# AVAYA

GOVERNMENT SOLUTIONS

EGUIDE TO THE CUSTOMER EXPERIENCE

THE CUSTOMER EXPERIENCE IS EVERYTHING

Digital transformation is occurring rapidly across business and government. Today's society is moving from a brick-and-mortar world to a hyper-connected digital ecosystem where an omnichannel capability is needed to meet and even exceed the expectations of customers.

Customer engagement represents a positive, value-creating relationship between customers and an organization throughout the customer journey.

View the infographic
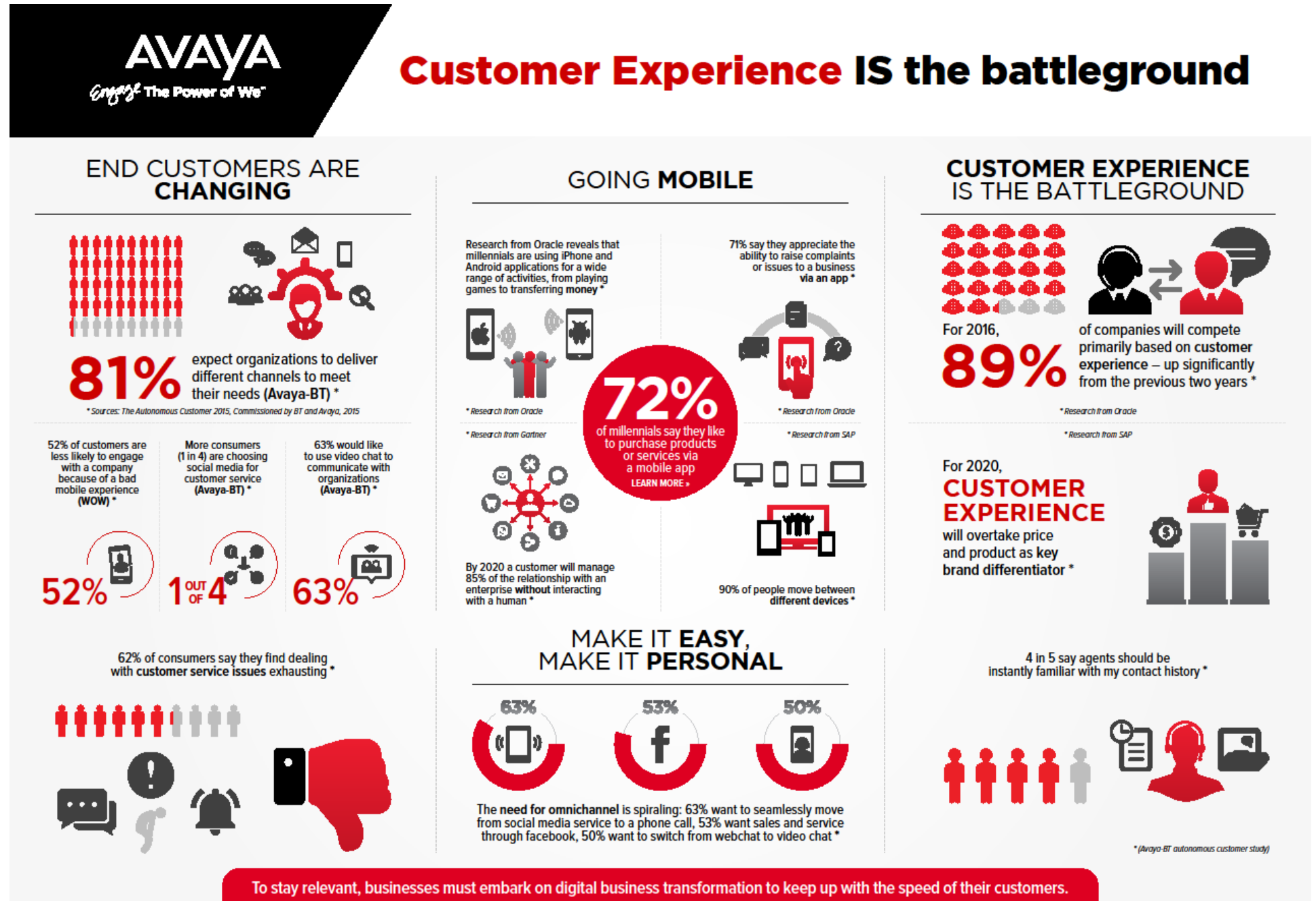
WORKING AT THE SPEED OF THE CUSTOMER

Customer perceptions and actions are shaped by the amount of effort they must expend to obtain service.

Government agencies must be prepared to provide services to citizens across almost any media and channel, from traditional to digital.

4 Primary Predictors of Citizen Satisfaction

timeliness and efficiency of processes

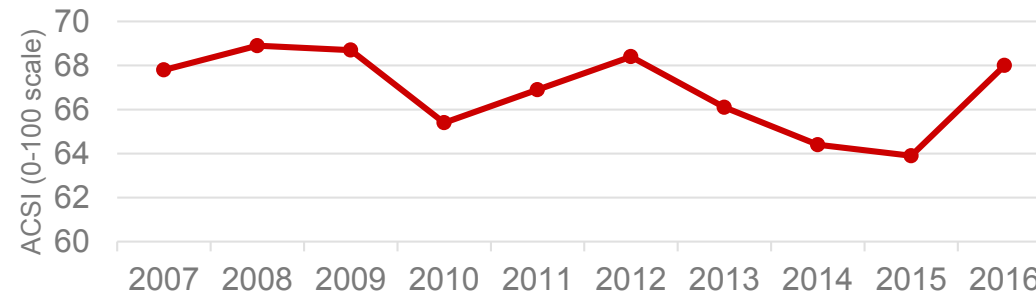clarity and accessibility of information received from agencies

courtesy and professionalism of customer service staff

quality of federal websites

Citizen Satisfaction with Federal Government Services

ACSI (0-100 scale)

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

> *Following three years of steady erosion ending in an all-time low score, citizen satisfaction with the U.S. federal government rebounds in 2016, increasing 6.4% to 68.0 on a 0 to 100 scale.*
> **ACSI Federal Government Report, 2016**

Source: American Customer Satisfaction Index Federal Government Report 2016

LEARN MORE

The Significance of Customer Engagement: An Investigation into Customer Lifetime Value

Every interaction that a citizen has with an agency is consequential, as it contributes to that person's overall impression of, and engagement with, the government. Read this Frost & Sullivan research to understand how customer engagement is critical to the concept of Customer Lifetime Value.

Review the research

Customer Engagement: From Interactions to Relationships

Well-planned and executed customer engagement programs improve a customer's journey. This Aberdeen Group research study outlines the four building blocks necessary to drive engagement and explains how delivering consistent and personalized messages through omnichannel interactions can provide an exceptional customer experience.

Review the research

AVAYA GOVERNMENT SOLUTIONS

ARE YOU DIGITALLY TRANSFORMING THE CUSTOMER EXPERIENCE?

Citizens are becoming increasingly digital, using multiple devices on different platforms and expecting access to government services 24/7/365. But government also serves multiple generations with varying degrees of technical know-how and preferred methods of interaction. Regardless of the channel, agencies need to react quickly or they will struggle to accomplish their missions.

In addition to serving an increasingly mobile customer base, government is challenged with replacing legacy systems while lacking adequate funding, expertise and resources. Measuring the customer satisfaction performance of federal agencies also differs from the business world, where profit determines success. To be successful, government must provide a seamless customer journey that is as easy for the customer as it is for the team who delivers the service.
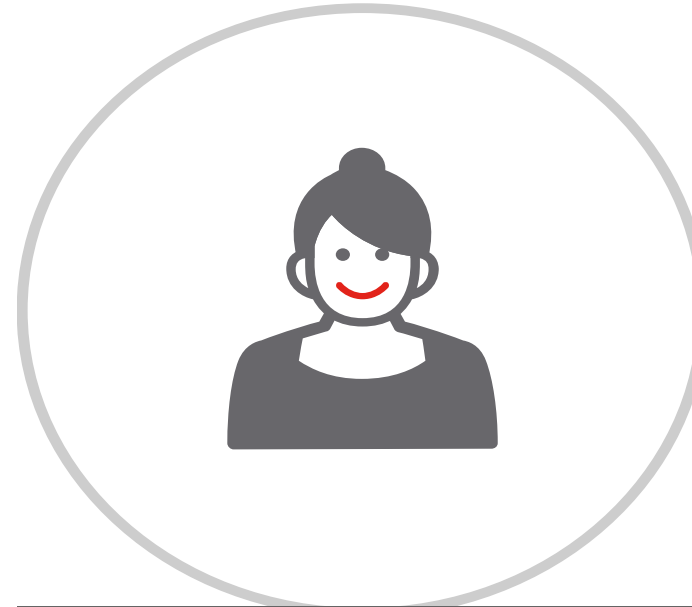
AVAYA GOVERNMENT SOLUTIONS

3 CORE PRINCIPLES OF CUSTOMER EXPERIENCE

PROACTIVE, INSTANT

Exceptional customer service gets ahead of issues and resolves them before they become problems for the customer.

PERSONAL, RELEVANT

Memorable customer experiences are delivered by using personal information to provide service in a relevant way.

CONTROL, CHOICE

Automation brings value to the customer journey when it gives customers the freedom and flexibility to choose how and when to engage.

KEYS TO AN EXCEPTIONAL CUSTOMER EXPERIENCE

Today's digital citizens demand a consistent experience across multiple touchpoints. They want to perform simple tasks online, but when the need arises, they want to interact with a knowledgeable expert. They also want a seamless transition from one touch point, such as a kiosk or website, to other touch points including voice calls, online chat, SMS text or video. Avaya provides high-quality, seamless customer interactions with a next-gen multi-touch, context-driven customer engagement solution that offers:

Omnichannel Experience

addresses the challenge of a disjointed, time-consuming and frustrating customer journey

→

Enterprise-wide Engagement

addresses the challenge of consolidating contextual data from disparate systems

→

Actionable Insights

addresses the challenge of understanding citizen satisfaction and pain points

→

AVAYA GOVERNMENT SOLUTIONS

OMNICHANNEL EXPERIENCE

Government call centers often have little integration or automation of channels "behind the scenes." Some agents handle voice calls, e-mail and customer chat requests separately from other channels, sometimes outside of the contact center. This can cause the customer journey to be disjointed and frustrating. An omnichannel experience can provide customers with information in a personalized manner that is easy for both citizens and agents, regardless of the channel and number or type of touch points used.

Watch the video

▶

AVAYA GOVERNMENT SOLUTIONS

ENTERPRISE-WIDE ENGAGEMENT

Customer-facing engagement and support processes are spread across disparate departments and teams, each responsible for a different part of the customer journey. Agencies need solutions that orchestrate customer interactions by consolidating data from diverse systems and providing instant customer intelligence to help make informed decisions. Each customer interaction needs to have enterprise team engagement that is optimal, responsive, informed and seamless.

Watch the video

Executive Guide: 7 Things You Didn't Know Were Possible with Self Service and Automation

Combining agent-assisted service and self service to create innovative, multimodal customer experiences.

Read the guide

The Definitive Planning Guide for Improving the Customer Experience You Deliver

Follow this step-by-step planning guide to create a strategy and roadmap to increase your customer experience, your contact center's effectiveness, and internal return on investment.

Read the guide

Doing Less with More: How to Improve Customer Experience on a Shrinking Budget

How does an agency improve the customer experience while simultaneously dealing with a shrinking budget, a smaller workforce and maybe even a hiring freeze?

Read the article

AVAYA GOVERNMENT SOLUTIONS

ACTIONABLE INSIGHTS

Analytics allow government agencies to access and effectively use vast amounts of data in a timely manner to learn vital information not only about customer interactions and their experience, but also leverage and expand on things that the agency does well. This goldmine of information can help agencies to better understand citizen satisfaction and pain points to better discover and remediate troubled areas in real time.

Watch the video

SOCIAL SECURITY ADMINSTRATION CALL CENTERS

AVAYA GOVERNMENT SOLUTIONS

Challenges:

o 1,600+ offices had individual PBXs and products that were near or at end-of-life

o Influx of Baby Boomers coming of age for Social Security

Solution:

✓ Nationwide network built on a cutting-edge Voice over IP (VoIP) telephony solution manages an average of 400,000+ calls daily

✓ Streamlines and consolidates systems, cutting costs by up to 50%

✓ Eliminates costly analog lines from a local telephone company

Citizens who are at retirement age, are disabled or have lost a loved one expect and deserve well-managed programs that provide timely and accurate payments. To handle an expected 33 million calls on the SSA's National 800 number, the agency must implement secure and cost-effective improvements that modernize information technology infrastructure to keep up with the pace of citizen needs.
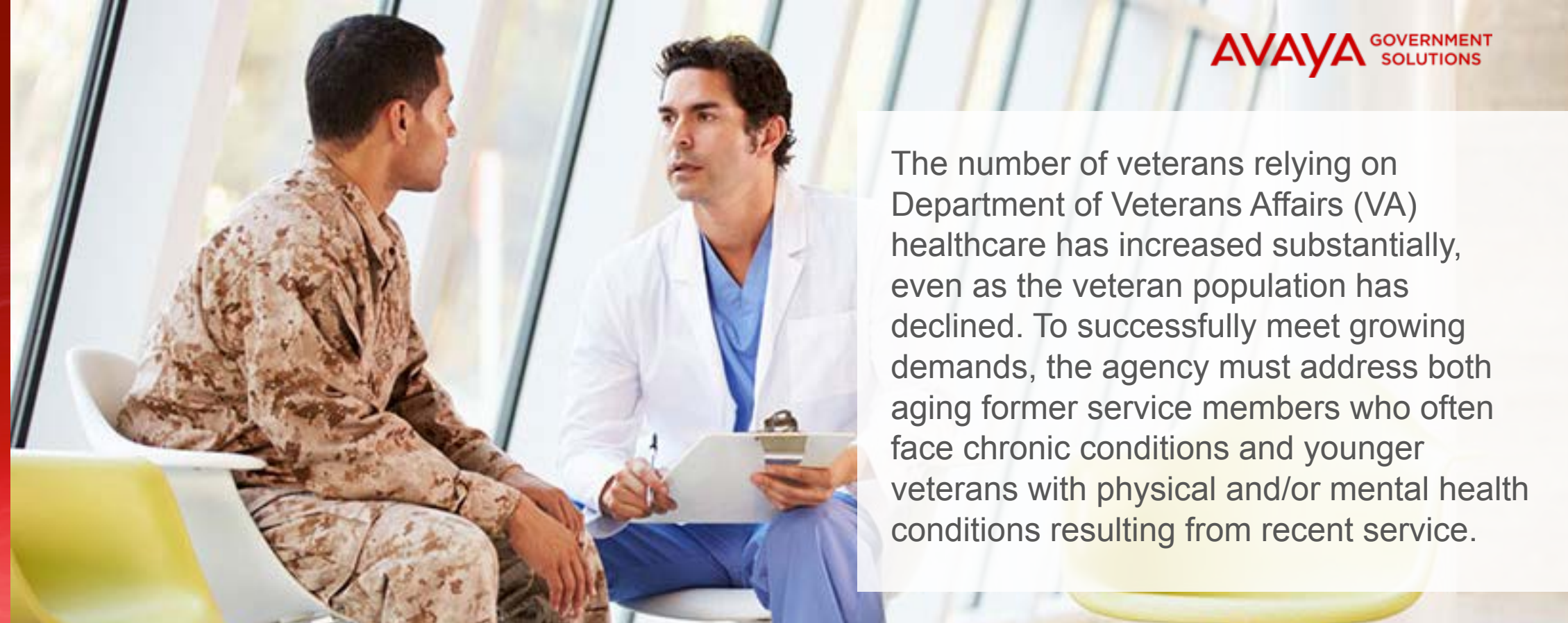
SOLUTION

IT and Telecom Modernization: A Converged Voice and Data Network

The Telephone System Replacement Program (TSRP) replaced the SSA's existing worldwide telephone systems with IP technology that created a converged voice and data network, enabling a high-quality citizen service experience. The result is streamlined field office operations, improved response times and service levels, higher availability, and lower cost of ownership and operation. The Avaya solution, which includes a 55,000-agent contact center with carrier-class unified messaging and comprehensive interactive voice response (IVR) capabilities, is able to:

• deliver faster, more efficient call handling through skills-based routing that matches each caller's inquiry to the most appropriate agent, with a consistent, user-friendly 'look and feel' for agents

• consistently achieve high levels of customer satisfaction

• provide security capabilities that protect citizen information and support for disabled users

• enable redundancies that help seamlessly support contact centers in four regions of the United States and position the agency for the future with plans to increase the number of soft phones, teleworking and VoIP capabilities

Read this article about how Avaya technology enabled the Social Security Administration to process half a billion calls through a new, modernized phone system.

VETERANS' HEALTHCARE

Challenges:

- Veterans' healthcare needs are growing in number and complexity

- Security is as important as quality care and patient experience

Solution:

- ✓ Deliver quality experiences wherever patients are located

- ✓ Enhance patient monitoring through automated solutions

- ✓ Secure networks with innovative capability for device isolation

AVAYA GOVERNMENT SOLUTIONS

The number of veterans relying on Department of Veterans Affairs (VA) healthcare has increased substantially, even as the veteran population has declined. To successfully meet growing demands, the agency must address both aging former service members who often face chronic conditions and younger veterans with physical and/or mental health conditions resulting from recent service.

SOLUTION

Innovative Solutions for Advancing the Quality of Veterans' Healthcare

To better address evolving needs, the VA could benefit by streamlining healthcare delivery through a patient "anywhere" experience using technology that can support patient demands—from public and private clinics and hospitals to home-based care options.

- Imagine a mobile clinical collaboration solution that keeps providers, patients and caregivers securely connected 24/7/365 via smartphones and tablets so patients receive the right care at the right time.

- Patients can connect with providers to confirm appointments and ask questions through an omnichannel experience involving social media, web chats, video conferencing or telephone.

- Patients can receive care and proactive monitoring through mobile applications for intelligent wearable devices no matter where they are located—at home, on the road, or in a hospital.

- Rural patients can receive treatment using real-time interactive video conferencing, which can provide remote assessments and treatment from a team of medical professionals located around the world.

Read this article on **11 Ways Avaya Technology Can Improve Veterans' Healthcare**.

4 CRITICAL INNOVATIONS THAT WILL DRIVE FUTURE CUSTOMER EXPERIENCES

Government agencies must create an unmatched, seamless customer journey that is as easy for the citizen as it is for the customer service agent. With changing customer demands and needs, it is paramount that government agencies move not just to a digital world to serve the American people, but to a smart, digital world that incorporates these four innovations:

Enriches a customer's journey by enabling seamless engagement across all devices and channels, delivering a consistent experience for both the customer and the agency.

Provides powerful intelligence about a customer's journey enabling the best customer experience, smartest agent and most personalized, predictive and proactive experience possible.

360-Degree Customer Context

Extreme Analytics

Intuitive Agent, Expert and Supervisor Workspaces

Artificial Intelligence for Customer Experience

Easy-to-use desktops are a powerful driver for agent productivity and customer satisfaction, delivering an engaging experience for both agents and customers.

AI methods can enable machine learning to model customer language and dialog interactions, providing intelligent conversations and the ability to answer queries or resolve issues on any channel in real-time.

DELIVER THE EXPERIENCE YOUR CUSTOMERS EXPECT

- Multi-channel and multi-touch, plus a view of a customer's contact path.
- Provides analytics and turns it into insight so your contact center becomes a strategic center.
- Can work with legacy systems—pulls data in from a variety of systems and integrates.

- Standards-based modules that can be put together—easy-to-configure snap-ins can be used in a variety of ways to customize your solution.
- Spend less time managing the technology and more time designing systems to move forward.

HOW TO ENGAGE WITH AVAYA GOVERNMENT SOLUTIONS

Avaya's purpose-built single omnichannel solution gives you complete integration and management of your traditional phone and digital channels, letting you personalize every step and possibility of customer interactions with your agency.

Government agencies in 42 countries, including the national governments of nine out of the 10 largest economies, depend on Avaya solutions to ensure mission critical communications and system security. Contact Avaya Government Solutions today to learn how you can get started on delivering the experience your customers expect.

Contact Federal Government Solutions Team:

703-539-4570 or 1-800-492-6769

Find a Certified Avaya Government Partner:

PARTNER LOCATOR

AVAYA GOVERNMENT SOLUTIONS