

# Transforming the public sector contact center

Changing citizen expectations, new technologies, and budget constraints are transforming the public sector.

Find out how the contact center can help you win in this new environment.



# Public sector and the contact center

Citizens demand government and public institutions to be more open, transparent, and accessible than ever before. They expect to be able to interact with public sector services using the same digital channels through which they shop, play, and organize most other aspects of their lives.

Recent research in the U.S. has found that:

*76% of Americans already use open-government services to access information or entitlements* [1].

*40% of Americans now believe the public sector must offer services via social media* [2].

*But 93% still say that they want the final say on how the public sector uses their data* [3].

At a time when confidence in public institutions is under pressure, it's vital that public sector and government organizations meet these demands for openness and digital transformation while also complying with the highest possible standards of data security and protection.



# Achieving the right solution for the public sector

AT&T has over 30 years' experience working with contact center executives. We can help you find the right mix of technology and the right strategic operating model to deliver an integrated, omnichannel experience across the entire citizen-facing organization.

Our consultants, specialists in public sector contact-center optimization, will work with you to understand your customer journeys. For each touchpoint, we'll identify the goals and understand how well those goals are being met.

We'll look for specific impediments and pain points and help resolve them. Together we'll identify the optimum mix of touchpoints, and then implement that model across all channels, with secure and resilient communications.

This includes the virtually seamless integration of:

- Social media, email, phone and webchat channels for better community engagement
- AI and big data resources for delivering right-sized services to citizens
- Chatbots and process automation for improved civic services
- Mobility of enterprise applications for more professional delivery to businesses and communities
- IoT, M2M, and emerging network technologies for smart field services and municipality assets
- Proximity technologies for location-based access and availability.

By helping ensure a virtually seamless, unbroken, informed omnichannel experience across all devices, your Federal or State agency will be able to build stronger relationships with citizens and be in a better position to maximize community goodwill.

1. Americans' Views on Open Government Data, 21 April 2015, Pew Research Center

2. The State of Social Media in Government in 2018. Hootsuite, 2017.

3. How Americans have viewed government surveillance and privacy since Snowden leaks, 4 June 2018, Abigail Geiger, Pew Research Center.

# Transforming the public sector contact center

A recent survey of U.S. citizens found that 40% prefer to interact with their state government online and another 18% prefer using their smartphones, rather than having to phone or visit an office [4].

Despite this, only 4% of public workers strongly agree with the idea that their organization is ready to respond to citizens' digital needs [5].

Yet the evidence shows that when public sector organizations successfully transform to deliver services digitally, they have a huge impact on customer, or citizen, experience. By creating a unified, cross-channel system to discover, apply for, and track veteran entitlements, the Department of Veterans Affairs (VA) cut the time to launch new customer-facing features from 90 days to just 7 [6].

The benefits can be considerable for agencies of all sizes and operational complexities.

The benefits of moving to an omnichannel, citizen experience-led approach to service delivery include:

- Allowing 24/7 access to key public sector services
- Quickly identifying the service a user needs and routing them to that service.

- Freeing case workers to focus on in-person service where it's most needed.
- Getting the most from existing infrastructure while also investing in the latest technology.
- Reducing service-delivery costs while simultaneously providing more positive outcomes.
- Streamlining data-sharing to help provide intelligent, focused, and personalized services.
- Discovering the availability and location of remote assets and field resources.

## How to move to an omnichannel citizen experience approach

Many public service contact centers still rely on legacy infrastructure, such as older IP-PBX systems which aren't well integrated with the company's customer management relationship (CRM) or unified communications structures.

The omnichannel features such organizations do have often operate in siloes. For instance, stand-alone social and livechat functions may not feed information seamlessly into user records. Many organizations may also use an ad hoc mix of on-site and cloud implementations that meet specific agency needs but may not easily support change.

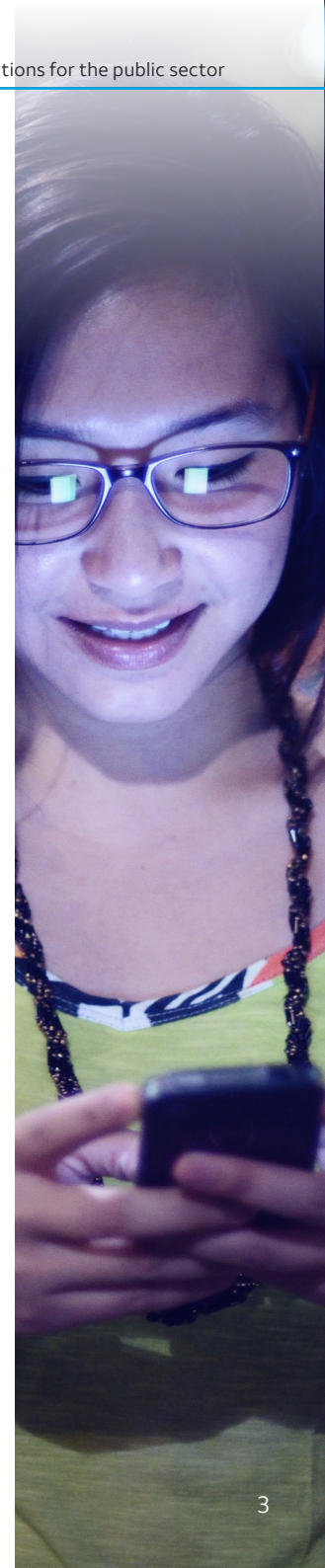
With the right transformational approach and combination of technologies, public sector service providers can upgrade their contact centers to significantly improve the customer

experience for citizens. The contact center sits naturally at the heart of any citizen experience ecosystem. But to maximize its value to the agency, it must be connected to key systems across the organization.

The goal is for every user-touchpoint to feed data into a single integrated system. When a citizen, business, or complementary agency contacts the organization, the employee handling their query should have all the information they require to pick up exactly where the last person left off. This should be true, no matter what device or channel the person uses.

This instantly improves the experience of the service user. It helps cut the time-to-resolution for common queries and allows the user to get the help they need, faster. With a unified back-end across departments, it gives the organization the insight and intelligence it needs to identify and act upon developing trends in usage patterns, needs, and service-user behavior.

*According to research by the Economist Intelligence Unit, 78% of those who have used successfully digitized and omnichannel public services said doing so improves the lives of citizens [7].*



4. New Survey Data Says: In the Age of Digital Interactions, Citizens Expect More from Government Agencies.

5. The journey to government's digital transformation., Deloitte University Press, 2015.

6. The U.S. Digital Service July 2017 Report to Congress.

7. Open Government Data: Assessing demand around the world. Economist Intelligence Unit, 30 November 2017.

# Building a better omnichannel experience for citizens, communities, and agencies

## Typical citizen journey

Utilizing multiple channels and devices in a virtually seamless, unified experience



New resident registers move into area



Requests municipal services



Requires assistance with online forms



Needs additional information on service availability and delivery options



Experiences delivery issue



Automatically advised of new delivery

## Contact center support path

Rich, cross-channel interaction history with resident, agency services, and waste subcontractor



Website



Phone



Chat



Social



Local government office



Helpdesk



Email

## Technologies driving class-leading experience

Integrating innovative, complementary platforms for powerful and influential experiences



Collaboration



AI



API



Smart cities/IoT



Chatbots



Big data



Enterprise apps

Citizen experience =

# AT&T contact center capabilities

When you work with AT&T, our expert consultants work with you to carry out an audit, helping capture all the relevant processes, touchpoints, and stakeholder imperatives.

Once we understand your organizational requirements, we'll collaborate with you to design a technical solution—and the processes that underpin it.

## Typical public sector challenges addressed by AT&T



Accelerate service provision by removing friction points in the user journey



Discover unknown performance insights for process, people, and technology



Achieve consistency of citizen experience in on and offline channels



Explore where contact center drive cost-saving and efficiency



Transform back-end processes for omnichannel delivery



Improve service-user engagement and interaction across channels



Balance the right resources with the right priorities



Develop strategies to improve user satisfaction and wellbeing.

Working from the agreed design, our specialists will use advanced environment simulations to help ensure that the new platform meets your needs and to stress test it for robustness in the face of expected usage volumes. When the new system has passed the stress test and achieved the agreed service levels, AT&T consultants will help you implement a phased and managed roll out.

## Experience in compliance and security

In its three decades of contact center work, AT&T has supported organizations in some of the most sensitive sectors of business and the public sector. Our clients include household names in financial services, healthcare, government, and other highly regulated and sensitive areas of national life.

Our consultants fully understand that in government and the public sector, there is a far higher regulatory and compliance burden. Where such limitations complicate aspects of providing a unified customer experience, AT&T can help you find ways to overcome those complications.

Sometimes, public sector organizations may not be able to use cloud providers as freely as other industries. AT&T can help you replicate the benefits of the latest cloud providers, in-house. Where you can use cloud, we can help you reach the very highest security and compliance standards.

## Why AT&T?

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions we can help you optimize your contact center with the right capabilities and technologies for your needs.

With our extensive contact center solutions portfolio, complementary and core connectivity services including IP Toll Free and SIP trunking, AT&T is able to deliver measurable improvements to both front-end connectivity and back-end efficiency. Underpinned by the AT&T global network, your organization will have a robust foundation on which to deliver a superior customer experience.

And because AT&T takes a whole-enterprise approach to change, we can help maximize investments by connecting existing systems with the entire enterprise, automate manual processes to reduce inbound call volumes, and enable flexible, remote working of contact center agents - all help to deliver an improved, empowered and efficient customer experience and place your business more favorably than competitors.



## Working with industry leaders

*With 30 years as a contact center specialist, AT&T has developed a comprehensive portfolio that provides organizations the ability to deliver enhanced omnichannel customer experiences, digitized and automated processes, and improved productivity - regardless of your current starting point.*

*AT&T Cloud Contact Center is a rapid deployment cloud-based platform. It integrates all communication channels with interaction history and interfaces with all leading CRM platforms for organizations that are ready to benefit from moving to the cloud.*

*For on-premises, hybrid, or existing cloud contact centers, the AT&T Contact Center Essentials portfolio offers a suite of cloud services that can incrementally improve your ability to meet customer expectations - without the need for a rip and replace strategy.*



**AT&T** Business

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to find out how we can help  
you build the contact center  
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