Aida

Aida is an AI driven digital assistant co-designed with councils and communities to support the Adult Social Care front door and improve access to complex information. Available 24/7 on WhatsApp (& other channels), Aida provides personalised, relevant multilingual advice based on curated ASC content from trusted local, regional & national sources.

OUR SOLUTION

KEY FEATURES

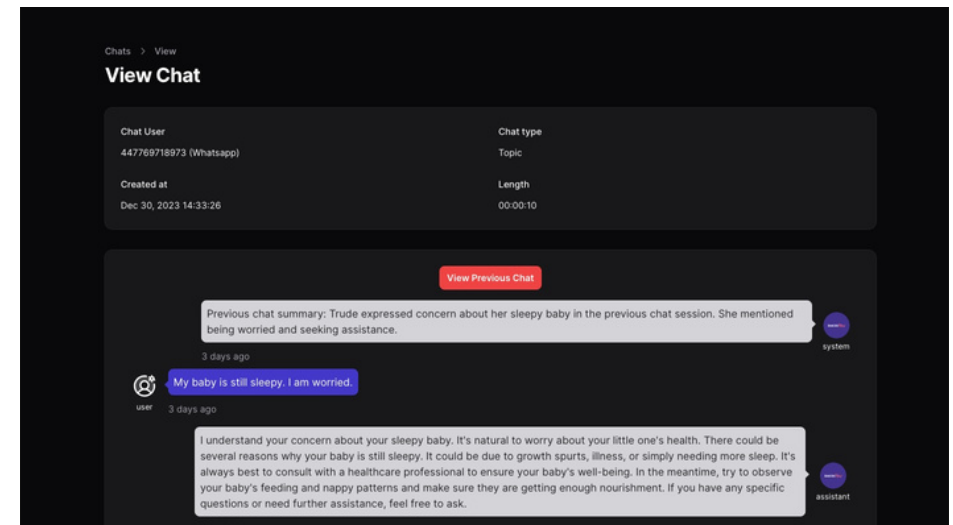


Co-designed with Councils:



Aida is the result of a 12 month collaborative project led by experts at Bradford MBC, Norfolk County Council and West Northamptonshire Council. With resulting evidence, impact & business case.

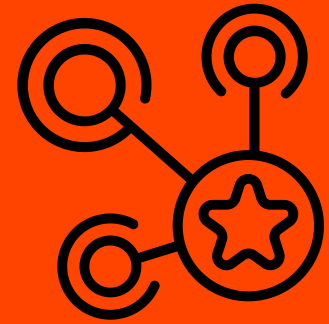
Comprehensive Dashboards:



Capturing every conversation, summarising & where appropriate auto-translating all conversations, as well as comprehensive metrics.

OUR SOLUTION

KEY FEATURES



Safeguarding:



Active multilingual monitoring layer to capture any conversations that may raise safeguarding issues, and proactive internal alerts.

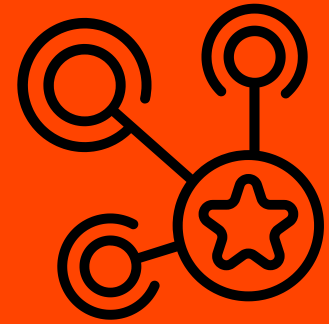
Comprehensive Cyber and IG Approach:



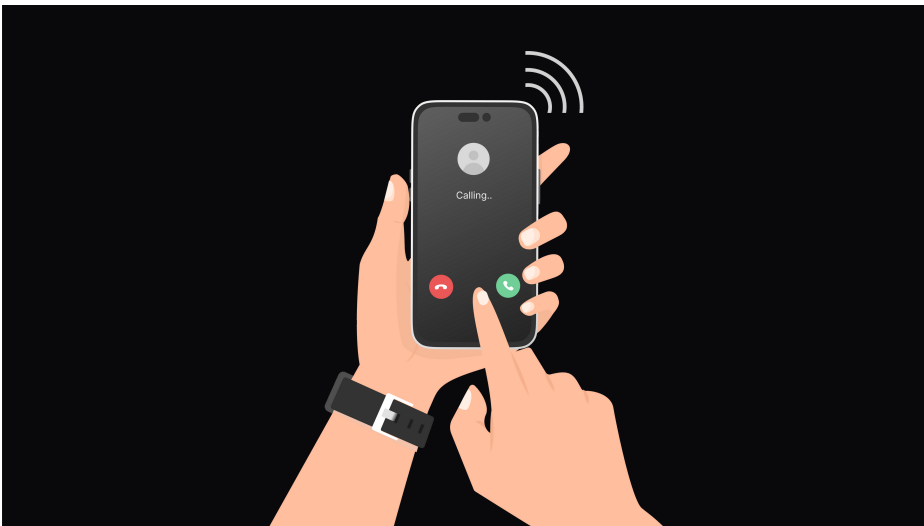
Alongside ISO 42001, Aida benefits from a comprehensive cyber pack, to answer all IT & AI questions, as well as council co-designed information governance approach and shared documentation.

OUR SOLUTION

KEY FEATURES

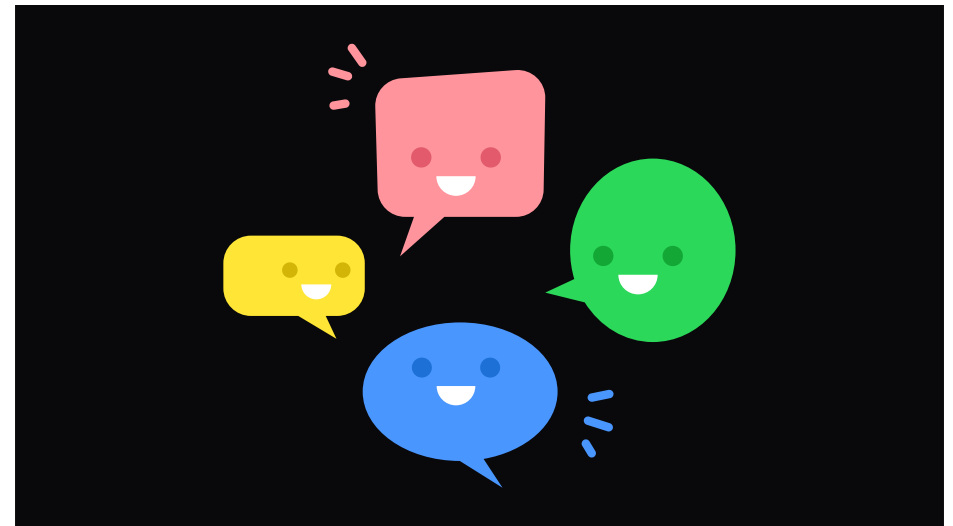


Live Directory Calls:



Aida is able to bring relevant local services and listings into the conversation from your Care Directory or Local Offer, this is achieved via a live callable function.

Expanding Resource:



Aida is able to manage 100s of conversations simultaneously, helping people with their enquiries confidently, kindly & clarifying questions where required.

Independence Advice Hub

The first point of contact for Adult Social Care in Bradford

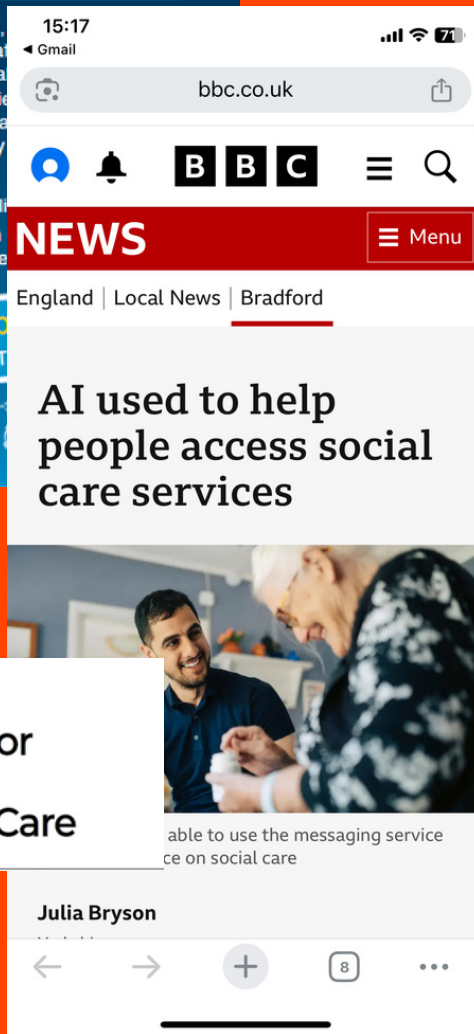
- Information & Advice
- Early Help & Prevention
- Social Workers
- No Recourse to Public Funds
- Community Care Officers
- Occupational Therapists

The Independence Advisors act as a guide, to help callers find tailor made solutions that meet their needs. They will discuss with you the available options, such as digital offers, self-service possibilities, alternatives to paid-for services by looking at your strengths, skills and the resources that they have in their life.

This invaluable support service provides a lifeline for many people in the district, where the team helps callers to find the best outcomes for their needs so that they can live independently at home.

For more information visit www.bradford.gov.uk
IAH contacts: IAHinbox@bradford.gov.uk or T

A
ANNIE
Digital Advisor
for Bradford
Adult Social Care



USE CASES

ANNIE



The ASC Front Door in Bradford receives between 3,000-3,500 calls per month on top of web and in person enquiries. Around 50% of all the contact centre calls are information based enquiries, requiring relatively simple information and/or signposting to further information and local services. Demand is constant, with peak times being at the start of every working day, particularly a Monday after the weekend.

With a need to take the pressure of frontline and EDT teams, as well as 'ensuring people have access to the right information at the right time' (as stipulated under Section 4 of The Care Act 2014), we have developed Annie, the newest member of Bradford Council's Adult Social Care Information & Advice Hub (IAH).

'The team set out to address front door demand and use new and emerging technology to safely deliver a new access channel and address budget pressures. Annie is the result of this, described by senior leaders as 'an exciting innovation and a huge milestone for the Information & Advice Hub which has ensured that Bradford has led the way being one of the first LAs to develop and utilise AI.'

BRADFORD MBC

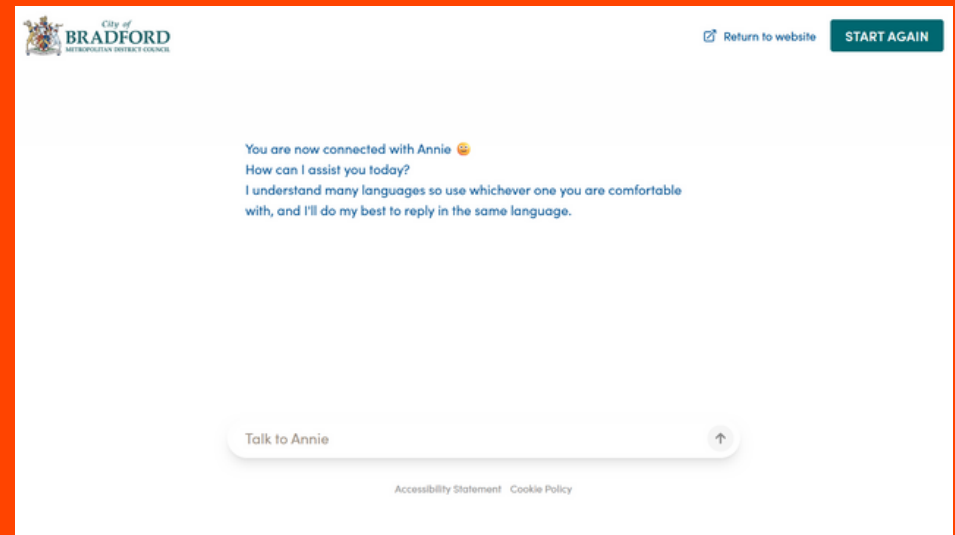
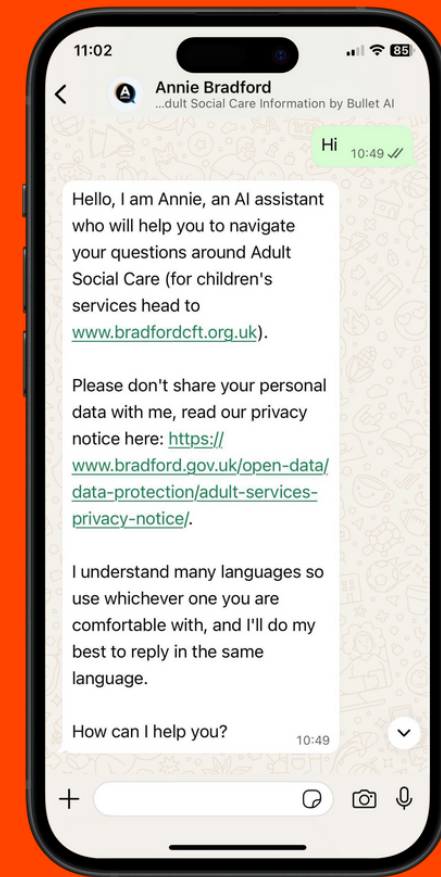
LIVE DEMO

TRY OUR DIGITAL ASSISTANT

Start chatting to our 'test' digital assistants and experience the magic of intelligent conversations.

Get in touch to arrange a customised demo:

info@cc2i.org.uk





WHO ARE WE?

DELIVERING DIGITAL SOLUTIONS TO INCREASE EFFICIENCY

Working with our technical partner Bullet AI, we are delivering complex technical solutions to make a real difference. Our approach is all about making the complicated, simple.

www.cc2i.org.uk



Certificate No:488752025

FREQUENTLY ASKED QUESTIONS

DOES THE DIGITAL ASSISTANT TAKE ANY PERSONAL DATA?

Out of the box, no, the tool will not seek any personal data. We've deliberately kept things simple. That said, we can interact with third party systems during chat conversations so data can be taken and fed into those systems where needed (e.g. CRM, Case/Client management systems).

IS THE ASSISTANT EASY TO SET UP AND DEPLOY?

Yes, our AI powered digital assistant is designed to sit on top of or separate to your core adult social care offering. We'll harness your knowledge (via direct input or scraping data from web pages and documents). The assistant can then sit on your website as a widget, be offered through WhatsApp/SMS or similar or even built into an app. This makes it easy to adopt without the complexities of integration with existing systems.

DOES THE KNOWLEDGE AND INFORMATION IN THE TOOL GET FED OUT TO AI MODELS FOR USE BY CHATGPT OR SIMILAR?

No, any knowledge you put into the assistant is referenced by AI but would never be used to train the AI models which power the likes of ChatGPT.

CAN WE MONITOR CONVERSATIONS?

Your users will interact with your AI assistant and all chat interactions will be stored (retention period to be decided by you). You can view these chats at any time. We can also build in alerts to raise alarms around safeguarding concerns or inappropriate behaviour. Similarly, analysis of conversations can help highlight missing knowledge or gaps in provision that users expect. help highlight missing knowledge or gaps in provision that users expect.

FREQUENTLY ASKED QUESTIONS

CAN WE SHAPE HOW THE ASSISTANT TALKS TO USERS?

Yes, this is called “AI Prompting” and we’d work with you to understand your users and how you’d typically talk to them. This then helps us create the prompt for your tool on how to converse. An example might be “prioritise local content over national, use plain English and respond in simple terms, but with a supportive and reassuring tone.”

CAN AIDA BE USED FOR A RANGE OF NEEDS?

Yes, in short, the technology can be easily utilised for any role where you want to support a user/carer through some complex information or guide them through a journey. The power of the tool comes with your organisational knowledge and the ability to deliver the assistant into your audience's favourite communication channels (e.g. WhatsApp).

WHAT'S THE DIFFERENCE BETWEEN THIS AI CHAT TOOL AND A TYPICAL LIVE CHAT SYSTEM?

The key point is we are using AI to really build some context and understanding into the conversation. Typically live chat will work from keywords, so if someone mentions a certain word or term, then some knowledge will be fed out based on that. Here, we use AI to understand what a user is asking and then source a blended response from the information you have loaded into the tool and the right tone of voice to give a “human like” feel to the conversation.

HOW DO YOU KEEP THE CONTENT UP TO DATE?

We have an automated update system which identifies when information on all source urls has been updated, and then re-ingest it. Content updates can be managed in the dashboards on the fly as well.

GET IN TOUCH

For more information, please don't hesitate to contact us:
info@cc2i.org.uk

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