

# Calderdale Council

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**From Challenge to Opportunity:  
Utilising Feedback to Positively  
Impact CX and UX.**



# Toni Kershaw – Customer Access Manager

# Calderdale – Where's That?



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# Time to Transform....



# To Chat or Not to Chat?

## Live Chat Now Available



Supporting people  
to get the most out  
of our website.

[www.calderdale.gov.uk](http://www.calderdale.gov.uk)

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# Turning Insight into Action



# The Evolution of Chat...

**Open  
24/7**

Need A Little Help ...



# Some Interesting Stats...

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# Introducing Vira – Our Virtual Assistant....

👤 Are you a robot?

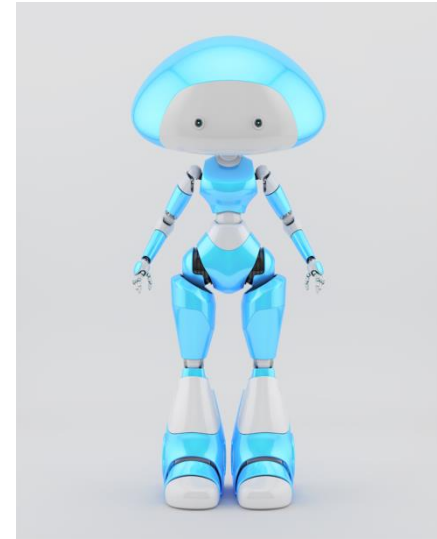
🤖 I am a mobile virtual assistant robot.

👤 Do you like humans?

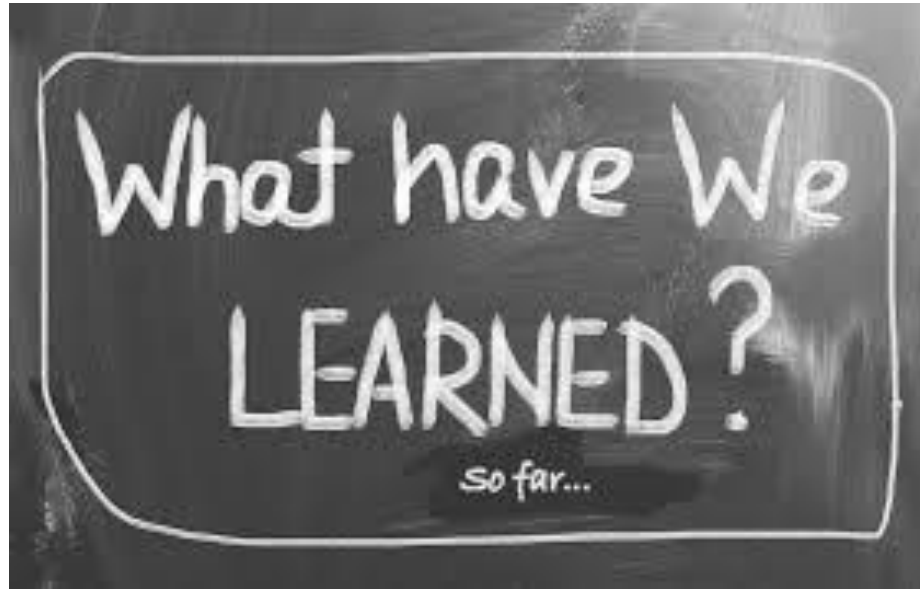
🤖 Yes, it's always delightful to talk to people.

👤 Would you like to take over the world?

🤖 Maybe another time.



# So What Have We Learned?



# What's Next?

