

# ROBIN: Enterprise Chat Bot

Category: Information Communications Technology Innovations  
State: Connecticut

Project Contact: Valter Borges  
[valter.borges@ct.gov](mailto:valter.borges@ct.gov)

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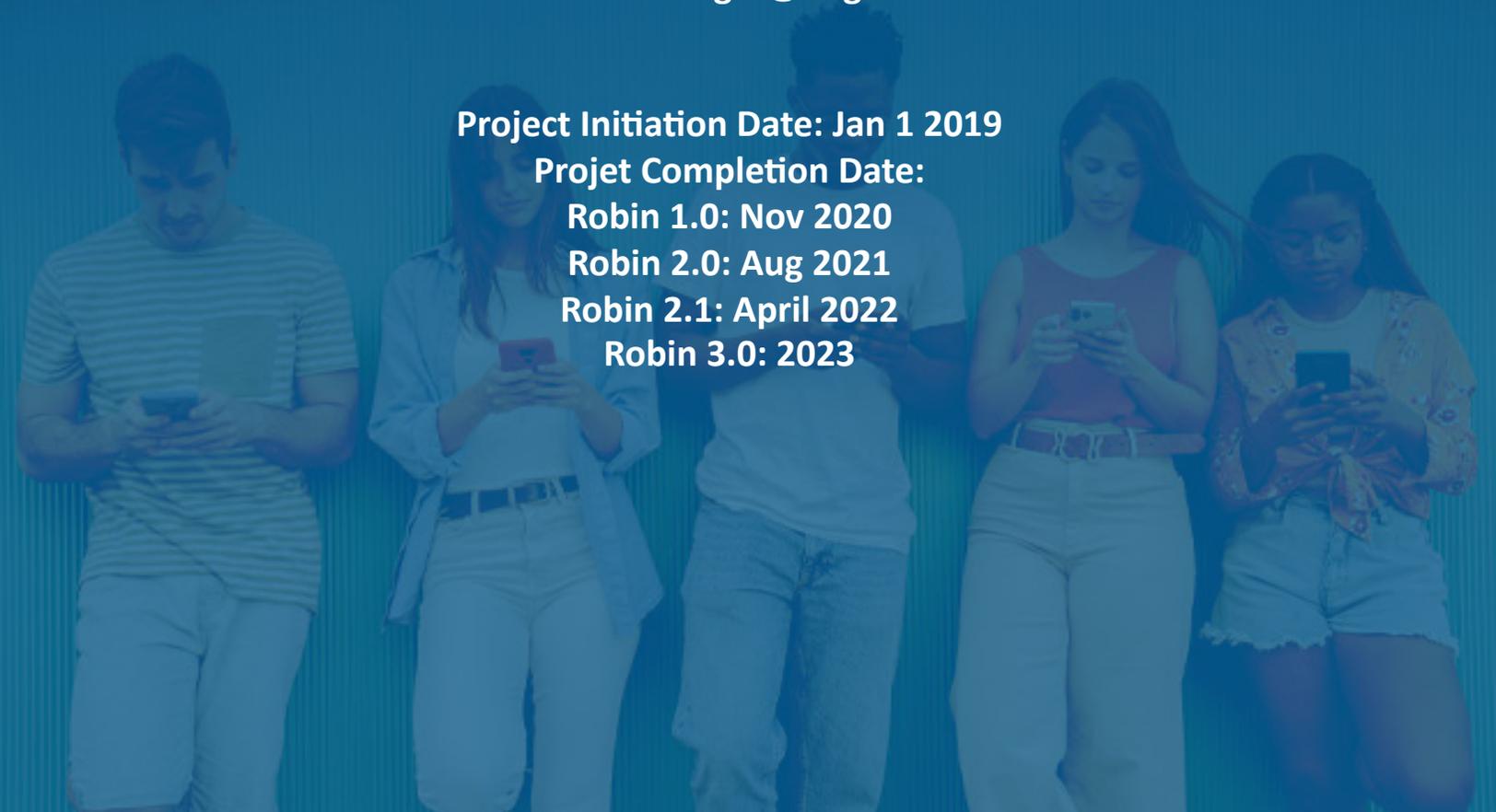
Project Completion Date:

Robin 1.0: Nov 2020

Robin 2.0: Aug 2021

Robin 2.1: April 2022

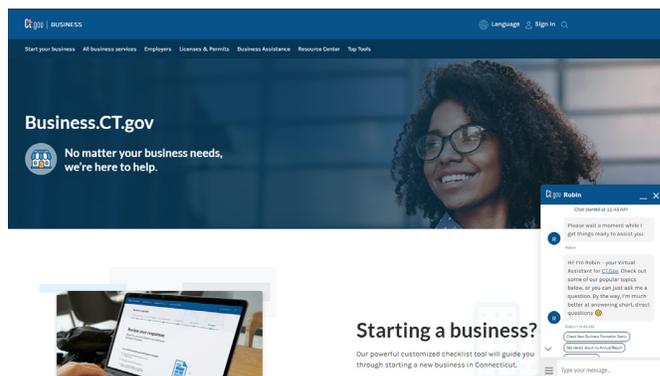
Robin 3.0: 2023



## Robin: Enterprise Chat Bot

### Introduction:

In 2019, Governor Lamont collaborated with the Department of Administrative Services Bureau of Information Technology Solutions to establish Connecticut's inaugural Digital Government team. This team aimed to modernize state government services for the residents of Connecticut, with a strong focus on customer-centric solutions. One of their notable achievements was the development of Robin, a product designed to enhance the digital experience for citizens by providing assistance and guidance throughout their interactions with the government.



### Robin: The Friendly Voice of Connecticut's Digital Government



In November 2020, Robin was introduced as a product named after the CT state bird. This name, "Robin" was chosen because the bird's cheerful song resonates with the product's purpose of being a friendly voice that accompanies customers on their digital journey, making their day a little brighter. Since its launch, Robin has undergone multiple revisions and enhancements, continuously delivering value and exploring opportunities to further improve the digital experience for Connecticut citizens.

### The Power Behind Robin:

BITS teams power Robin, utilizing various technologies including an intelligent chatbot, integrated portal experiences, content and knowledge management systems, data monitoring, unified communications, identity management, experience tracking, and real-time services integrated with back-end and cloud-provided systems. This orchestration of technologies makes Robin an incredibly powerful tool, with plans to expand its capabilities through upcoming innovations such as AI and cognitive services.

### Expanding Services for Citizen Convenience:

Connecticut residents expect the convenience of online services for various activities such as business registration, car registration, address changes, license renewals, voter registration, job applications, unemployment claims, medical appointment checks, benefit applications, and health insurance shopping. To meet these expectations, the BITS Digital team began developing services in 2019, starting with Business CT and gradually expanding to include consumer protection services, COVID-19 services, Care4Kids, DMV services, and further expansion planned for health and job services in 2023. Robin is now deployed across numerous agencies, including the Departments of Social Services, Housing, Motor Vehicles, Economic Development, Public Health, Higher Education, and the Governor's Office.

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## The Journey:

The BITS Digital team set out at building such services and with the first release in 2019 introduced Robin while deploying new Sites for 8 agencies. Three additional agencies were added in 2021. In 2022 Robin was added to the Cannabis and Gaming Division of the Department of Consumer Protection, as well as the Education Department's Division of Certification, and DPH Immunization groups. Today the BITS Digital teams continue to expand their offerings into Health and Jobs service categories with new tools planned to launch in 2023.

## Robin: Assisting and Connecting Citizens:

Robin plays a crucial role in facilitating citizen interactions with digital services. Over 3.5 million CT residents interact with CT Digital Services, and Robin ensures consistency in information provision, saves citizens time by quickly finding answers, and efficiently connects residents with the services they require. Furthermore, Robin's capabilities extend beyond citizen assistance, supporting state employees in providing better and faster service to customers. It can assist and interact through various channels and seamlessly transfer users to live agents or transact with state systems on their behalf.

Meet Robin a short video - <https://www.youtube.com/watch?v=JipsPFNF-ms>

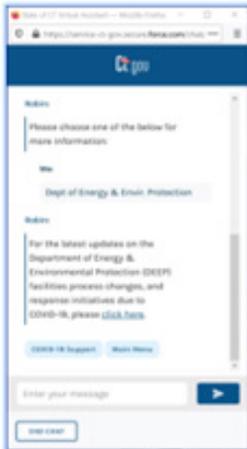
## The Features:



- Vital content is optimized and connected through **logical matching of customer conversations**
- **Customized welcome screen and menus** for your agency
- **Contextual awareness**, so your customers can get answers no matter where they started the chat
- Enterprise support for **language translations**
- **Connection to agency databases** for greater self-service opportunities
- **Live agent transfer** – based on your office hours, with full chat transcript.

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## The Features continued:



- **Agency-controlled** customer transfer and support rules
- Integration with the State's SSO ID provider, giving CT.gov account **holders verified**. (eventually - One sign in, all access)
- **Smart routing**, so customers have a unified experience when requesting services
- **Customer prequalification** with optional mid-chat intake form
- Powerful feedback options, including **real-time content ranking**
- Access to metrics and chat logs for **dynamic service optimization**

## The Benefits: Customers

- I get fast answers to critical questions, **reducing my confusion and making me feel connected**

- I avoid having to wait to talk to a live person and actually **get time back in my day**

- I can check on my recent application or eligibility with the State, saving me time and **providing me tailored guidance**

- I can enter right into a transaction while I'm chatting, helping me feel **more empowered and productive**



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## The Benefits: Agency



- Calls to our help desk decrease. My staff is **happier and more efficient**
- Live agents are no longer “guessing” about a customer’s needs. **They feel more prepared**
- We can offer after-hours support that connects right to our case management system, **reducing double work**
- We can easily transfer a customer from our live chat to another agency’s help desk - right from our admin dashboard! **We save time and frustration**
- Our customer can get their issues resolved even when they are on *other agencies’* sites, **expanding out impact with no increase in LOE**

## Under the hood:

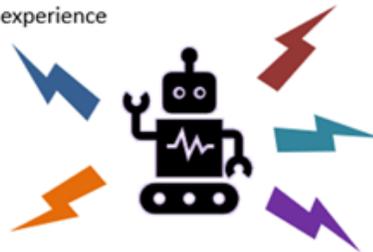
Behind the scenes and under the hood there is a lot that goes into the operations of Robin from Content Development, Infrastructure, Governance, Platform Integration, and Service Desk Integration. It is a huge undertaking and not something that an agency alone might be able to undertake however working with State Agencies to empower their digital journey and providing tools like Robin BITS is transforming the way Agencies can better serve their customers.

### Infrastructure planning

- Informational vs transactional
- Knowledge base wiring
- SF/SC integration
- SF orgs connectivity
- Authenticated/unauthenticated experience
- API needs

### Content Development

- Content audit
- Analytic data pulls
- Research/surveys
- Helpdesk admin interviews
- User journey mapping
- Priority content capture for mvp
- Content Strategy
- Intents / dialogs development



### Service desk integration

- Directory mapping
- Service routing
- SF case management
- Live agent handoff
- Aftercare

### CT.gov account

- Bot customization strategy
- Account-based AI grooming

### Governance

- Content/service roles
- Agency admin training
- Change documentation strategy
- Content and permissions workflows
- Success tracking / analytics

**Tech requirements:** Sitecore, Salesforce, Forgerock, Einstein bot builder  
**Content support:** Screaming Frog (Audit), Ahrefs (SEO), Miro (Mapping)

= Potential support from BEST optimization

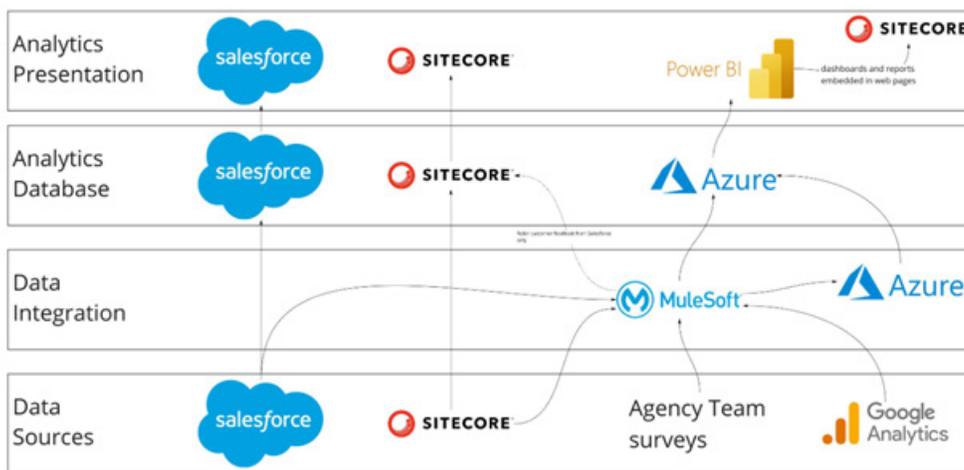
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## Foundational, Enabling, and Supporting Capabilities:

To enable Robin's information provision and seamless interaction with users, the team developed foundational, enabling, and supporting capabilities. Foundational capabilities include knowledge management, live agent transfer, and data management and storage services. Enabling capabilities comprise machine translation, multi-lingual support, and personalization, enhancing the user experience.

## The Architecture of Robin:

Robin operates through the seamless orchestration of various technologies. The key technologies utilized include Salesforce for portals, apps, and Einstein capabilities, Sitecore for content management, Azure for storage, cognitive services, and data processing, Mulesoft for API integration, Google Analytics for traffic analysis, Power BI for analytics, and ForgeRock for identity management.



## The Onboarding Process:

The Digital team also provides agencies with Onboarding and Readiness in preparation to provide digital services everything from training on Content Management, Web Site Usability Design, System Integration, Training, and Communication. The team developed a readiness process and a transition playbook to onboard more agencies into the service.

## Analytics and Optimization:

The BITS Digital Team leverages analytical tools such as Salesforce, Google Analytics, and Power BI to collect data on Robin interactions. This data-driven approach facilitates the optimization of Robin, informs content creation for training purposes, and guides the development of new capabilities. The team provides comprehensive reports that agencies, service designers, and product managers can utilize to gain valuable insights into user interactions.



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## Analytics and Optimization continued:

Robin 5-Star Review last 30 Days				825	374024	6,233.73				
				Total Records	Chat Duration in Seconds	Chat Duration In Minutes				
Agent Message Count	Origination	How well did Robin help you today	Chat Transcript Name	Bot Survey Name	Chat Duration in Seconds	Chat Duration In Minutes	Prior Chat Duration	Transfers to Agent	Created Date	Start Time
6	https://www.google.com/	2.00	00040709	BS-00164	213	3.55			4/1/2022 12:27:25 AM	4/1/2022
10		5.00	00040740	BS-00165	47	0.78			4/1/2022 1:42:50 AM	4/1/2022
6	https://service.ct.gov/	3.00	00040738	BS-00166	440	7.33			4/1/2022 1:36:18 AM	4/1/2022
33	https://business.ct.gov/?language=en_US	4.00	00040747	BS-00167	1385	23.08			4/1/2022 2:00:36 AM	4/1/2022
18	https://portal.ct.gov/dcp	5.00	00040840	BS-00168	271	4.52		1.00	4/1/2022 1:11:08 PM	4/1/2022

## The Outcomes and Impact:

Robin interactions have been growing steadily increasing steadily and have quadrupled in just 2 years.

- 19,800 Authenticated users have interacted with Robin.
- 99,000 Total Chats to date across all agencies.
- On average about 16,500 Chats per month.
- Combined 15,900 hours of chatting.

## Robin Chatbot Feedback:

### *Jason Cohen, Department of Consumer Protection*

“Well, Robin really eases the load on our customer information representatives. This enables our live staff to be able to deal with the more intricate questions residents have. Robin is consistent and fast when residents have simple and frequently asked questions. It’s been a great tool for our team, and we cannot wait to see Robin’s future functionalities.”

### *Melissa Pescetelli, Department of Revenue Services*

“My job has definitely been impacted in a positive way by Robin. Robin is another tool in our toolbox to help with taxpayers. It’s quick and Robin can provide back information to customers that they need.”

### *Chris Drake, Secretary of the State’s Office*

“Robin has been a game changer for us. Robin 24/7 support and ability to answer frequently asked questions accurately, allows our staff to focus on more complex issues for residents.”

## Conclusion:

Connecticut successfully introduced Robin as the friendly voice of the state’s digital services. With ongoing enhancements and a commitment to customer satisfaction, Robin serves as a valuable tool, connecting residents with the services they need and improving their interactions with the government. By leveraging cutting-edge technologies and embracing a customer-centric approach, Connecticut is transforming its digital service offerings, empowering both citizens and state agencies.