Eureka Chatbot

Honorable Alex Padilla, CA Secretary of State
Betsy Bogart, Chief of Business Programs
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Meet Eureka

Our Online Search Assistant
Goal: Making it easier to do business in California

Eureka Objectives:

Provide a Self-Service Online Search Assistant – Chatbot that:

• Is Available 24/7 on any device (Mobile and Desktop);
• Helps customers navigate our website;
• Quickly connects customers to the information needed;
• Improves the delivery of information; and
• Indicates how to talk to a live person, if the customer needs additional information.
Bringing Eureka to Life

- Started with FAQ’s for Business Entities and Trademarks
- Business & ITD Collaboration (1 PY each)
- Image Design & Naming Contest
- Introductory Video within Eureka
- Testing completed by Phone Staff
- Soft Launch Prior to Public Release
- Incorporated Personality (i.e. birthday, favorite colors, etc.)
- About 4 Months to Develop and Implement
- Customer Feedback Option to Continue Eureka’s Education
Customer Benefits

- Faster time-to-information for public inquiries.
- Scales the California Secretary of State’s ability to serve the most populous U.S. state by providing information to queries related to businesses and trademarks including starting new businesses, which are expected to generate more businesses and tax revenues.
- Fewer business registration and compliance errors, which avoids costs for businesses to correct.
- User-friendly interactive lookup of frequently asked questions.
- Access to an instructional video when starting a new Eureka session.
- The ability to improve process and quality of responses through an invitation to provide feedback about the user’s experience and whether or not the answers were helpful.
SOS Agency Benefits

- Fewer business registration and compliance errors, which avoids costs for state enforcement.
- Improved throughput of customer service team by automating a routine portion of our workload.
- Enhanced productivity of customer service team, freeing them up to focus on more complex inquiries.
- More meaningful, satisfying work for customer service team.
- The ability to improve process and quality of responses due to customer utilization of the feedback button.
- Empowers program staff to be creative and develop an understanding of artificial intelligence to enhance the customer’s experience in interacting with the SOS.
Eureka Facts

- 500,000+ Phone Calls Per Year
- 64,000+ Questions Answered in 1 Year
- 281 Questions Asked Per Day on Average
- Busiest Hours – 8:00 AM to 5:00 PM PST
- Average Response Time – ½ Second
- Fun Facts
  - Eureka’s Birthdate is May 8, 2018
  - Eureka is a California Grizzly Bear
  - Eureka’s Favorite Colors – Blue & Gold

Most Popular Questions
- Business Search
- Statement of Information
- LLC
- Change of Address

Most Helpful Responses
- How do I start a business?
- Business Search
- Statement of Information
- SOS Suspended
- Penalty Waiver
Future of Eureka

- Additional languages to support more than English.
- LUIS (Language Understanding Intelligent Service) which identifies customer intent and tone.
- Radio buttons which will present customers with a variety of options and allow them to select the option that best suits their situation to provide the most specific information.
- Phone system integration which will allow a customer to begin a conversation with Eureka, but then seamlessly transition to a phone agent, if needed.
- Additional information to address other areas within the California Secretary of State’s office.
Questions?