



Adapting CX on the fly with AI and cloud

The technologies give agencies the resources they need to provide superior CX even in a crisis



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THE EXPLOSION IN mobile computing, messaging platforms and bandwidth has made customer contact ubiquitous and much easier. And now omnichannel communication is helping agencies integrate all the different touchpoints that customers use so that they can maintain context and stay consistent across communications.

Without such an approach, customers are forced to repeat themselves and start over every time they interact with an agency, which leads to frustration and a longer time to resolve issues.

Cloud-based platforms address those challenges quickly and efficiently. For example, one of our federal clients needed to spin up a contact center to respond to the coronavirus outbreak. Using cloud technology, we created an omnichannel contact center in under a week. Our client would not have been able to establish a capital spending budget and buy and deploy the technology in that timeframe, especially because their employees were busy dealing with other aspects of the coronavirus response.

Unprecedented opportunity to improve CX

Artificial intelligence and automation represent some of the greatest promise we've seen to transform the customer experience. Roughly 30% of calls to an agency are some variation on a status check. During the coronavirus crisis, many people have been contacting the

government to find out where they can get a test for COVID-19, the status of test results or what to do if they have certain symptoms. Responses to those requests are repeatable tasks, and the government's ability to respond is constrained because employees need to set up testing stations, process tests or attend to people who are ill with COVID-19.

By automating those responses and updates, agencies can significantly reduce the inbound call volume and enable employees to address the more complex and meaningful tasks they face every day – and not just during a crisis.

Agencies can use AI tools to listen in on conversations and push content to agency representatives in real time. For example, if someone calls the IRS to ask how to file a tax return, AI technology could send the relevant information to the representative's screen automatically.

In addition, agencies can create personalized, optimized interactions by providing context across communication channels. For example, when a person who has already had a chat exchange with an IRS agent calls to ask about a tax return, the new agent can view the earlier exchange and say, "I see you need to file





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your 1040EZ” instead of asking the person to start all over again.

The role of machine learning

Thousands of people call to ask the government the same questions, such as where or how to file a tax return. Instead of creating a series of static business rules for dealing with those inbound calls, a machine learning system can evaluate

each contact and determine who can best handle that call – and route the call accordingly.

Questions related to the coronavirus represent a different type of call for agencies to handle, and many scrambled to manually adapt their systems to deal with the influx of new requests. By contrast, a machine learning engine is, by definition, always learning. It adapts

to challenges because it’s seeing the new pattern of calls and how they get resolved, and it’s responding accordingly.

In times of both crisis and tranquility, AI and cloud technology can play a crucial role in helping the government transform the customer experience. ■

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