



# 4

## proven ways for government agencies to enhance customer experience

The public sector is on a critical journey toward better customer experiences (CX). The "Amazon effect" has expanded to state, local, and federal agencies, where customers demand fast, effective, simple experiences. The sector is looking to shed its poor "civil servant" reputation to make interactions seamless, agile, and scalable.

On the federal level, the President's Management Agenda mandates agencies to take specific actions to improve technology, processes, and overall quality of service. Not only does it improve satisfaction, but it also can significantly reduce cost and effort within an organization. And with labor challenges a key challenge, agencies can do more with less.

Here are 4 proven CX strategies and solutions that can be applied to improve experiences and exceed mandate targets across the public sector.



ONE

### Enable a virtual workforce for nimble support

Contact center employees no longer need to be physically located in brick-and-mortar contact centers to answer citizen calls securely. They can be recruited, quickly trained, and equipped to work from home with state-of-the-art technology.

These remote-based associates add flexibility to handle fluctuating call volumes and be prepared for the unexpected.



TWO

### Diversify contact channels for faster responses

In the private sector, customers find support via multiple channels: voice, in-app chat, SMS, web-based chat, and social media. This omnichannel strategy enables customer support associates to quadruple the number of customers that associates manage concurrently.

Applied to government agencies, diversifying secure contact channels enables an agency to handle more calls with fewer resources and increased satisfaction.

## CX success story

### Challenge

Faced with unprecedented demand for unemployment assistance, one state needed to upgrade its contact center fast.

### Solution

The state agency added chatbot and messaging options for citizens seeking unemployment assistance. Callers were given an IVR prompt option to connect to a live at-home messaging associate. For website visitors, an automated chatbot connected users to a live at-home messaging associate to answer their questions.

### Results

**35%**  
of calls deflected to messaging

**3.5x**  
more closed contacts compared to voice

**^25%**  
increase in messaging channel in less than 2 week



**Automate to maximize resources and reduce costs**

Many interactions can be automated using artificial intelligence to save time, reduce costs, and improve results. For example, with artificial intelligence (AI) powered training, our RealPlay AI proprietary learning program uses AI bots for digital, simulated learning in a gamified environment. This allows associates to practice the skills they need and received instant feedback at their convenience.

Other automated solutions that increase efficiency and reduce costs include click-to-dial and routing calls to the right associate or department, and deflecting inbound calls to messaging (an interactive voice response system recommends callers send a text message to associates). Associates using messaging can handle four times as many interactions as a one-on-one phone call.



**Minimize disruption with proactive outreach**

As the saying goes, "an ounce of prevention worth a pound of cure." This approach should be a part of ANY agency's plan to face potential contact volume surges with proactive measures, instead of being reactive.

Modern contact centers can be used to connect to citizens to reduce confusion, and thereby reduce call volumes. Messaging in particular delivers secure scalability at a low cost, especially when combined with chatbots, who nudge citizens to comply with specific guidance. With tailored outreach, government agencies can proactively communicate eligibility requirements for public assistance programs, direct applicants to appropriate forms, and deliver information on where to receive medical services.

**TTEC is dedicated to delivering turnkey CX solutions for public sector agencies of all sizes.**

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Contact our government experts today to learn how we can help you design and deliver an exceptional CX.

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**About TTEC**

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