

INSEE Chatbots: A new tool to help users

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Abstract

Every year, Insee receives more than 170,000 contact requests from Internet users: entrepreneurs who have questions about the enterprise register SIRENE and about their administrative formalities, households and companies questioned in the context of surveys, or requesting statistical information. In order to provide automated answers to users' most frequently asked questions, 24 hours a day, 7 days a week, INSEE has added several chatbots online starting in 2022. A first chatbot was created in August 2022 on the business survey portal. A second one placed on the website of the population Census answered nearly 4 500 questions from households from January to March 2023. A third one was added online on April 13 on the enterprise register page to answer questions from businesses, which constitute the majority of the questions asked to Insee. At the beginning of each conversation, chatbots suggest the most frequently asked questions to the user. They also suggest the most relevant additional questions based on the questions asked during the conversation. As a result, most of the questions asked by users are selected from these relevant questions, rather than using the chatbot's input bar. This greatly improves the chatbot's ability to provide a correct answer, about 80% to 90%.