

AI Resident Self-Service Example for Government Agencies: Reducing Support Costs With AI

Bernalillo County saved \$108,000 and cut cost per contact by 80%

The Bernalillo County Assessor's Office uses CustomGPT.ai for AI resident self-service across web, phone and email. In its first 18 months, AI handled 28,433 resident interactions and delivered a 4.81x ROI, without adding headcount.

\$108K

Net savings over 18 months

80%

Lower cost per contact

4.81x

ROI, saved per \$1 invested

THE CHALLENGE

Routine calls and tickets overwhelmed a lean team

Each year the Assessor's Office must fairly and accurately value a growing number of real estate parcels across Albuquerque and surrounding areas, while answering support questions and meeting deadlines. Routine calls and tickets overwhelmed the team, hiring more staff wasn't an option, and residents expected instant answers 24/7. Without reliable outcome tracking, it was also hard to prove impact or savings.

THREE GOALS COMMON TO SUPPORT TEAMS

Do more with less.

Increase efficiency without expanding budgets or staff.

Empower self-service.

Reduce wait times and make information easy to find.

Elevate roles.

Shift staff from repetitive questions to high-value advisory work.

HOW BERNCO SOLVED IT

Start small, grow fast, go everywhere, keep improving

Start small.

The A.C.E. Community Educator went live on the busiest pages with 24/7 answers.

Grow fast.

Specialized assistants followed within weeks for compliance, new hires and agricultural valuation.

Go everywhere.

Through the Bland AI integration, the same knowledge now answers phone calls and emails.

Keep improving.

Quarterly analytics reviews surface trends and documentation gaps, which the team fixes in minutes.

ABOUT BERNALILLO COUNTY

The Bernalillo County Assessor's Office (BernCo) oversees property valuation across Albuquerque and the surrounding areas of New Mexico.

AT A GLANCE

ORGANIZATION Bernalillo County Assessor's Office, Albuquerque, New Mexico	ASSISTANTS A.C.E. Community Educator, Compliance Expert, Clear Expectations Bot, Agricultural Valuation Assistant	CHANNELS Web, phone and email from one shared knowledge base
--	---	---

KEY CONSIDERATIONS FOR AI IN GOVERNMENT

Accuracy from official documentation, uptime and no-code deployment

- 1 **Grounded in official sources.**
Answers come only from BernCo documentation and public records, so residents don't act on guesswork.
- 2 **Always available.**
The assistant ran with 100.00% system uptime on BernCo's busiest pages.
- 3 **No heavy IT lift.**
No-code setup let non-technical staff build, deploy and maintain every assistant.

RESULTS

Government customer support, before and after

DIMENSION	TRADITIONAL SUPPORT	BERNCO WITH CUSTOMGPT.AI
Cost per interaction	\$4.59 per agent contact	\$0.99 per AI interaction
Availability	Business hours and staff limits	24/7 self-service
Response speed	Queue-dependent	Immediate for routine questions
Scalability	Limited by headcount	Scales with demand
Staff focus	Routine questions use expert time	Staff reserved for complex cases

Net savings reached \$108,143.75 in avoided agent costs over the first 18 months. 24.76% of contacts were self-served (28,433 AI interactions against 86,403 calls), and savings peak during seasonal surges as more volume routes to AI.



For teams working under tight budgets, CustomGPT.ai is a no-brainer. It saves time while improving service. We're doing more with less. Honestly, you can't afford not to have it.

Kenneth Edward Scott Jr.
DEPUTY ASSESSOR OF OPERATIONS, BERNCO

WHY IT WORKED

- Repeatable playbook.**
Start small, then scale at your own pace.
- Accurate deflection.**
Answers anchored in BernCo's own content.
- Shared knowledge.**
One source across web, phone and email.
- Built-in analytics.**
Continuous improvement, quarter by quarter.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.