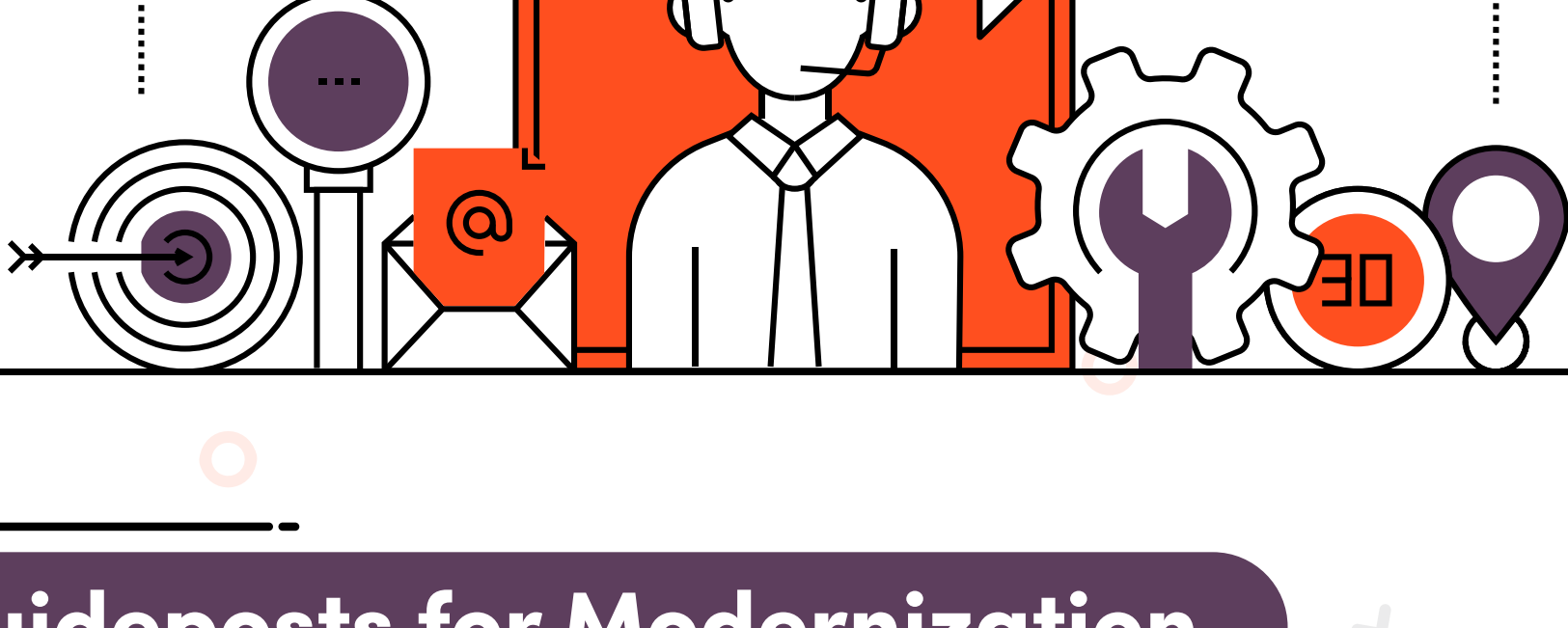


How to Create a Constituent Engagement Center

Traditional contact centers are no longer sufficient for today's demanding environment. Customer service is no longer about being a one-time contact center, but a **constituent engagement hub** that can help solidify trust between the constituent and agency through meaningful customer service. **Integral Care**, a local mental health organization based in Austin, Texas, is an example of what that might look like. In this infographic, GovLoop, Genesys and AWS partnered to share some lessons learned from them.

"It's about technology that supports business models. Technology becomes an enabling platform for innovation and new business models." - Sunila Levi, Chief Information Officer, Integral Care



Guideposts for Modernization

The need to modernize contact center operations typically is shaped by both internal and external pressures. Here are some of the key pain points that need to be addressed:

INTERNALLY

- Scalability**
Easily grow as the business grows
- Security**
Secure sensitive data
- Cost of ownership**
24/7 365-day management
- Reliability**
The system is always running
- Pace of innovation**
Adopt emerging technology

EXTERNALLY

- Industry trends**
Become a client engagement center
- Regulations requirements**
Meet mandates
- Reporting**
Service, efficiency, ROI, metrics
- Analytics**
Leverage artificial intelligence for business insights
- Value Creation**
Create new services and growth

IT Investments: Measures of Success

In developing a strategy for improved constituent engagement, the IT investments should be aligned with three strategic organizational goals:

#1 Create Value

Ensure operational excellence and sustainability that will create a future-ready and capable system through continuous improvement

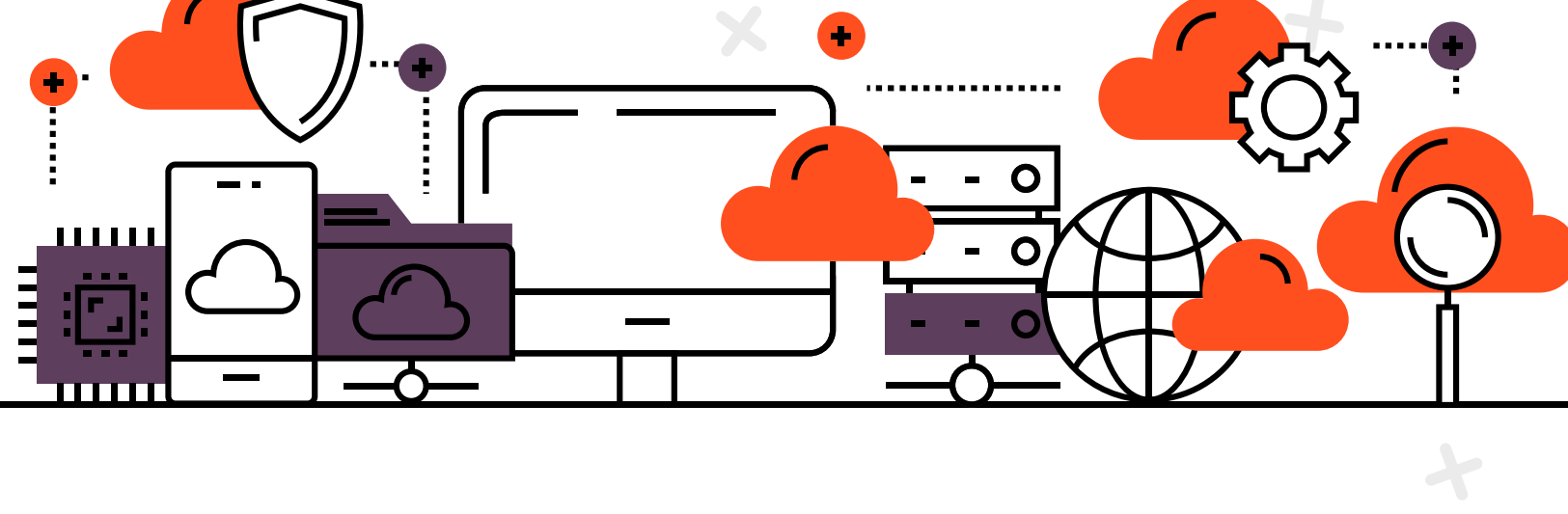
#2 Innovate

Embrace effective models to ensure equity, access, value and quality in customer interactions

#3 Communicate, Collaborate & Connect

Enhance public trust and collaboration with other systems to address community needs

"We didn't anticipate last year that COVID-19 would happen when we were looking at contact center as a software (CCaaS) solutions. But we had the right solution at the right time." - Sunila Levi, CIO



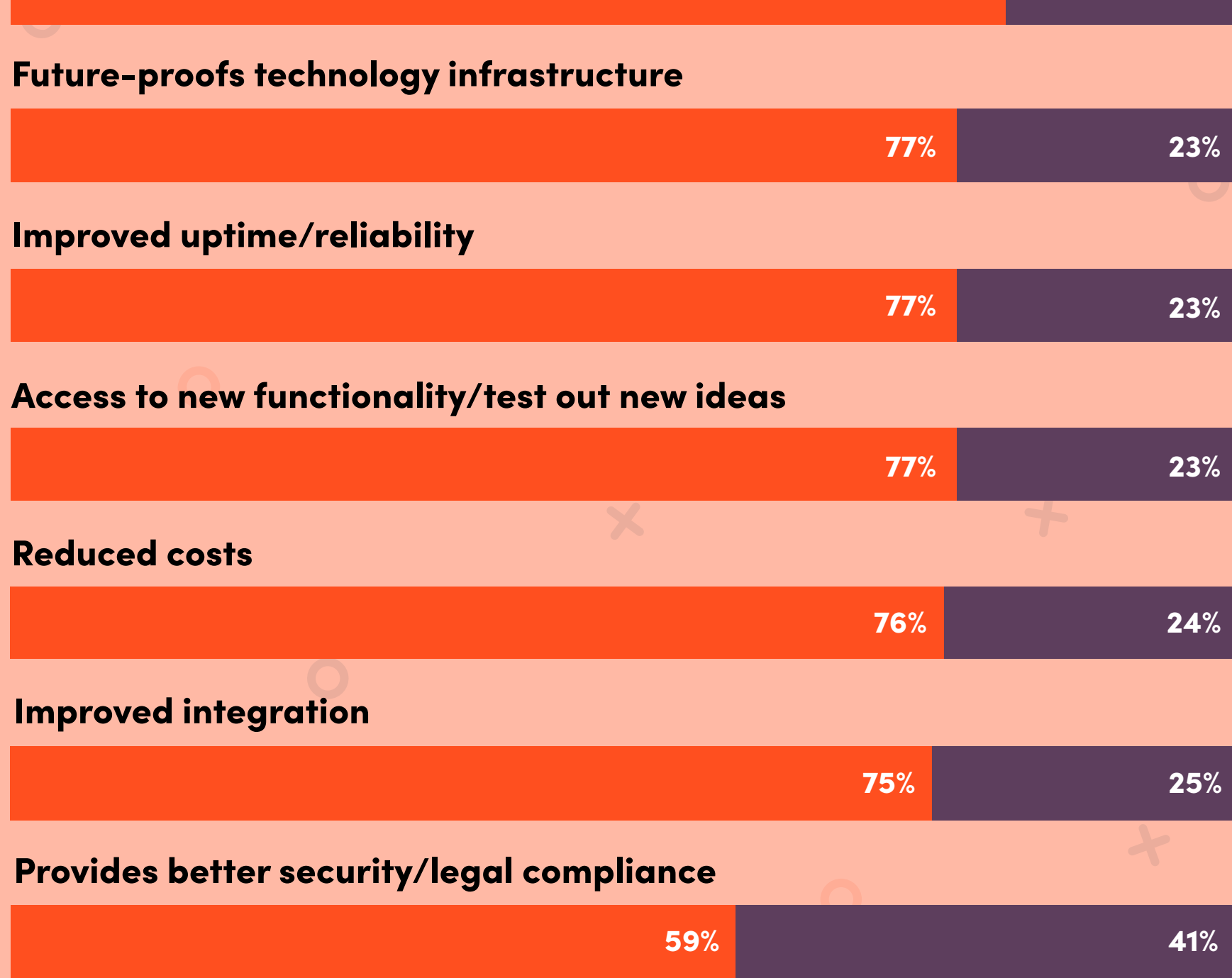
Call Centers Turn to the Cloud

Organizations can leverage the **scalability, flexibility and speed** of cloud computing through contact center as a service (CCaaS) solutions.

CCaaS is a cloud-based CX platform that offers scalability as operational needs change. By providing the flexibility to pay for only the technology needed, investment is low and costs are significantly reduced while capabilities to better serve customers speedily are expanded.

How has the use of cloud technologies affected your business?

(Source: 2019 Global Customer Experience Benchmarking Report)

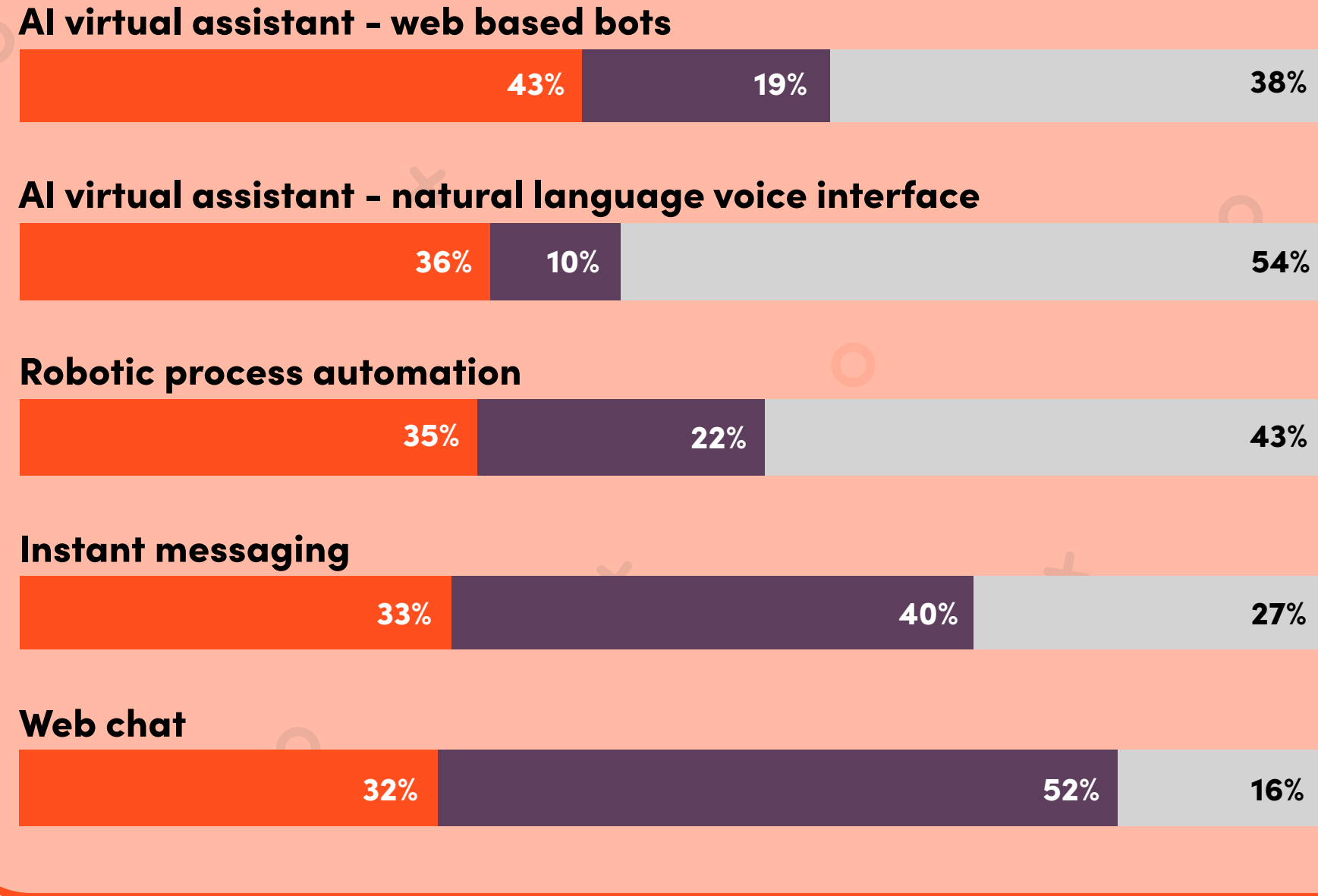


Cloud-based solutions also enable **artificial intelligence (AI)**, a key underpinning technology to the CX of the future.

According to the **NTT 2020 Global Customer Experience Benchmarking Report**, **43%** of surveyed customer service organizations plan to use artificial intelligence (AI) within a year.

What customer contact channels do you have planned or provide now?

(Source: NTT 2020 Global Customer Experience Benchmarking Report)



A Checklist for Moving Your Contact Center to the Cloud

Before you migrate your contact center operations to the cloud, Forrester Research suggests you ask the following questions.

- What is the current state of your contact center?**
→ That is, your people, the objectives, the strategy and technology.
- What is your desired future state?**
→ Use customer journey mapping to identify the satisfaction and dissatisfaction points.
- Does the vendor meet your security compliance and risk standards?**
→ Ensure providers can secure your data.
- Do you have the right network in place to effectively service customers?**
→ Assess your network so agents can interact with customers without disruption.
- Who's accountable and responsible?**
→ Establish a clear migration and change management plan.

Data-Driven Engagement

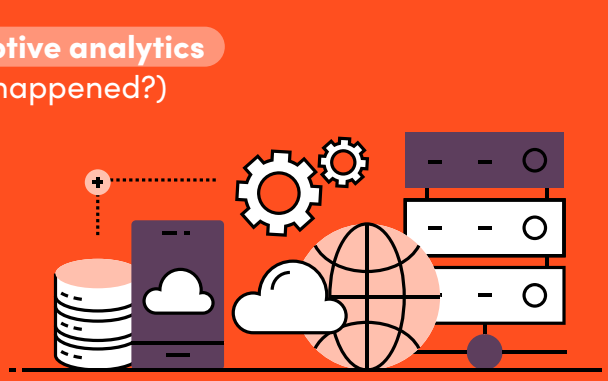
Analytics are essential to understanding and improving the quality of constituent engagement. In particular, the combination of business intelligence and AI can help optimize contact center operations. Key decision support capabilities include:

* **Prescriptive analytics**
(How can we make it happen?)

* **Predictive analytics**
(What will happen?)

* **Diagnostic analytics**
(Why did it happen?)

* **Descriptive analytics**
(What happened?)



Building Blocks for the Constituent Engagement Center

For Integral Care, as for many agencies, a constituent engagement center is a work in progress. But the organization has defined a "future ready" system that eventually will incorporate the following capabilities:

- Secure Cloud Platform
- Call Center functions
- Reporting & Analytics
- Business Intelligence (BI)
- Knowledge management
- Client feedback management
- Workforce management
- Online appointment scheduling
- Chatbot
- Omni-channel (voice, video, text, chat)
- Artificial intelligence (AI)
- Self-service capabilities



From Modernization to Innovation

In modernizing the contact center, agencies should focus on improving the quality and efficiency of constituent engagement, not just the technology. "Technology becomes an enabling platform for innovation and new business models," Levi said in a recent presentation.

Cloud, analytics, AI and related capabilities provide the means by which agencies both improve the quality and efficiency of their operations and to keep pace with changing constituent requirements.

Genesys, the global leader in cloud contact center software and powered by AWS, boosts personalized self-service experiences and improves operational efficiency while enhancing overall customer satisfaction. Go to www.genesys.com/cloud-platform and book a demo.

