

Marty AI Activity Report

Date: October 27, 2025

Subject: Marty AI Chatbot Performance Report (Sept-Oct 2025) & Strategic Value

1. Executive Summary

This report analyzes user conversation logs from Van Buren County's Marty AI chatbot from September 27, 2025, to October 27, 2025. With an estimated 10,000 annual conversations, the chatbot has become a primary, high-volume channel for public interaction.

The key finding is that **Marty AI is successfully functioning as a "digital front desk,"** primarily absorbing routine inquiries related to the **Courts** and the **Sheriff's Office/Jail**.

Crucially, the chatbot is not just answering simple questions. It is actively:

- **Improving Efficiency:** Freeing up county staff from high-volume, repetitive phone calls.
- **Enhancing Public Service:** Providing citizens with 24/7, instant access to high-demand information.
- **Educating the Public:** Correcting citizen confusion about jurisdictional boundaries (e.g., county vs. township/city services), which reduces misdirected inquiries and public frustration.

The data from these logs provides a powerful, real-time view of the public's needs and "pain points," which can be used to guide website improvements and service priorities.

2. What the Chatbot is Doing: Key Insights from User Data

Analysis of the chat logs reveals clear patterns in public demand.

Insight 1: Handling High-Volume, Routine Inquiries

The chatbot is the first point of contact for the county's most in-demand services. This work, which would otherwise fall to human staff, is being handled efficiently and accurately.

- **Top Topic: Courts**
 - Users are overwhelmingly asking for case information (dockets, records, hearing dates), instructions on how to pay fines and tickets online, and links to family/domestic forms (e.g., divorce, child support, custody).
- **Second Topic: Sheriff's Office & Jail**
 - Users are focused on inmate services, specifically: how to deposit money for commissary (often misspelled "commentary"), how to communicate via Securus or CPC (e.g., "text" or "call"), and how to find the inmate roster.
- **Other Common Topics:**
 - Requests for vital records (deeds, birth certificates) from the Clerk.

- Property and parcel lookups.
- Reporting lost/stray animals.

Insight 2: Clarifying Jurisdictional Confusion

A significant portion of the chatbot's work involves **educating citizens on which government entity is responsible for their request**. This is a critical and often-overlooked function that saves time for both the citizen and county staff.

- **County vs. Local:** The bot repeatedly and correctly informed users that requests for **zoning maps, building permits, and noise ordinances** must be directed to their **local township, city, or village**, as these are not county functions.
- **County vs. County:** The bot correctly identified that "Mottville" is in St. Joseph County, preventing a citizen from wasting time seeking services in Van Buren County.

Insight 3: Demonstrating Technical & Conversational Success

The chatbot is proving to be robust and user-friendly, even for non-technical users.

- **Understands "Natural Language":** The bot successfully deciphers user intent despite frequent misspellings ("dickets" for dockets, "ballet" for ballot) and ambiguous slang ("drop line" for drug testing line).
- **Identifies Website Issues:** The bot correctly provided a working link for the Jury Portal when a user reported the one on the website was broken, highlighting its utility in real-time website Q&A.
- **Integrates County Tools:** The bot successfully used its internal [Employee_Lookup](#) tool to confirm information about the county's FOIA coordinator.

3. Why This is Important: The Strategic Value of Marty AI

The chatbot's functions, as detailed above, provide direct, measurable value to Van Buren County.

- **Frees Up Human Staff for High-Value Work** At 10,000 conversations per year, Marty AI is automating thousands of simple, repetitive tasks. Every time the bot answers "How do I pay a ticket?" or "How do I put money on an inmate's account?", it saves a phone call to the Courts or Sheriff's Office. This allows our skilled staff to focus on complex, in-person, or case-specific issues that require a human touch.
- **Provides 24/7 Access to Government** The public's needs do not stop at 5:00 PM. The chat logs show users seeking information at all hours. The chatbot provides an "always-on" resource for citizens to get immediate answers to pressing questions, such as how to pay a fine before a deadline or how to contact an inmate, dramatically improving customer service.
- **Reduces Public Frustration and Misdirected Inquiries** The bot's role in clarifying jurisdiction is a massive, "hidden" efficiency. By telling a user *why* the county cannot help them with a zoning issue and *who* can (their local township), the bot stops a frustrating chain of events. It prevents a time-wasting call to the county's planning department, which would have resulted in the same answer.
- **Creates a Direct Data Feedback Loop** These chat logs are a "voice of the customer" report, delivered monthly. They show us *exactly* what information the public finds most important, what

they struggle to find on our website (like the broken jury link), and what services are most in-demand. This data is invaluable for data-driven governance and should be used to prioritize website content and digital service improvements.

4. Key Takeaways & Recommendations

1. **Acknowledge Success:** Marty AI is successfully performing its primary mission of managing high-volume, routine public inquiries and increasing government efficiency.
2. **Recommendation: Improve Onboarding.** A common user query is "How do I use this?" We recommend updating the chatbot's initial greeting to be more proactive, such as: "Hi! I'm MARTY AI. I can help you:"
 - Pay a court ticket
 - Find inmate information
 - Get court forms
 - ...and much more. What can I help you with?"
3. **Recommendation: Act on Data.** The bot's discovery of a broken link (Jury Portal) highlights its role as a website "watchdog." We recommend a formal process for the committee to review these logs monthly for actionable insights (e.g., website errors, points of public confusion) to be fixed.

Chats ⊙

Track conversations and feedback to enhance your AI Agent's performance.

📅 Sep 27, 2025 - Oct 26, 2025

