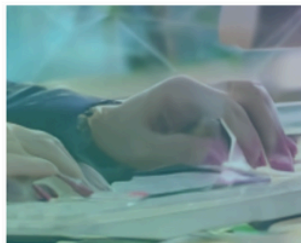
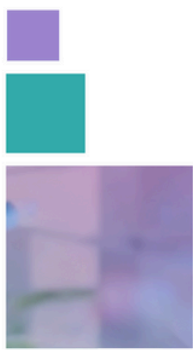


# SMART: STAFF COPILOT FOR LOCAL GOVERNMENT



Putting safe, sanctioned,  
affordable AI into the  
hands of all council staff



ICS.AI

# INTRODUCING THE SMART: STAFF COPILOT

## PUTTING SAFE, SANCTIONED, AFFORDABLE AI INTO THE HANDS OF ALL COUNCIL STAFF

The public sector is under immense pressure to do more with limited resources. Growing demand for public services, budget constraints, and increasing operational complexity make the need for improved productivity and cost control more critical than ever. The arrival of Generative AI is perfectly timed, with studies showing it can enhance staff productivity by up to 40%\*. However, widespread adoption remains limited due to the high costs of premium AI solutions, governance concerns in free alternatives, and a lack of clear adoption strategies.

SMART: Staff Copilot directly addresses these challenges. As the world's first Generative AI Copilot designed specifically for broad adoption across public and trusted sectors, it's a cost-effective, secure, and highly governable tool that empowers staff at every level to work more smarter, not harder. By automating routine tasks, supporting decision-making, and providing real-time assistance, SMART: Staff Copilot enables councils to focus on delivering high-quality services to their communities.

### SMART: STAFF COPILOT AT A GLANCE

**GOVERNABLE:** In-depth governance and transparent usage oversight ensure safe, compliant AI usage

**AFFORDABLE:** Competitive pricing with access to multiple large language models (LLMs), maximising flexibility and value

**ADOPTABLE:** Pre-built adoption templates and a personalised user experience make it easy for all staff to engage and benefit

**MANAGEABLE:** AI Metering and flexible language model support offer enhanced control and adaptability

**CONSISTENT:** Promotes organisational learning and operational continuity with consistent, AI-driven support

# WHY LOCAL GOVERNMENTS CHOOSE SMART: STAFF COPILOT

## AFFORDABLE, GOVERNED AI TAILORED FOR LOCAL GOVERNMENT SUCCESS

SMART: Staff Copilot offers an affordable, secure, governed and flexible AI solution tailored specifically for councils - reducing costs by up to 60% compared to premium tools. With SMART: Staff Copilot, councils can leverage the power of AI while ensuring compliance, enhancing efficiency, and reducing operational expenses.

### KEY BENEFITS:



**AFFORDABILITY:** A cost-effective AI solution, offering councils significant savings over traditional premium AI tools without compromising functionality



**GOVERNANCE AND SECURITY:** Designed with public sector strength governance, including real-time compliance guardrails and analytics, ensuring safe, monitored, and compliant AI usage



**TAILORED FOR LOCAL GOVERNMENT:** Pre-trained in Local Government language with over 1,100 intents and skills aligned to council workflows, ensuring decisions are grounded in relevant data sources



**EFFICIENCY AND PRODUCTIVITY:** Streamlines routine tasks such as document summarisation and report generation, allowing staff to shift focus to higher-impact work



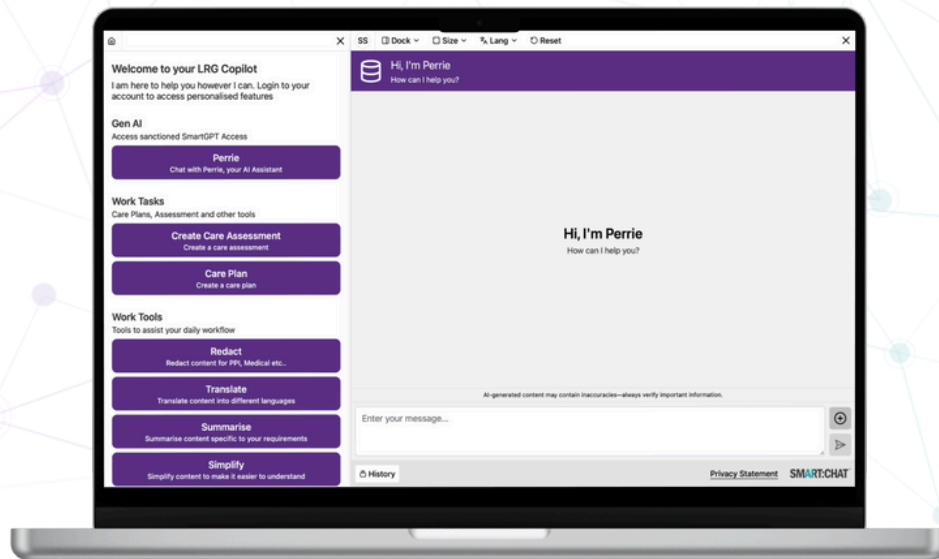
**SCALABLE ACROSS TEAMS:** Supports both generic tasks and specialised workflows, making it versatile and adaptable for every council department



**AI DRIVEN USER ADOPTION:** Intuitive and personalised, promoting seamless adoption across all staff levels, ensuring councils quickly realise AI's benefits

# INNOVATIVE AI FEATURES BUILT FOR LOCAL GOVERNMENT

SMART: Staff Copilot is tailored for local governments - featuring patent-pending technology, a three-pane user interface, robust governance, AI Metering, and an Organisational Language Model (OLM) for secure, consistent, and targeted AI capabilities.



## CORE FEATURES:

- **User Experience & Personalisation:** Unique patent-pending three-pane interface that adapts to each user's specific needs
- **AI Metering:** Dynamically selects the most suitable AI models for each task, optimising cost and ensuring councils avoid unnecessary expenses
- **AI Verify:** Ensures accurate, consistent outputs, preventing hallucinations and supporting critical tasks with reliable responses
- **Organisational Language Model (OLM):** Pre-trained with thousands of council-specific intents, delivering accurate responses rooted in local government workflows
- **Public Sector-Strength Governance:** Provides real-time compliance guardrails and secure usage monitoring, aligning all AI activities with council standards
- **Omni-Channel Accessibility:** Accessible across phone, web and email, allowing staff to interact with the system from anywhere, enhancing flexibility and convenience
- **Local, Web or LLM Content Grounding:** Grounds content in relevant sources, enhancing council-specific decision-making
- **AI Compliance Guardrails and Analytics:** Compliance guardrails ensure controlled AI usage, while real-time analytics support compliance with public sector requirements



# AI USE CASES TAILORED FOR EVERY DEPARTMENT

SMART: Staff Copilot offers a comprehensive suite of AI-powered tools designed to enhance both generic and specialised workflows across all council departments. From automating routine tasks to supporting complex decision-making, the Copilot drives efficiency and productivity at every level, helping councils to achieve more with less.

## USE CASES BY DEPARTMENT:

DEPARTMENT	KEY AI-DRIVEN USE CASES		TIME SAVING EXAMPLE
<b>ADMIN &amp; CLERICAL</b>	<ul style="list-style-type: none"> <li>- Email drafting and response</li> <li>- Report/document preparation</li> <li>- Scheduling communications</li> </ul>	<ul style="list-style-type: none"> <li>- Data summarisation</li> <li>- Policy compliance checks</li> <li>- Customer enquiry handling</li> </ul>	Up to 50% on emails, 30% on reports
<b>SOCIAL SERVICES</b>	<ul style="list-style-type: none"> <li>- Case documentation</li> <li>- Report writing</li> <li>- Client and agency communication</li> </ul>	<ul style="list-style-type: none"> <li>- Policy summaries</li> <li>- Training material creation</li> <li>- Meeting preparation and follow up</li> </ul>	Up to 20-40% on documentation and reporting
<b>ENVIRONMENTAL SERVICES</b>	<ul style="list-style-type: none"> <li>- Inspection report creation</li> <li>- Public communication</li> <li>- Maintenance scheduling</li> </ul>	<ul style="list-style-type: none"> <li>- Compliance documentation</li> </ul>	Up to 15-20% on compliance tasks
<b>PLANNING AND DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>- Proposal drafting</li> <li>- Community engagement</li> <li>- Regulatory documentation</li> </ul>	<ul style="list-style-type: none"> <li>- Data analysis summarisation</li> </ul>	Significant reduction in reporting
<b>TRANSPORT</b>	<ul style="list-style-type: none"> <li>- Schedule creation and updates</li> <li>- Public announcement drafting</li> <li>- Incident reporting</li> </ul>	<ul style="list-style-type: none"> <li>- Stakeholder communication</li> </ul>	Up to 20% on scheduling/reporting tasks
<b>HOUSING SERVICES</b>	<ul style="list-style-type: none"> <li>- Tenancy agreement drafting</li> <li>- Tenant enquiry responses</li> <li>- Case management support</li> </ul>	<ul style="list-style-type: none"> <li>- Community notices</li> </ul>	Up to 25% on documentation/enquiries
<b>LIBRARY &amp; CULTURAL</b>	<ul style="list-style-type: none"> <li>- Event promotion content</li> <li>- Public assistance responses</li> <li>- Educational material</li> </ul>	<ul style="list-style-type: none"> <li>- Community engagement</li> </ul>	Up to 20% on content/communication tasks
<b>IT &amp; DIGITAL</b>	<ul style="list-style-type: none"> <li>- Incident escalation</li> <li>- Software deployment reporting</li> <li>- IT policy compliance monitoring</li> </ul>	<ul style="list-style-type: none"> <li>- Security incident summaries</li> <li>- Training documentation for new tools</li> </ul>	Significant time savings in incident management
<b>FINANCE</b>	<ul style="list-style-type: none"> <li>- Report preparation</li> <li>- Data analysis/summaries</li> <li>- Stakeholder communication</li> </ul>	<ul style="list-style-type: none"> <li>- Compliance checks</li> </ul>	Up to 20-25% reduction in report generation
<b>HR</b>	<ul style="list-style-type: none"> <li>- Job posting creation</li> <li>- Employee enquiry response</li> <li>- Policy documentation</li> </ul>	<ul style="list-style-type: none"> <li>- Training content development</li> </ul>	Up to 20-25% on HR tasks
<b>LEGAL SERVICES</b>	<ul style="list-style-type: none"> <li>- Contract drafting</li> <li>- Legal research summaries</li> <li>- Compliance documentation</li> </ul>	<ul style="list-style-type: none"> <li>- Advisory memorandums</li> </ul>	Up to 15-25% on legal documentation
<b>CUSTOMER SERVICES</b>	<ul style="list-style-type: none"> <li>- Enquiry response generation</li> <li>- Complaint management</li> <li>- Service information summaries</li> </ul>	<ul style="list-style-type: none"> <li>- Public engagement support</li> </ul>	Up to 25% on enquiries/responses
<b>SENIOR MANAGEMENT</b>	<ul style="list-style-type: none"> <li>- Report and presentation preparation</li> <li>- Strategic document drafting</li> <li>- Stakeholder communication</li> </ul>	<ul style="list-style-type: none"> <li>- Decision support summaries</li> </ul>	Up to 15-20% time reduction in report preparation

# UNLOCK REAL SAVINGS AND PRODUCTIVITY GAINS

## AFFORDABLE, GOVERNED **GENERATIVE AI** IN THE HANDS OF EVERY COUNCIL EMPLOYEE

SMART: Staff Copilot empowers council employees with safe, affordable, and governed generative AI, driving productivity and cost efficiencies that lay the groundwork for a multi-year operational transformation. By streamlining routine tasks and optimising workflows, councils can achieve substantial cost savings while enhancing service delivery.

**CURRENT SCENARIO:** Councils today process approximately 1.3 million work transactions annually, with total staff wage costs reaching £170 million. This means each work transaction costs £130.

**WITH AI ADOPTION:** By embedding AI into daily workflows, councils can significantly reduce transaction costs, enabling vast potential annual savings through widespread AI adoption.

### CURRENT STATE

Most transactions today are manual



TOTAL COST TO DELIVER SERVICES

100% HUMAN ONLY

MIXED AI AND HUMAN

### FUTURE STATE

Distribute transactions to lower cost alternatives



TOTAL COST TO DELIVER SERVICES

100% AI AUTOMATED

### KEY SAVINGS BENEFITS:

- **Cost Savings:** Reduces transaction costs by up to 60%, providing substantial financial relief for councils.
- **Productivity Gains:** AI-driven efficiencies can lead to a 10% productivity improvement over 5 years, delivering measurable savings with a conservative 2.2% annual increase.
- **Operational Transformation:** Integrating AI into daily workflows helps councils reduce costly manual processes, lowering operational expenses and boosting service delivery.

# START YOUR AI TRANSFORMATION TODAY

## EMPOWER YOUR COUNCIL WITH AI-DRIVEN EFFICIENCY AND COST SAVINGS

SMART: Staff Copilot is revolutionising local government operations with an affordable, secure, and scalable AI solution. By embedding AI across departments, councils can enhance productivity, reduce costs, and stay agile in addressing both current demands and future challenges. Future-proof your operations and equip your staff with the tools they need to excel in a rapidly evolving environment.

Take the first step towards AI-driven efficiency and cost savings. Schedule a demo or consultation to discover how SMART: Staff Copilot can elevate your council's productivity and service delivery.



### SCHEDULE A DEMO OR CONSULTATION

Let our experts show you how SMART: Staff Copilot can optimise your workflows



### SEE SMART: COPILOT IN ACTION

Watch our demo video to see SMART: Staff Copilot in action



Derby City Council

We're actively exploring how the SMART: Staff Copilot technology can help boost efficiency and productivity across the whole organisation. By automating time-consuming, routine tasks, we can free up our team to handle more challenging and complex work.

Andy Brammall – Director of Digital & Physical Infrastructure & Customer Engagement, Derby City Council



The SMART: Staff Copilot is a game-changer for local governments. By integrating AI into daily operations, councils can unlock unprecedented levels of efficiency, reduce costs, and enhance service delivery. We're proud to offer a solution that not only addresses the unique challenges of the public sector but also empowers staff to work smarter and more effectively.

Martin Neale, CEO, ICS.AI.

# TRANSFORM YOUR COUNCIL'S EFFICIENCY WITH SMART AI



The SMART: Staff Copilot offers a unique solution: an AI-powered tool tailored specifically for local governments. It provides a secure, cost-effective, and highly governable platform that empowers staff at all levels to enhance productivity through generative AI.

Ready to see how AI can revolutionise your council? Contact us today to learn more about how the SMART: Staff Copilot can help your team save time and money while enhancing service delivery.

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