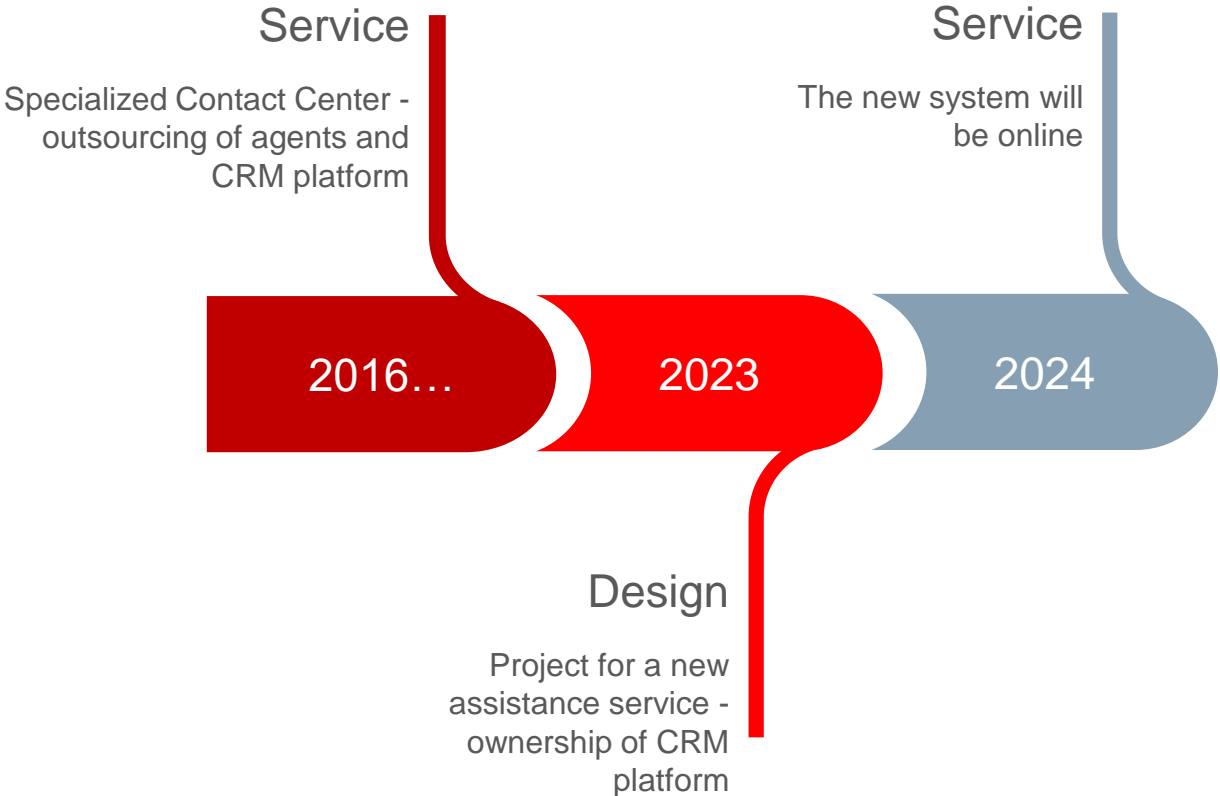


Geneve, 22-24 May 2024

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

2016...

2023

2024



Outsourcing of operators and CRM platform to external supplier

80 surveys supported, with target enterprises and households

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

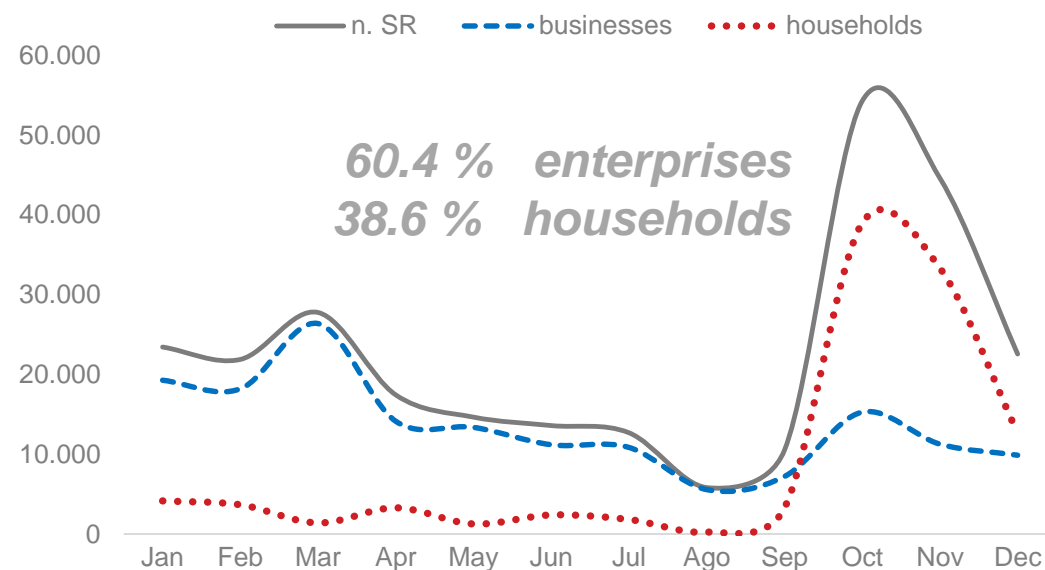
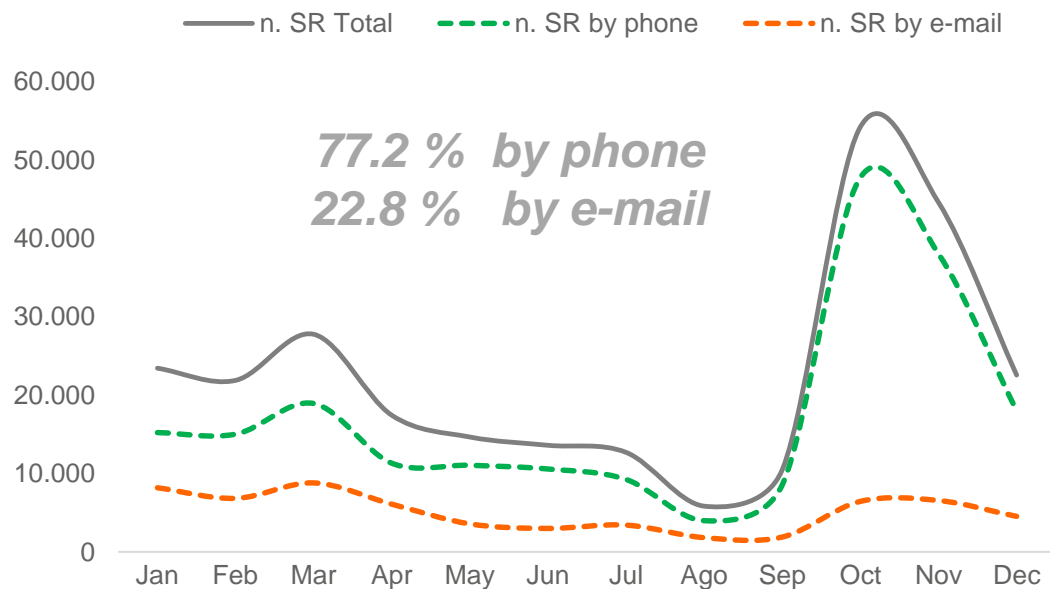
2016...

2023

2024

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

Service Requests - Distribution for months, 2023 year:



Categories of Service Request in 2023

2016...

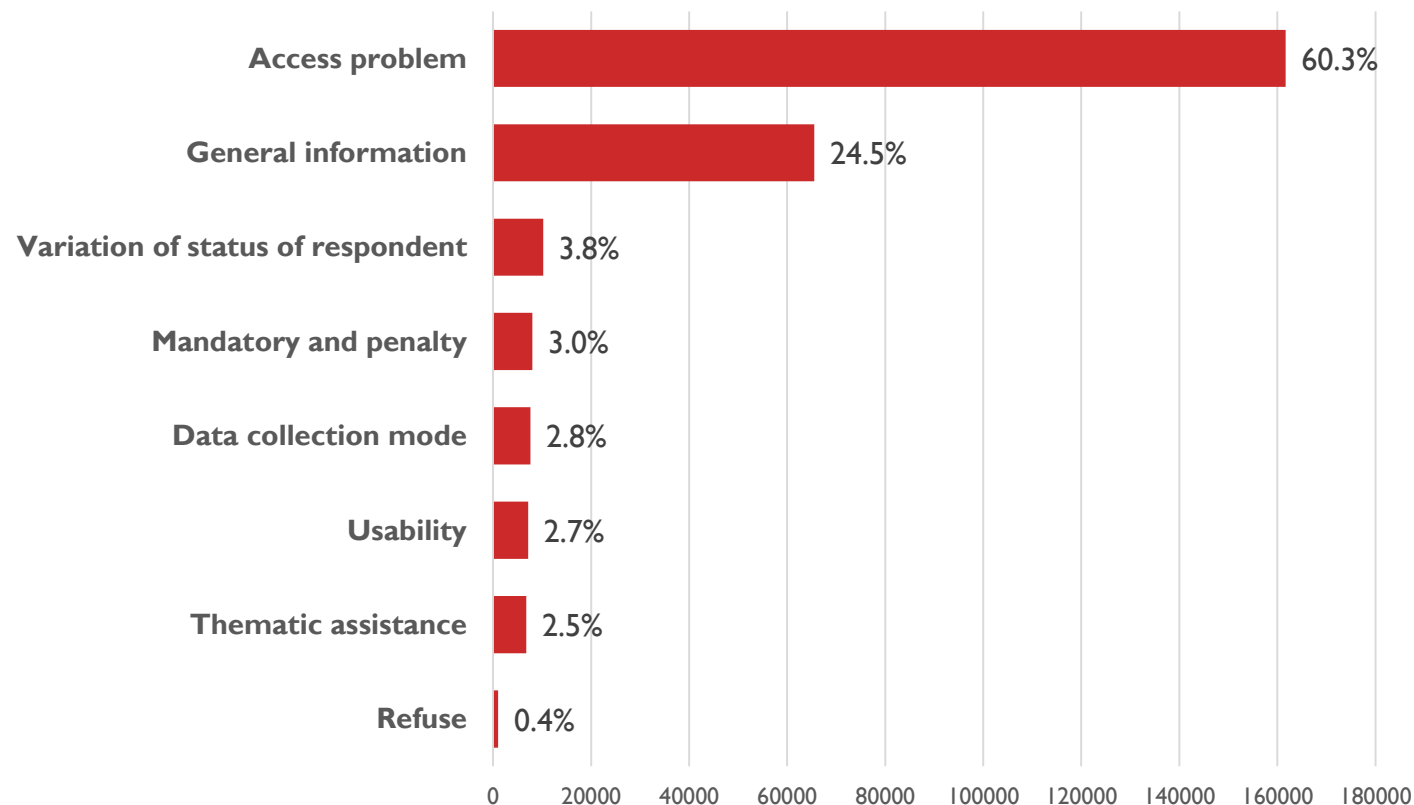
2023

2024

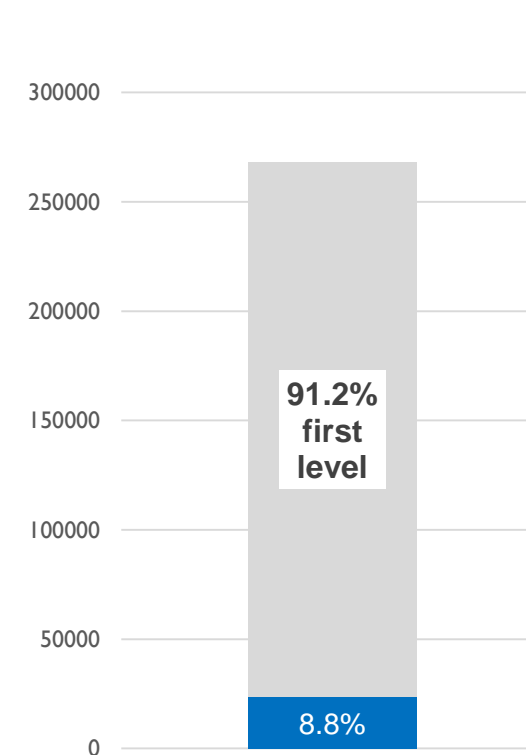
84.8 percent of SR concerned access problems and general information

*Only 8.8% of cases is transmitted to **Istat experts***

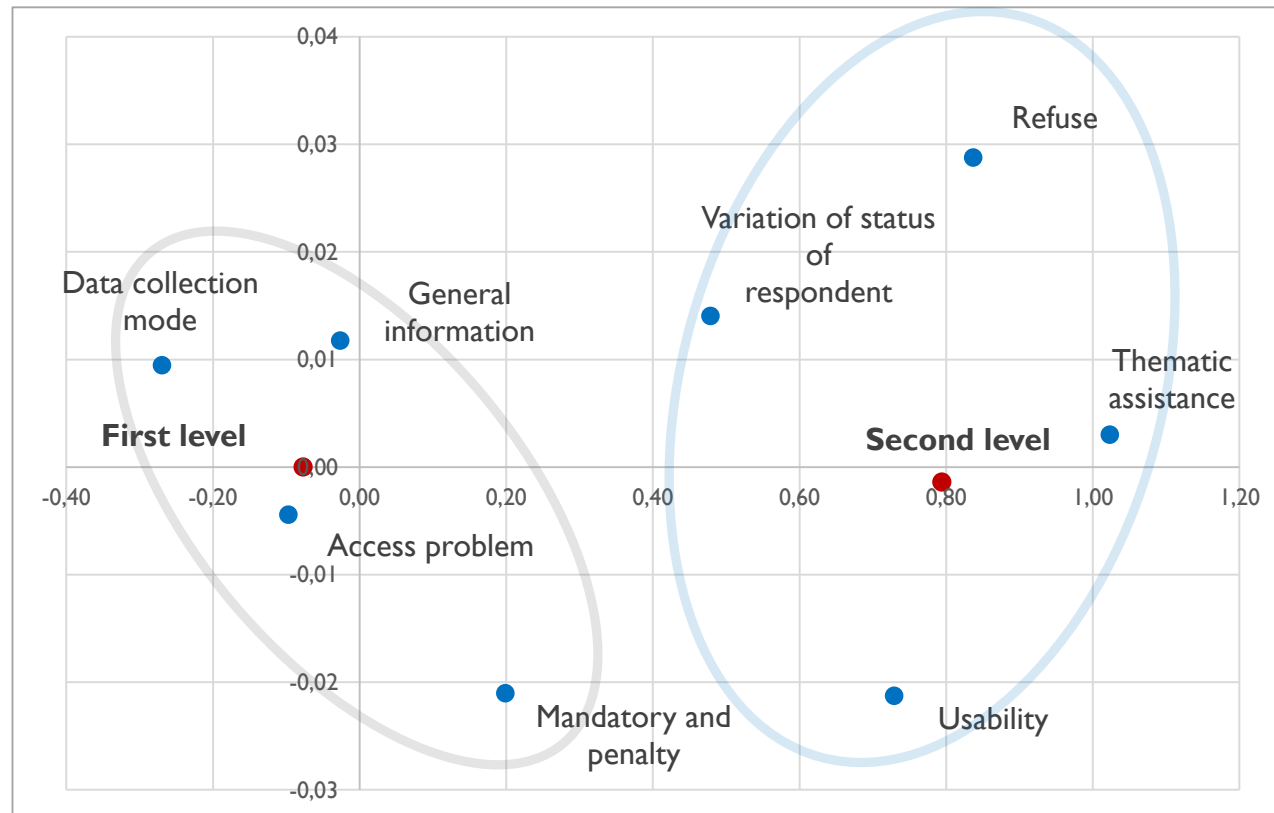
SR motivation - 2023 year



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

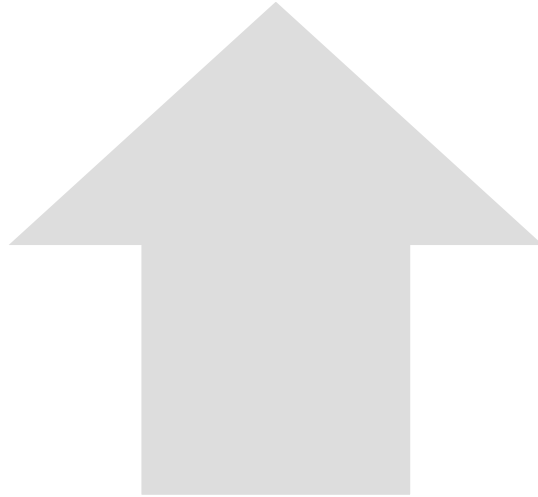
Thematic and *usability* questions concern questionnaire variables and compilation path, so they require the intervention of Istat experts for resolution

Benefits and weakness of current service

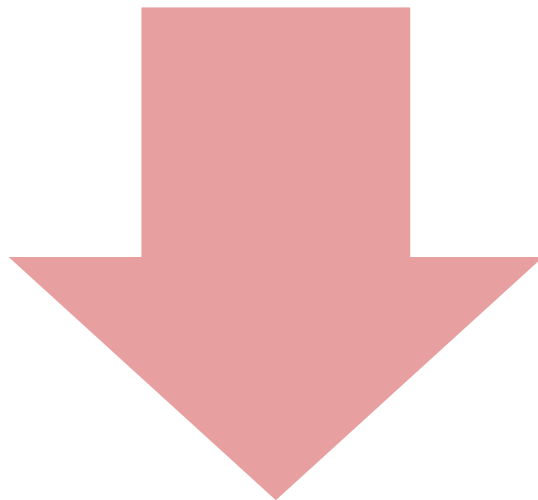
2016...

2023

2024

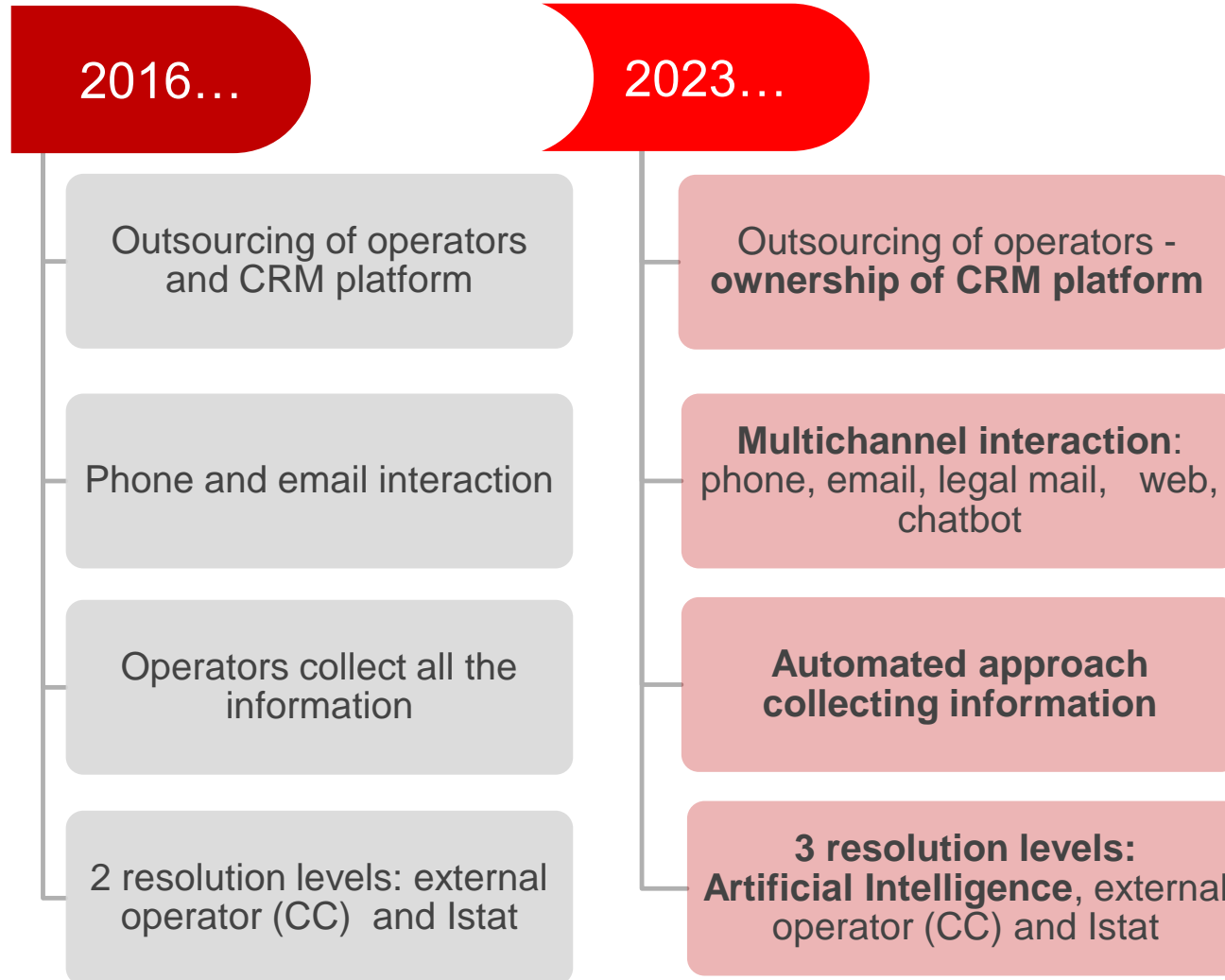


- **Optimize human resources** for frequent manual tasks to reduce costs and errors
- **Saving time and costs** in ticket resolution process
- Ensure **consistency and quality in communication**
- **Oversight** of all platform users
- **Improving** of the usability and functionality of **data acquisition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



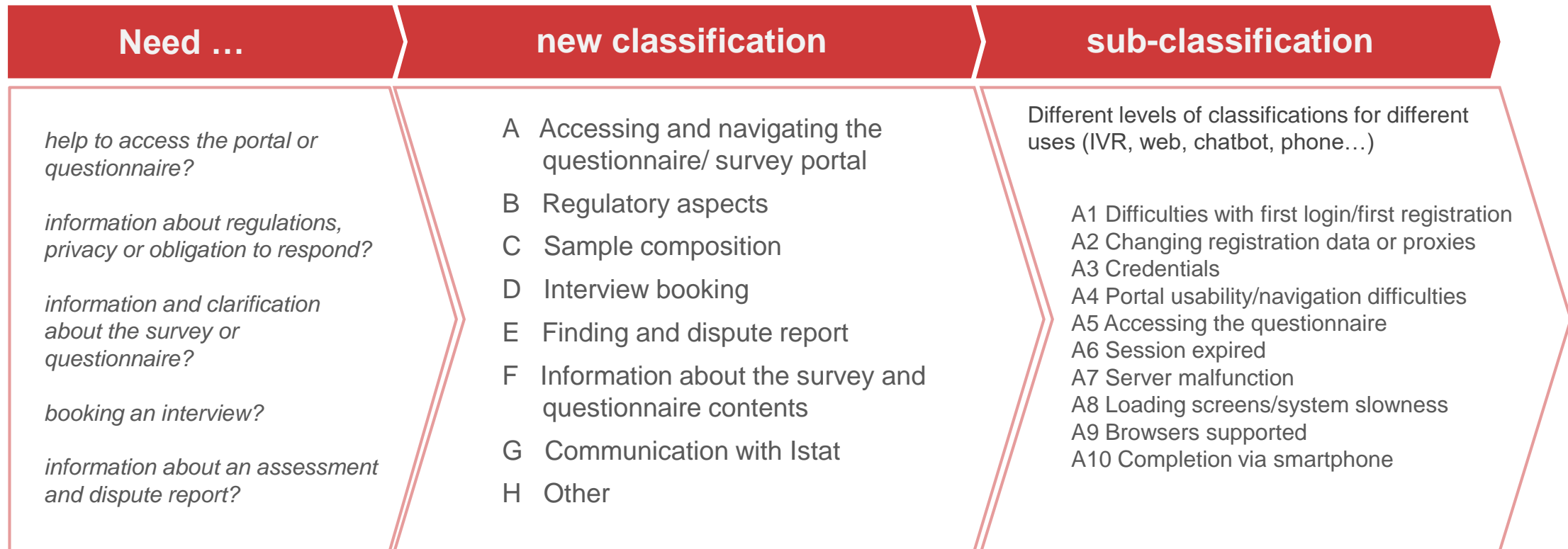
- **Supplier turnover** (every 2-3 years):
long implementation time for a new software platform
training activities for Istat employees for the new platform
- **No automated process:**
an operator collects all the data
an operator answers even to more simple and recurring issues
- **Ambiguous classification**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

Assistance service towards the future



A new classification system

2024



A multi-channel system

2024

2016-2023



A multi-channel system

2024

2016-2023

2024



A multi-channel system

2024

2016-2023

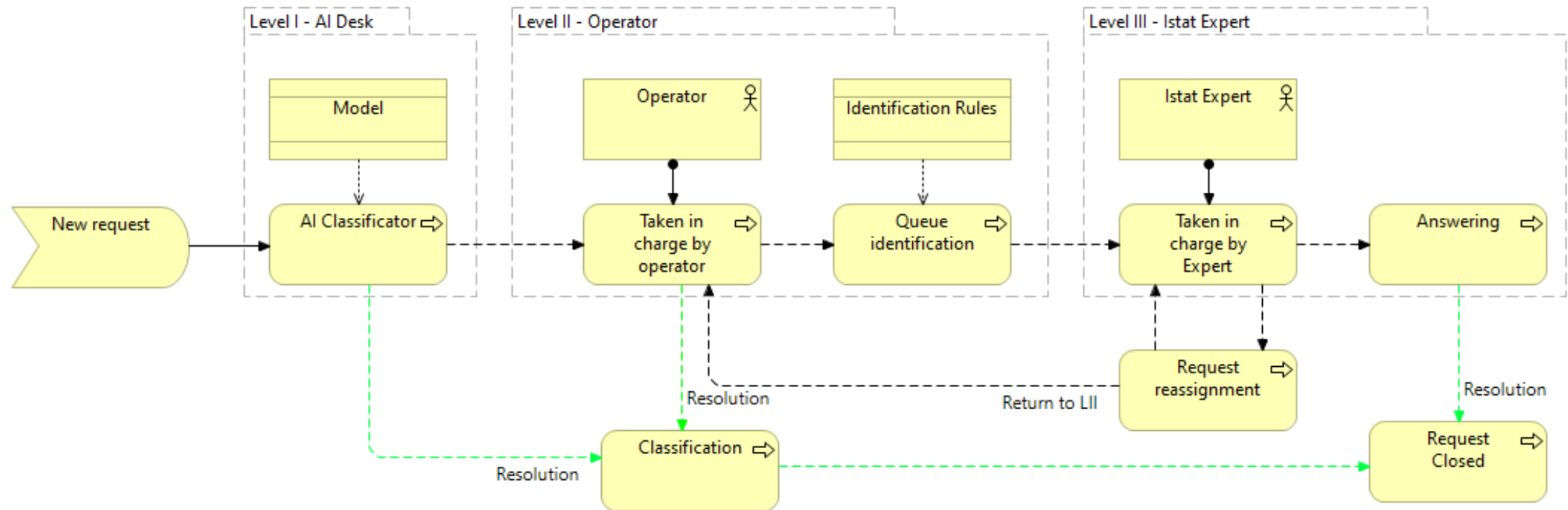
2024

2024...



New automated process based on three-levels of assistance

2024



Green lines represent solution paths

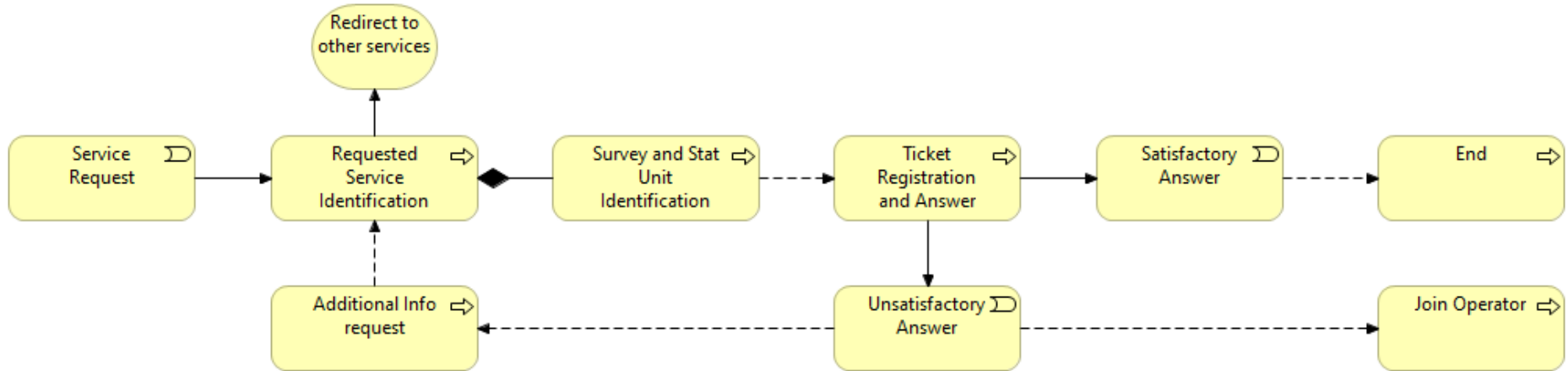
Black lines represent evaluation paths across multiple levels of assistance

Automated Multichannel Requests Management

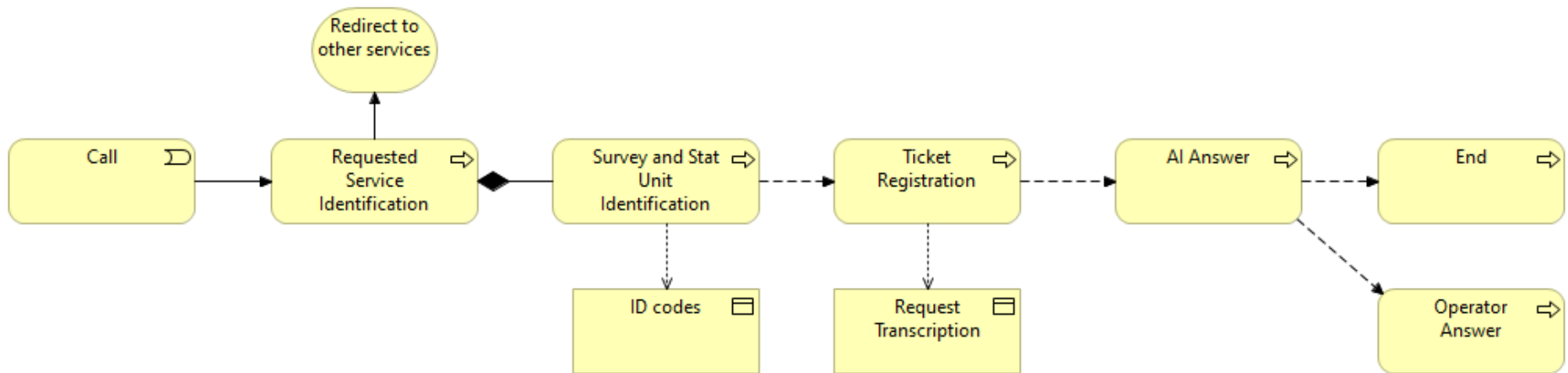
2024



AI Chatbot

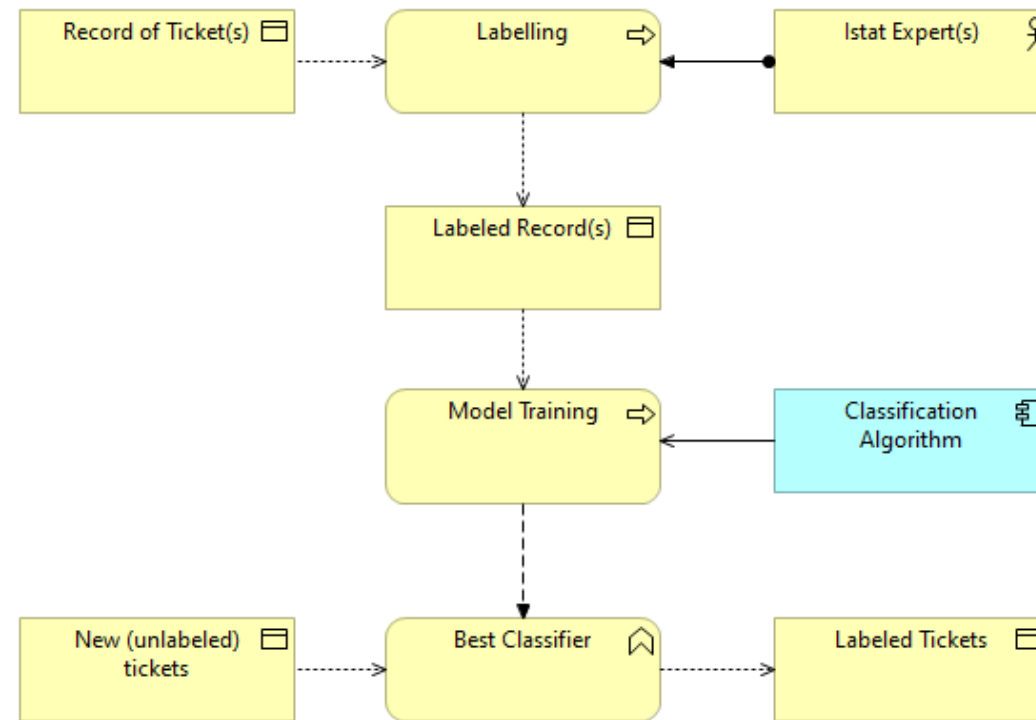


Phone channel



AI: Classification for request routing

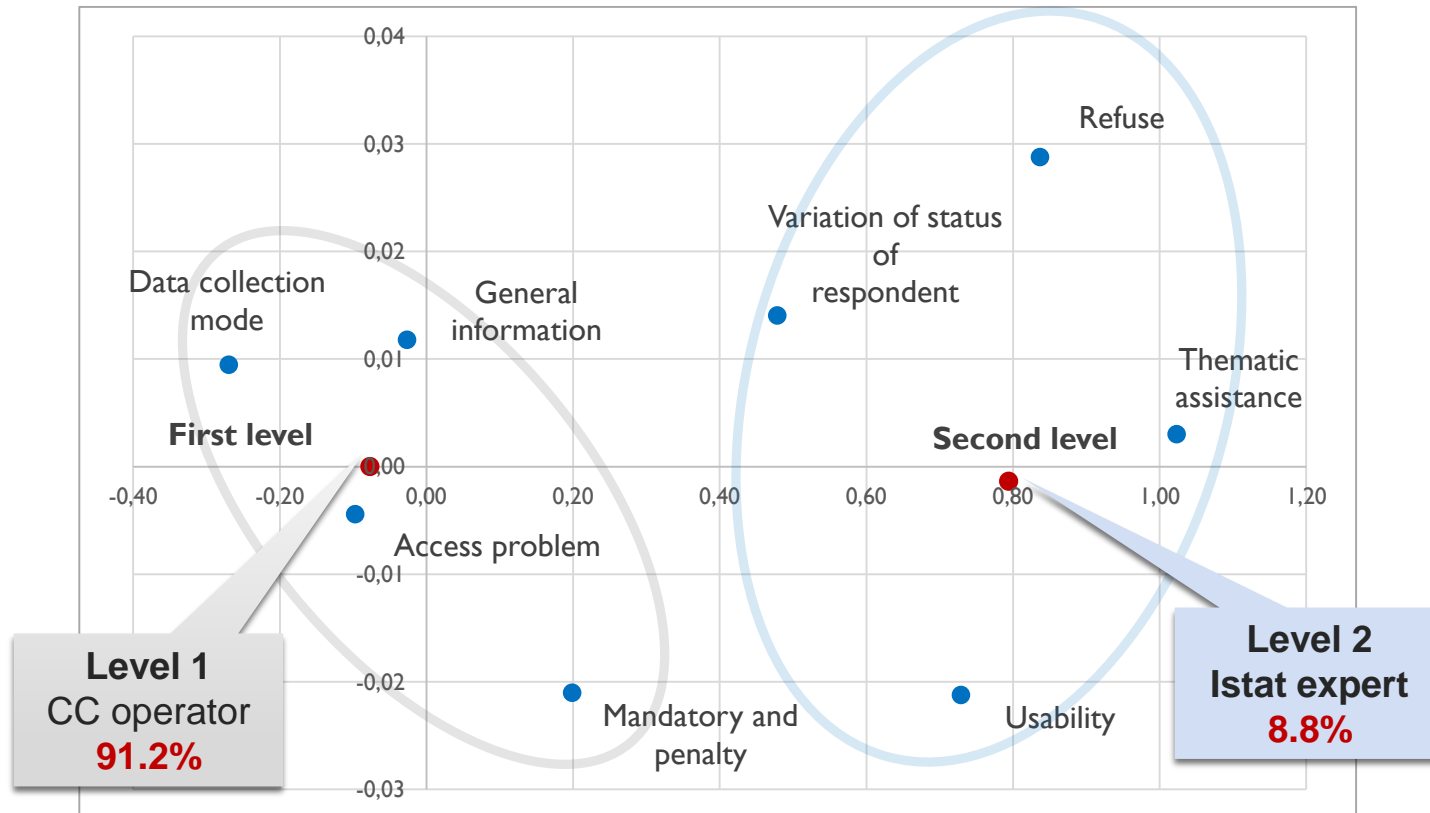
2024



Further insights on 2023 resolution levels

2023

Correspondence-analysis (SR motivation and Resolution Level)

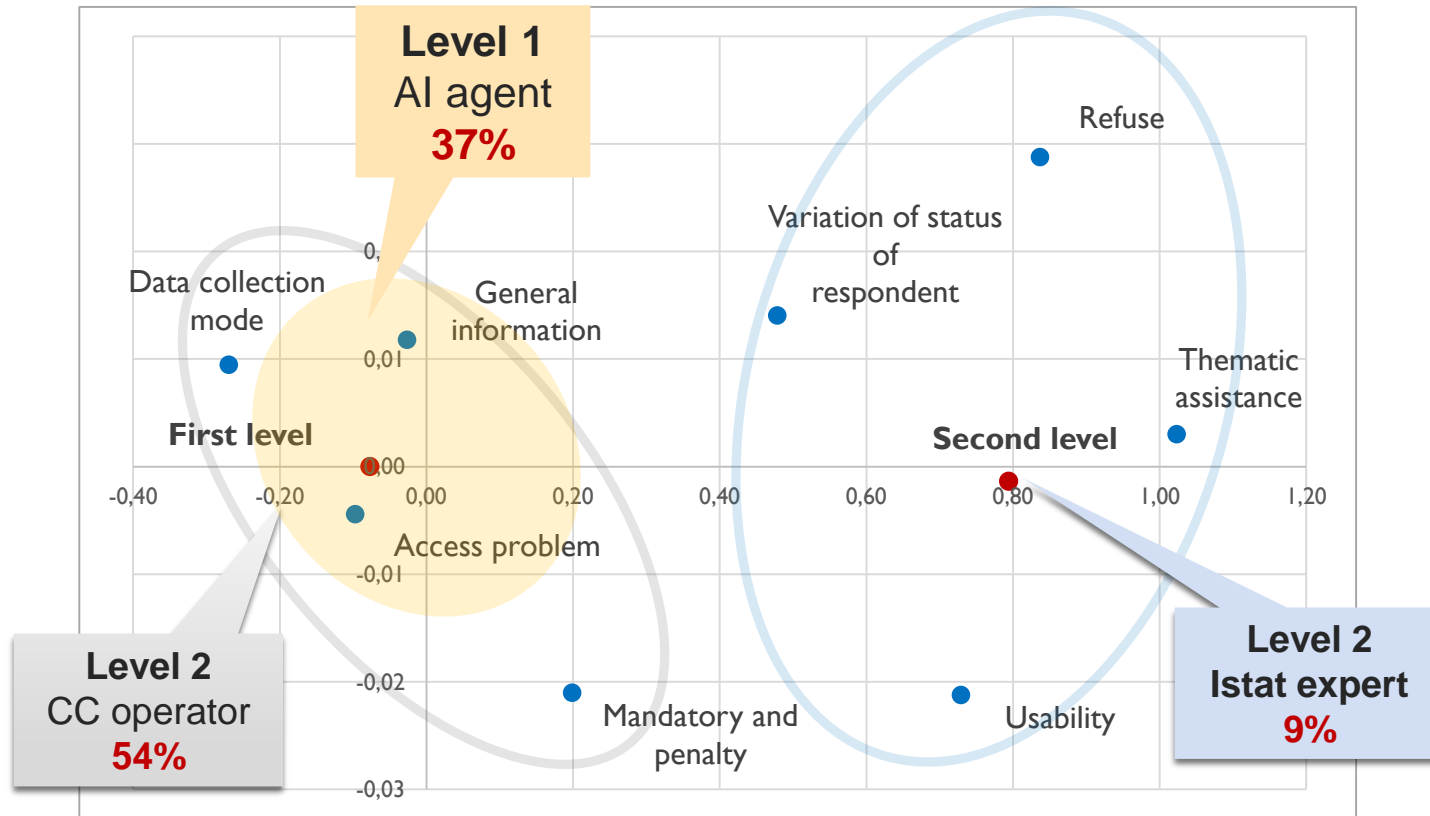


In 2023 91.2% of requests are solved by external operators

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

PAOLA BOSSO | paola.bosso@istat.it