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Amorphic Website Intelligence

Turning a City or County Website Into a Resident's First, Best Stop for Answers

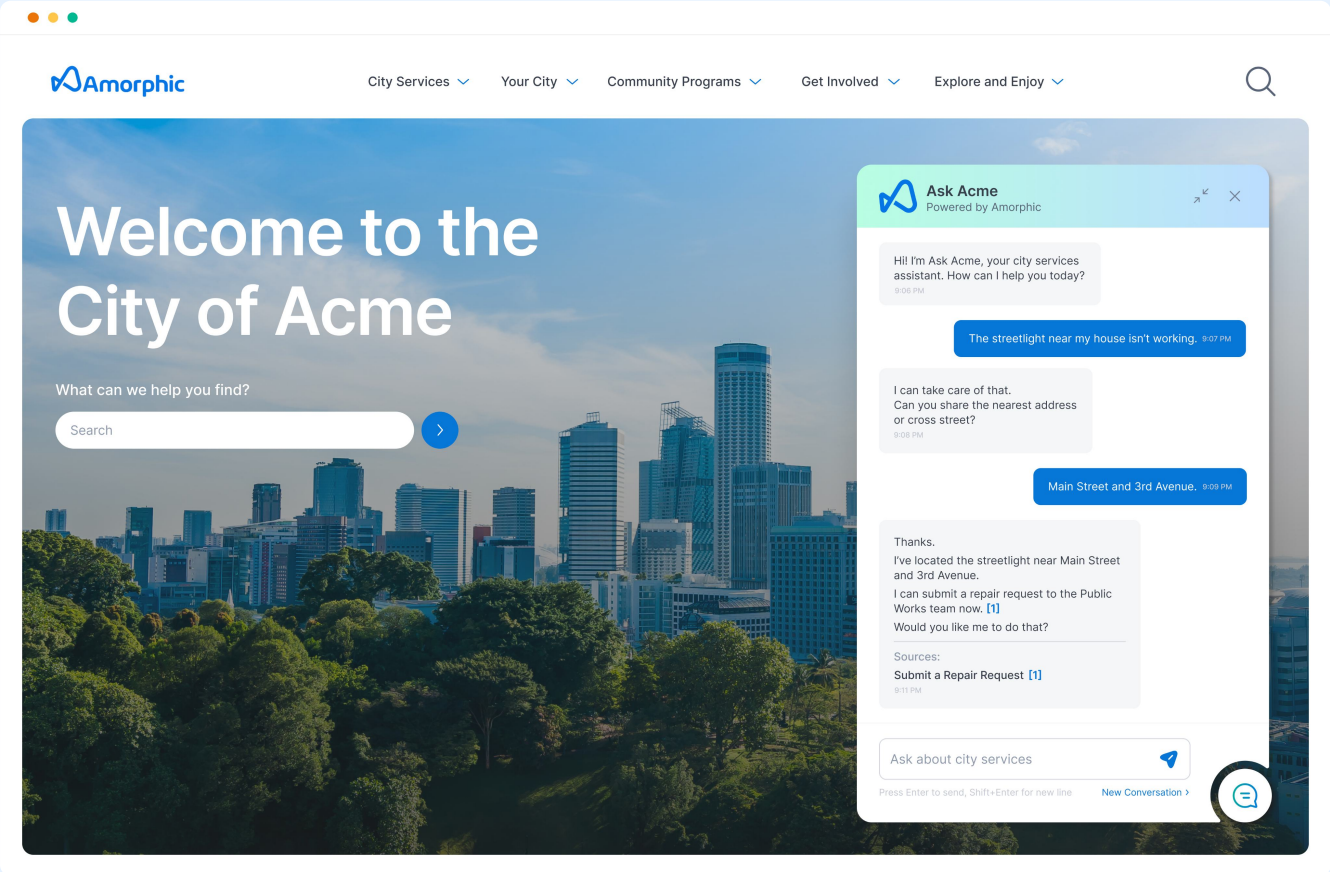
The Problem

Most government websites function as static publishing platforms. Information about permits, services, and processes is scattered across department pages and PDFs, with inconsistent navigation and search. When residents can't find the right answer, they call or email instead, driving up cost-to-serve and straining department capacity.

The Solution

Amorphic Website Intelligence embeds a resident-facing, city-branded AI assistant directly into a government website. Residents ask questions in plain language and get answers grounded in the agency's own official content, plus a clear next step: the right form, portal, office, or escalation path. When a situation needs a person, the assistant hands off instead of leaving the resident stuck.

Built on AWS and deployed within the agency's own AWS account, the solution uses Amazon Bedrock to power the assistant's responses, keeping data under the agency's control rather than routed through a third-party black box. Delivered as a Cloudwick managed AI-application, agencies don't need to build, train, or maintain a chatbot internally, Cloudwick handles implementation, content onboarding, and ongoing operation as a continuous service.



A resident-facing AI assistant built for real results

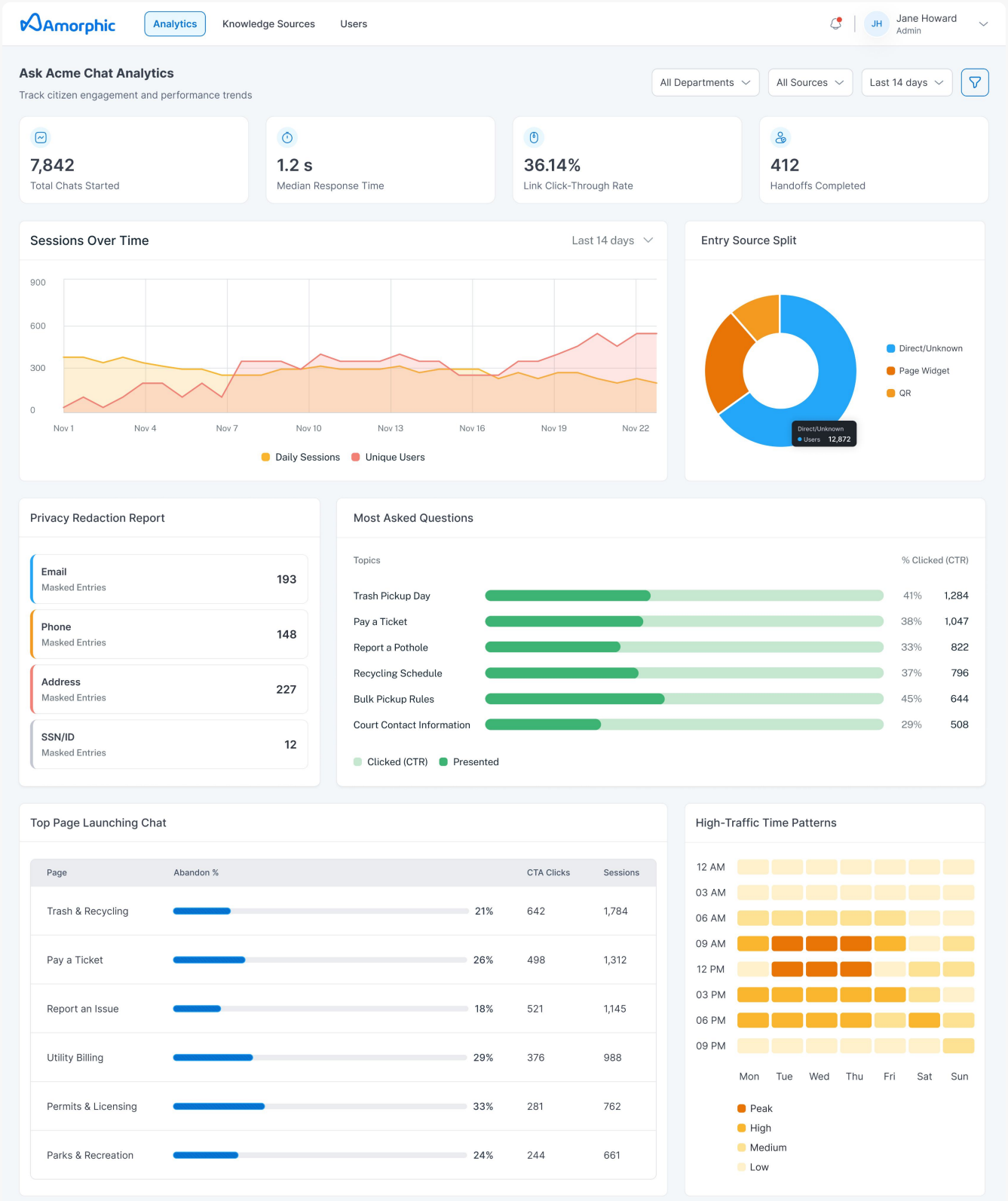
Every conversation becomes data the agency can act on. The analytics layer surfaces:

- **Top resident intents** — What people are trying to do, by topic and department
- **Confusion hotspots** — Repeat questions signaling unclear instructions or buried pages
- **Content gaps** — Questions the website can't answer cleanly today
- **Demand spikes** — Early signals tied to storms, deadlines, or policy changes
- **Service optimization insight** — Which fixes reduce the most repeat contacts

Most local governments have a structural gap: departments own the underlying services and policies, while a separate web team owns the pages residents interact with. Amorphic Website Intelligence closes that gap, giving both groups a shared, measurable view of where the website is falling short.

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Analytics that turn resident interactions into operational insight

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Live Now: Ask Scottie at the City of Scottsdale

The City of Scottsdale has deployed Amorphic Website Intelligence as Ask Scottie, fully branded to match the City's site. Residents use it for everyday needs, from submitting a pool permit application to understanding city services, and City leadership has tested it on broader civic questions as well. Every response draws on Scottsdale's own official content.

See it live on the City of Scottsdale Website

The Result

Faster answers for residents. Fewer repeat contacts for staff. And a real-time, evidence-based view of what a community is actually trying to get done, and where the agency's own digital front door is getting in the way.