

Chatbot Max

Product Definition Document

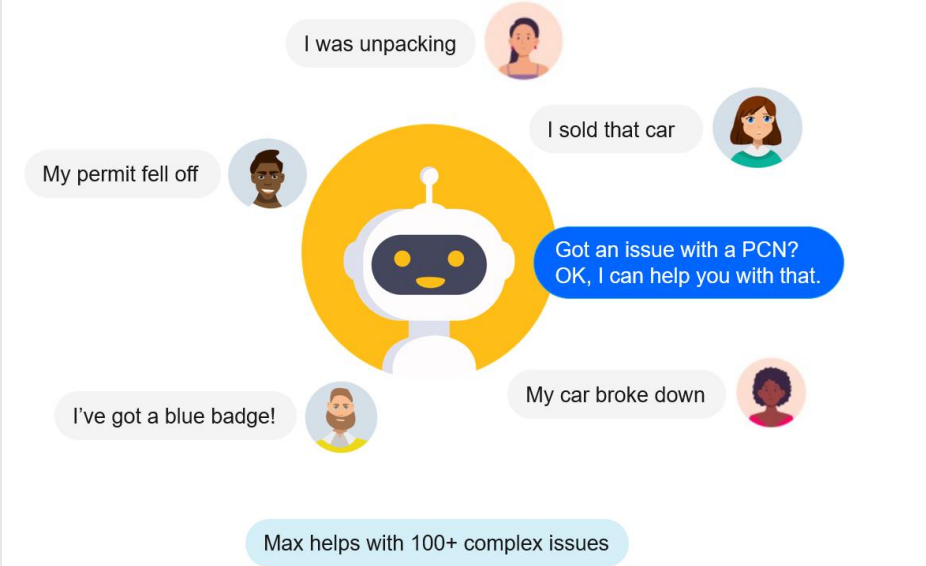
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MATT TURNER

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Chatbot Max

Chatbot Max – your expert digital colleague



Chatbot Max.
Winner of the 2021
Parking Technology
Award

**british
parking
awards
2021
WINNER**

Overview

Chatbot Max is like a cloned version of an expert human colleague, and multilingual too. Max live-chats with motorists who are thinking of challenging a PCN, educating motorists and resolving issues without motorists always having to write in. Which saves everyone time and frustration, 24/7.

Features

- Unrivalled intelligence – Chatbot Max:
 - Knows parking (and moving traffic and bus lanes) like a human expert.
 - Knows and applies your policies – because Max is powered by Barbour Logic's triple-award-winning parking 'brain' with over 1000 policy settings.
 - Understands motorists (eg that 'I had a flat tyre' means 'vehicle breakdown') through highly sophisticated Natural Language Understanding.
- Fully conversant in up to 100 reasons that motorists give (eg 'I was loading', 'I was late back from hospital').
- In-depth conversations with each motorist, then gives tailored advice, resolving issues without staff involvement.
- Predictable conversations. Max doesn't use large language models (LLMs) like ChatGPT, so is guaranteed to give every user the same, correct, advice every time.
- Multilingual module means motorists can live-chat with Max in over 40 languages.
- Takes just one day of your time to set up.
- Compatible with all notice-processing systems.
- Plain English throughout.

Benefits

- **Transforms customer experience** – for motorists, it's like live-chatting with a helpful human expert – and getting personal PCN advice. Motorists become informed, not frustrated. And Max is there for them 24/7.
- **Increases inclusivity**
 - Chatbot Max gives plain-English advice, tailored to each user. This makes complex information simple and accessible, especially to those with [mental health issues](#) (1 in 6) or [low literacy skills](#) (also 1 in 6).
 - With our Multilingual module, motorists can live-chat with Max in over 40 languages.
- **Cost neutral:**
 - More payments. 9.9% of motorists who use Chatbot Max are paying instead of challenging.
 - Challenges reduced by 13.9%, consisting of:
 - 9.9% reduction through motorists paying instead of challenging (see above).
 - 4% reduction through motorists providing documentary evidence first time, because Max ensures motorists know what's needed.

Awards

Winner of the 2021 Parking Technology Award – British Parking Awards.

Results that speak for themselves

'Chatbot Max is a game-changing innovation – a 24/7 digital colleague.'

Paul Hutton, Dorset Council

'With Chatbot Max, motorists get the help they desperately seek, 24/7. They become informed, not frustrated. And this empowers them to make an educated decision about whether to challenge their PCN.'

Shane Reffin, Wakefield Council

Challenge Writer – a module for Chatbot Max and Voice Master



Overview

Currently, Chatbot Max our chatbot gives PCN advice to motorists. With Challenge Writer, these products can **write the challenge for the motorist** too.

Features

- Targets the correct motorists – those who are definitely going to challenge. Only offers the ‘write my challenge’ option to motorists who have:
 - completed a conversation with Chatbot Max;
 - received advice; and
 - indicated that they intend to challenge.
- Offers choice: motorists can have their challenge written for them, or they can write their own. (Chatbot Max emails the challenge to the motorist.)
- Writes clear, concise, focused challenges that reflect the motorist’s conversation with Chatbot Max.
- Reminds the motorist to attach documentary evidence.
- No setup required.
- Compatible with all notice-processing systems.
- Plain English throughout.

Benefits

For motorists

- Transforms customer experience: having their challenge written for them is a great convenience for motorists, saving time and stress. When the motorist meets your leniency policies and Chatbot Max offers to write their challenge, 81% say Yes.
- Transforms inclusivity, especially for adults with mental health issues (1 in 6) or literacy issues (also 1 in 6).
- Watch our [video](#) interview with a motorist who used Challenge Writer.

For the council

- Fewer challenges. Motorists using Challenge Writer are 44% more likely to provide evidence **first time**, saving a second round of correspondence.
- Challenges written by Challenge Writer are quicker for back-office staff to read and respond to because:
 - they're concise, structured and to the point;
 - they list the key points that staff need to check;
 - they're typed and in plain English.

For reputations – the council's and the parking sector's

If motorists have access to a chatbot that gives helpful PCN advice – and writes the challenge for them – then more motorists will see the council as friend not foe. And fewer motorists will be drawn to the 'fight your PCN' or loophole websites and exposed to their negative narrative.

Awards

Winner of the 2022 Parking Technology Award – British Parking Awards.

Testimonials

'Challenge Writer saves everyone time and hassle. Everyone wins. It radically improves people's perceptions of the council and the parking sector. Challenge Writer is a major innovation.'

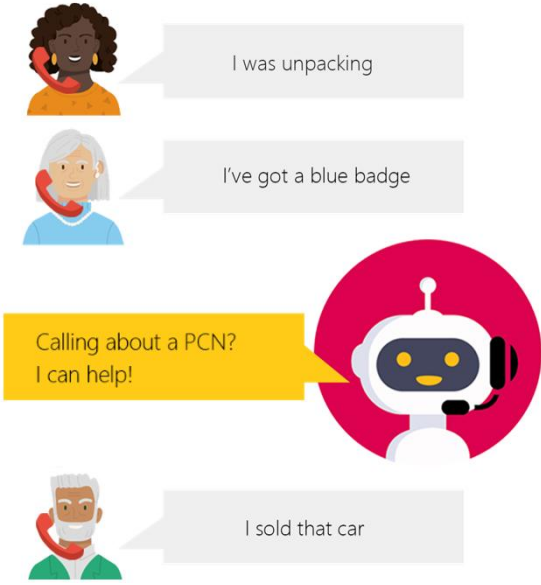
Stewart Skene, Perth & Kinross Council

'Challenge Writer corrects a major social injustice. The disadvantaged no longer need to struggle writing a challenge or get left out. Thanks to Challenge Writer, they can now exercise the same right to challenge as everyone else. It's a welcome breakthrough – for the sector and for motorists.'

Garry Hoyle, North Tyneside Council

Voice Master

Voice Master – your contact centre for PCN calls

	Voice Master Winner: Parking Technology british parking awards 2023 WINNER Double-winner: Judges' & People's Awards Parkex INNOVATION TRAIL 2023 DOUBLE WINNER
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Overview

Voice Master is a 24/7 PCN helpline – operated by a digital agent – for motorists who think their PCN is unfair.

This innovation means that Voice Master becomes your contact centre for PCN calls, freeing up your staff from these time-consuming and often abusive calls.

About Voice Master

Voice Master knows parking, knows your policies, and has an in-depth conversation with the motorist. For motorists, it's like speaking to an expert human. At the end of the conversation:

- Voice Master **gives the motorist tailored advice**. The now-educated motorist can make an informed decision about challenging their PCN and (where relevant) knows what documentary evidence to provide.
- Voice Master ***writes the challenge for the motorist** (if they meet the relevant leniency policies) and texts it to the caller's mobile phone. (*This is an **optional module** called Challenge Writer. It's helpful for motorists – and councils/operators too, because challenges arrive clearly formatted and with the correct evidence first time.)

Features

- Unrivalled intelligence – Voice Master:
 - Knows parking (and moving traffic and bus lanes) like a human expert.
 - Knows and applies your policies – because Voice Master is powered by Barbour Logic's triple-award-winning parking 'brain' with 800 policy settings.

- Understands regional accents (excellent speech-to-text performance).
- Understands motorists' intents (eg that 'I had a flat tyre' means 'vehicle breakdown') through highly sophisticated Natural Language Understanding.
- Fully conversant in up to 100 reasons that motorists give (eg 'I was loading', 'my badge fell off').
- Configurable handovers, eg to a payment line or human agent.
- Has in-depth conversations with each motorist, then gives tailored advice. (And, with the Challenge Writer module, writes the challenge for the motorist and texts it to their mobile phone.) All done without any human staff involvement.
- Takes just one day of your time to set up.
- Plain English throughout.

Benefits

For councils/operators

- Saves time, money and abuse – because Voice Master becomes your PCN call centre team.
- Improved service to motorists – 24/7, no wait time, and *specific* advice for each caller (whereas most councils/operators give *general* advice to keep calls short and avoid abuse).
- Improved inclusivity – the phone channel especially helps people:
 - with [low literacy skills](#) (16.4%);
 - with [mental health issues](#) (16.7%);
 - in [digital poverty](#) (22%).

For motorists

- 24/7, no wait time.
- Help over the phone, the preferred channel for many, especially the disadvantaged.
- In-depth advice – tailored to the conversation they've had with Voice Master.

Testimonials

'Voice Master is a breakthrough for inclusivity. As PCN helplines disappear across the sector, the disadvantaged people who needed them have become excluded from help. Voice Master changes all that. Now, there's phone help for all – giving each caller tailored advice. And it's there for them 24/7. Voice Master is a major innovation.' – NS

'Voice Master ensures everyone – especially the disadvantaged – has access to help. Voice Master is a lifeline for disadvantaged adults (1 in 3) who need a helpline. They simply call Voice Master, 24/7, have a chat with the AI, and get tailored advice. It's a dramatic breakthrough for the parking sector – and for motorists.' – GH

'Voice Master provides our customers with better access to services and means they can engage with us in a way, and at a time, that is convenient for them. It provides expert advice without the need for more experts and is helping us to deliver efficiencies. It's the latest success story to come out of Barbour Logic.' – PB