The Customer Experience Imperative in Government
The private sector has trained us all to expect fast results—instant shopping, overnight or same-day delivery, and instant responses to our Twitter complaints. These same expectations color interactions with government organizations. Citizens expect real-time responsiveness, transparency, and innovative self-service capabilities from their governments. Modern government must meet these obligations.

Genesys can help you bring citizen interactions and services up to the standards of private sector companies. With Genesys, you can gain new control over all aspects of the customer experience, no matter how you define your “customer.” From inbound interactions to proactive outreach and back-office fulfillment, you can deploy the solutions that improve efficiency and allow you to meet your core objectives. Learn how public sector agencies are using Genesys to enhance customer experience today.
From the public service recipient to the taxpayer to the small business seeking loans, people want to move beyond traditional paper forms and phone calls when interacting with governments. Digital government requires online interactions that are integrated with these traditional channels. Genesys is working with public agencies, modernizing their communications to:

- Turn interactions across multiple touchpoints and time into a single, seamless journey
- Avoid data silos
- Enable end-to-end visibility to determine the most efficient customer service channels for each transaction
- Deliver a consistent customer experience—from phone, to web, to office

Genesys helps federal and state agencies that manage healthcare and benefits programs support their constituents with multiple assistance options, from online help and notifications to email, phone, and chat—all using a single knowledge base for consistent answers. For example, tax districts offer click-to-chat to help people complete online forms. Transportation districts let people sign up for notifications using text, email, or the customer service channel of their choice to learn about road closures or system information.
Streamlining interactions for efficiency

Unlike the private sector, having more customers doesn’t necessarily mean getting more revenue. You have to be more efficient while also meeting escalating demands for service. Genesys can help you streamline interactions for greater efficiencies. For example, reduce call volumes by offering phone and web self-service or the option to schedule a callback at a more convenient time for both the customer and the agency. Route interactions to the most qualified person based on language or expertise for faster resolution—the first time. Prioritize the most urgent interactions to maintain public trust. And use real-time dashboards and metrics to find and exploit opportunities for efficiency and self-service.

The State of Michigan Department of Human Services reduced interaction workloads while improving service for food assistance by adding phone and web self-service options for submitting claims and checking claim statuses. This saves caseworkers thousands of hours each month while meeting constituent needs.

“With our new online capability, we have received 188,300 applications forms without those people having to enter an office to see a caseworker—a massive time savings, at one hour per interview”

Tess Layman
State of Michigan
Department of Human Services
The “always-on” nature of social media and mobile devices create expectations that can feel like a huge burden for government agencies stuck with legacy processes. But social and mobile technologies can be a huge benefit, by helping humanize government, increasing transparency, and amplifying reach. Modernize your customer interactions by integrating social media with your customer service operations, so your customers are heard and responded to, both in a timely manner and in their preferred channels. Integrate mobile applications with your existing support channels, allowing customers to engage from anywhere at any time and receive the same level of service as they move between interactions.

Offer integrated assistance through a mobile app, letting the user connect directly through the app and reach an agent who has knowledge of their transaction history with the agency or choose the right channel and time for future follow up (scheduled call back, immediate phone connection, text message, email, etc.).
Government staffing and budgets may be dwindling, but workloads are not. Workload management can help you keep pace with work volume, reduce backlogs, and make the best use of your staff. Get instant visibility into current workload status. Make sure your people are always working on the highest-priority tasks—whether those are tax returns, building permits, licensing requests, or payment processing. Genesys Enterprise Workload Management prioritizes tasks according to business rules and distributes them to the right people in the right order.

The New Zealand Ministry of Justice uses Genesys Enterprise Workload Management to streamline and prioritize the collections of fines imposed by courts—increasing revenues while minimizing collection costs.

“People in this country want—and deserve—value for money and good governance. I believe that Genesys has been key in helping to enable this.”

Bryre Patchell
New Zealand Ministry of Justice Collections Unit
To respond at the speed expected by today’s citizens, government agencies need a flexible and agile workforce. Move away from spreadsheets to schedule staff, and employ workforce management solutions that forecast, schedule, and manage your employees to meet changing workloads. With integrated reporting and analysis, you can track performance, optimize scheduling, and improve accountability. With a seamless tie-in to the routing engine, you can meet agency and union requirements and make the best use of your people, regardless of where they are, by directing interactions based on skill, availability, and break times.
Taking advantage of the cloud

Trying to meet a “cloud first” policy? Looking to fast-track modernization efforts? From single on-demand solutions to complete on-demand platforms or hybrid deployments, Genesys can help you enjoy all of the benefits of customer service and contact center technology in a reliable and low-risk cloud environment with low cost of ownership. Government agencies are turning to cloud solutions for the benefits of rapid deployment, flexibility, and ease of use. With volume on the rise, the largest federal healthcare exchange in the US has adopted Genesys cloud for their agent routing.

At ICBC, a Crown Corporation in Canada, workforce virtualization helps meet demands for automobile licensing and insurance across the entire province of British Columbia.

“Not being tied to a physical location really changes our world. We might have three agents with a specific set of skills in one location, but 15 such agents across the province. Being able to route calls to any available agent improves our queue times province-wide.”

Jinger Jutla
ICBC
Why the public sector trusts Genesys

Individual solutions can address specific parts of the digital customer experience challenge, including voice, chat, workload management, and workforce optimization. But integrating all of these components makes the difference. Working with Genesys gives you access to a unique combination of solution integration, comprehensive visibility, and industry best practices.

• Infrastructure-agnostic solutions allow you to simplify and “normalize” the most complex environments, eliminating the need to rip and replace existing systems.
• Integrated contact centers prevent silos that impede efficiency and consistency.
• Comprehensive reporting and analytics provide unified visibility across all channels for real-time accountability, historic perspective, performance management, and better insight.
• Genesys people and solutions embody best practices and expertise based on years of working with industry innovators in customer experience management.

Genesys can help you rise to the challenges of today’s digital world, using technology to find new ways to fulfill missions and CRM systems alone aren’t a true system of engagement for delivering exceptional experiences. An omnichannel approach delivered through a customer experience platform enables you to engage with customers proactively and seamlessly throughout their journey across multiple channels.

To learn more, visit: www.genesys.com/government
Take your customer experience to the next level

Whether your goal is to modernize your contact center, increase workforce quality and efficiency or drive better customer experiences, Genesys offers an open and scalable platform that efficiently fits into your existing enterprise architecture and reduces total cost of ownership.

Industry leaders have achieved amazing results with Genesys, such as:

- 30% Increase in revenue
- 50% Increase in agent productivity
- 70% Increase in First Call Resolution (FCR)
- 25% Increase in Net Promoter Score (NPS)
Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.