

FTConcierge Adoption & Rollout

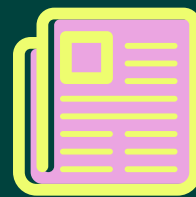
Small businesses on average spend 24 percent of their time on administrative tasks. This takes time away from their core business functions and impacts their bottom lines. Foggyton's Economic Recovery Task Force Report has recommended that the City of Foggyton provide clear, concise communication to businesses and account for their lack of in-house capacity for administrative tasks. We propose a chatbot solution to minimize the burden for Foggyton small businesses to apply for relief opportunities. This infographic provides an overview of how Foggyton Digital Services could build a chatbot solution.



Confirm Objectives

Through a human-centered design process, crystalize chatbot technology objectives based on business needs.

STEP 01



Allocate Resources

Hold a Request for Information process, develop a cross-departmental staffing plan, and identify chief business officers (CBOs) and early adopter businesses.

STEP 02



Awareness & Change Management

Educate staff, CBOs and early adopter businesses about the benefits of the chatbot technology for small business process inefficiencies.

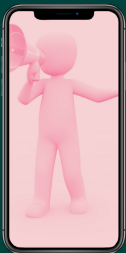
STEP 03



Monitoring & Performance

Develop performance indicators that are aligned with SMART goals. Offer a public-facing vehicle to monitor performance and build credibility.

STEP 04

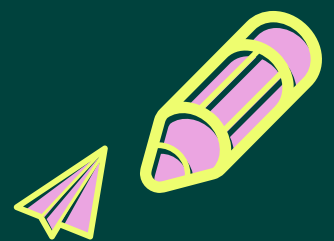


Advocacy Campaign

Launch a comprehensive campaign equipping stakeholders with tools and collateral for sharing and accessing the chatbot solution.

Include press & media, neighborhood info sessions, fliers, email and social media blasts, and telephone trees in preferred languages.

STEP 05



Continuous Improvement

Include an inclusive plan for refining the chatbot based on business needs and technology upgrades.

STEP 06