



## HASS Rubric: Pet Support Services

Does the organization have public-facing contact information?

### Terminology

1. **Chatbot:** A computer program that uses artificial intelligence (AI) and natural language processing (NLP) to understand customer questions and automate responses to them, simulating human conversation.

### Beginner

The organization has an established phone number that can accept phone calls and voicemails. This phone number is publicly advertised on the organization's website, social, or other relevant pages for the public to contact for support.

### Intermediate

The organization has an established phone number that can accept phone calls and voicemails. The organization also has at least one non-verbal interface available such as e-mail or an online contact form. These communication options are publicly advertised on the organization's website, social, or other relevant pages for the public to contact for support.

### Advanced

The organization has an established phone number that can accept phone calls, voicemails, and text messages. The organization also has at least one non-verbal interface available such as e-mail, an online contact form, or a website-based chatbot. These communication options are publicly advertised on the organization's website, social, or other relevant pages for the public to contact for support.