MUNICIPAL CORPORATION OF GREATER MUMBAI
INFORMATION TECHNOLOGY DEPARTMENT

# MYBMC Assist WhatsApp Chatbot

OVERVIEW

- BMC is resolved to make citizen services more accessible and provide value-add services with a human touch experience. The advent of digital and automation technology has enhanced consumer service experience. Large organization and now even Governments are rapidly adopting automated and intelligent citizen service delivery technology.
- A chatbot is simply a bot that uses human language for interactions, i.e., it has a Linguistic User Interface (LUI). Users communicate with a chatbot via the chat interface. Chatbot interpret and process user's words or phrases and give an instant pre-set answer.
- Today WhatsApp is used by Corporates and Governments as a preferred communication and transaction platform due to its wide usage by citizens. Therefore, BMC, in partnership with WhatsApp, has taken an initiative for providing services through WhatsApp chatbot. The development of the chatbot is carried out by BMC's IT Department and its System Integrator along with WhatsApp partner M/s. Infobip.
- WhatsApp is an interface providing the services from the BMC's system such as SAP, GIS etc.

PURPOSE

1. Upgrade Citizens Experience across the entire citizen interaction journey

2. Provide Value add services

3. To reach out to every Mumbaikar

4. Multi-lingual digital channel that is ubiquitous, convenient-to-use, intuitive, reliable and most importantly widely adopted by the citizens

5. Providing online services on fingertip

6. Increase customer interaction

7. Ease of Access

METHODOLOGY

HIGH-LEVEL ARCHITECTURE OF WHATSAPP CHATBOT
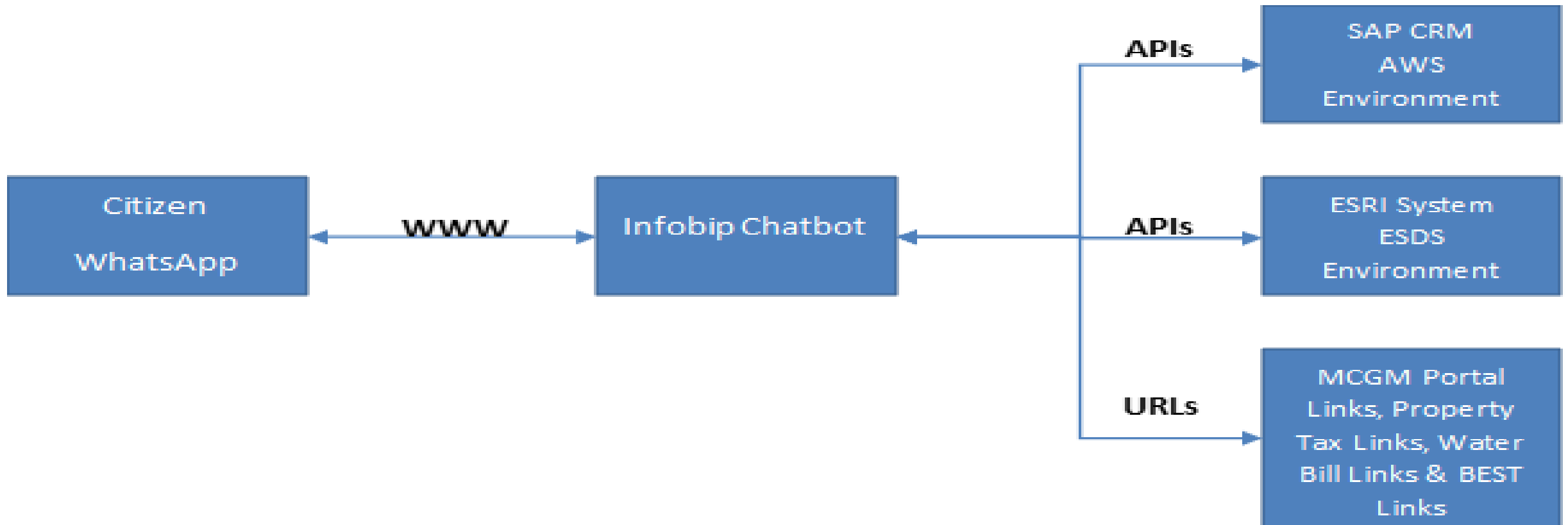
CHALLENGES & SOLUTIONS

Challenges		Solutions
Administration	Multiple stakeholders to be addressed	Multiple review meetings and RACI matrix to set the expectation and explain the responsibilities
Technology	Multiple technologies of the applications of BMC and other Govt agencies in MMR	Detailed blueprinting of entire solution
	IVR type interface were limiting the experience and the range of service delivery	Inclusion of the latest Interactive Button and List functionality has been utilised for ease of use.
	Easy Payment mode	UPI based payment were extended from the BMC Partnered Bank Payment Gateway
	UPI based payment were extended from the BMC Partnered Bank Payment Gateway	Utilised Whatsapp Share Current location feature / Pin code for providing specific information in real-time

KEY BENEFITS

- Multilingual (Marathi & English)

- Ease of use through interactive buttons & lists

- Provide online services (payment receipts, certificates, licenses etc.)

- Payment gateway (UPI platform through BMC approved bank)

- Complaint registration & resolution

- Broadcasting notification & alerts (Vaccination, disaster etc.)

- 24-hour availability

- Increased customer interaction and ability to reach new citizens

MYBMC ASSIST – WAY AHEAD

Way Ahead

Collaboration with other Government agencies in Mumbai Metropolitan Region for providing a common services platform for Citizen.

Addition of more value-add services for improved engagement with citizens including Education (Admission etc), Health services (Blood bank etc), Disaster Management (Emergency response etc) etc.

Reduce citizens visit to BMC Offices through Online Video interactio (RTI, Service KYC etc)

Increased transparency through interactive dashboards to drive evidence-based decision making and to demonstrate performance efficiency