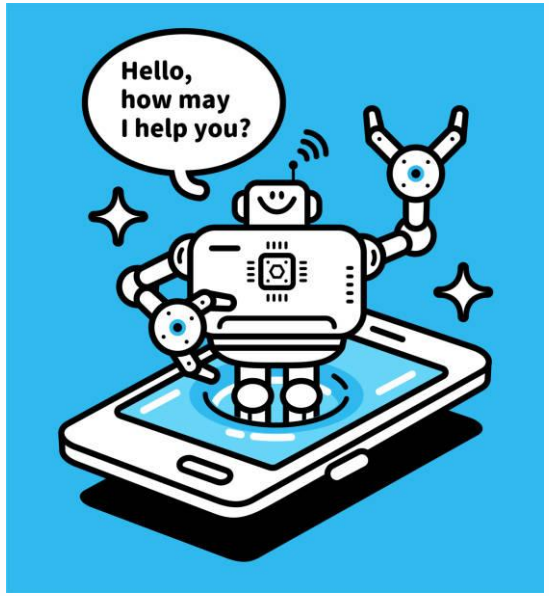
CLEARFIELD
UTAH'S MILITARY CITY
Chatbots

Three different types

- *Texting Bots*
- *Ai Automated Chat Bots*
- *Human Run Chat Bots*



- *Generally ranked most to least expensive.*
- *Ai chat bots varying in price depending on how “smart” it is.*

Texting Bots

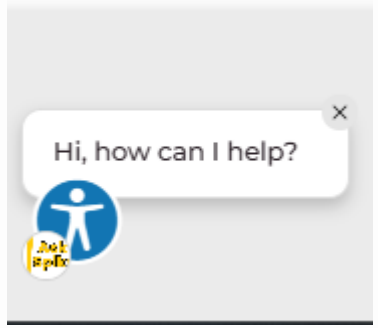
- *Most expensive because it's charged per text.*
- *$16,400 first year*
  - *($13,700 annual)*
- *Benefits*
  - *most people use text*
  - *gives us a full texting service with 17,500 verified Clearfield phone numbers & addresses*

Ai Automated Chat Bots (*Smartest*)

- *Most expensive because it's smart.*
- *$22,500 first year*
  - *($10,000 annual)*
- *Benefits*
  - *Can be fully branded with a named character*
  - *Full smart capabilities*
  - *Least staff oversight required for Ai automation training*

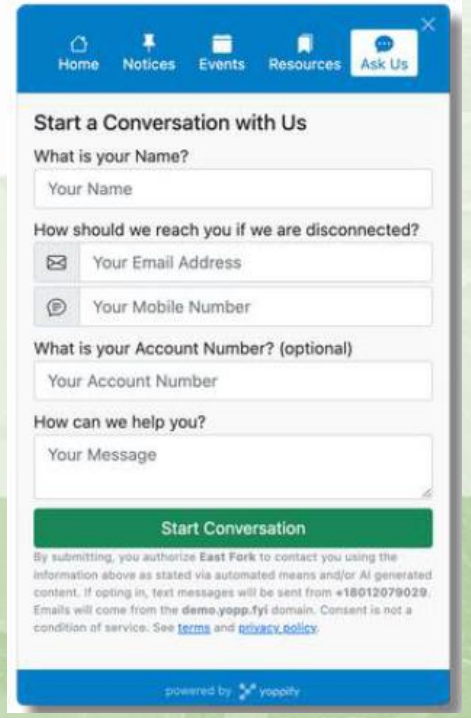
Ai Automated Chat Bots (*Less Smart*)

- *Least expensive because it requires most staff oversight.*
- *$2,000 per year*
- *How it differs*
  - *Can be branded in our colors*
  - *Staff writes questions and responses for it to use (most, but not all)*
  - *Pay for what you get (glitches, no iWorQs integration)*



Human Run Chat Bots

- *Staff run website chat during business hours and respond.*
- *$6,881 annually*
- *Benefits*
  - *100% accuracy of answers*
  - *Personal touch*



Next Steps

- *Which direction would council like to go?*
  - *Type of chat bot? No chat bot?*
- *Implement this fiscal year or next year budget ask?*

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