



Reviewing the Impacts of Conversational AI:

A Case Study on Time Savings and Community Level Impact

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What We'll Explore Today

**What is AI and
how does it work?**

**Tools Built
By & For Clients**

**Provider Feedback
& Collaboration**

Live Demos

**The future:
Clients+ Engineers**

**Interactive
Activity**

What Is Artificial Intelligence?

Artificial Intelligence (AI) refers to systems that **simulate human intelligence**. It encompasses narrow AI which excels in pattern recognition and language understanding, enabling machines to learn from data and improve over time.



What about ChatGPT?

- It's a Language Model that can understand and generate human-like responses.
- It doesn't "think" or "know" things like a human. Instead, it learned patterns from a huge amount of text and uses those patterns to predict helpful responses.
- It can help summarize, explain, and guide.
- This technology is a foundation for conversational tools.



From Chatbots to AI

Rule-based
Chatbots

Rule-based chatbots provided scripted responses to user inquiries effectively.

Smart Assistants

Smart assistants introduced voice recognition and context understanding for enhanced interaction.

Modern
Conversational
Tools

Modern conversational tools leverage AI for dynamic, personalized responses and engagement.



Why this matters

Call

Clients can get in touch with your customizable Agent 24/7 on the phone



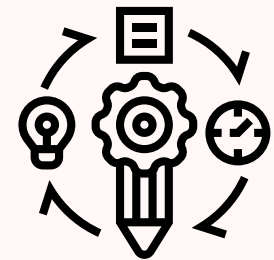
Privacy

Clients can engage in a private conversation, reducing potential for fear & shame



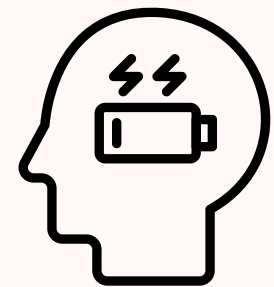
Prepare

Tools can help youth prepare before talking to someone



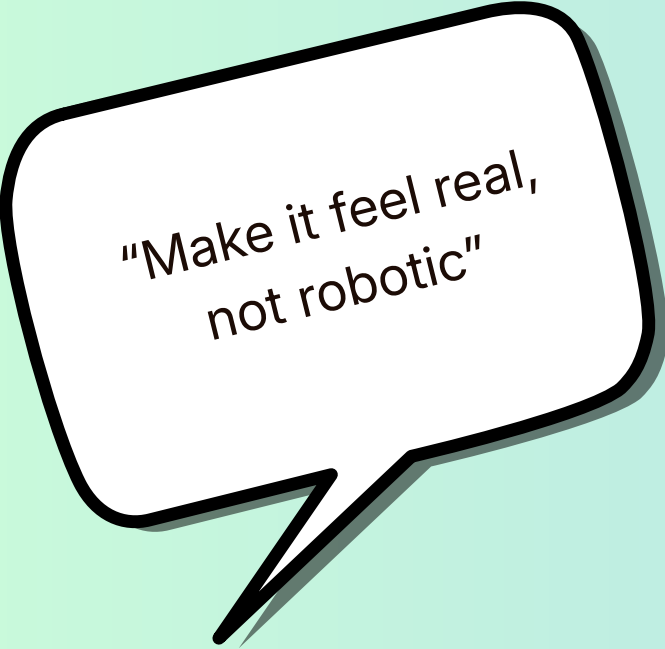
Prevent Burnout

Tools support strained staff and heavy caseloads




Tools Built By & For Participants


Fortell prioritized client involvement by hosting testing sessions, establishing feedback loops, and implementing real changes based on their insights, fostering a collaborative environment that values their perspectives.



"Make it feel real,
not robotic"



"Let me try things
privately first"

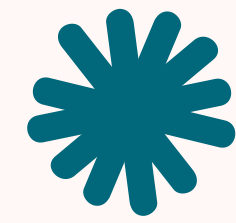


"Use clear, simple
language"

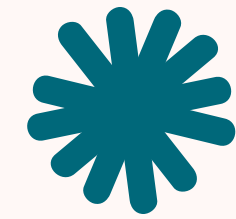


"Give options, not
assumptions"

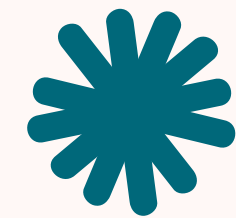
How we integrated their feedback



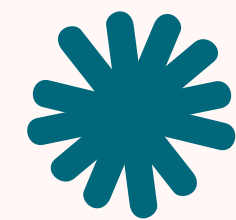
Refined tone &
conversational style



Simplified questions
& flows



Added resource links
& next steps



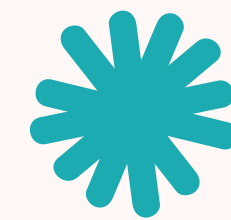
Adjusted pacing &
clarity



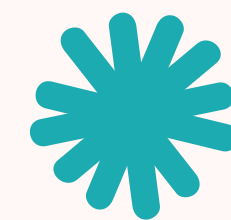
Testing early & often



Ensure trauma-informed responses



Identify workflow & accuracy needs



Consistent youth + provider collaboration

Partnering with Providers



This is about supporting staff, not replacing them.

AI Handles:

Scheduling

Intake

FAQs



So staff can focus on:

Crisis Management

**Relationship
Building**

Case Planning

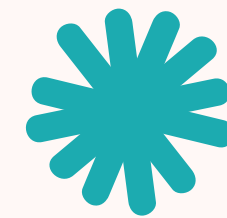
**Celebration &
Affirmation**



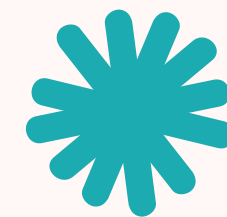
Taken over 8,000 phone calls



Saved team over 40 days of work since launch



Increased number of payment distributions



No staff turnover. Staff doing higher level work

LIHEAP Intake

Metropolitan Development Council

Live Demo: Scheduling & Intake

Experience 24/7 access with our automated intake system, which ensures consistent service and saves time on scheduling with clients.

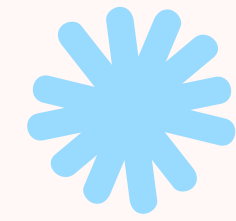
Scheduling & Intake Demo

Live Demo: Workforce & Life Skills Tool

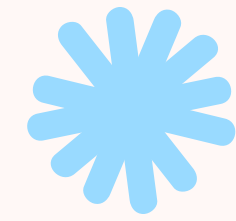
Our platform features innovative tools for youth, including resume builders and mock interviews, empowering them to master budgeting and prepare for future careers.

Workforce Demo

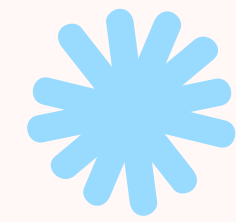
Clients + Engineers: Co-Designing the Future



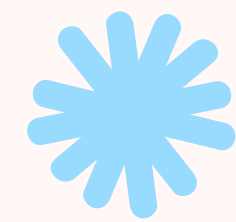
Clients as co-creators,
not just testers



Paired design &
learning labs



Build tools with
Clients

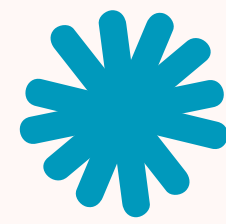


Supports long-term
systems change

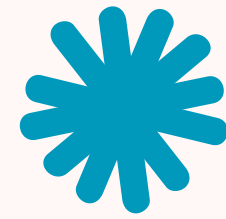
Small Group Discussion

1. How do you think technology or conversational tools could help youth feel more comfortable accessing your services?
2. What are 1–2 practical use cases in your program where conversational AI could reduce barriers or save staff time?
3. What excites you most about the possibility of client co-designing or helping build these tools?
4. What concerns or hesitations do you have about using AI in programs, and what would help address those concerns?
5. If you could design one supportive AI interaction for clients in your program, what would it focus on — and why?

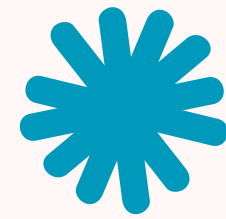
Key Takeaways



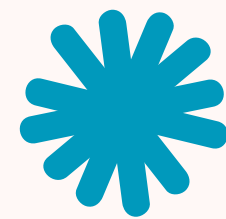
**Client Voices Improves
Technology**



**AI Increases Access &
Reduces Pressure for
clients**



**Staff Remain Central to
Meaningful Work**



**Clients as Future
Engineers & Builders**



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Request a Demo