KORAH

CONTINUING TO SCALE & SUSTAIN INFORMATION SHARING & CITIZEN-GOVERNMENT INTERACTIONS BY LEVERAGING A LOW-COST, TIME-TO-MARKET, DIGITAL CONCIERGE

ABOUT US

For over 9 years, Korah has provided Canadian businesses, such as Bell and IBM, with professional IT services. In 2017, we developed ccRobot, a digital concierge powered by Artificial Intelligence, Machine Learning, and Smart Learning, to automate simple and repetitive workflow processes.

With ccRobot, our goal is to help clients achieve operational efficiency, unleash workforce productivity, and rapidly enhance customer experiences without compromising budgets.

SCOPE

Service Canada is a government agency with the purpose to serve as a single access point for the Government of Canada's most popular programs.
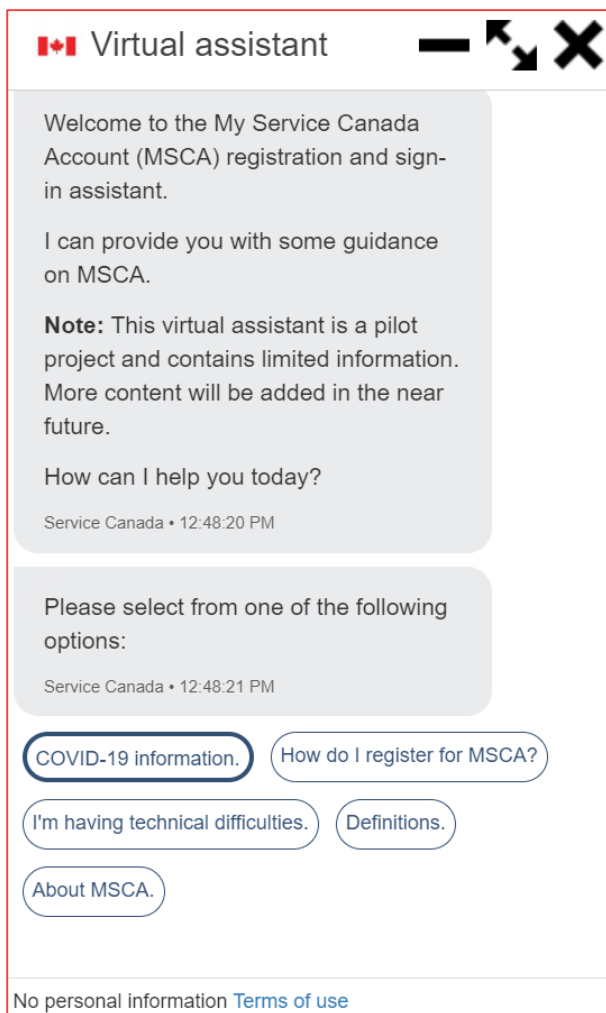
After actively using our ccRobot platform for passport inquiries, Service Canada identified another use case for ccRobot to optimize operational efficiency and user experience on their My Service Canada Account (MSCA) webpage.

The MSCA is an online portal that enables users across Canada to apply, view, and update information for Employment Insurance, Canada Pension Plan, Canada Pension Plan Disability, and Old Age Security purposes.

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About Korah: www.korahlimited.com

About ccRobot: www.ccrobot.ai

Service Canada

COMPLEXITY

The My Service Canada Account portal provides users with 3 options to create and log in to their account. Due to these options, users have a difficult time identifying the best method to register and access their account. As such, Service Canada enlisted ccRobot's automated live chat platform to guide users through the process and answer any additional inquiries.

Since Service Canada was already familiar with and trained to use ccRobot's platform, developing this bot was simple and straightforward. However, as the digital guide would be issued across Canada to serve users in both English and French, an extensive knowledgebase needed to be added to the system. Besides this, no other challenges were encountered.

🍁 Virtual assistant

Welcome to the My Service Canada Account (MSCA) registration and sign-in assistant.

I can provide you with some guidance on MSCA.

Note: This virtual assistant is a pilot project and contains limited information. More content will be added in the near future.

How can I help you today?

Service Canada • 12:48:20 PM

Please select from one of the following options:

Service Canada • 12:48:21 PM

(COVID-19 information.) (How do I register for MSCA?)

(I'm having technical difficulties.) (Definitions.)

(About MSCA.)

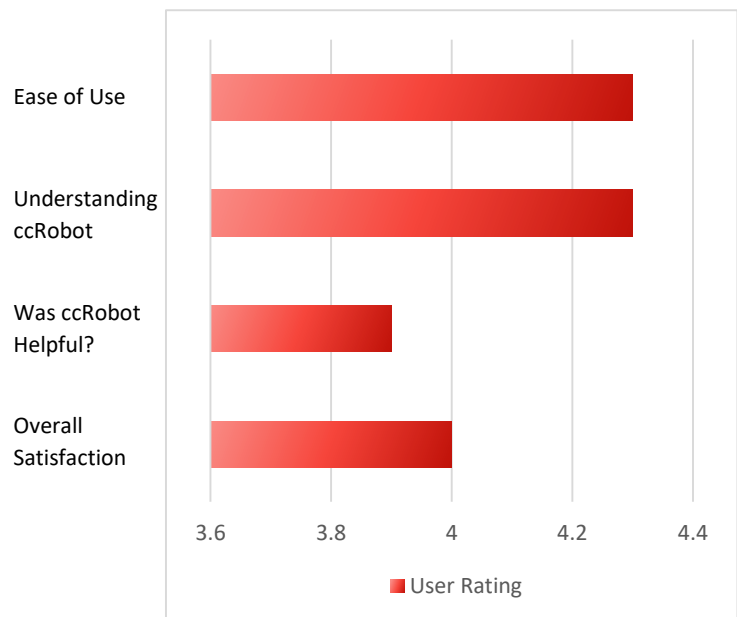No personal information Terms of use

RESULTS & OUTCOMES

With ccRobot, serving as a digital guide for the MSCA webpage, the Government of Canada was able to efficiently and effectively handle the spike in webpage traffic due to the novel coronavirus outbreak.

In 3 months, the MSCA digital guide was launched in February, 2020. Since then, ccRobot has engaged in:

- **2,465,526** questions asked
- **2,462,271** questions answered

Traditionally, this many inquiries would be addressed by live agents at a call centre. By leveraging ccRobot, any number of questions can be automatically answered. In the case of the MSCA, a **success rate of 99.86%** was achieved.

To ensure user satisfaction, a survey was provided to receive feedback.

Bar chart — User Rating: Ease of Use ≈ 4.3, Understanding ccRobot ≈ 4.3, Was ccRobot Helpful? ≈ 3.9, Overall Satisfaction ≈ 4.0 (scale 3.6 to 4.4)

CLOSING REMARKS

Service Canada is now self-sufficient and has been maintaining the content and knowledge of their digital concierge themselves. Subsequently, they were able to update their digital guide to reflect real-world changes brought upon by COVID-19.