

# TOP 4 CRUCIAL GOVERNMENT CX TRENDS TO KNOW NOW



Now is the time for government agencies to re-evaluate and reset their citizen experiences to meet the public's demand for seamless experiences on digital channels.

## TREND #1

### PRIORITIZE REMOTE CX SUPPORT & DIGITAL CHANNELS

CX modernization is no longer an IT desire, but an operational necessity of nearly every government agency.

Prior to COVID-19, only **42%** of the US federal workforce were deemed eligible for telework.

Source: U.S. Office of Personnel Management



## TREND #2

### DELEGATE REPETITIVE WORK TO AI

The economic decline is eating into city revenues nationwide. Now is the time to leverage AI and RPA to help employees work smarter, not harder.

**53%** of mid-to-high level executives say "improved CX" is the primary driver of AI implementation decisions, and 48% cite cost reductions.

Source: "State of AI Decision-Making," The Harris Poll



## TREND #3

### EXPECT THE UNEXPECTED

Partner with a seasoned CX partner to ensure you have highly-skilled virtual contact staff, cloud technology, and Messaging solutions to ramp up or down at the drop of a dime.

Messaging enables greater flexibility in human capital because of the asynchronous capabilities – with **4x more** interactions (go from serving 1:1 to 4:1)

Source: TTEC



## TREND #4

### REVIEW SECURITY & FRAUD PREVENTION

Share how your agency collects, uses, and keeps data safe and secure to increase citizens' trust to improve compliance of contact tracing and COVID-19 preventions.

**62% of Americans** say it is unacceptable for the government to use cellphones to track people's locations to ensure they are social distancing.

Source: Pew Research Center



## PROTECT THEM NOW, NEXT, AND BEYOND

Upgrading government CX has never been more urgent, and it must be intentional to succeed long term. A seasoned, outcome-based CX partner can help you analyze the pain points and behavior of the public to identify opportunities for CX improvement before investing in new technologies.



Learn how to put these government trends into action and identify the best solutions to evolve your CX beyond crisis mode.

Download our latest Strategy Guide, Government CX Trends in the Age of COVID-19.