

AI-driven information delivery helped a city provide *accurate health and service communications* amidst a global pandemic.

A major US city's 311 service · Resident services · Generative AI & agents

01 THE SITUATION

Business Problem

As COVID-19 cases climbed past 10,000 in July 2020 and guidance changed quickly, resident call demand for “Where do I go?”, “What’s open?”, and “What’s today’s rule?” spiked. 311 agents were spending too much time on repeat COVID FAQs while some answers depended on the caller’s ZIP code—different areas had different nearby clinics, testing sites, or medical centers. The city wanted a reliable way to handle high volumes of pandemic questions, route people to the right local resource, and keep information current without retraining the whole call center every time guidance shifted.

IMPACT

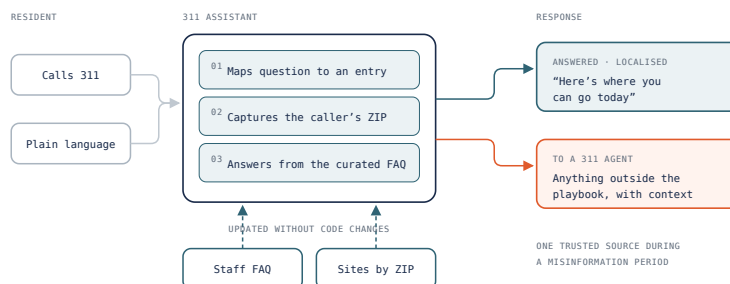
One trusted, ZIP-localised source during a misinformation period

02 THE CHALLENGE

Whatever we built had to live inside the existing 311 experience, not as a separate website bot, and had to be simple for the city teams to refresh as public health content evolved. It also had to capture a caller’s ZIP and return location-appropriate instructions —“go to this medical center”—while preserving a clean escalation path to a human agent.

03 THE SOLUTION

We designed and deployed a conversational AI assistant directly in the city’s 311 COVID information flow so residents could self-serve the latest FAQs and get ZIP-based directions to the right medical facility before reaching an agent.



CLIENT BACKGROUND

A major US city—home to about a million residents in 2020 and serving a metro of more than two million—relied on 311 as its front door for city services and resident information. During the COVID-19 surge in 2020, The city and its county had to push rapidly changing public health guidance, testing information, and location-specific resources to a fast-growing population through channels people already trusted, especially 311.

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KEY COMPONENTS OF THE SOLUTION INCLUDED

01

Direct 311 integration

The assistant sat in the actual 311 call flow, absorbing high-volume COVID questions so agents could focus on complex or urgent resident issues.

02

Curated, updatable COVID knowledge base

City staff could update FAQs—testing sites, hours, eligibility, closures—without code changes, keeping answers aligned with the city's public-health authority communications.

03

ZIP-code capture and routing logic

Callers provided their ZIP, and the assistant responded with the appropriate nearby medical center or resource for that area.

04

Conversational intelligence

The platform interpreted resident questions phrased in plain language and mapped them to the right COVID entry, reducing misroutes.

05

Agent handoff

Any issue outside the COVID playbook or requiring judgment was passed to a 311 agent with context, preserving service quality.

OUTCOMES

This hotline upgrade turned 311 into a scalable public-health information channel at the exact moment the city needed it. Instead of overwhelming agents with repeat questions from nearly a million residents, the assistant answered the common COVID inquiries instantly and, crucially, tailored guidance by ZIP so people heard, "Here's where you can go today," not generic advice. Because content owners could refresh FAQs as conditions changed, the city kept a single, trusted source of truth in a period when misinformation was easy to spread. In short, we helped the city keep 311 responsive, local, and accurate during one of its highest-demand periods of the pandemic.

WHERE IT LEADS

THE PRACTICE

Generative AI & agents

Where this engagement was delivered, and where the work continues at scale.

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START HERE

GenAI Pilot

The fixed-scope, fixed-fee engagement that starts work like this — scoped with you before you commit.

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