Delivering accessibility through GenAI

The City of Amarillo partners with Dell Technologies to transform community engagement with "Emma", an AI Assistant bringing inclusiveness with 24/7 multilingual services.

Business needs

The City of Amarillo faces challenges in serving a diverse population that speaks over 62 languages. With 24% of residents not speaking English at home and many struggling with digital literacy, the city sought an innovative AI solution to improve accessibility and responsiveness.

Business results

Transforms engagement and inclusivity for residents with an interactive digital assistant in their language.

Handles 280 citizen inquiries daily, maintaining a 98% approval rating.

Bridges the language gap for 24% of the city's residents who do not speak English.

Builds trust by reducing inefficiencies and ensuring up-to-date service delivery.

Solutions at a glance

- Dell AI Factory with NVIDIA

- Dell Professional Services

> Emma's efficiency allows staff to focus on higher-value projects, with projected savings of $1.8 million annually.

Addressing accessibility for a diverse community

The City of Amarillo, Texas, known for its rich cultural diversity, is home to a multilingual community speaking over 62 languages and dialects. Nearly 24% of residents speak a language other than English at home, while seniors and underserved groups face barriers to accessing essential municipal services. These challenges underscored the need for inclusive, responsive public service solutions that could bridge linguistic and technological divides.

Driving public service transformation with AI

City officials recognized that traditional city communication channels were insufficient for engaging with its diverse demographics. "We had to solve how to make services accessible—not only to our non-English speakers but to those who struggle with technology," explains Rich Gagnon, assistant city manager and chief information officer. This commitment to inclusivity led Amarillo to partner with Dell Technologies on a groundbreaking transformation centered around AI, culminating in the launch of Emma, the city's cutting-edge, AI-powered digital assistant.

Emma: Elevating citizen support through technology

Designed with accessibility and reliability at its core, Emma redefines public service delivery. Bethan Williams,

Dell's global portfolio lead, explains, "Emma uses generative AI technologies to elevate user experiences with natural conversations in any language, anytime residents need." Unlike basic chatbots, Emma functions as a conversational AI offering real-time multilingual support, enabling residents to seamlessly access city services ranging from trash pickup schedules and utility payments to library services, and even guiding disaster management efforts.

Emma's human-like digital avatar engages users with a familiar, trust-inspiring interface while handling an average of 280 daily inquiries. A robust backend built with Dell Technologies expertise ensures Emma's seamless performance, efficiently addressing inquiries and allowing city staff to focus on higher-value projects.

Collaborative engineering for seamless integration

The journey to developing Emma was not without challenges. Early implementation tests of integrating AI with Amarillo's existing website infrastructure revealed significant limitations. The city worked closely with Dell Technologies to rebuild their website and data infrastructure, ensuring compatibility and scalability.

"Dell brought relationships, technology foresight and visibility into solutions that stretched our roadmap in ways we couldn't have imagined," shares Gagnon. Through Dell's Professional Services and the Dell AI Factory with NVIDIA, Emma's architecture was optimized for reliability and adaptability. This collaborative effort also included beta testing with community volunteers, ensuring Emma was tailored to the specific needs of Amarillo residents.

Today, the website is seamlessly integrated with Emma, generating reports on inquiries and feedback. This process ensures department directors address any missing information within 48 hours, keeping the website consistently current and responsive.

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> **Rich Gagnon**
> Assistant City Manager and Chief Information Officer, City of Amarillo

Transformative outcomes projected to deliver $1.8 million in annual savings

Emma's impact has been transformative. Within eight weeks of going live, Emma answered 16,800 queries with a 98% user satisfaction rate, resulting in projected annual savings of $1.8 million in staff costs. Emma's multilingual proficiency and instant responses have strengthened community trust, enabling residents to engage with city services in a completely new way.

With Dell's advanced frameworks, Emma enables Amarillo to amplify citizen feedback, summarize public interactions daily to help city directors address gaps and improve operations.

A future driven by innovation

The city's vision for Emma extends beyond current services. Future enhancements include supporting tourists, assisting seniors, guiding visitors in public buildings, and streamlining internal operations like HR and purchasing. Additionally, plans involve utilizing Emma as a direct 311 agent for emergency management to deliver real-time alerts.

"We're piloting Emma in City Hall and other public spaces to guide visitors in real time," says Gagnon.

Emma is evolving into a citywide ambassador—appearing in libraries, airports, and kiosks—while supporting public health, education, and resident engagement initiatives.

Once known primarily as a manufacturing hub, Amarillo has attracted over $1 billion in new investment across industries like aerospace and rare-earth processing. "Emma repositions Amarillo as a technological pioneer," Gagnon notes.

Through its partnership with Dell Technologies, Amarillo exemplifies AI-driven innovation—blending technology with human-centric outcomes to foster smarter, more inclusive governance.

> *We're building credibility with the community by listening, responding and showing measurable action tied to their needs.*
>
> **Rich Gagnon**
> Assistant City Manager and Chief Information Officer, City of Amarillo

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