

MC Managed Service

Voice AI for Public Services

公共服務多語言人工智能語音服務

AI voice agents, natural speech and transcription in English, Cantonese and Mandarin — designed, integrated and supported in Hong Kong by Master Concept.



The same questions, every day

熱線及櫃位每日重複回答相同查詢



Long waits

Hotlines and counters queue up on routine questions about schemes, forms and opening hours.



Limited hours

Calls after office hours, at weekends or during peaks go unanswered or to voicemail.



Three languages

Consistent service in Cantonese, English and Mandarin — plus other languages — is hard to staff.

What departments ask for

Shorter waiting times

Answers 24 hours a day

Only approved, consistent information

Staff time for complex cases

Governments already run it

海外政府已投入使用

Ukraine · Ministry of Economy

18 s

State Employment Service hotline

Time to answer cut from 30–40 s. Factual error rate below 2%. Takes 100% of calls during air-raid alerts until staff return.

First 80 days · Jul 2026

Czech Republic

~85%

National benefits & employment hotlines

Of ~5,000 calls a day resolved without staff. Answer rate up from ~60% to near-universal coverage.

Feb 2026

City of Midland, Texas

7,000

Civic concierge "Jacky"

Fewer missed calls a month (projected): overflow calls go to the agent instead of voicemail. Also on the city website.

3,000+ calls a day · Dec 2025

Council of the EU · Polish
Presidency

EN · FR · PL

Ministerial press conferences

Dubbed into English, French and Polish with AI, then reviewed and verified by people.

Mar 2026

Sources: ElevenLabs customer stories, elevenlabs.io/blog (Dec 2025 – Jul 2026). Results as reported by ElevenLabs and its customers; these are not Master Concept projects. Midland figure is a projection.

Proven at scale in other sectors

醫療、電訊、金融及醫院的實際成效

Healthcare · Cadence (US)

3.5 min

Outbound patient alerts

Median time to reach a patient after an abnormal reading, down from 1 h 48 min. 60% of alerts resolved without a nurse. 250,000 calls in 7 months.

Sep 2026

Telecom · NOS (Portugal)

~50%

Voice agent replaces the IVR menu

Of calls in the production test handled without a callback. Time before handover to staff 15% lower than the old IVR.

Test with 3–5% of customers · Sep 2026

Fintech · Klarna (US)

10x

First-line phone support

Faster resolutions for customers whose queries the agent handles. Available to all 35 million US customers.

Feb 2026

Hospital · Wockhardt (India)

62%

Mixed-language transcription

Average improvement in consultation documentation, with doctors switching between English and regional languages.

Pilot · Mar 2026

Sources: ElevenLabs customer stories, elevenlabs.io/blog (Feb – Sep 2026). Results as reported by ElevenLabs and its customers; these are not Master Concept projects.

How it works

一個平台，連接市民與部門系統

THE PUBLIC REACHES YOU BY

 Hotline

 Website / app

 Kiosk

 WhatsApp · SMS

MC MANAGED VOICE AI

 **Listen**

Speech-to-text in Cantonese, English, Mandarin and 90+ languages



 **Answer**

Language model answers only from the department's approved content



 **Speak**

Natural, human-like voice; switches language with the caller

 **Guardrails: approved content only · hand over when unsure · full call logs and analytics · optional zero data retention**

CONNECTED TO

 FAQs & knowledge base

 Case / CRM system

 Booking system

 Staff, with a call summary

Master Concept delivers: design · telephony and system integration · content set-up · cloud or on-premise hosting · local support

What a call sounds like

示範對話（只供說明）

CALLER

你好，我想問申請呢個計劃要準備咩 documents？

AI VOICE AGENT

根據部門公佈嘅資料，你需要準備身份證明文件同住址證明。需唔需要我再講一次，或者用英文講？

CALLER

唔使喇。不過我想同職員傾吓我自己個 case。

AI VOICE AGENT

冇問題，我而家幫你轉駁職員，並會將今次對話摘要交俾佢，你唔使再講一次。

- 1 Understands Cantonese mixed with English, as Hong Kong people speak
- 2 Answers only from the department's published, approved content
- 3 Offers to repeat or switch language
- 4 Hands over to staff with a summary — the caller never repeats the story

Illustrative script written by Master Concept; not a recording of a live government service.

Master Concept (Hong Kong) Limited · 思想科技(香港)有限公司

Powered by ElevenLabs · 6/12

Where public services use voice AI

公共服務應用場景



24/7 enquiry hotline

Routine scheme and service questions, any hour. e.g. Ukraine, Czech Republic



Overflow and missed calls

Peak-time calls answered instead of voicemail. e.g. City of Midland



Bookings and reminders

Book, change or cancel appointments; outbound reminder calls



Outbound check-in calls

Follow-up and welfare calls with transfer to staff. e.g. Cadence (healthcare)



Emergency continuity

Keeps the line answered when staff cannot. e.g. Ukraine during air-raid alerts



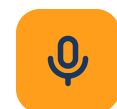
Accessible audio

Notices, forms and guidance read aloud for the visually impaired and elderly



Multilingual briefings

Press conferences and videos dubbed into other languages. e.g. Council of the EU



Meeting and interview transcription

Mixed Cantonese–English speech to text, for faster minutes and records



Internal helpdesk

IT, HR and procurement questions from staff, answered by voice or chat

Also used by companies for: bank and telecom customer service · e-commerce order support · training and e-learning narration · audiobooks and video localisation

Examples from ElevenLabs customer stories (elevenlabs.io/blog). Use cases without a named example are typical applications, not references.

The platform at a glance

ElevenLabs 平台重點

90+

languages for natural speech,
including Cantonese

Cantonese

speech-to-text supported,
alongside 90+ languages

~100 ms

median voice generation time
(Eleven v4 Turbo, before
network)

10M+

agent conversations a week
across ElevenLabs customers

Works with existing systems

Contact centre: Genesys, Amazon Connect · Telephony: Twilio
and SIP to your phone system · CRM and service desk:
Salesforce, HubSpot, Zendesk · Channels: phone, web,
WhatsApp, SMS, email

Security certifications

ISO/IEC 27001

ISO 27701

ISO/IEC 42001

ISO 27017 / 27018

SOC 2 Type II

PCI DSS Level 1

Cyber Essentials Plus

HIPAA compliant

Sources: elevenlabs.io/docs/overview/models, elevenlabs.io/agents, elevenlabs.io/speech-to-text/cantonese, elevenlabs.io/blog/certification-renewals (16 Oct 2026). Vendor figures.

Deploy to match your data

按資料分類選擇雲端或本地部署

Fastest start

Cloud service

For public, non-classified information and public-facing services. Optional Zero Retention Mode, so call content is not kept on the vendor's servers.

Restricted data

On-premise / private deployment

For restricted information, in larger projects. Runs in the department's or Master Concept's controlled environment.

Controls the department keeps

Content

The agent answers only from content the department approves

Handover

Callers can reach staff at any time

Records

Every call logged, searchable and reviewable

Data

Handling, retention and hosting agreed with the department before go-live

Why Master Concept

由試用到正式上線，我們的工程師與你的團隊同行

Forward Deployed Engineer (FDE)

Built to get past the pilot

Many AI projects stop at the proof of concept. An MC AI engineer works inside your team — with the hotline, IT, content and security owners — and is accountable for taking the service from trial to live operation.

- ✓ Embedded with your team, on site, until the service is live
- ✓ Works across divisions towards one shared outcome
- ✓ Vendor-neutral: the right AI for each part of the job
- ✓ Measured on a live service, not a demo



Government IT supplier

Prime contractor under the Government's SOA-QPS5 (Category A Major and Category C Major).



ElevenLabs partner

ElevenLabs delivered as a managed service, with local contracting and support.



Secure delivery

System integration, cloud architecture and cybersecurity, including AI security.

1

AI training
for leaders



2

Trial on
one service



3

Forward Deployed
Engineer to go-live



4

Managed service
and support

Start small, measure, then scale

由一個熱線或計劃開始試用

1

Choose one service

One hotline or scheme with many repeated questions.

2

Load approved content

The department's FAQs and rules; set guardrails and handover.

3

Test with staff

A test line or kiosk with a few business users, then selected callers.

4

Measure, then go live

Answer time, calls resolved, handovers, caller feedback. Our Forward Deployed Engineer (FDE) then takes it to live service.

What the trial gives you

A working service on your own questions, **real numbers to decide on**, and a go-live plan to review with your IT and security teams.

Let's talk

Which of your hotlines answers the same question most often?

邊條熱線每日重複回答最多相同問題？由佢開始試。

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