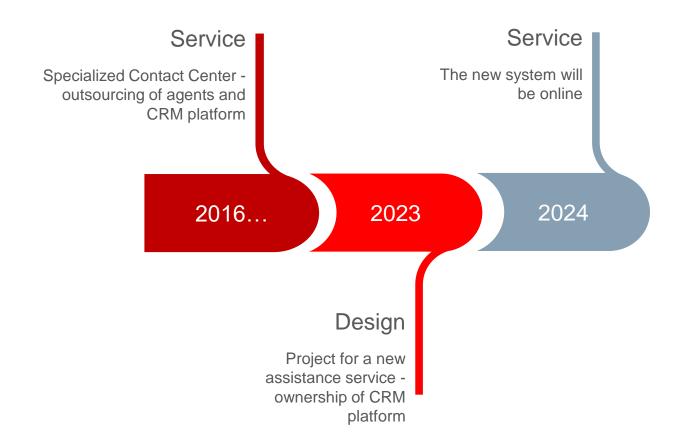


Geneve, 22-24 May 2024

Expert meeting on statistical data collection and sources

DESIGNING A MULTICHANNEL ASSISTANCE SERVICE INTEGRATED WITH AI SOLUTIONS FOR RESPONDENTS

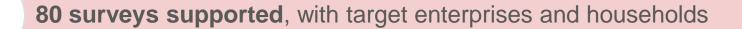
Assistance service in Istat





Features of the current service

Outsourcing of operators and CRM platform to external supplier



Access for respondents by telephone and e-mail

2 levels of specialization for managing the service requests: External operators and internal Istat experts

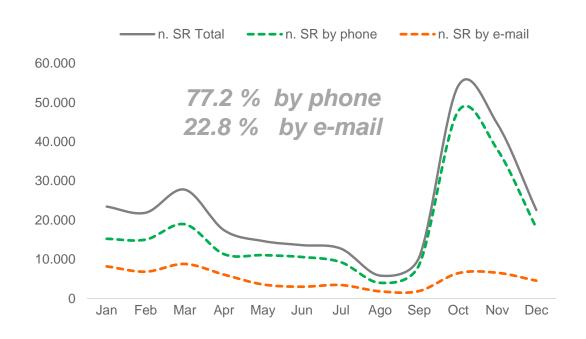
No automated process: operators collect all information

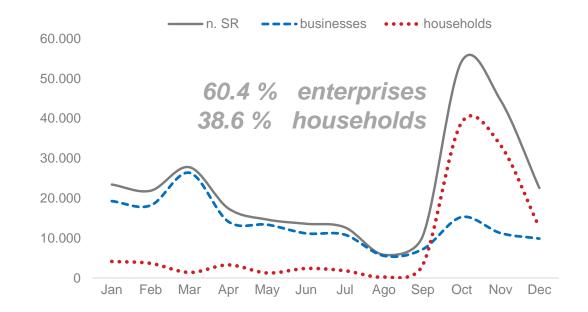


Volume of Service Requests in 2023

269,359 Service Requests managed 1,435,047 Minutes of assistance

Service Requests - Distribution for months, 2023 year:



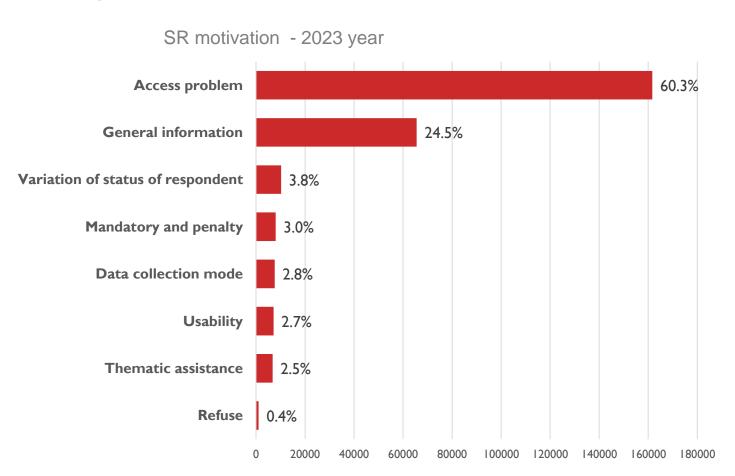




Categories of Service Request in 2023

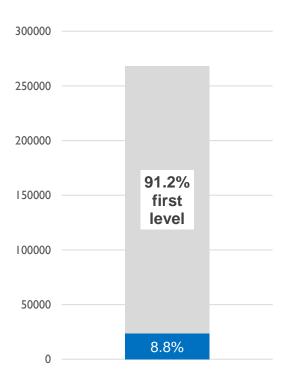


84.8 percent of SR concerned access problems and general information



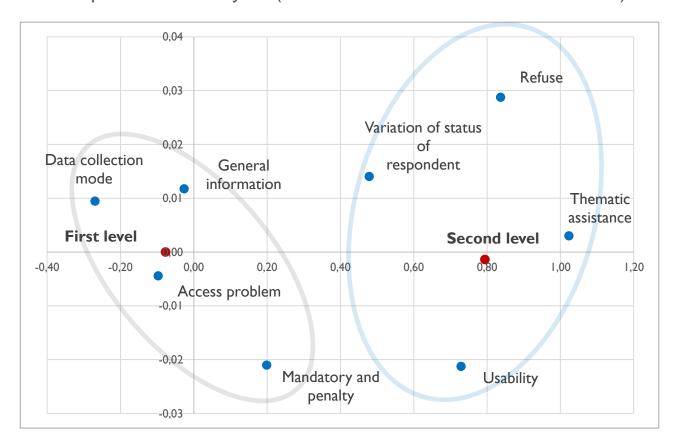
Only 8.8% of cases is transmitted to Istat experts

Resolution level - 2023 year





Correspondence-analysis (SR motivation and Resolution Level)



Most access problem and general information issues contain recurring tasks and are easily resolved at the first level

Thematic and usability questions concern questionnaire variables and compilation path, so they require the intervention of Istat experts for resolution

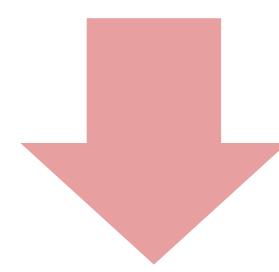


Benefits an weakness of current service

2016... 2023 2024



- Optimize human resources for frequent manual tasks to reduce costs and errors
- Saving time and costs in ticket resolution process
- Ensure consistency and quality in communication
- Oversight of all platform users
- Improving of the usability and functionality of data acquisition systems



- Supplier turnover (every 2-3 years):
 long implementation time for a new software platform
 training activities for Istat employees for the new platform
- No automated process:
 an operator collects all the data
 an operator answers even to more simple and recurring issues
- **Ambiguous classification** of motivation which does not allow a clear identification of the type of request



Assistance service towards the future

2023... 2016... Outsourcing of operators Outsourcing of operators and CRM platform ownership of CRM platform Multichannel interaction: Phone and email interaction phone, email, legal mail, web, chatbot **Automated approach** Operators collect all the information collecting information 3 resolution levels: 2 resolution levels: external Artificial Intelligence, external operator (CC) and Istat operator (CC) and Istat



A new classification system

Need	new classification	sub-classification
help to access the portal or questionnaire? information about regulations, privacy or obligation to respond? information and clarification about the survey or questionnaire? booking an interview? information about an assessment and dispute report?	A Accessing and navigating the questionnaire/ survey portal B Regulatory aspects C Sample composition D Interview booking E Finding and dispute report F Information about the survey and questionnaire contents G Communication with Istat H Other	Different levels of classifications for different uses (IVR, web, chatbot, phone) A1 Difficulties with first login/first registration A2 Changing registration data or proxies A3 Credentials A4 Portal usability/navigation difficulties A5 Accessing the questionnaire A6 Session expired A7 Server malfunction A8 Loading screens/system slowness A9 Browsers supported A10 Completion via smartphone



2016-2023





A multi-channel system

2024 2016-2023 salesforce

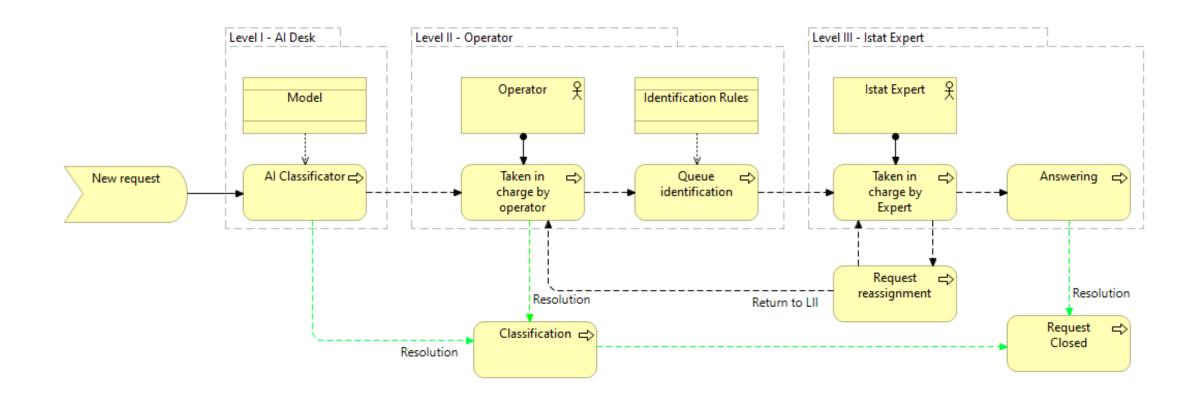


A multi-channel system

2024 2016-2023 salesforce



New automated process based on three-levels of assistance

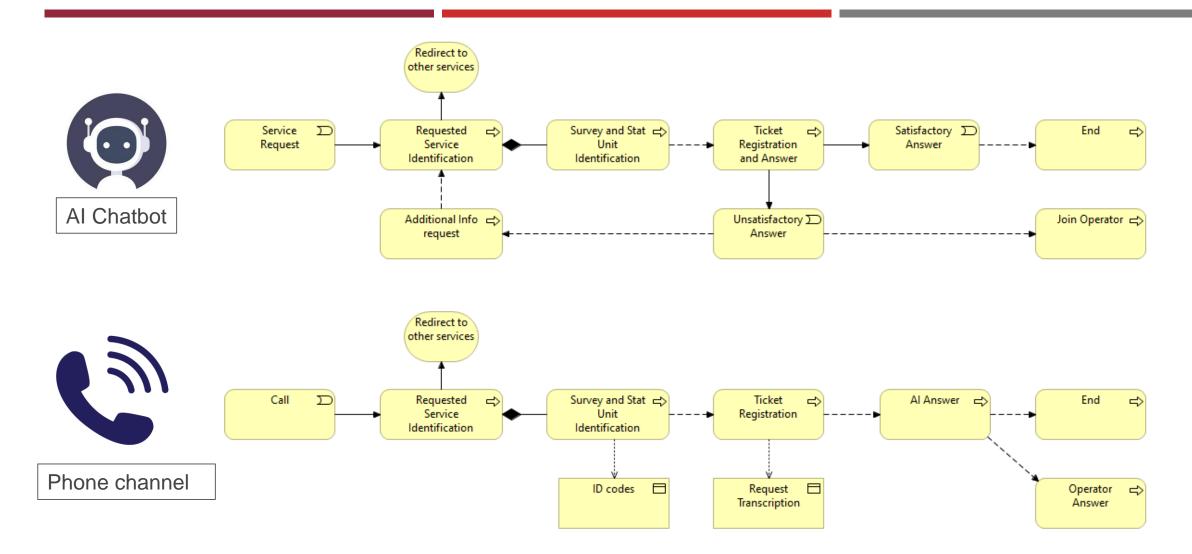


Green lines represent solution paths

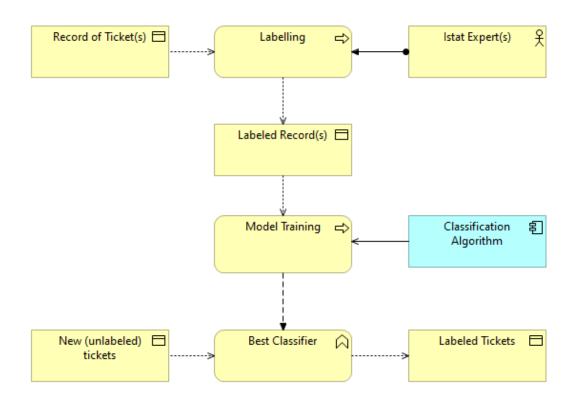
Black lines represent evaluation paths across multiple levels of assistance



Automated Multichannel Requests Management



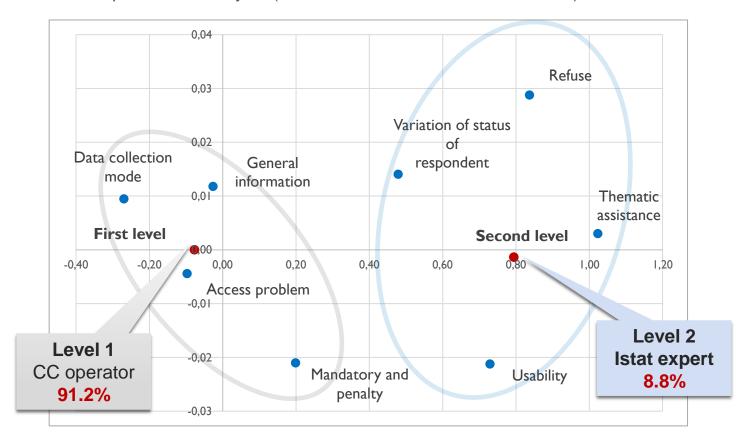
Al: Classification for request routing





Further insights on 2023 resolution levels

Correspondence-analysis (SR motivation and Resolution Level)



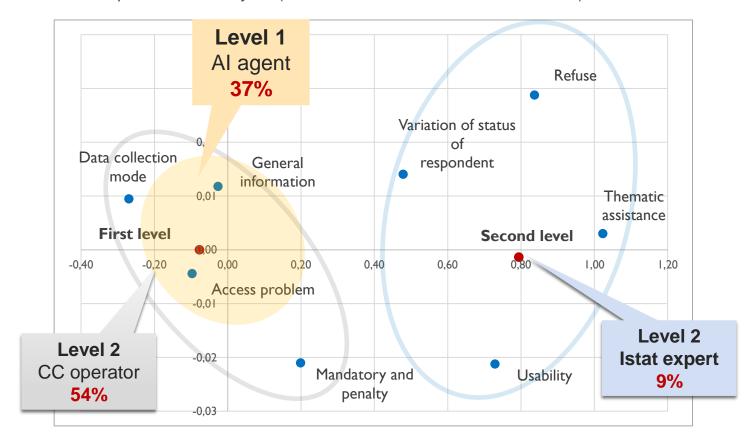
In 2023 91.2% of requests are solved by external operators

Issues at this levels concern mostly access and general information requests, easily solved by Artificial Intelligence solutions



Estimates expected from the new three-levels process

Correspondence-analysis (SR motivation and Resolution Level)



Literature on this subject reports that AI solutions can process 50% of service recurrent requests (40% with additional conservative assumption).

Full operational savings come from AI operator with 37% of requests processed



Thank you for your attention

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