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DORA (DEPARTMENT OF REVENUE ANSWERS)

THE PROBLEM

On average, the Department receives more than 1.55 million call center contacts each year. Not all contacts were being answered due to call volumes or customers disconnecting the call.

The Department recognized a need for another channel of communication for our customers to get assistance any time, from anywhere.

THE APPROACH

With the help of an external vendor, cloud service provider, the Office of Administration's Information Technology Services Division and fellow state agencies, a 24/7 chatbot would be created to deliver enhanced technology to customers.

The Department team members were responsible for gathering questions and answers from each division to place into the chatbot system. They then used weekly statistics to identify customer trends, chatbot training opportunities and new questions and answers our customers were seeking.

The team continues to monitor these statistics in order to expand DORA's knowledge base.
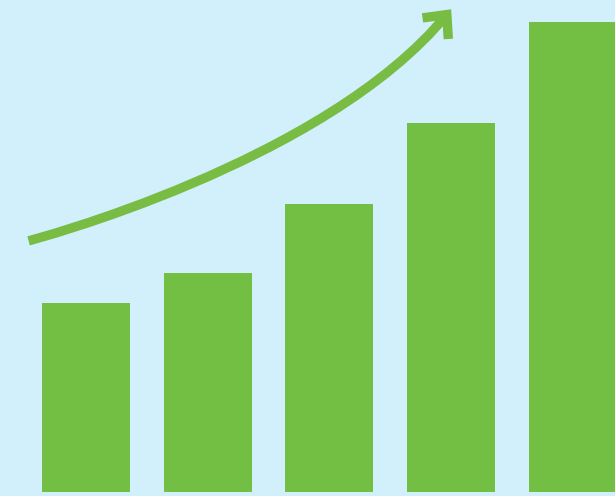
TEAM PHOTO

Ken Zellers, Krystal Haines, Brooklyn Wasser, Patti Distler, Kayla Kueckelhan, Tracy Suthoff, Mindy Piper, Cindy Doss, Susan White, Deanne Aholt, Amanda Shewmaker, Hannah Orick, Mark Godfrey, Brandon Ousley

Not pictured: Rachelle Bushko, Ashley Shannon, Lynn Kempker

THE RESULTS

Since the launch on November 2, 2019, DORA has handled almost 3 million inquiries related to Tax, Motor Vehicle, and Driver License. In the first five months of operation, DORA received 380,004 messages in 115,214 chat sessions. On average, DORA handles nearly 4,600 customer inquires per day.

93%

On average DORA provides a helpful answer to 93 percent of inquiries. Since implementation, the team has added more than 350 new questions/ answers and more than 15,600 alternate training questions to DORA.

12K INQUIRIES

Throughout 2020, the Department saw single-day totals in excess of 12,000 virtual assistant inquires. This was especially meaningful in light of the COVID-19 pandemic, when the need to communicate with customers has never been greater.
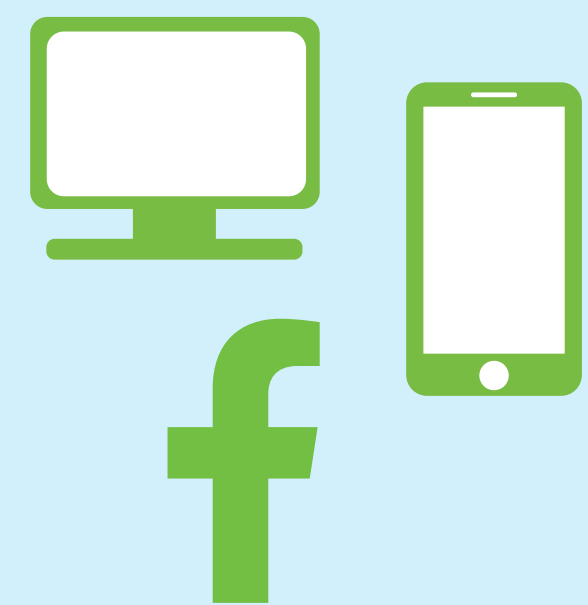
Customers can connect with DORA via multiple platforms including online at dora.chat, through Facebook messenger or by texting 'Hi' to 59058.

Thanks to integration with Google Maps, the chatbot can accurately respond to customer questions about license office locations and directions.