

## **Introducing Rose AI, the City of Pacifica's New Voice AI System**

The City of Pacifica is excited to introduce its new Voice AI system, Rose AI, designed to enhance the way residents connect with City services. This system is intended to handle routine inquiries automatically and direct callers more efficiently. By taking care of frequently asked questions and routing calls based on a deeper understanding of each request, the Voice AI system increases staff availability for issues that require personal attention and expertise, thereby helping the City of Pacifica provide a higher level of service to its residents.

**How It Works.** Rose AI is built specifically for the City of Pacifica, using only the City's official materials and information. The system relies exclusively on source material provided by the City, ensuring that residents receive accurate and relevant responses.

**24/7 Resident Service.** With Rose AI, the City of Pacifica now has the ability to answer resident questions around the clock, even when the City's offices are closed. The City of Pacifica is initially rolling out Rose AI voice for after-hours support to provide another avenue for residents to have their questions answered even when staff may not be available.

**Better Call Routing for Faster Service.** Traditional phone systems require callers to know which department to contact or be transferred to, potentially leading to confusion and mistaken transfers. The Voice AI, however, understands the nature of a caller's request and intelligently routes the caller to the appropriate department, reducing wait times and ensuring a smoother experience for residents.

**Multilingual Support for an Inclusive Community.** Understanding the diverse needs of the City of Pacifica's residents, the Voice AI system can communicate in over 20 languages. This ensures that more members of the community can access City services in their preferred language, making interactions more efficient and accessible for all.

### **Benefits for Residents and Staff**

- **Faster Service:** Calls are directed based on issue type, reducing the need for multiple transfers.
- **Accurate Information:** Responses come from official City-provided sources, ensuring reliable answers.
- **Increased Staff Availability:** Employees can dedicate more time and attention to complex or high-involvement matters.
- **Improved Accessibility:** Multilingual support ensures more residents can engage comfortably with City services.

The City of Pacifica remains committed to improving community services and ensuring that every resident gets the support they need. This new Voice AI system is another step toward a more connected, efficient, and accessible local government.