



Case Study

California County Agency Gained an AI-Driven Constituent Contact Process

Outcomes included faster response time, greater accuracy, insights and a better user experience.

LA County ESMA Contract # I10602

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Introduction

The Rackspace Technology Public Sector team can help you automate and accelerate processes involved in delivering services to your constituents by responsibly using generative AI. Our portfolio of solutions and expertise provide immediate, relevant information and advice to help streamline tasks and speed up decision-making. We work to build your solutions to deliver fast, relevant answers to pressing questions, solve problems, generate content, and take actions using the data and expertise found in your agency's information repositories, while keeping governance and privacy top of mind.

Seeking an AI-driven solution

A prominent California County agency was handling constituent interactions in a process that was slow, outdated and not delivering a high-

quality experience. The agency wanted to employ AI to generate highly accurate call transcripts and extract conversation insights to improve constituents' experience and enhance agent and supervisor productivity.

This California County agency wanted to improve its processes and gain better outcomes, including:

- Greater response accuracy and delivery speed to constituents' questions.
- Enhanced call center SLAs and reporting by leveraging AI.
- Heightened understanding of constituents' safety concerns.
- Improved rapid-response workflows to expedite resource delivery.
- Increased insight extracted from data collected through AI-assisted interactions with constituents over time.

Agency gains rapid response

Rackspace Technology was able to deliver a rapid turnaround on a proof of concept to demonstrate its ability to meet the agency's requirements in the following ways:

- Employing Amazon Web Services (AWS) cloud-native AI services to demonstrate how generative AI can consume the agency's data and provide generative responses to constituent questions in a native-language prompt-and-response manner.
- Providing real-time analysis and sample audio interactions between callers and agents, including quickly identified keywords, sentiments and agents' response in achieving a fast resolution.
- Categorizing multiple data groups such as personal identifiable information (PII), dates, locations and issues demonstrating the ability of AI to enhance and focus knowledge work, while providing agents and callers with prompts and fast access to resources.

Generative AI Insights



Summary

A summary of the transcript is that a caller reported concerns about their sister and brother-in-law who have a drug problem and are neglecting their two children due to their drug use. The caller provided demographic information about the family as well as details about the condition of the home and the parents' drug use and its effects on their parenting. The primary concerns reported were the safety of the children and the need for the parents to go to rehab and the children to stay elsewhere temporarily.

Topic

drug use

Product

drugs

Resolved

yes

Callback

no

Politeness

yes

Actions

The actions the Agent took were: 1. Provided demographic information about the family including names, addresses, phone numbers, dates of birth, ethnicity and language. 2. Described the parents' drug use including the types of drugs used and that it was on a daily basis. 3. Indicated the parents were using drugs around the children and passing out. 4. Stated the children were wandering outside unsupervised and the condition of the home. 5. Expressed concern for the children's safety and need for the parents to go to rehab and children to stay elsewhere temporarily. 6. Answered additional questions about how long the parents have been using, what was working well and other concerns. 7. Thanked the customer for taking the report and said it

Generative AI Query

what drugs were discussed

Based on the transcript, the drugs discussed were meth and cocaine.

How many Children

Based on the transcript, it seems there are 2 children. The agent asks "And how many Children does your sister have too?" and the customer responds "How many Children? Does your sister have? Two?"

Enter a question about the call.

Submit

Call Analytics Summary

Issue

I would like to make a report,

Action Items

No action items detected.

Outcomes

No outcomes detected.

Generative AI
prompt screen

Transcript

Agent - 00:00

This is the County Child Abuse Report line.

Customer - 00:00

[Interruption]

Agent - 00:03

This is [PII].

Customer - 00:03

This is [PII].

Agent - 00:03

How may I help you? Hi [PII].

Agent - 00:05

[Interruption] Hi, [PII].

Customer - 00:06

Um [Issue]: I would like to make a report, please.

Agent - 00:06

You would like to make a report. Ok.

Generative AI in action

The prompt screen example shows how the agency's new AI-driven process works, helps the agency achieve rapid response to customer issues and better outcomes.

Generative AI prompt screen

Upon receipt of a constituents' question or issue, a call agent can enter a question into the prompt screen to get a call transcript on the screen.

Call transcript

The call function receives a transcript of the constituent interaction, for example:

- **Agent** – 00:00: This is the County Child Abuse Report line.
- **Customer** – 00:00: [Interruption].
- **Agent** – 00:03: This is [PII].
- **Customer** – 00:03: Thank you.
- **Agent** – 00:03: How may I help you? Hi [PII].
- **Agent** – 00:05: [Interruption] Hi, [PII].
- **Customer** – 00:06: Um [Issue]: I would like to make a report, please.
- **Agent** – 00:06: You would like to make a report. Ok.

Generative AI insights

Summary: A caller reported concerns about their sister and brother-in-law who have a drug problem and are neglecting their two children due to their drug use. The caller provided demographic information about the family as well as details about the condition of the home and the parents' drug use and its effects on their parenting. The primary concerns reported were

the safety of the children and the need for the parents to go to rehab and the children to stay elsewhere temporarily.

Topic: Drug use

Product: Drugs

Resolved: Yes

Callback: No

Politeness: Yes

Actions: The agent took the following actions:

- Provided demographic information about the family
- Described the parents' drug use
- Indicated the parents were using drugs around the children
- Stated the children were wandering outside unsupervised
- Expressed concern for the children's safety, need for the parents to go to rehab and children to stay elsewhere temporarily
- Answered additional questions about how long the parents have been using, what was working well and other concerns
- Thanked the customer for taking the report and said it would be put into the system

Call analytics summary

- **Issue:** I would like to make a report.
- **Action items:** No action items detected.
- **Outcomes:** No outcomes detected.



Leverage our easy procurement process

Rackspace Technology has expertise in AWS, Generative AI and public, private, hybrid, and multicloud. We can help determine the ideal cloud environment for your agency's needs.

Discover how we can map your agency's needs to the right Rackspace Technology solutions.

Contact Rackspace Technology today for a use case review in your organization.

Contact: Sebastien Menant, Senior Account Executive, Rackspace Government Solutions

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Procure through our California County ESMA contract (Enterprise Services Master Agreement # I10602).

About Rackspace Technology

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As a global hybrid, multicloud technology services pioneer, we deliver innovative capabilities to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in Fanatical Experience® — our obsession with customer success that drives us to help each customer work faster, smarter and stay ahead of what's next.

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