



# How Trust Orchestrator's Virtual Agents transform the CX Landscape

## THE BACKSTORY

### THE CHALLENGE

Like most councils within the United Kingdom, Thurrock Council is under immense pressure to deliver an improved level of service to a growing constituency, funded by an increasingly tight budget.

The team within the contact centre already experience high levels of pressure due to fluctuating call volumes. Simply hiring more staff is not a viable option.

### THE OPPORTUNITY

The team at Thurrock noted that high volumes of calls handled by colleagues are repetitive and rule-bound.

Colleagues are required to follow clear scripts and prescribed processes. If these calls could be effectively automated, it would open up capacity for these colleagues to tackle higher impact work.

### THE SOLUTION

In partnership with CLEVA, Thurrock Council decided to train a Virtual Agent to handle these voice calls, at the level of a human expert.

To do this, the Virtual Agent has to effectively clarify what the resident needs help with, analyse their specific situation, identify the right course of action, and then take the necessary steps to get the query solved (including triggering specific system actions).

If required, the Virtual Agent needs to pass the call across to a human colleague, with all the context so the resident does not need to start all over again.

### THE EXPERIENCE

Most residents were initially sceptical of talking to the Virtual Agent. They assumed they were talking to a voice bot that would struggle to understand them, and have limited capability to help.

It required a few seconds to realise that this Virtual Agent was very different. Capable of having free-flowing conversations that adjusts to their specific requests, acknowledges their concerns, and resolves their queries, made engaging with this Virtual Agent a pleasure.





## Thurrock's Virtual Agent

The team at Thurrock decided to name their Virtual Agent Aimee. Aimee's calm and friendly voice was delightful to talk to, and she was initially allocated all Council Tax-related queries to handle for the CX team.



[See Aimee in Action](#)

As a result of Aimee's impressive performance with Council Tax, a long list of call types was soon assigned to her.

These include:

- Benefits
- Housing
- Burials
- Adult Social Car
- Education
- Trade Waste
- Homelessness
- Rents
- Parking
- Temporary Accommodation
- Planning
- Environmental
- Children Services
- Waste
- Transport and Highways

# Thurrock's Virtual Agent (continued)

## Aimee's training allows her to:

- Ensure every conversation sticks to prescribed rules and processes
- Dynamically adjust to changes in sentiment or conversational direction
- Hand off to human agents with a comprehensive conversation brief, as needed.
- Work with operational systems to ensure agreed actions get processed
- Answer targeted calls, routed by the IVR, and provide relevant context
- Provide detailed call reports for analytics and compliance, enabling informed decisions.

## The Benefits

As a part of Thurrock Council's CX team, Aimee offers several key benefits, including:

- Knowing that every conversation shapes to each resident's specific situation and context.
- Confidence that every conversation applies council rules and processes with consistency
- Offering residents out-of-hours support, as Aimee can answer queries 24/7, 365.
- Access to instant capacity, regardless of call volumes, as Aimee can hold many concurrent conversations.
- Assurance that every conversation is compliant with prescribed council policies, with a record to prove it.
- The opportunity to significantly reduce the operational costs associated with resolving all known council queries.
- Freeing up human agents to focus on higher-value work.

*"The implementation of AI technology has enabled the Council to re-imagine the way it delivers Customer Service to its residents.*

*As a result, our residents can expect interaction with the Council at a time and through a medium that best meets their needs."*

**ANDY BEST**  
Head of Digital and ITC  
Thurrock Council



**Trust Orchestrator™**

