

Does Frida have warm hands?

A case study of using chatbots in public (social) services.

Babak A. Farshchian, Elena Parmiggiani et al.
(Work in progress)

Presented at "Helse og Arbeid seminar i Midt-Norge," May 31, 2022

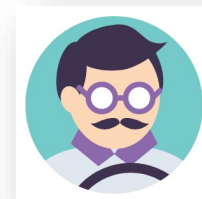
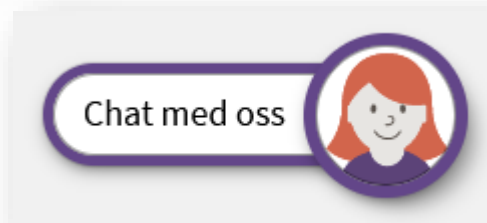
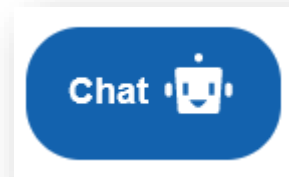
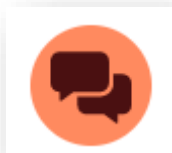


Trenger hjelp til å
utdanning

Chat med oss



Chatbots are here to stay



Frida is a heroine

- "Vi hadde rett og slett ikke klart oss uten Frida i denne tiden, sier direktør for NAV Kontaktsenter, Jørn Torbergsen."
- "Trykket på NAV Kontaktsenter har vært ekstremt stort i denne koronatiden, så takk og lov for Frida. På de verste dagene har hun håndtert henvendelser som tilsvarer kapasiteten til 220 veiledere, sier Torbergsen."

// AKTUELT



FLITTIGE FRIDA: NAV's chatbot har svart på opptil 11 000 henvendelser daglig.

Frida jobber døgnet rundt

Arbeidsmiljøloven gjelder ikke for Frida, som har vært uunnværlig for NAV de siste ukene. Chatboten har besvart over 270 000 henvendelser fra folk som har spørsmål om sin situasjon.

...or is she?

Avslørte alvorlige feil hos Nav – svarte kun unntaksvis de som sto i telefonkø

En fersk undersøkelse fra Helseilsynet avdekket flere funn hos Nav Kontaktsenter som de beskriver som alvorlige. Selv slår Nav fast at de må forbedre seg.



Sorja Skimmarland, fungerende Arbeids- og tjenestedirektør, anerkjenner at Nav må forbedre seg. FOTO: NAV



Fontene Fontene forskning Fagartikler Kontakt oss

Steinar Halvorsen er fagansvarlig og jobbvileleder ved Nav Frognør.

Hanna Skotheim

Telefonkøen i Nav kan ta flere dager

Vanskelig å nå Nav på telefon, veileder Steinar ser seg nødt til å gi klientene nummeret sitt

Det kan ta flere dager å få kontakt med saksbehandler i de sosiale tjenestene. – Kanalsstrategien med ett nummer til Nav er svært uheldig, sier veileder Steinar Halvorsen.

Anne Myklebust Odland
anne@lomedial.no
Publisert 28.01.2022 09:24
Oppdatert 28.01.2022 09:29

Siste nytt

Chatbot Frida lærer stadig nye ting

DEBATT | NAV

Jørgen Torbergsen, direktør Nav Kontaktsenter
desember 2019

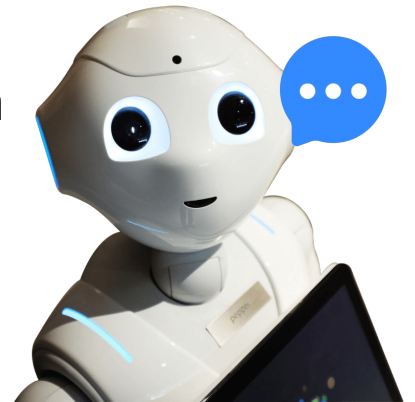
Klassekampen har testet vår chatbot og slakter svarene et eget innlegg 30. november med tittelen «ingen fremme hos Nav». Det er bare så synd at de velger å klippe og lime fra ulike dialoger, framfor å publisere en dialog i sin helhet. Ved klipp-og-lim-metoden er det ikke vanskelig å få det til å se ut som om chatbot Frida ikke kan svare.

Background

- Frida@Work: Collaborative project with UiO, UiA, NTNU, and NAV call center. Funded by NAV.
- To investigate how Frida the chatbot affects trust among citizens and employees.
- Based on interviews with employees at NAV, and interviews and qualitative online surveys with chatbot users.

Chatbots

- Computer programs
 - "that emulate conversations with humans using natural language processing (NLP) capabilities to facilitate text-based or voice-based service dialogs."
- Chatbots and anthropomorphism:
 - "the attribution of human-like physical or non-physical features, behavior, emotions, characteristics and attributes to a non-human agent or to an inanimate object."
- Chatbots are increasingly used in public service delivery.



Theoretical lenses

- Digitalization of public encounters.
- Self-service and the transfer of administrative burden to users.
- Care at a distance.
- Platformization and public value.



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Preliminary findings

- The complexity of self-service
- Adapting to chatbot communication
- Dealing with different citizen groups
- Chatbot's roles and public image
- Chatbot as a strategically prioritized channel
- Trust in chatbots



The complexity of self-service

"I think it's easy to use because it is often easily accessible on the website and in terms of design you get things written in the chatbot easily, you get the answer very quickly, so there is no obstacle there."

"It would have been nice if we could make them understand this with the fact that the chatbot could only answer general questions. But we know that it is a challenge for people to understand what lies in the concept of 'general questions'."

"I want the right answer for the situation I am in now. Because the chatbot does not see the bigger picture, it is not capable of giving me any advice, which is at the end what I need in such situations"



Adapting to chatbot communication

"They [citizens] have a story to tell, there is a background, before they get to the point. And a chatbot is not able to relate to that...little story, the same way that a human does."

"When the chatbot is mandatory, and I know I have a question it cannot answer, then the dialogue becomes all about fooling the chatbot to let me talk to a human being"

"I think it expects me to have one precise question. That it knows what I'm wondering. I do not always know what the answer should be or what topic I am actually going to ask for."

Adapting to chatbot communication



The screenshot shows a YouTube video player interface. At the top, there are navigation links: Resources, Features, Watch, and Upgrade. A search bar on the right contains the text "Search videos, people, and more". The video content shows a woman with glasses, Hilde Katrine Engeli, in an office environment, gesturing with her hands as if speaking. Below the video, the channel name "NAV" is displayed with its logo, followed by the name "Hilde Katrine Engeli" and her title "Chatbottrener, NAV Kontaktsenter". The video player controls show a play button, a progress bar at 01:00, and icons for volume, closed captions (CC), settings, and full screen. Below the video, the title "Hvordan snakke med chatbot Frida" is displayed, along with a "NOT YET RATED" badge, the upload date "7 months ago", and a "Follow" button for the channel "NAV Norge". To the right, a "More from NAV Norge" section is visible, featuring a "Autoplay next video" toggle and a thumbnail for another video titled "Hvordan snakke ..." from "NAV Norge".



Dealing with different citizen groups

*"We launched this filter, which we will also continue to work with, where you choose **which user you are**. Whether you are an employer or personal user. We will eventually add more roles like doctors, collaborators etc."*

*"We also have a pension area that we started with in January [2021], where we may see that it is **not quite that simple [for older people]**. They formulate themselves as if the chatbot is a person and this would result to problems with prediction."*

Currently NAV does not personalize their citizen contact channels, i.e. there is no "Frida-free pass" for a citizen. A large portion of Frida conversations are abandoned by the initiator.

Chatbot's roles and public image

"They [the chatbots] are replacing human beings. I expect that they are at least as good as and as competent as human beings"

NAV chose to have a human (female) representation of the chatbot in order to avoid appearing cold and cynical -which is what a mechanical representation of the chatbot might have created.

"...the chatbot should be perceived as something more than the search engine in NAV.no or Google search, but at the same time not exactly the same as an employee."



Strategic importance

*"We started with Frida on one page, [...] it should be on about eighty, ninety percent of the time on nav.no now. And **it haunts you**. So we have in a way increased the availability significantly in recent months."*

*"The times I have chosen chatbot, it has simply been because **the [phone] queues have been too long**."*

*"We see that we may have the problem with the channel called 'write to us' where you send a message and **it takes approximately 2 days** before you receive an answer."*

Trust in chatbots

"I did not expect for [the chatbot] to give me the right answer. When it did, I think I trusted it a bit more"

"There is a huge risk there, if something happen and if there is a wrong answer. There are user groups that have a lot of different challenges and it is something completely different than being a bank, for example, than being a telephone company and that there are often people in vulnerable situations and that is okay to take that into account"

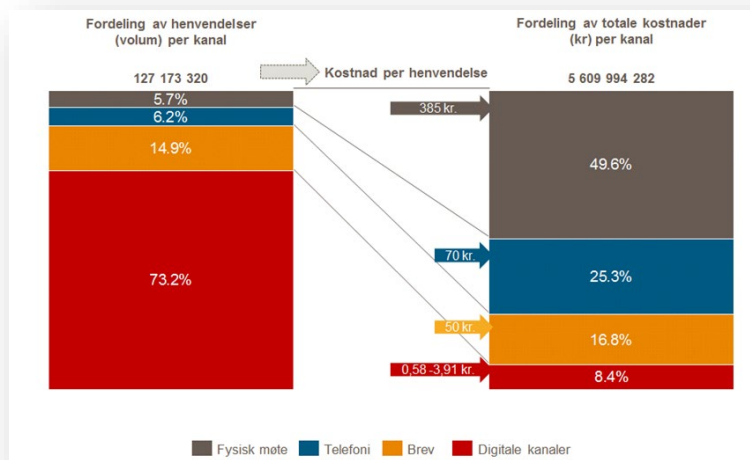
"If it says in black and white that I am not entitled to one or the other. I would soon call to genuinely verify or get the matter clarified carefully enough. So that I know I have not overlooked something, but I do not settle down until I get the response I want, obviously"

Discussion

- The problem with 24/7 availability.
- The unclear role of anthropomorphism.
- Digitalization's connection to welfare.
- Frida's future.

The problem with 24/7 availability

- It is important not to forget the sheer size and cost of the problem.



Telefonhenvendelser
4 440 258
4 048 358

Skriv til oss
683 746

Chatbot
146 102

Chat
73 747

Stillingsregistrering
384 165

4,8 millioner
brukermøter

The unclear role of anthropomorphism

- Is Frida more than a bad version of Google search?
- Does Frida manage to convey "care at a distance"?
- What message does an anthropomorphic channel convey to the citizens/employees?
 - The uncanny valley.
- Is Frida technology- and hype-driven?

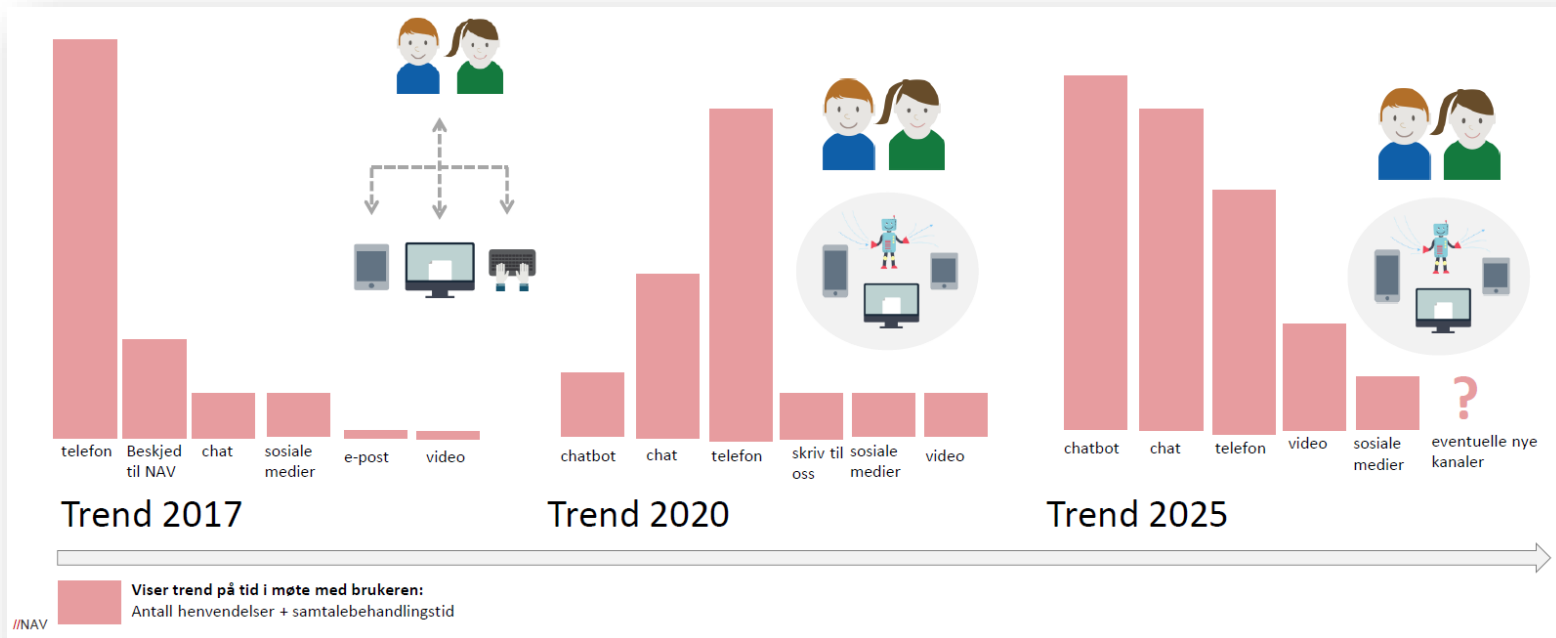


Digitalization's connection to welfare

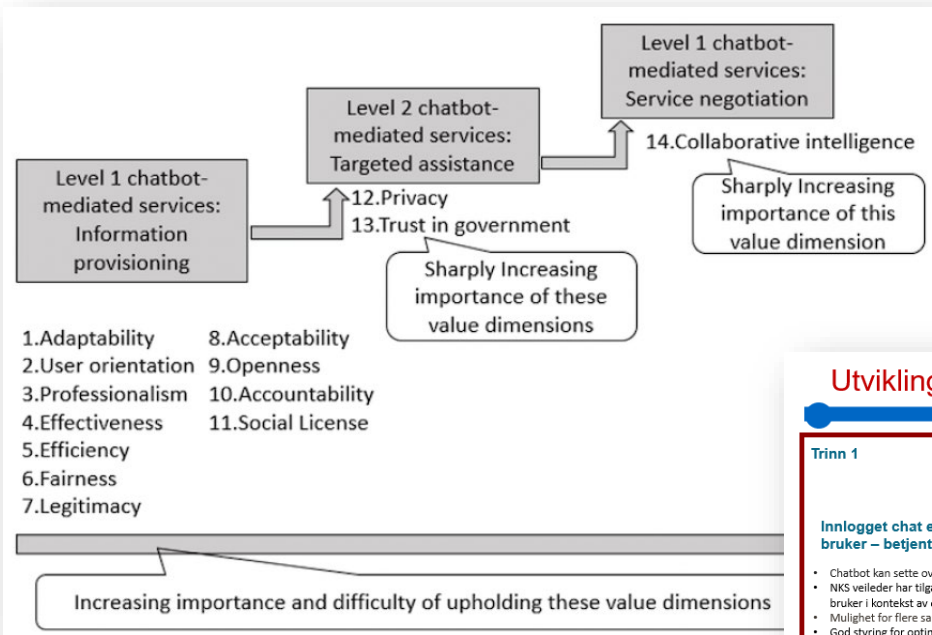
- The digital divide.
- 3% don't use internet, 11% low digital competence, 24% average digital competence.
- Always a challenge to use cutting-edge technology.
- The effect of digital public encounters on mental health not well-documented?



Frida's future



Frida's future?



Utviklingstrinn – Innlogget chat

Trinn 1

Innlogget chat er tilgjengelig for bruker – betjent av NKS

- Chatbot kan sette over til live chat med NKS
- NKS veileder har tilgang til informasjon om bruker i kontekst av chatloggen
- Mulighet for flere samtidige chat
- God styring for optimal ressursbruk på tvers av kanaler
- Enkelt å opprette oppgaver fra chat-loggen
- "Skriv til oss" og "Skriver til bruker" er tilgjengelig funksjonalitet
- Bruker har oversikt over sine henvendelser uavhengig av kanal på et sted
- Samme løsning for person og arbeidsgiver
- Dashboard og Statistikk er tilgjengelig

Trinnet må fullføres for full gevinst

Potensielt innhold i et mulig trinn 2

Brukertilpasset, på samme plattform for alle fagområder og NAV enheter

- Innlogget chat gir muligheter for hele NAV til å ha trygg, skriftlig sanntidsdialog med bruker i fremtiden ved utvikling av nye kanaler
- Innlogget chatbot kan innhente fakta og knytte til sak.
- Innlogget chat kan motta dokument/ fakta-innsending fra bruker
- Voice over, tale til tekst, video, sosiale media
- Kunnskap på brukerens adferd og historie
- Språkstøtte
- Smarte analysedata og avanserte dashboard for optimal ressursstyring
- Fullintegret chat, telefoni og kanalstyring

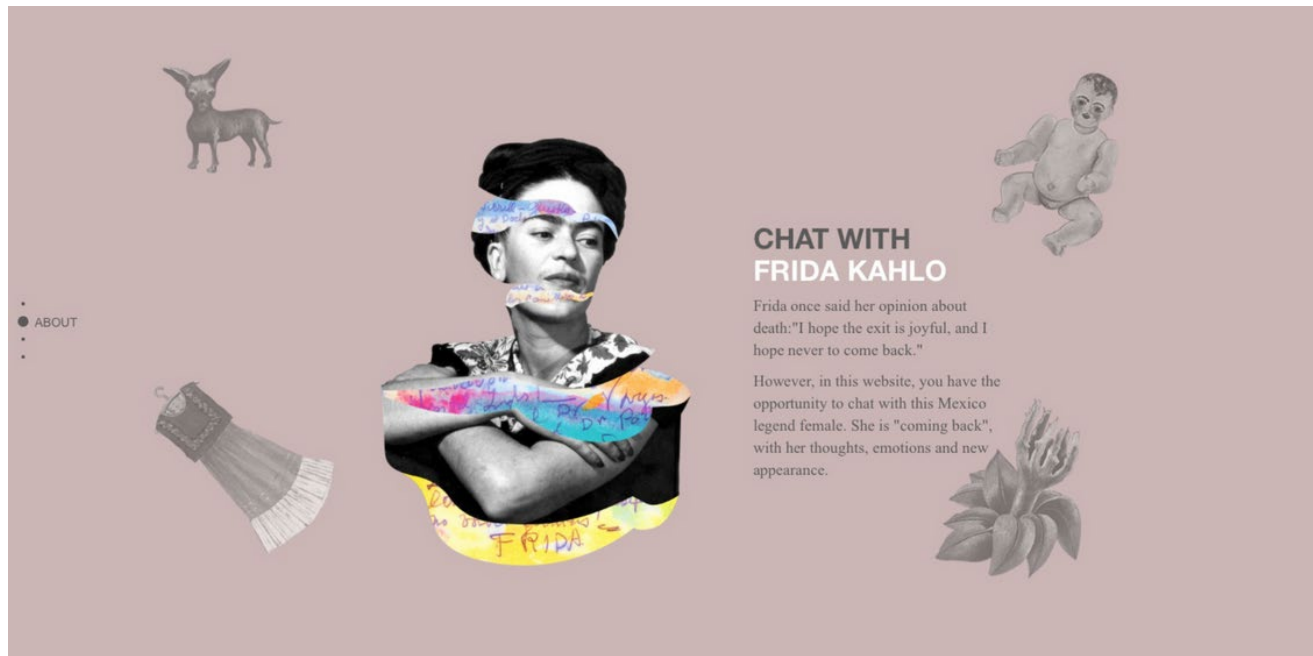
Potensielt innhold i et mulig trinn 3

Helhetlig interne- og eksterne flater Komplett plattform for bruker og veileder AI-basert

- Helhetlige flater som inneholder dialog, chat og kommunikasjon
- AI, Emosjonell AI - Proaktiv
- Smarte innloggingsløsninger som ansiktsgjenkjenning
- Enkel saksbehandling kan løses gjennom chatbot
- Integrasjon med chat fra andre offentlige etater

Does Frida have warm hands?

Thank you for your attention! Questions?



● ABOUT

CHAT WITH FRIDA KAHLO

Frida once said her opinion about death: "I hope the exit is joyful, and I hope never to come back."

However, in this website, you have the opportunity to chat with this Mexico legend female. She is "coming back", with her thoughts, emotions and new appearance.