The next evolution in contact centers

Cloud-based technology powered by advanced analytics and AI improves the experience for customers and agents

James Ward
Vice President, Regulated Industries, Talkdesk

THE COVID-19 PANDEMIC resulted in a surge in calls from citizens with questions related to unemployment, shifting tax deadlines and stimulus checks. For some state agencies, incoming queries grew as high as 100,000 calls per hour. Many struggled to rapidly scale contact center operations and had difficulty adapting websites or call-routing logic to proactively provide information to citizens. Those challenges were compounded by the need to quickly move employees to remote work.

Digitally transforming the contact center would enable agencies to leverage technology for speed and efficiency. Imagine a scenario in which a person can call the local unemployment office and talk to a "virtual agent" (or voice bot) to receive an update on their unemployment benefits, identify gaps in submissions or self-report required activity. Not only does this create a better citizen experience, it also deflects the call from a live agent, reducing strain on the contact center and allowing agents to focus on more complicated citizen requests.

At Talkdesk, our goal is to automate 80% of customer interactions in the next three years. This means 80% of interactions will either be fully automated or conducted via an automated process that improves agent efficiency.

Adapting to a changing security landscape

The ability to scale up to handle a sudden workload influx while enabling work location flexibility will continue to be a concern. Moving systems and processes into the cloud is a foundational step on the road to digital transformation, and new deployment methods enable agencies to keep existing call-routing structures while adding cloud capabilities.

Regardless of where they work, agents can be the most vulnerable security concern, with social engineering ploys designed specifically to target government agencies. Artificial intelligence-based solutions can apply machine learning to help determine whether a caller is using social engineering tactics to manipulate individuals into divulging confidential or personal information.

Agencies should also consider emerging solutions that are inherently designed to meet the security challenges faced in the contact center. For example, Talkdesk Guardian™ enables agent activity to be monitored no matter where agents are located in order to surface fraud attempts, data leakages, privacy-related breaches and identity theft by using machine learning to identify suspicious activity outside established data patterns.

A proactive approach to customer satisfaction

Measuring customer journey and satisfaction is essential to improving the customer experience, and success hinges on capturing and analyzing data. Fully automated interaction scoring can

Shutterstock/FCW Staff

> ## The ability to scale up to handle a sudden workload influx while enabling work location flexibility will continue to be a concern.
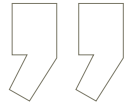
augment or completely replace manual processes and be used to evaluate customer intent and sentiment. Post-interaction surveys can solicit feedback in the moment to assess customer satisfaction or capture the voice of the customer. These capabilities enhance the subset of tools an agency can leverage for enabling human-centered design and CX improvement.

By applying speech analytics in the contact center, agencies can aggregate disparate data points across customer interactions and surveys; parse large volumes of data around key interaction moments, topics, audience and sentiment; and then convert that unstructured data into searchable reports and data visualizations. These real-time dashboards enable analysis on various attributes of CX, surface trends on strengths and weaknesses regarding automation strategy, and provide actionable insights on what

and where to improve, as well as areas to proactively resolve potential issues before they occur.

The results are higher agent productivity, increased insights into CX and lower IT costs. This is the next step in enabling agencies to improve the experience for agents and customers. ■

James Ward is vice president of regulated industries at Talkdesk.

:talkdesk®

A better way to customer experience in Public Sector

Talkdesk is the modern cloud contact center solution that can digitally transform your agency for efficiency and a better customer experience.

Visit us at talkdesk.com

Experience. A better way.

Anne Byrd
Today, 11:32 PM
CUSTOMER