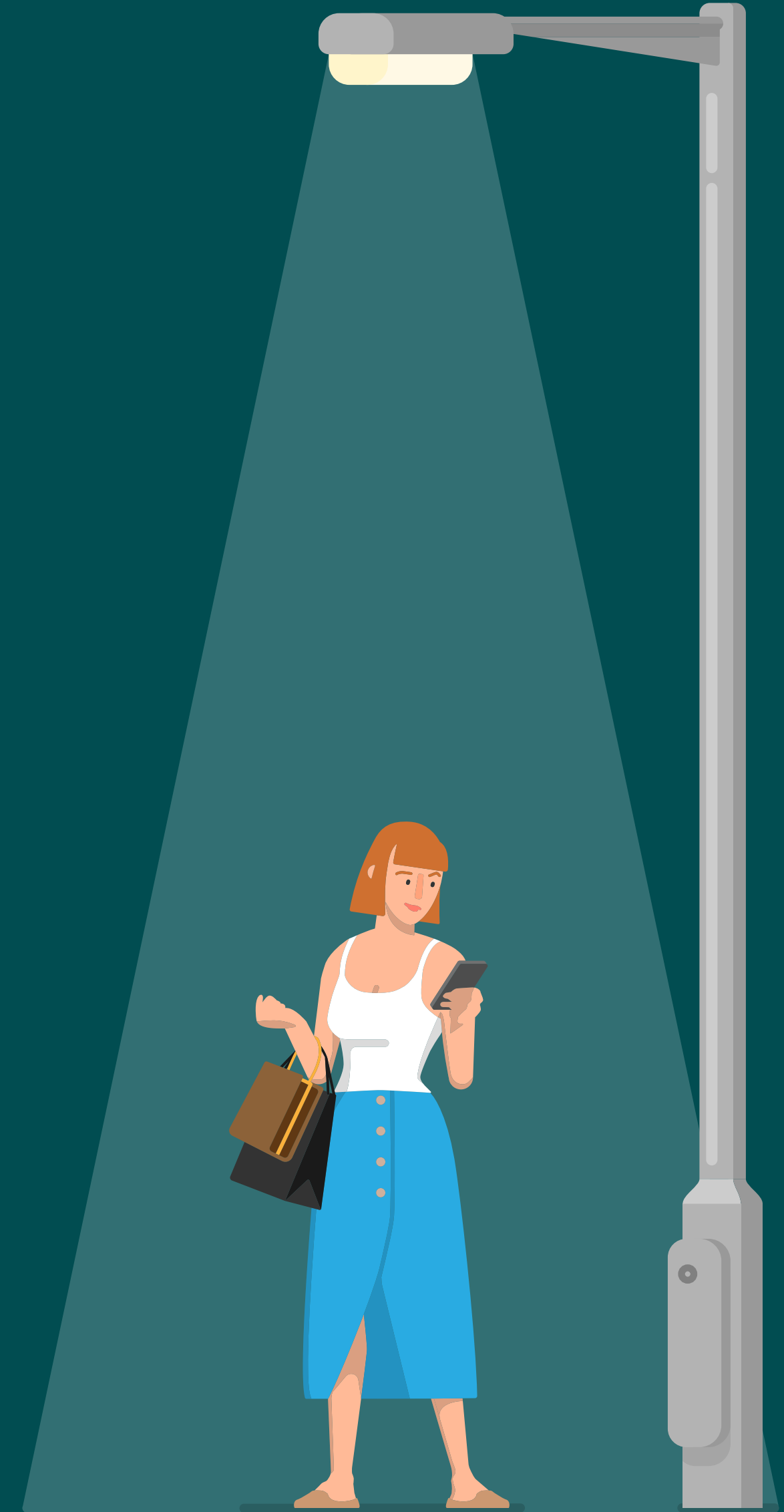


HELLO

LAMP POST

Service Definition 2026

AI Assistants for Locations



Do These Problems Sound Familiar?



Current engagement methods only reach the same, small group of people every time



Your audiences/communities are incredibly varied, each with their own needs and goals



It's challenging to get meaningful feedback and insights from most of your stakeholders



Your staff are often overwhelmed with a lot of common and repetitive queries





It's impossible for your team,
on their own, to help...

- ***Every*** resident
- Across your ***whole*** catchment
- ***All*** hours of the day

The Solution: AI assistants that can be accessed from any public space



Instant, localised citizen support for anywhere – every hour, every day, rain or shine



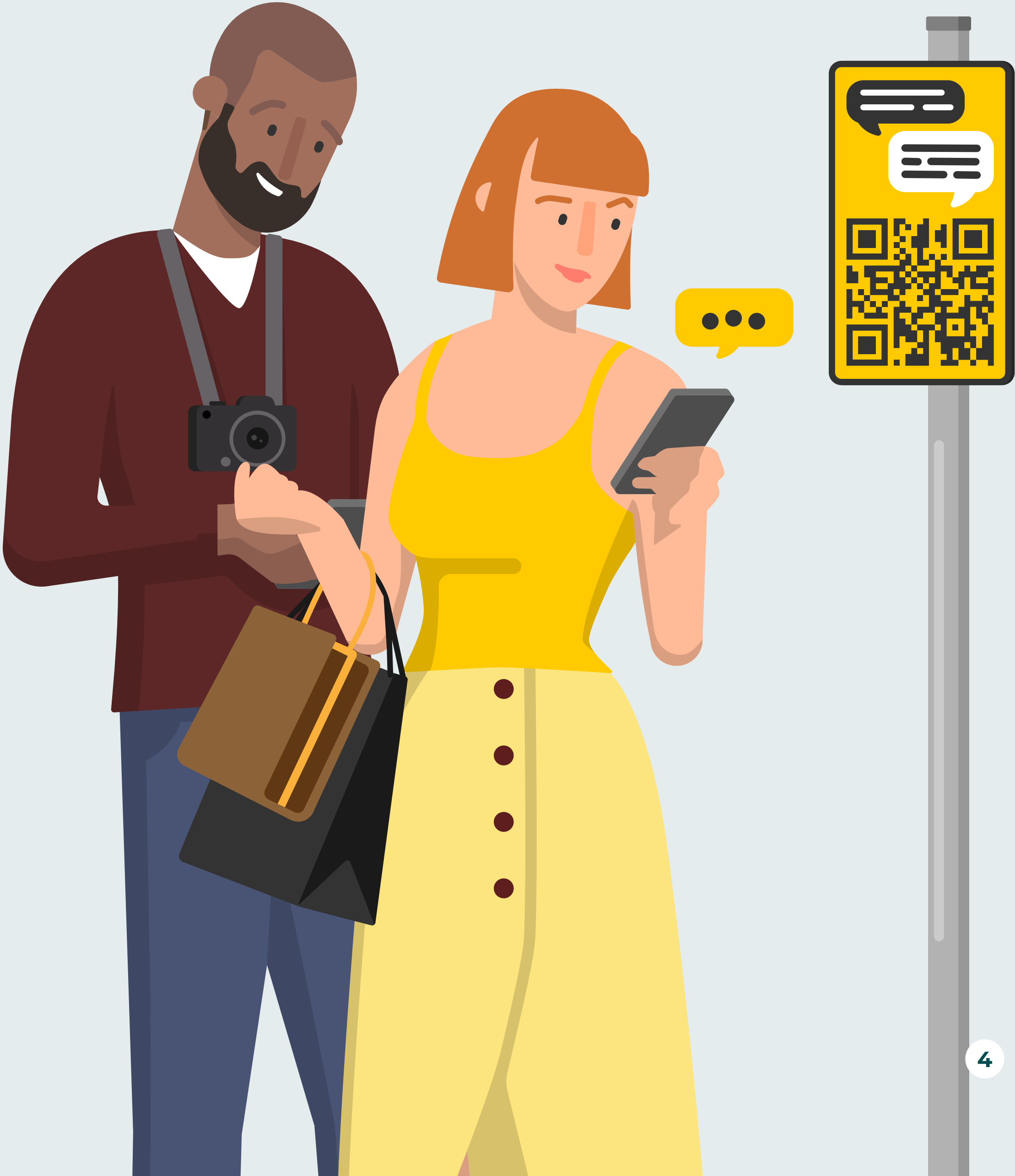
Broaden community engagement and participation across a range of projects and topics



Gather meaningful feedback and insights in real-time, via powerful charts and dashboards



Automate common tasks and queries, to make your teams' workloads more manageable



What is *Hello Lamp Post*?

Hello Lamp Post (HLP) is an AI-powered, two-way communication platform that provides support for staff and stakeholders. Touch points are fully white-labelled and can be branded to your specifications.

HLP is available to users via:

- A mobile web page, accessed through QR codes on signage
- A chat widget on your website
- Digital kiosks and interactive displays
- An integration in your community apps
- Your team and community management tools
- SMS (text messaging)
- Social media messaging (e.g. Facebook Messenger)

Accessibility is at the core of our system:

- Available in over 100 languages
- Inclusive, familiar interfaces for all ages and tech literacy
- No app to download, account creation, or forms to fill in
- WCAG compliant



Provide consistent support for residents and visitors

Inform and Educate

Maps, media, events calendars,
safety info and behaviour change

Gather Insights/Reports

Collect opinions on future plans, or
reports on issues (eg flytipping)

Answer Queries

answer specific FAQs or organise
info as topics

Provide Solutions

Share tools and resources; let users
submit applications/requests

Support your internal teams to help them work more efficiently

Alerts

Staff alerts, job creation, tasks for
follow up

Reporting

Repairs, cleanliness, complaints,
tenant/visitor feedback

Workflow Automation

Bookings, maintenance work,
engineering jobs

Instructions

Provide insights and instructions to
support your teams

Data and Analytics

With the HLP dashboard you can unlock data about resident and guest experiences, sentiment, topics of interest and challenges – empowering data-backed decisions and efficient resource allocation.

Engagement Overview: View headline statistics and engagement metrics across the system in one place.

Integrations: integrate with existing BI and CRM tools to view all your data in one place.

Workflows and Alerts: Setup instant notifications for your relevant teams as needed: security, maintenance, cleaning or feedback.

Live Updates: metrics and chat histories show in real time as new interactions occur.

Location-Based Interaction Insights: Compare interaction points by location to understand geographic patterns and differences.

Questions and Responses: Inspect the questions users ask and the responses received.

Thematic and Sentiment Breakdowns: Explore categorised themes and analytical groupings derived from interaction data.

Usage and Behaviour Tracking: Monitor how the system is used over time to identify patterns and trends.

Data Reports and Exports: Download CSV files and view custom reports, dive deep into actionable outcomes.



Your Fully Serviced Platform

Pain-free, Tailored System Setup

We will handle all the setup and customisation, to meet your goals and target audience.

Constant, Dedicated Support

From project onboarding to later optimisations, our team will support you all the way.

Industry Expertise

We bring our knowledge, experience and best practices – to advise you on how to maximise engagement.

Continuous Improvement and New Features

We'll look out for opportunities to improve the content and functionality to deliver the best user experience to you and your audience.

Marketing and PR support

We can advise you on how to spread the word for a strong, effective launch campaign. We'll also use your brand guidelines to create professionally designed graphic assets.

Dashboard and Insightful Reporting

Our live dashboard and customized reports provides the insights you need to improve your offering to your customers.



Licence and Launch Information

What's Included?

- Dedicated Project/ Account Manager
- System set-up (standardised persona and changeable, customised knowledge base)
- Real-time access to data and insights dashboard (Engagement Hub)
- Multiple languages feature (must be pre-determined in the set up phase)
- On-going marketing support, including recommendations across multiple channels
- Media links (videos, images and URLs) available in user conversations
- Design of object signage

Timings

- Once a contract is in place, Hello Lamp Post can deploy within 2-8 weeks.
- Launch dates are flexible and are independent from procurement approval dates
- All that is required is a stakeholder kick off meeting and the rest of the set up is taken care of by Hello Lamp Post
- System knowledge base can accommodate several campaigns at any one time through a 12-month licence



Case Studies



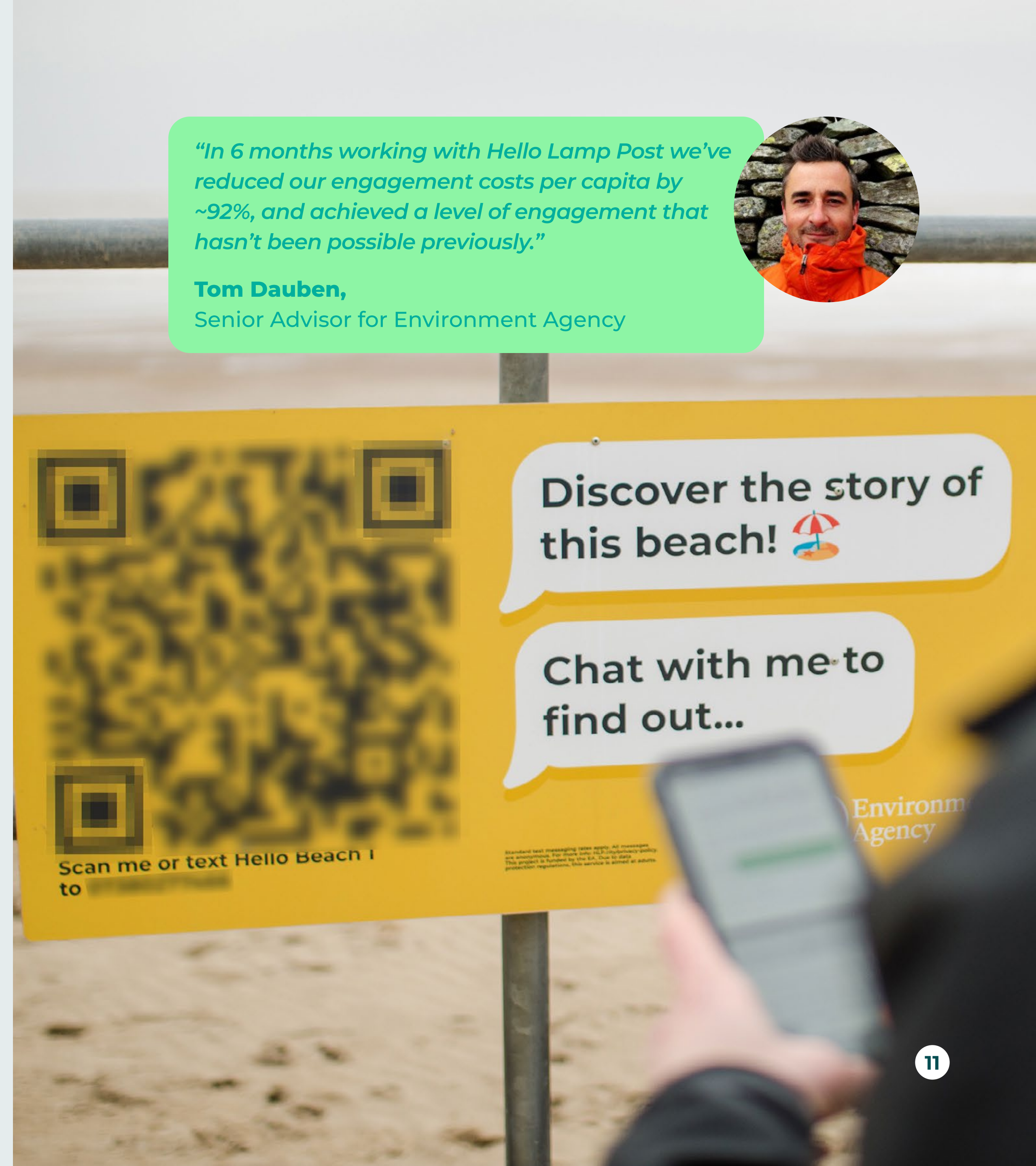
Community Engagement & Citizen Science

We're supporting the Environment Agency's UK-wide engagement strategies to educate the public on issues like flooding and coastal erosion

- £1.55m+ saved on alternative engagement strategies
- 38+ tonnes reduction in carbon footprint compared to other marketing methods
- 300+ Working days given back to staff

User Queries:

- What is the current flood forecast?
- How can I prepare my home for floods?
- What is Natural Flood Management?
- Where have flood warnings been issued?
- What is the river level near me?



"In 6 months working with Hello Lamp Post we've reduced our engagement costs per capita by ~92%, and achieved a level of engagement that hasn't been possible previously."

Tom Dauben,
Senior Advisor for Environment Agency



Central Bedfordshire

Educational Walking Trails

We designed an interactive educational walking trail that transforms a simple journey through the landscape into a structured learning experience. Visitors of all ages are guided through points of interest that combine physical exploration with concise, accessible information about local ecology, environmental systems, and climate change.

The trail was built to encourage curiosity and participation rather than passive reading. By integrating short quizzes and prompts along the route, the experience increased engagement and generated insight into what visitors understood well versus where concepts were unclear, informing future content.

- Increased dwell time and repeat engagement compared to non-interactive trails
- Measurable uplift in climate and environmental awareness through quiz participation
- Clear identification of learning gaps, directly informing improvements to educational content and messaging

“Partnering with Hello Lamp Post has been a game-changer for our educational efforts, helping us engage visitors of all ages and build understanding around climate change and local flooding.”

Sharon Russell-Verma,
Flood Innovation Manager



Driving Community Climate Action

We invited residents to engage in discussions about sustainability initiatives across Dundee, share their feedback on environmental issues and learn how to mitigate climate change.

Conversations cover a wide range of topics including green spaces, biodiversity, LED street lighting, active travel, flooding, electric vehicles, energy use, air pollution and climate justice, among others. Users can even test their knowledge with our climate quiz.

- 16.000+ User Messages; 113+ Days of time given back to staff
- Provided insightful feedback on improving local areas, such as Dundee's green spaces and EV charging infrastructure
- Gathered individual efforts to tackle climate change. Examples include recycling, buying second-hand, educating others, car sharing and reducing meat consumption
- The data gathered enables the council to enhance educational efforts, develop new resources and more effectively engage the community



OLYMPIA

Mixed-use engagement & wayfinding

Support visitor and tenant engagement for a mixed use event, shopping, and office space

- Gather public input on their experience at Olympia to drive informed improvements
- Highlight happenings and promote retail offers, special events,
- Provide location-specific recommendations and drive wayfinding
- Reduce questions into their teams; provide visitors with the information they need in the moment
- Unlock new feedback and sentiment data to understand audience needs and preferences and make better decisions





Australian Government

Sydney Harbour Federation Trust

Tourism & Historic Activation

We activated specific landmarks and historical locations for interactive storytelling

- Acts as a virtual guide to the park when staff are unavailable
- Save staff time and costs, while reaching more people than ever
- Reach new audiences, beyond those that are already engaged with the area
- Increase data and insights about residents and visitors alike
- Understand satisfaction by location
- Make the park more accessible with constant support and information
- 2,000+ days of staff time and \$300,000+ saved



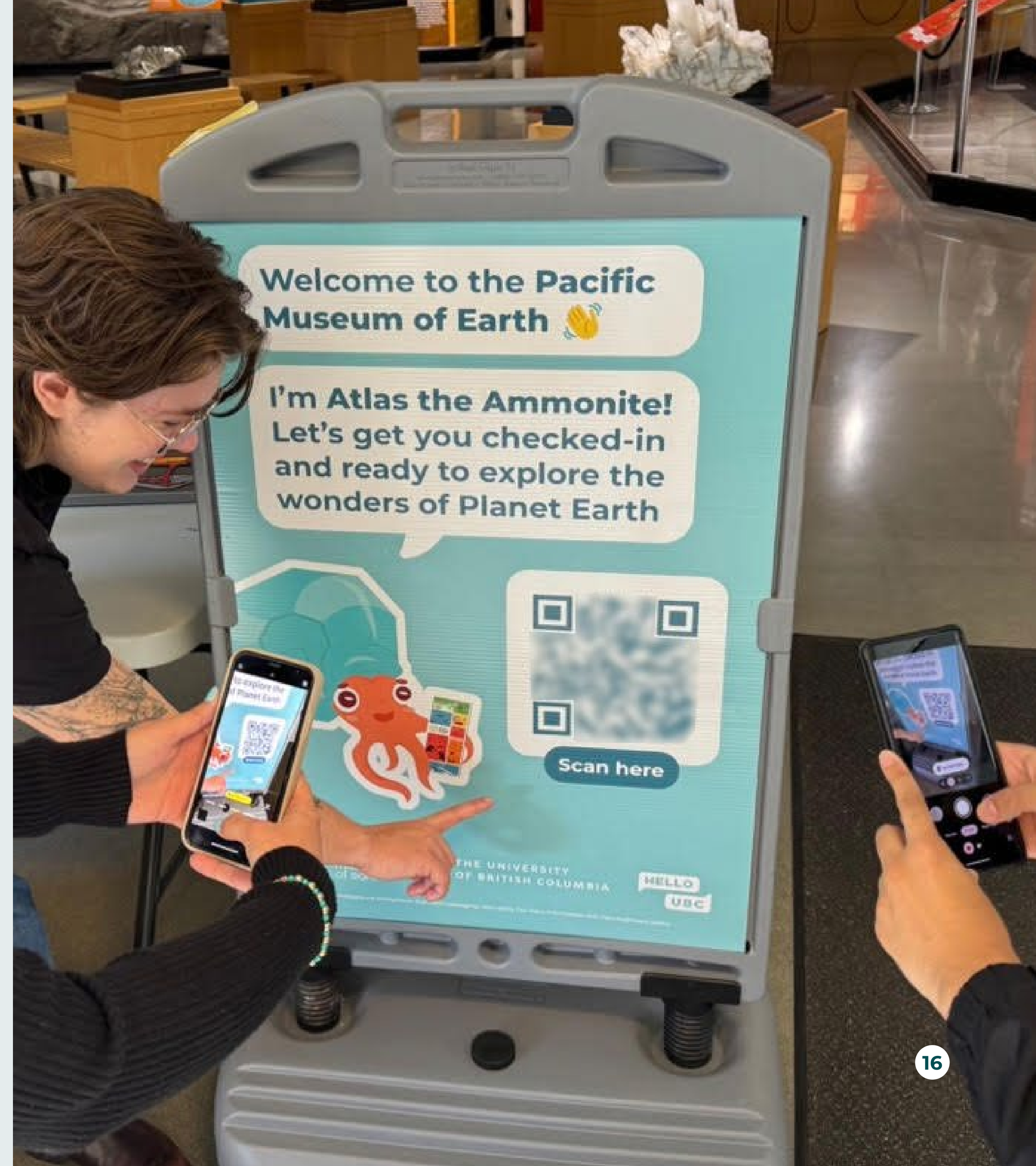


Multi-Department Solutions

For UBC, we delivered a suite of cross-campus services designed to enhance the student, staff and visitor experiences and streamline day-to-day operations, including interactive walking and museum tours, intelligent parking assistance, waste management advice and support, and concierge-style services for guests.

Outcomes:

- Automated responses to queries
- New insights for staff to address pain points and improve experience
- Saved 1,870+ days of staff time so far
- System has served over 60K unique users and answered unlimited questions, at a fixed cost
- 92% of questions answered correctly by the system, without having to go to a staff member
- Cost savings on customer service





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Further Info

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