

# Amorphic Web 311 Chat

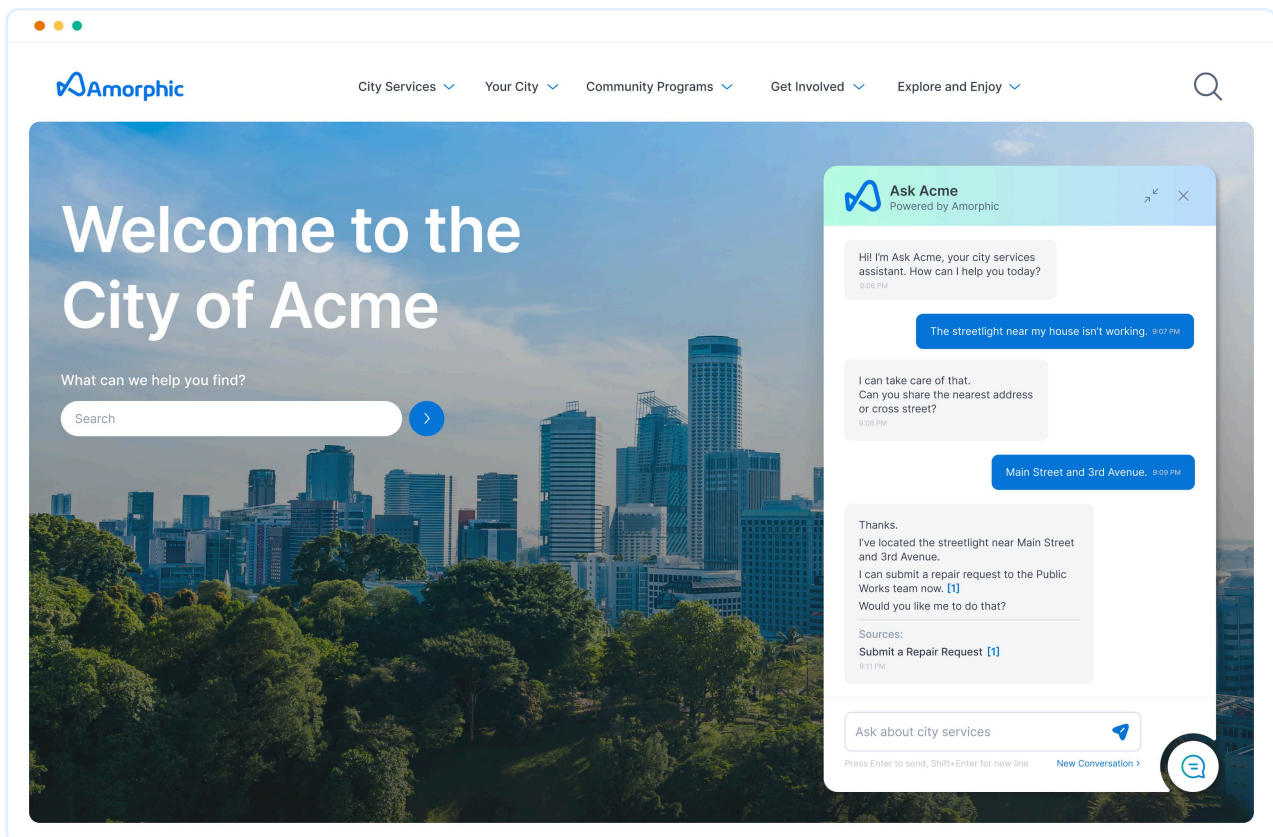
**Faster Answers. Better Resident Experience. Lower Cost-to-Serve.**

Help residents get answers and complete the next step in seconds—without hunting through pages, waiting on hold, calling 311, or emailing departments.

## Executive Summary

Residents increasingly rely on city and county websites as the first place to find information, request services, and understand what to do next. Yet most government websites still behave like static publishing platforms: content is spread across department pages, PDFs, and microsites; navigation varies across departments; search is inconsistent; and residents often cannot quickly determine the right answer for their situation. The result is predictable—residents abandon the website and switch channels to 311, phone, or email, creating avoidable demand, longer wait times, and higher support costs.

**Amorphic Web 311 Chat** modernizes the website experience by adding a resident-facing, city-branded digital assistant that turns official information into guided pathways. Residents ask questions in plain language and receive responses grounded in official city/county content—plus clear next steps to the right form, service request, portal, requirement, office, or escalation path. Web 311 Chat is delivered as a **Cloudwick managed AI-application**, powered by **Amorphic Intelligence** and **AWS AI services**, enabling fast launch, reliable operation, and continuous improvement over time.



## The Problem: Residents Can't Quickly Find, Understand, And Complete Common Tasks Online

Most 311 calls aren't new issues - they are residents trying to complete a routine task and struggling to:

- Locate the right page across department silos and inconsistent navigation
- Understand what applies to them (eligibility, requirements, exceptions)
- Identify the correct next step (form, workflow, office, hours, submission method)
- Avoid dead ends in PDFs, outdated instructions, or conflicting guidance

When online self-service stalls, residents switch channels—creating avoidable calls and emails that increase cost-to-serve and strain service capacity.

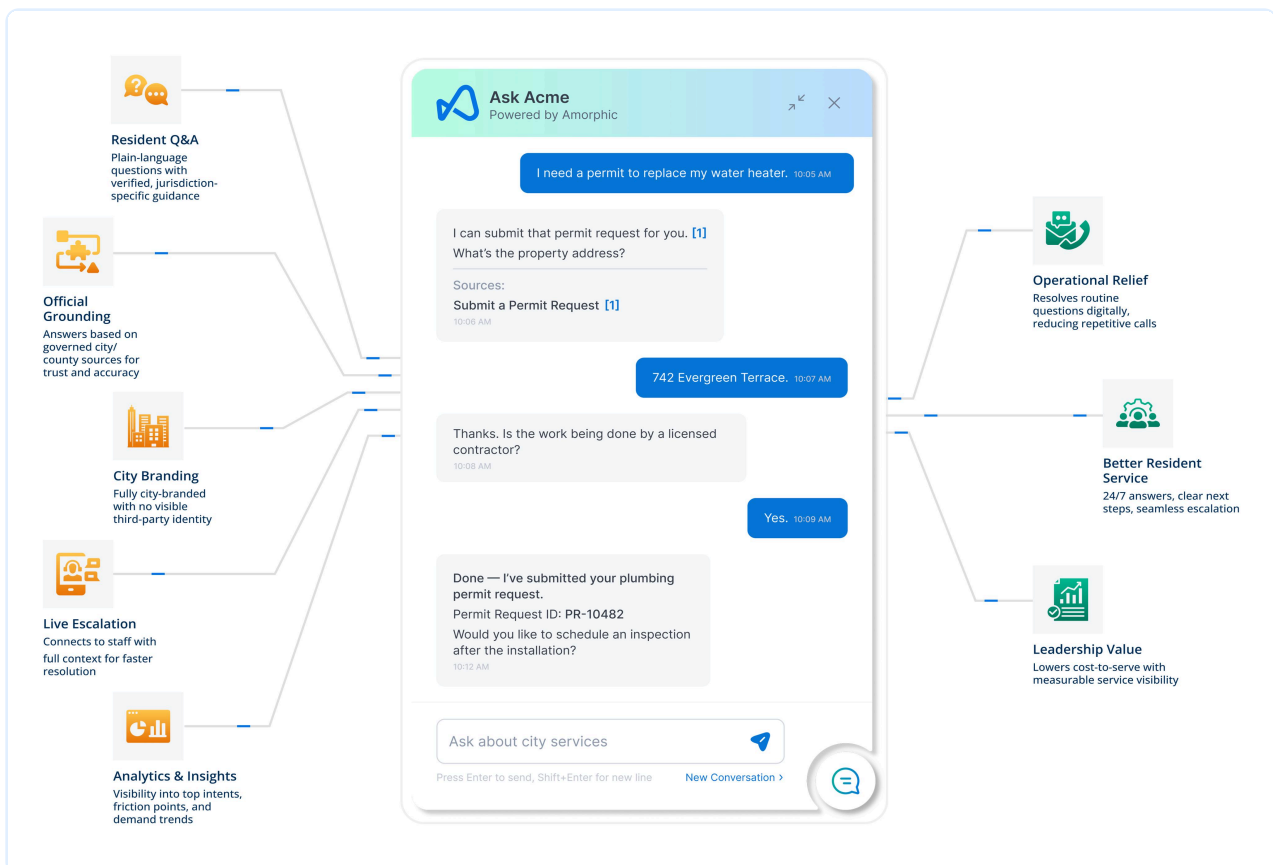
## What Amorphic Web 311 Chat Is

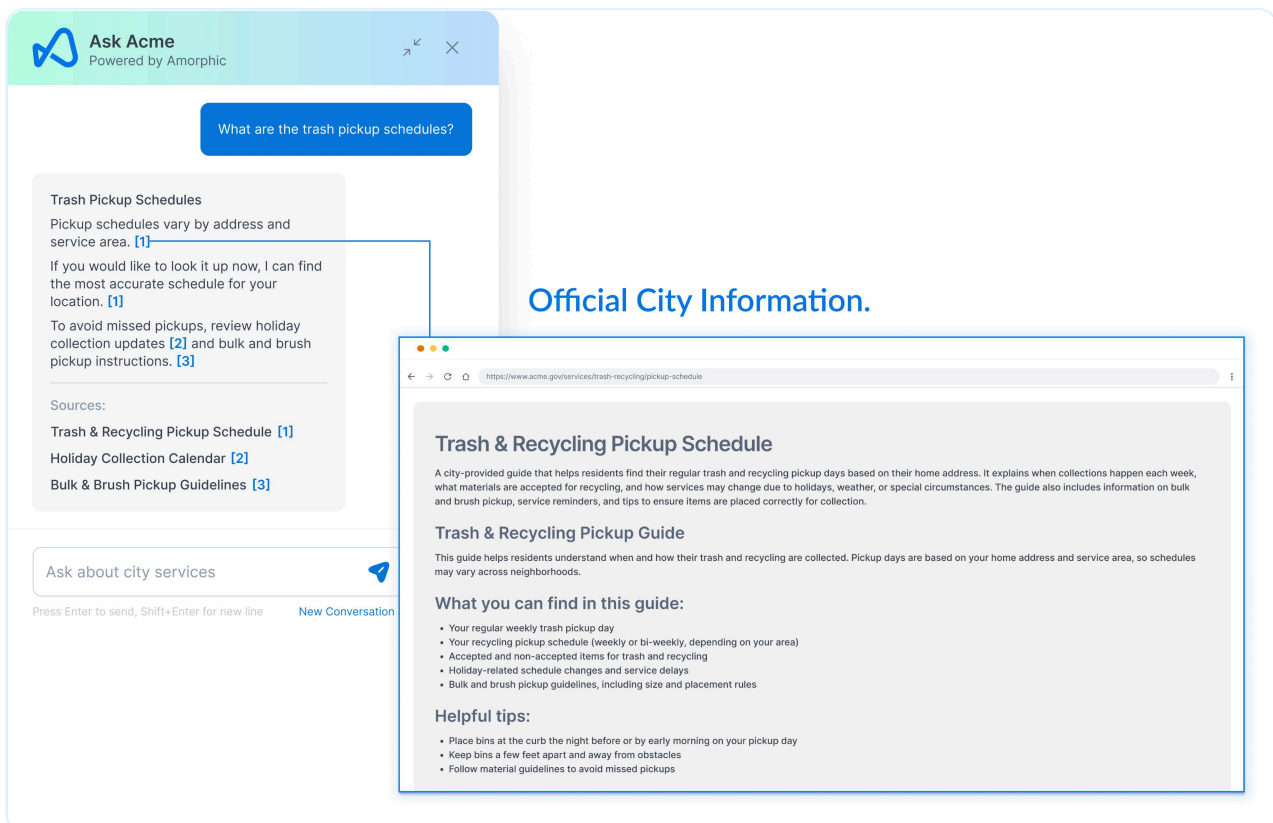
Amorphic Web 311 Chat is embedded in your city or county website to help residents get answers and complete the next step faster. It turns official web content—pages, PDFs, and service information—into a guided chat experience that eliminates navigation across department silos.

Web 311 is designed to move residents from **question** to **action** through city-branded, verified responses, light clarification when needed, and seamless escalation to staff for situations that require human support.

In practice, residents can:

- Ask questions in plain language
- Get accurate guidance grounded in official content
- Complete the task or escalate—without dead ends or guesswork





Web 311 responds with citation-backed responses using official city information.

## Brandable And Nameable Experience

Web 311 Chat is fully brandable to match your city or county's website look and feel—colors, typography, tone, and visual style—so residents experience it as a natural extension of your digital front door, not a third-party tool.

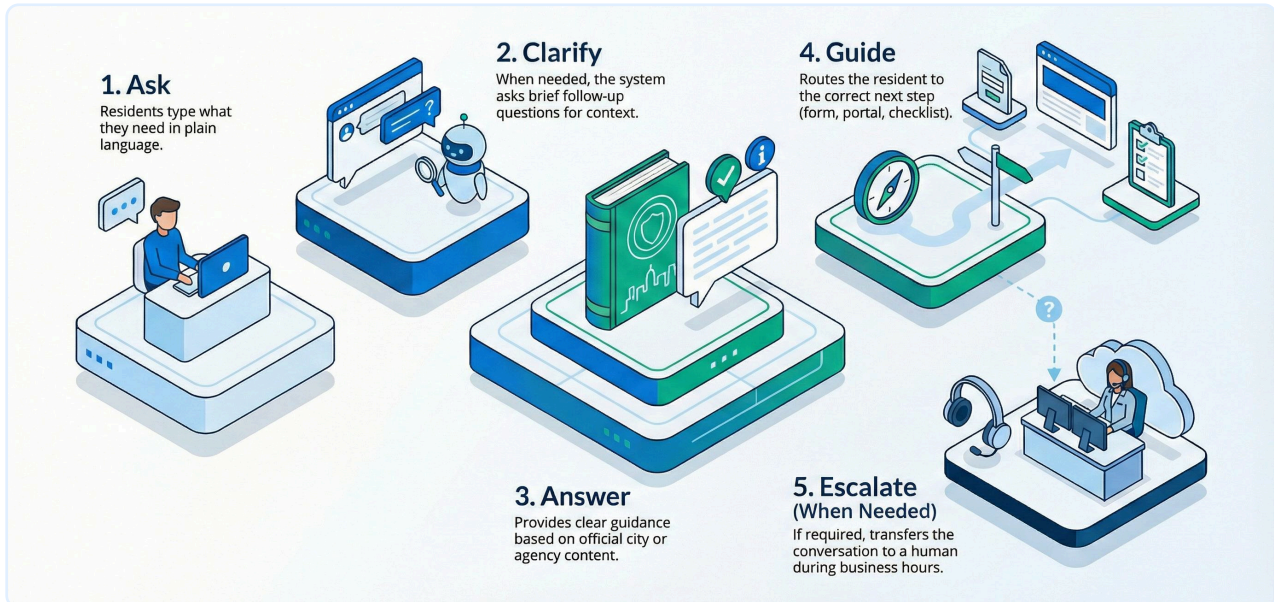
It can also be named as a recognizable resident service, creating a simple “go here first” destination for questions and next steps.

A named experience helps cities and counties:

- Build resident awareness and adoption
- Create consistency across departments (one trusted entry point)
- Reduce confusion during service disruptions (one place for updates and guidance)
- Reinforce trust by clearly signaling that answers are governed and city/county-provided

Example: The City of Scottsdale named its Web 311 Chat experience “Ask Scotty.”

## How It Works



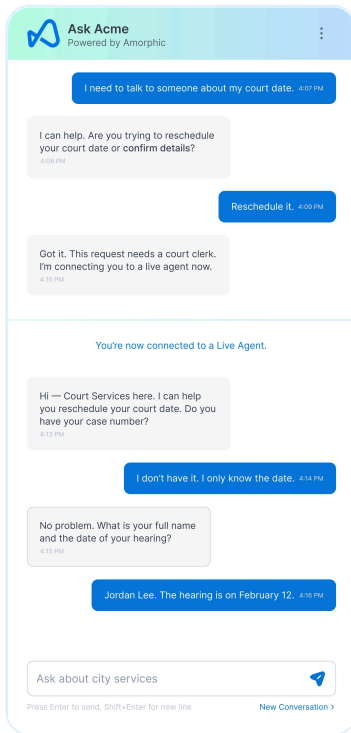
**Deployment note:** Web 311 Chat can be accessed via website navigation and placed directly on high-traffic pages (“Pay a Ticket,” “Trash & Recycling,” “Report an Issue,” “Parks & Rec Registration,” “Apply for Benefits”) so help appears exactly where residents get stuck—improving time-to-answer and reducing avoidable contacts.

## Real-World Examples (High-Impact Journeys)

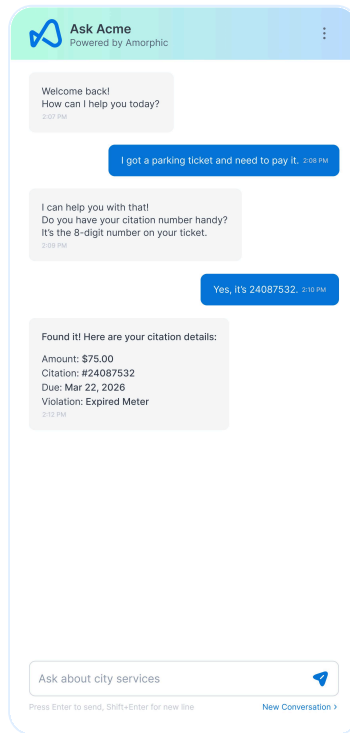




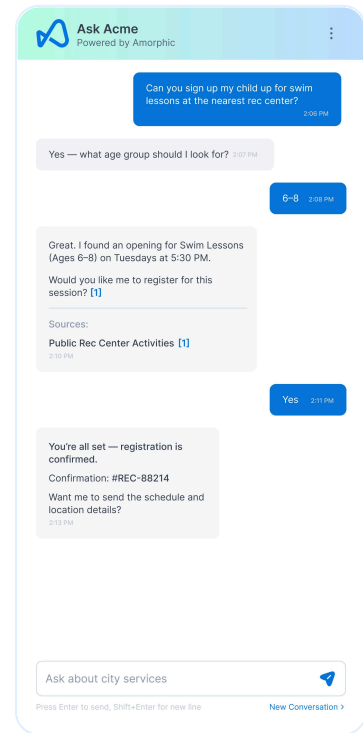
## Common Use Cases Where Web 311 Chat Adds Immediate Value



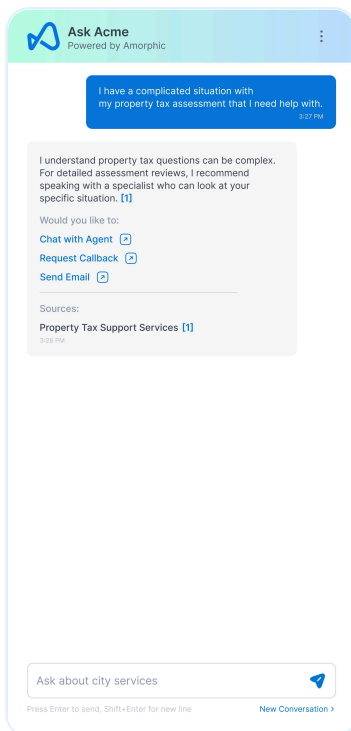
**Court Services:** Reschedule your court date or connect with a court clerk.



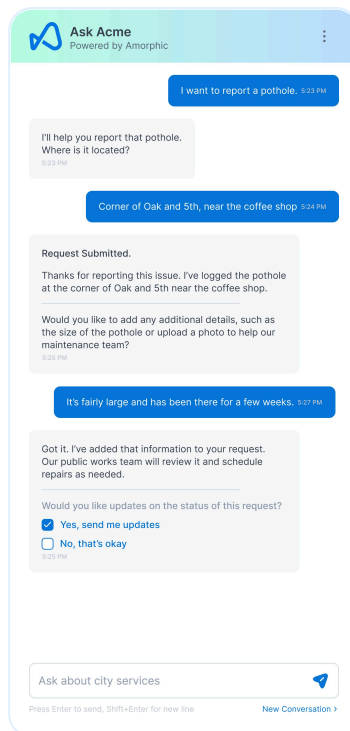
**Parking Tickets:** View and pay parking ticket details by citation number.



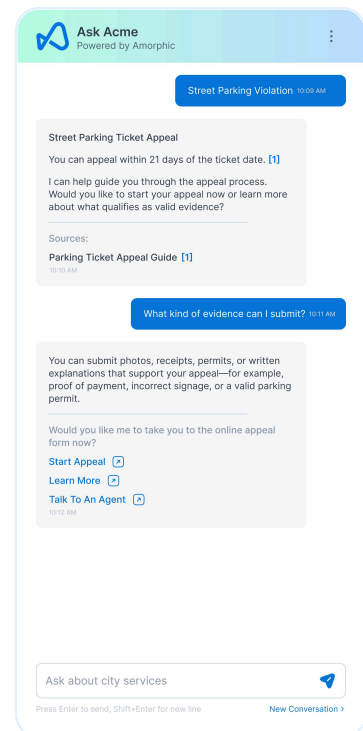
**Parks & Recreation:** Find and register for nearby recreation programs.



**Agent Handoff:** Connect with an agent for complex queries.



**Report an Issue:** Report city issues and receive updates.



**Appeals:** Appeal tickets with step-by-step guidance.

## Why Everyone Wins: Speed + Experience + Cost-To-Serve

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### 1. Residents Win: Faster Answers And A Better Experience

Residents come to the website with intent. Web 311 Chat removes friction and helps residents reach resolution quickly.

- **Immediate answers, no hunting:** Direct guidance without clicking through pages, PDFs, or department menus
- **Clear next steps:** Routes to the right form, portal, request type, or office process
- **Fewer mistakes and dead ends:** Guided pathways reduce wrong submissions and incomplete applications
- **Confidence and trust:** Responses are grounded in official content, reducing reliance on outdated third-party sources
- **Better outcomes for all residents:** A consistent, guided experience supports time-constrained residents, mobile users, and those less familiar with government structure

**Net result:** Faster resolution, fewer repeat attempts, and a noticeably better website experience.

### 2. 311 Teams And Departments Win: Relief From Routine Demand

A large share of inbound volume is routine “how do I...” and “where do I go...” questions. Web 311 Chat converts that demand into website resolution.

- **Deflects repetitive inquiries:** Absorbs high-volume, low-complexity questions that consume staff time
- **Reduces back-and-forth:** When residents do contact staff, they arrive with context (what they tried, which path they followed)
- **Improves intake quality:** Guides residents to correct request types and required details, increasing “right-first-time” submissions
- **Stabilizes peaks:** Provides consistent guidance during storms, outages, holidays, and service changes
- **Lets staff focus where humans add value:** Shifts time from repeat questions to exceptions and complex cases

**Net result:** Less operational drag, higher throughput, and improved service levels without adding headcount.

### 3. City And County Leadership Wins: Lower Cost-To-Serve And Measurable Service Improvement

Web 311 Chat reduces avoidable contacts and improves performance—without a full website rebuild.

- **Fewer avoidable contacts:** More resolution on the website reduces calls and emails—the most expensive channels to operate at scale
- **Better responsiveness where it matters:** Cleaner intake and fewer repeats improve response times and equity of service
- **Measurable outcomes:** Track top intents, repeat questions, deflection patterns, and friction points
- **Continuous improvement engine:** Identify content gaps and confusion hotspots and fix root causes over time
- **Cross-department consistency:** A single guided experience reduces inconsistent answers across departments and channels

**Net result:** Lower cost-to-serve, improved performance, and a data-driven pathway to continuously improve resident experience.



## Delivery Model: Cloudwick Managed AI-Application

Web 311 Chat is delivered as a Cloudwick managed AI-application, so agencies receive an operational service—not a DIY chatbot that requires internal teams to build, train, and maintain.

Cloudwick’s role is to stand up the experience quickly, operate it reliably, and continuously improve performance and resident outcomes over time.

### What Cloudwick Provides (Turnkey Services)

- Launch and onboarding to prioritize the highest-impact resident journeys first
- Website implementation, placement strategy, branding and naming
- Content onboarding and validation aligned to official sources
- Pathway design to guide residents from question to completion
- Ongoing operations: monitoring, updates, governance workflows, and analytics-driven optimization
- Integration services as needed to align guidance to existing workflows (portals, forms, service request pathways, status journeys, live support)

(Integration scope is optional and tailored to the agency environment.)

### Why The Managed Model Matters

A public-facing Web 311 Chat must remain accurate, trusted, and current—especially during demand spikes. Cloudwick’s managed model ensures the solution is not only deployed, but operated and improved as an ongoing service.

## Built For Government Use: Trust, Accessibility, Security, And Governance

Public-facing digital assistance must be credible, controlled, and appropriate for government environments. Web 311 Chat is designed to support public-sector expectations, including:

1	Brandable resident experience aligned to city/county standards	2	Official-content grounding to keep answers consistent with published services and rules
3	Security-first design for public use with monitored operation and responsible handling of interactions	4	Role-based administration for oversight and controlled updates
5	Accessibility support aligned with common government expectations (e.g., WCAG-aligned approaches)	6	Governance-friendly workflows to manage updates, performance monitoring, and issue resolution

This ensures residents experience Web 311 Chat as an official, reliable website service—while enabling the agency to operate it with the controls expected for public-facing systems.

## Powered By AWS AI Services

Web 311 Chat is powered by AWS AI services (including Amazon Bedrock) and implemented with AWS-native security, governance, and operational controls appropriate for public-facing government experiences.

### AWS Security And Governance Capabilities Web 311 Can Implement Include

- **Data privacy protections:** Support configurations where customer prompts/completions are not used to train underlying models, with controls aligned to AWS service assurances
- **Guardrails for safe public use:** Configurable safeguards to filter harmful content and reduce prompt-attack and unsafe-topic risks; optional detection and redaction of sensitive information
- **Private connectivity options:** Private connectivity to model endpoints (e.g., VPC endpoints/PrivateLink patterns) when agencies require tighter network controls
- **Auditability and operational oversight:** Optional logging and monitoring patterns (CloudWatch, S3) that support governance workflows and audit trails when required
- **Compliance posture:** AWS services offer widely used assurance programs (e.g., SOC, ISO, CSA STAR) that agencies often require for enterprise-grade services

This is designed to support responsible deployment and operational governance—not “AI without guardrails.”

## The Continuous Improvement Loop

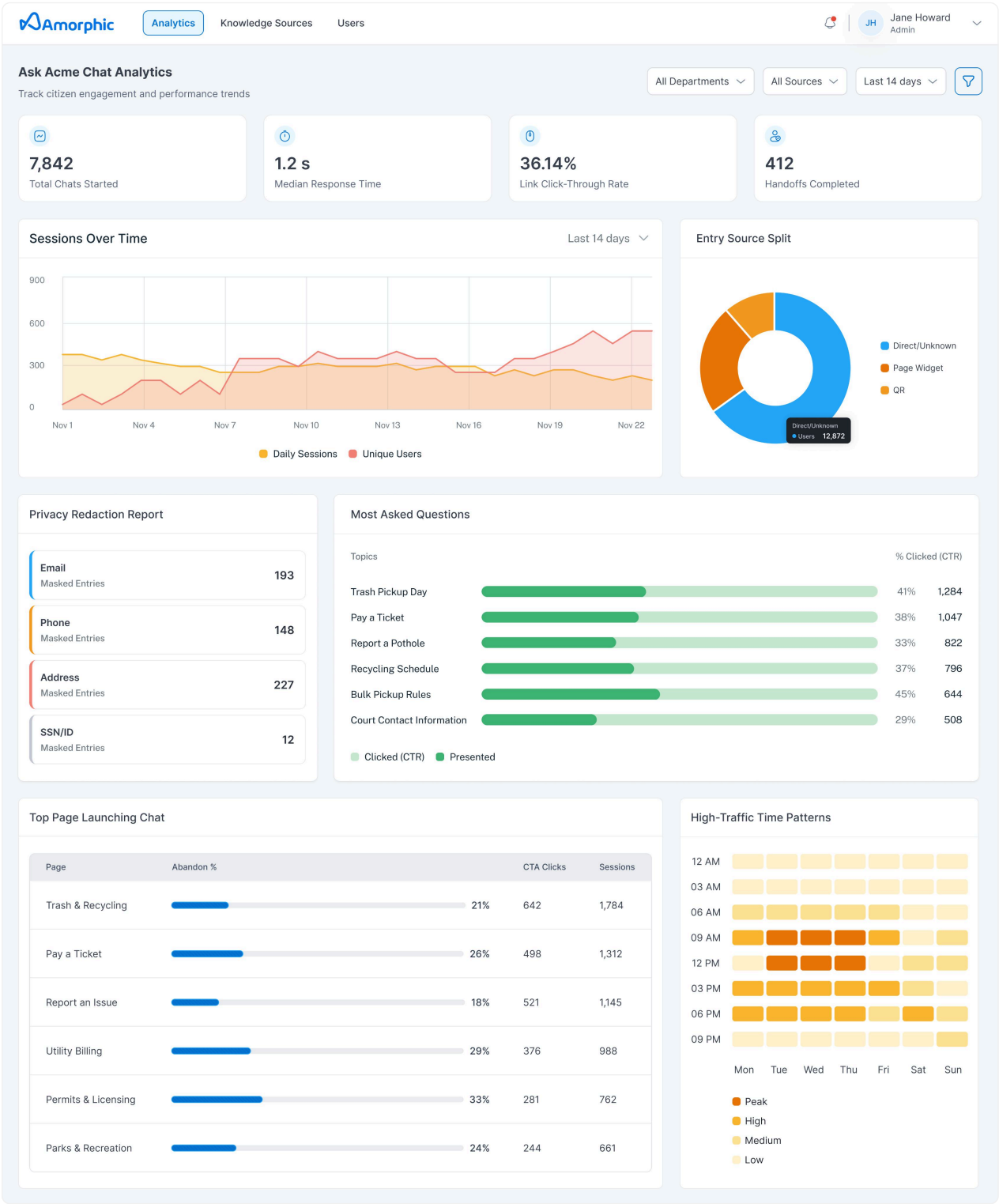




# Amorphic Web 311 Chat Analytics

## Turn Questions Into Website And Service Improvements

Most governments have a structural gap: departments own services and policies, while web teams own pages, navigation, and search. Web 311 Chat closes that gap by converting real resident questions into actionable insight—so you can improve the website experience based on what people actually need.



## What Analytics Shows

### 1. Top resident intents (what residents are trying to do)

- Top questions and intents by topic, department, service area, and time period
- “Top 10” and “Top 50” intent lists that reveal where to focus first
- Seasonal trends (e.g., summer programs, winter storms, tax deadlines)

### 2. Confusion hotspots (where residents get stuck)

- Repeat questions that signal unclear instructions, buried pages, or inconsistent terminology
- High “clarification needed” patterns that indicate residents can’t determine the right path
- Common failure points where residents abandon the website and switch channels

### 3. Content gaps and policy clarity gaps (what the website can’t answer well today)

- Questions that cannot be answered cleanly using current published content
- Topics that need better FAQs, clearer step-by-step instructions, or updated pages
- Gaps caused by outdated PDFs, broken links, or overlapping ownership across departments

### 4. Demand spikes and emerging issues (what’s changing right now)

- Surges tied to storms, outages, holiday schedule changes, program updates, or deadlines
- Early indicators of new confusion so teams can publish updates faster
- Department-level signals on “what residents are suddenly asking,” enabling proactive communications

### 5. Service optimization insights (what to fix first to reduce calls and improve resolution)

- Which intents generate the most volume and repeat contacts
- Which content changes are likely to reduce avoidable contacts the most
- Opportunities to standardize language and pathways across departments (one clear answer, one clear next step)

## Why This Matters

Analytics turns Web 311 Chat into more than a chat experience—it becomes an operational tool that helps the city/county:

- Improve The Website Based On Real Resident Behavior
- Reduce Avoidable Calls/Emails By Removing Root Causes Of Confusion
- Align Departments And The Web Team Around Measurable Improvements
- Demonstrate Progress With Tangible Metrics (Trending Intent Volumes, Reduced Repeats, Improved Online Resolution)

## Call to Action

Modernize your city or county website experience with **Amorphic Web 311 Chat**—faster answers, better resident experience, and fewer avoidable contacts.

Contact Cloudwick to schedule a briefing or live demonstration.  
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