

Chat with CTAChatbot

Project Background, Post-launch Metrics, and Future Vision

Customer Experience

May 8, 2024



Agenda

We will review...

- ➔ The project's context and history
- ➔ Key features that launched on April 24th
- ➔ Screenshots of the bot and internal dashboard
- ➔ Early success stories
- ➔ Our vision for the future

Every day, CTA provides 800,000 rides, but we only hear from 400 people

- Where is everyone else? How do we capture their comments?

We also want to invest in a digital, individual relationship with our customers

- How can we start to open this door? What will enable future success?

A chatbot, or virtual assistant, helps CTA answer those questions

- **Low barrier to customer service:** the bot is easy to find and easy to use
- **The first step towards a paperless process:** incidents are automated, and trends are real-time

Project history

Google Public Sector kicked off the project in October 2023

- Google employees and staff from subcontractor Quantiphivisited CTA
- Staff from at least five departments contributed to scope definition, ideation, and testing
 - Heavy involvement by other groups from October 2023 through January 2024

72-hour, English -only beta test started on March 6th

- Chat button was added to *Contact Us* and *Feedback* pages
- Users clicked these buttons 1,267 times and 15 incidents were escalated to CTA staff
- CTA staff and the ADA Advisory Committee provided comments that led to updates

Key features at launch

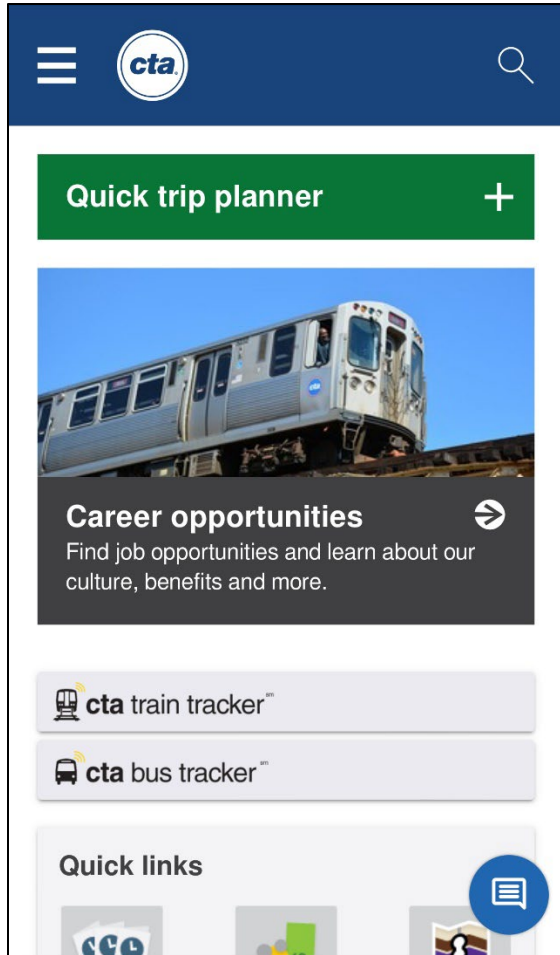
Chat with CTA launched on Wednesday, April 24th at 10:30am

- Automated chat agent can help process simple, non-emergency issues
 - Available in English, Spanish, Polish, Filipino/Tagalog, and Simplified Chinese
 - Supports screen readers used by individuals that are blind or visually impaired
- Some topics generate an email for CTA staff to review

Topics provide quick info, collect incident details, or advise folks to call 911

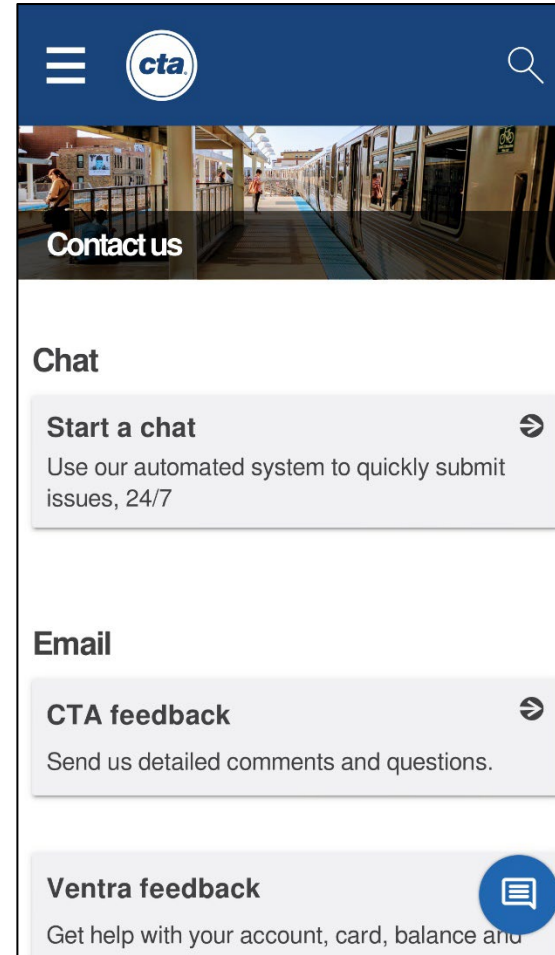
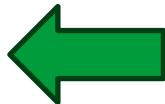
- **Quick info:** customer alerts and train/bus arrival times
- **Incident details:** cleanliness, maintenance, employees, ADA, some disruptive behavior issues
- **Call 911:** Comments that indicate a need for emergency services or the risk of violence
 - The Control Center is alerted if a customer is advised to call 911 and continues chatting

Chatbot screenshots



CTA homepage

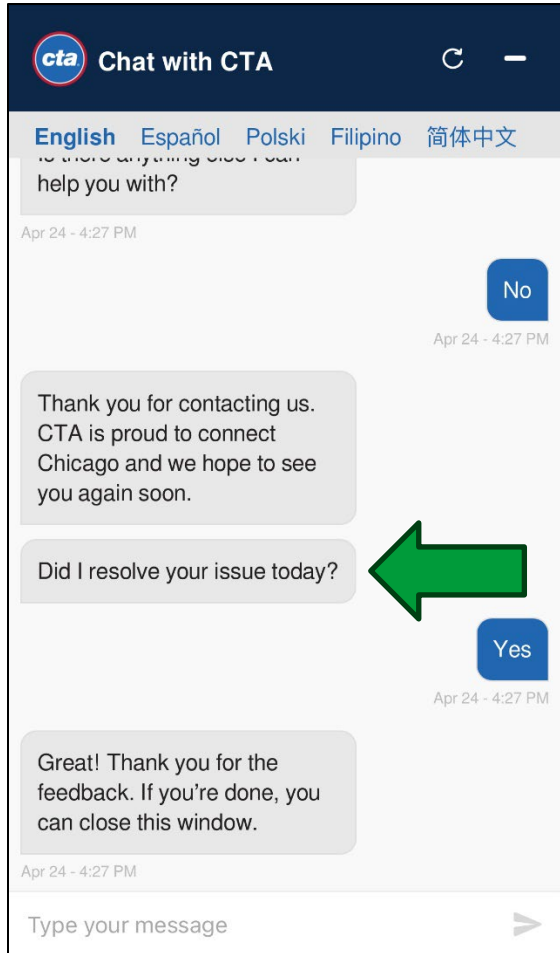
Chat buttons were added to pages on transitchicago.com



Contact Us page
Updated and simplified

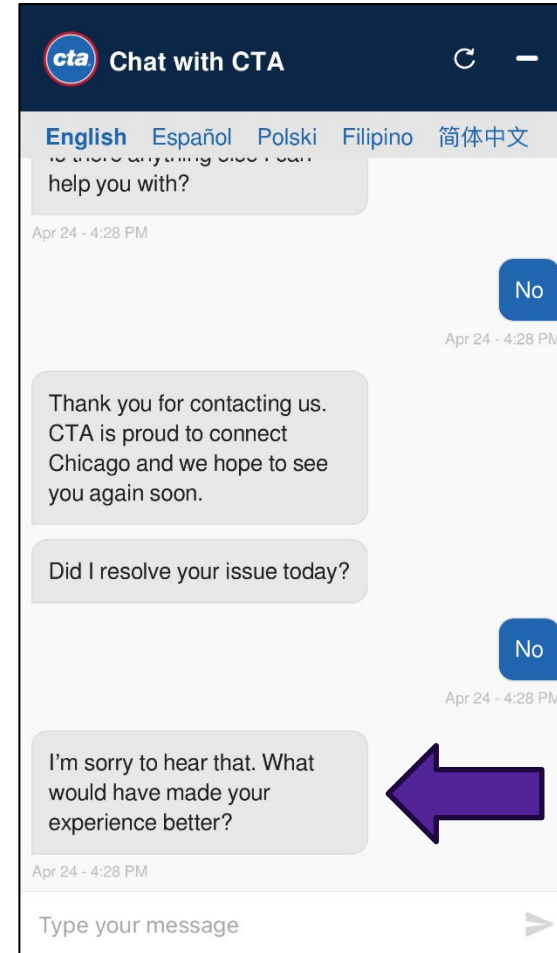


Chatbot screenshots



"Resolved" rating

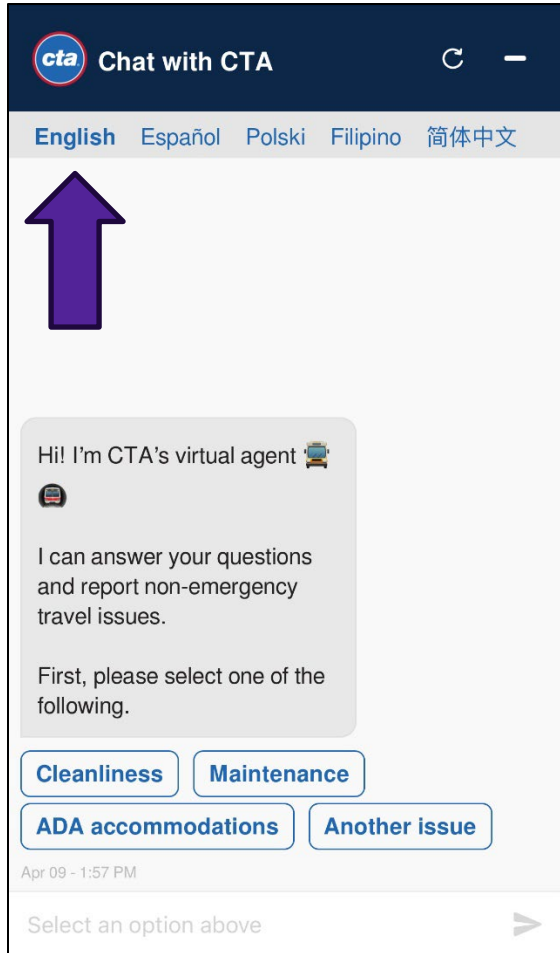
A **closing question** asks if the chatbot was helpful



"Not resolved"

If a customer chooses "not resolved," we ask a **follow -up question**

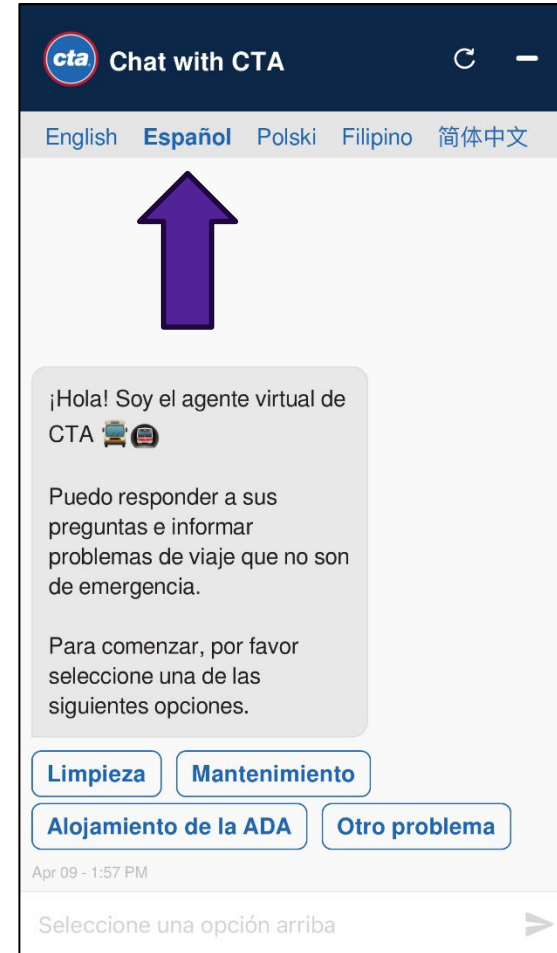
Chatbot screenshots



English greeting

Language buttons let customers choose their language

36% of people in CTA's service area speak a non-English language at home

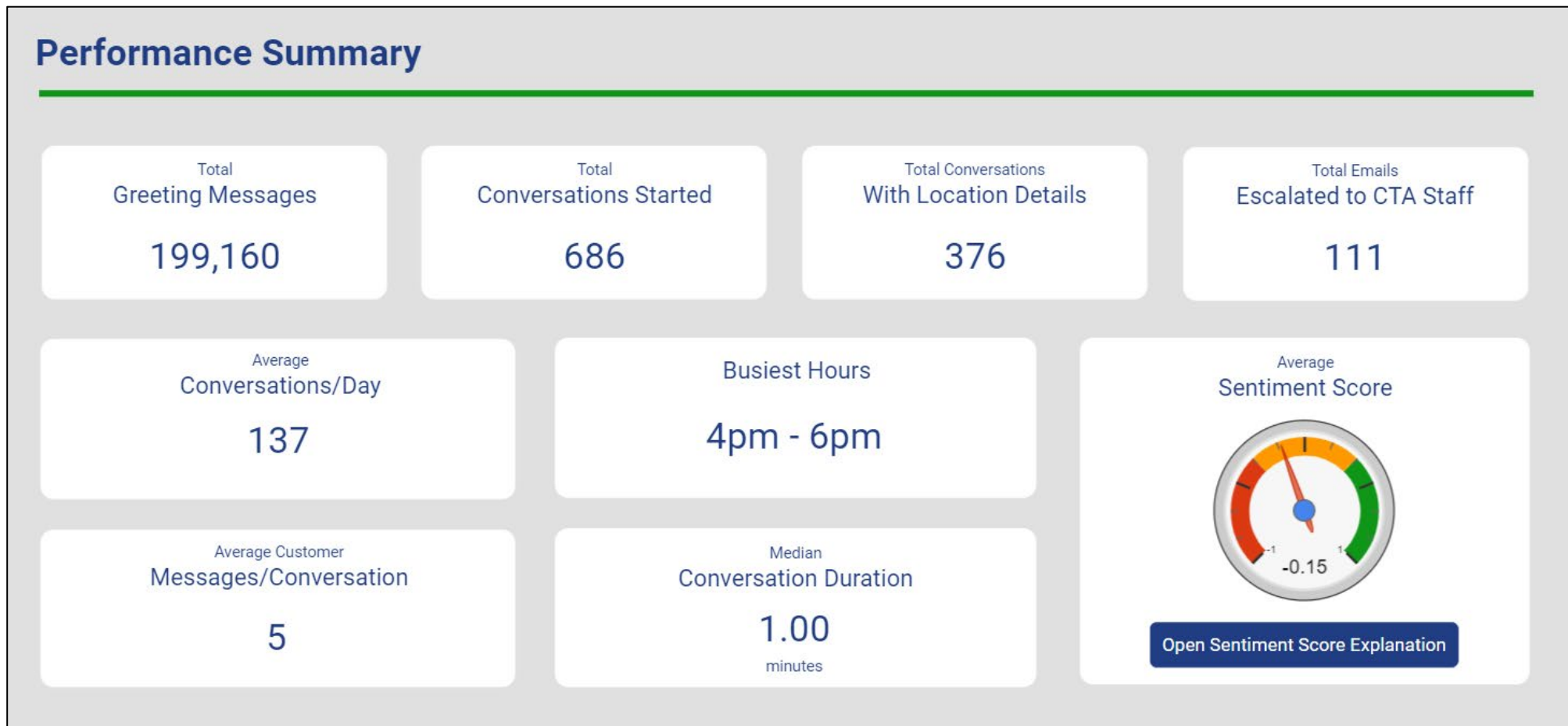


Spanish greeting

Dashboard screenshots

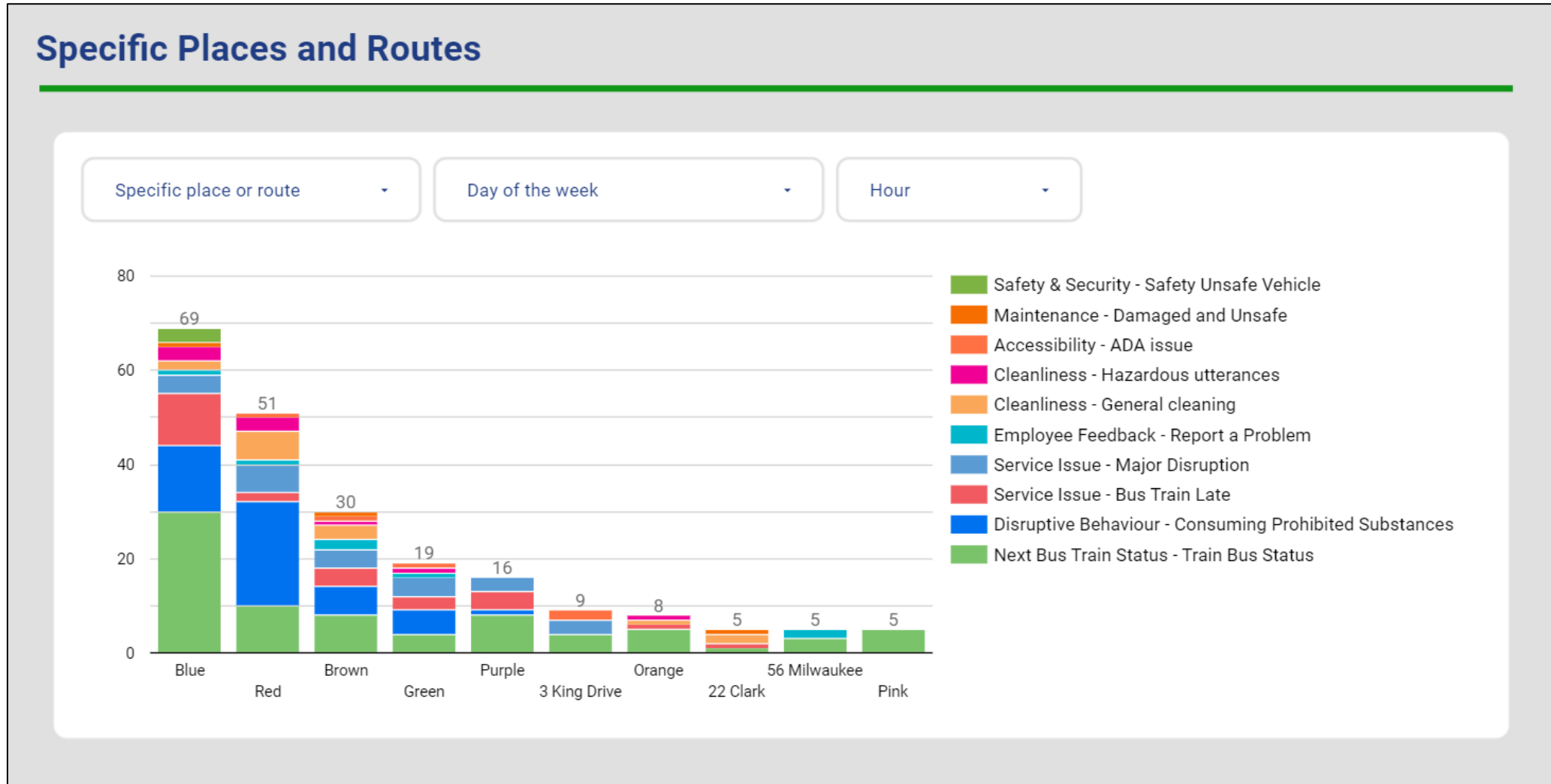
CTA managers can use a dashboard to explore trends

- Some pages are focused on high level metrics:



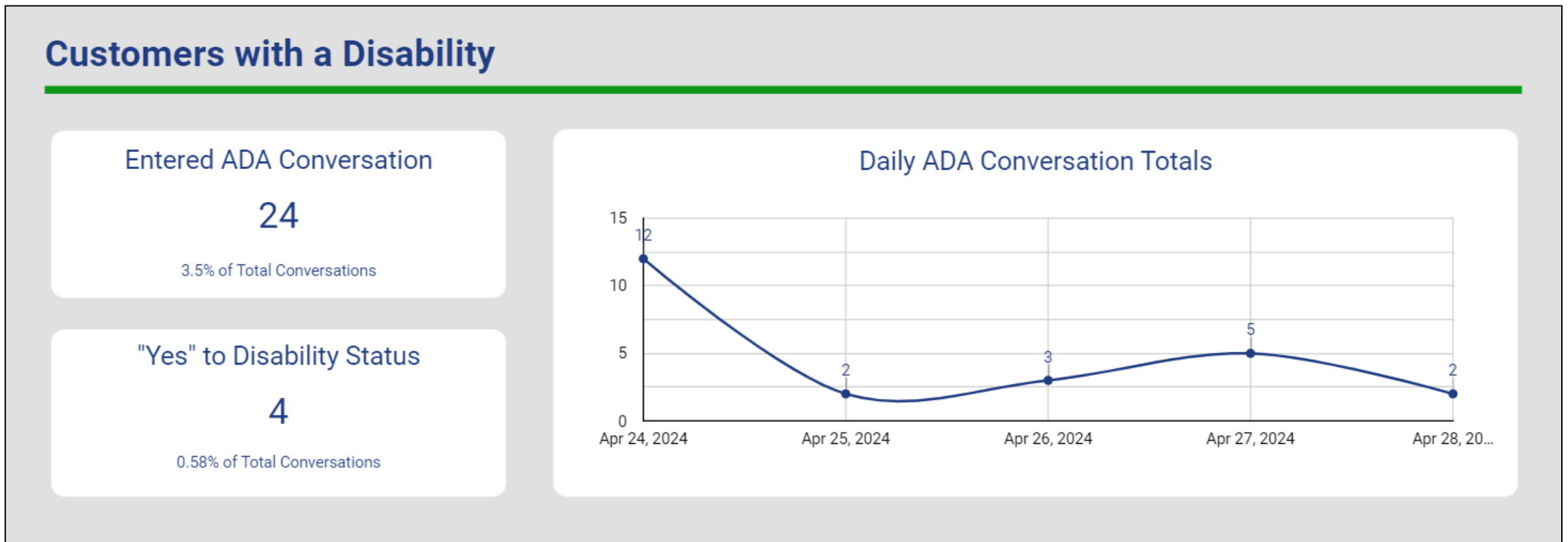
Dashboard screenshots

- Other pages are detailed:



Dashboard screenshots

- And we're paying extra attention to several categories, such as feedback from people with disabilities:



Impressions for first five days: April 24th through April 28th

People are curious about chat

- Customers opened the chat window a total **199,160 times**

We're interacting with 63% more people (daily average)

- **686 conversations** were started in the chatbot alone

CTA staff are triaging incidents and responding in the field

- **111 emails** were escalated to CTA managers
 - We'll look at success stories on the next slide

3 success stories

A Red Line operator stopped someone that was smoking

- *Chat with CTA* escalated the issue to CTA's Control Center on the morning of Saturday, Aprilth 27
- Control radioed the train operator, and the operator made an announcement
- By the time the operator conducted an inspection, the smoker had stopped



 **Nik Hunder**
@NikHunder Follow ...

Woah @CTA W. I used the chat bot to report smoking and within a stop, there was an announcement and the operator came back to check the car (the offender stopped after the announcement)

12:00 PM · Apr 27, 2024 · 46.7K Views

11 Reposts 3 Quotes 614 Likes

35 Bookmarks

3 success stories

The City of Chicago is fixing a damaged bus shelter at Harrison & Clark

- *Chat with CTA* notified Control on the afternoon of Saturday, April^h 27
- The City of Chicago dispatched their contractor, JCDecaux
- JCDecaux cleaned up the glass and they're working on new panels

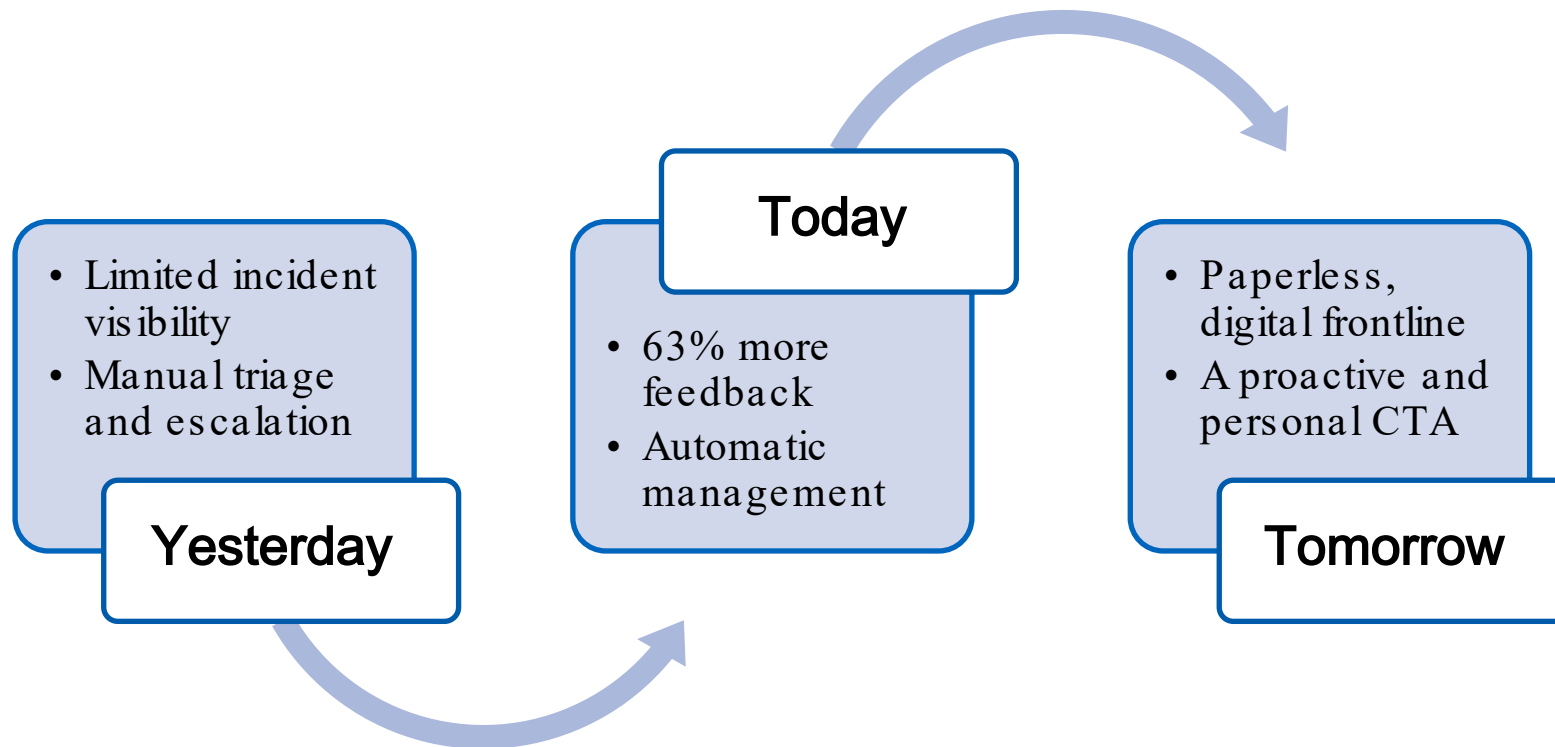
CTA bus operations inspected an interior leak and swapped a bus

- *Chat with CTA* notified Control on the morning of Tuesday, April^h 30
- CTA personnel located and inspected the leak
- The bus returned to the garage for repairs and a replacement bus was put into service

Chat with CTAs supports future initiatives

This effort is the first step towards a new, digital support system

- 3-year goal: a two-way, individual relationship with every CTA customer



Vision for tomorrow

Imagine a world where...

- Customers can contact CTA 24/7 via phone, email, or chat
- If something's wrong, automatic systems create a work order
- Frontline employees use a tablet to review the report and work on it
- Customers receive a notification, and sometimes a picture, when the work order is complete

...and CTA uses this data to plan resource allocation:

A proactive and personal CTA