



# MUNICIPALITY KATE: REINVENTING CITIZEN EXPERIENCE VIDEO TRANSCRIPT

**On screen text:** Riihimäki is a municipality in Finland with 30,000 citizens. To better meet their changing needs, an AI-powered virtual assistant was developed to respond to thousands of interactions that citizens have with public services.

**Mia Miettinen, Communications and Marketing Manager, City of Riihimäki, Finland:** We knew we must adapt to the changing needs of our citizens and provide services that are available to them, when and where they need them, rather than having to rely on office hours. We worked with a start-up called boost.ai and Accenture to develop Municipality Kate, a chatbot that can answer almost any question that the citizen may want to ask about services.

**Jouni Laine, Nordic Digital Sales Lead, Accenture:** We started our project with the city of Riihimäki by researching citizens' lives, and designed Municipality Kate to understand their needs in a broad scope.

**Sami Sulko, Mayor, City of Riihimäki, Finland:** You can ask Municipality Kate a question whenever you want, which is not typical for municipality's in Finland. I think that this will change the future and the role of the city in the future.

**JL:** Thanks to Municipality Kate's scalable service architecture it doesn't matter if the municipality is a small town or a metropolitan area – Municipality Kate gives citizens a new direct channel to engage with the municipality and for public services to improve their experiences and productivity.

**MM:** We have noticed that there is a peak in the use during the evening from six to nine and in the mornings before office hours. It is great that we are now about to serve our citizens 24/7.

**SS:** I'm proud of the amount of feedback that we have got from citizens, how we should develop Municipality Kate and what kind of information is needed.

**JL:** With the data gathered during the interaction, municipalities are able to understand their citizens even better and react to their needs rapidly.



**MM:** For me, the most exciting thing about Municipality Kate is where it will take us next. Technology will give the city an opportunity to better service citizens' needs. In the future we will be able to keep up with the demands of modern life and deliver the best outcomes for our citizens.

**SS:** Municipality Kate shows that we can use artificial intelligence in many operations, we can develop our work and services and we can connect with citizens in a totally new way.

**JL:** Municipality Kate is a virtual assistant opening up a new era in citizen engagement and in public services.

**On screen text:** Municipality Kate is just the start in reinventing the citizen experience. New Applied Now.