

Børns Vilkår, Valby, Denmark

AI SUPPORTS ADVISORS IN PROVIDING HIGH-QUALITY COUNSELING TO MORE CHILDREN



We were sitting on a goldmine of data without being able to explore it properly – and this project has helped us with that. Now, with the chat support tool Rådgiverassistenten, we use our data to help even more children.

Charlotte Smerup, Digital Counseling Consultant, Børns Vilkår



Challenges

- Every year, more and more inquiries are made by children to the helpline BørneTelefonen, and Børns Vilkår wanted to reduce the number of unanswered calls
- It was crucial to Børns Vilkår that the children are always met by an attentive and empathic human being when reaching out
- The advisors working with BørneTelefonen do not have in-depth knowledge about all the areas they are asked about, which means that giving comprehensive advice may require substantial research



Benefits

- BørneTelefonen can help more children better by utilizing the full potential of the data they collect from the chat
- By helping the advisors quickly identify the child's concerns, the right question to ask, and the best help, Rådgiverassistenten ensures higher quality in the conversations
- The assistant offers faster onboarding of new volunteers and helps them feel more confident
- A Data Scrambler in NTT DATA's solution ensures full GDPR compliance



Solutions

- Rådgiverassistenten (Advisor Assistant) – AI solution for chat helpline



Why NTT DATA Business Solutions (NTT DATA)?

- Børns Vilkår appreciated NTT DATA's expertise and experience, as AI was completely new territory to them
- The project was explored with a high degree of co-creation including advisor involvement at all stages and driven by NTT DATA's genuine interest in understanding the organization, its needs, and challenges
- Driven by a mutual interest in using ethical AI to serve a higher purpose, NTT DATA saw great potential in helping BørneTelefonen

BØRNS VILKÅR

Industry: Nonprofit humanitarian organization

Products: BørneTelefonen offers anonymous counseling to children and young adults by SMS, chat, phone, and website

Employees: Approx. 800 volunteers and 184 employees

Website: www.bornsvilkar.dk

NTT DATA Business Solutions



NTT DATA

Utilizing data to help children

BørneTelefonen answers anonymous inquiries (by phone or chat) from children and young adults seeking counseling on different topics like bullying, parents divorcing, or anxiety. But with the number of inquiries increasing every year, the advisors are sometimes unable to answer all of them.

In 2019, after a joint workshop, Børns Vilkår and NTT DATA found that an AI solution could help reduce the number of unanswered inquiries to BørneTelefonen by utilizing their data from previous conversations. They therefore decided to develop the chat support tool Rådgiverassistenten. "We knew we didn't want to go for a chatbot because our studies show that children expect to talk to a human being. And that's when the idea came up to create this digital assistant to support our advisors," says Charlotte Smerup, Digital Counseling Consultant at Børns Vilkår.

All advisors have a relevant professional background – e.g., teacher, psychologist, or pedagogue – but are not all specialists within each of the different areas the children are concerned about. This often results in time-consuming research, diverting the attention from the child calling. And this is exactly where Rådgiverassistenten comes in.

The right knowledge at the right time

Rådgiverassistenten was created based on an extensive data set from previous conversations allowing it to see patterns and categorize topics. Børns Vilkår's communication experts then produce help texts, questions, and other relevant guidance based on the clusters it identifies. In practice, Rådgiverassistenten reads the conversations between the children and the advisors and based on this, it suggests questions and provides relevant support. This saves the advisor time otherwise used on research and, most importantly, enhances the conversation quality.

As part of the process, a "Data Scrambler" was built into the system, which ensures easy compliance with GDPR guidelines, excluding all sensitive personal information before the data is stored.

The new solution was built into the chat system already used by the advisors, which made onboarding easy when the solution went live in 2021. An overall focal point of the development and implementation process was to ensure ease of use and that the advisors control the tool – not the other way around.



"It was really important for us to draw on our advisors' voices and experience. After all, they are the ones using this solution. So, we involved them in all phases of the project," explains Charlotte Smerup.

Ensuring quality with better efficiency

Børns Vilkår is constantly looking for ways to optimize the quality of the help they provide. Charlotte Smerup explains that they re-train Rådgiverassistenten every six months: "We give the assistant six months' worth of conversations to read through, and sometimes new themes emerge – like Covid-19 – that we have to prepare our advisors on how to handle."

Today, BørneTelefonen is looking to optimize and streamline workflows to reduce the number of unanswered inquiries. One of the projects in the pipeline is a registration assistant that automatically fills in the necessary standard form after each conversation to save the advisor time. Looking ahead, the plan is also to develop the assistant to be able to support advisors when on the phone.

According to Charlotte Smerup this is all possible because of a great collaboration: "NTT DATA is a solid partner, and they continue to be very proactive with ideas and suggestions on how we can use artificial intelligence in our organization. I can see this solution being a great help to other counseling organizations around the world as well."

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