



## 101 <Thing>

### Artificial Intelligence assisted Social Media Response, Analysis and Case Management

Turn social media into a 'digital 101' service for citizens to interact with emergency services in a scalable, manageable and cost-efficient way. Using a blend of Microsoft Social Engagement, Dynamics 365 and Microsoft's Cognitive Services, 101Thing can efficiently monitor the thousands of messages over social media.

Ensure that messages which are reporting an accident, a crime, or to ask for advice from emergency services are flagged, triaged and acted on.

### ACCELERATED RESPONSE TIMES

Message prioritization and automated first responses.

Initial responses to messages can be automated, to ensure citizens quickly receive the information they are looking for and the peace of mind their message has been seen. The system uses Machine Learning to continuously improve as it monitors how your staff deal with specific tweets and messages to improve real-time message prioritization and recommended actions.

This means the system is constantly improving how it categorizes messages based on the seriousness of its topic. This ensures vital messages are flagged, simple responses are automated while complex and sensitive cases are passed to a member of staff to handle.



### INTEGRATED CASE MANAGEMENT

Ensure nothing slips through the cracks.

Once a message is flagged as a priority to follow up, it is raised as a case to follow up thanks to the built-in functionality of Dynamics 365. This means that the system can integrate into your existing case management contact centre solutions or alternatively run as a standalone solution. The case can then be assigned to other agents or escalated, with built in business processes ensuring that cases can be held to an internal response time SLA.

## TREND REPORTING

### *Analytics at a glance.*

Real-time, rich dashboards are available in the tool, to see what topics and keywords are being discussed on social media. This can be segmented by region, demographic, social media channel and more.

Reporting can be automated, to alert users when high-priority key words are being discussed more frequently. This enables emergency services to react to growing concerns quickly and gives more time to prepare a plan of action. These reporting tools can be customised, to ensure intelligence can be gathered whenever new topics or keywords become a priority.

## CO-ORDINATED RESPONSES

### *Scalable services in an emergency.*

Should a major event occur involving the public, social media can be an invaluable tool to aid in communicating with the public, capturing vital intelligence quickly, and coordinating a response.

101Thing has helped in major public incidents by responding to all messages within a specific location with safety advice, updates and reassurance.

The tool can get information from the public into the hands of first line responders to help make an informed decision on the next course of action. The cloud technology which supports this tool ensures that it can scale to spikes in demand and monitoring, meaning it can be relied upon when it matters most.

**“This product effectively enables a digital 101 service for Police forces. It integrates seamlessly into wider business processes, meaning social media intelligence isn’t siloed but becomes a core element of strategy and communication.”**

- Parm Singh, Police Technology Strategist, Microsoft