



**Help for  
customers  
chatbot**

OFFICIAL



## Why is the chatbot right for Home Group?

Our **1400** frontline colleagues help customers across more than **200** local authorities

Challenges include:

- Sector and frontline pressures
- Standardising benevolent fund access
- Getting new starters up and running ASAP
- Constant changes to available help.



## Who uses the chatbot?

Any of our frontline (or back office) colleagues:

- **Workplace** is fully embedded across our workforce
- It's available via desktop, tablet or mobile device
- It has a built-in chat function
- We build chatbots in there using **The Bot Platform**.



## What does the chatbot do?

Takes users through the help that's available to customers externally:

- Checks whether customers have accessed all the help they're entitled to (e.g. Warm Home Discount, Cost of Living payments, Household Support Fund etc.)
- Asks different questions depending on location and type of accommodation (e.g. England or Scotland, general needs or supported accommodation)
- Provides links to the application page for funds customers haven't applied for
- Provides data on users, usage, and customer applications to allow for follow ups
- Currently limited to national help only.



## How has the chatbot helped?

Impacts include:

- Reduced applications to our benevolent fund  
(This is a good thing – means help is getting to those who need it most)
- More visibility of the 'fund application funnel'  
(In the first week it was in use, 17 colleagues accessed the chatbot but only 7 needed to apply for the Home Group Fund for energy vouchers)
- Easier follow-ups with customers  
(We can check where they haven't applied for funds, and make sure they do).