

Customer Experience Buyer's Guide for Government

Discover Solutions
to Transform Public
Engagement, Streamline
Digital Services, and
Enhance Customer
Support for Evolving
Government Needs



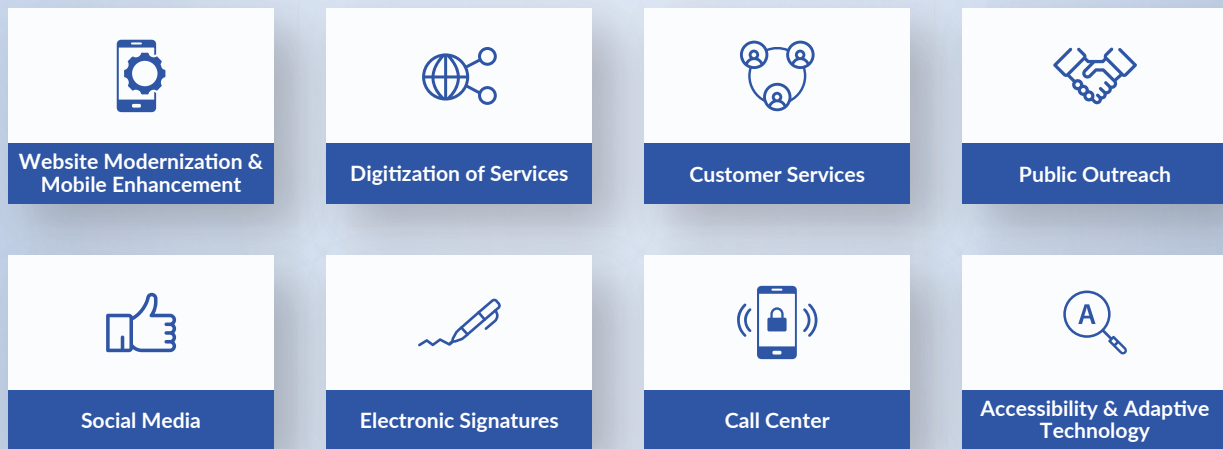
*FEATURING: Use Cases • Contract Vehicles
CX Policies • Success Stories*

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Welcome to the Customer Experience Buyer's Guide

In an era where constituent expectations are rising, government agencies face the critical challenge of delivering exceptional customer experiences.

This Customer Experience Buyers Guide is designed to equip decision-makers with the insights and tools necessary to enhance service delivery and engagement with the public. This guide aims to streamline the purchasing process for customer experience solutions by providing comprehensive information on the latest technologies, best practices, and innovative strategies tailored specifically for the government sector.

Government agencies are increasingly recognizing the importance of a user-centric approach, where the needs and preferences of constituents drive service design and implementation. From digital transformation initiatives to the integration of data analytics, this guide explores various solutions that can help agencies create a more responsive, efficient, and transparent experience for their constituents.

Carahsoft's Customer Experience portfolio addresses the challenges governments face relating to delivering exceptional customer experiences. It brings together a variety of industry-leading solutions that analyze and disseminate information to the public and the community. These solutions provide a means for the government to uphold their responsibility of sharing and reporting information securely to the public.

This guide will delve into case studies and success stories that illustrate effective customer experience enhancements in government settings. By leveraging these insights, agencies can better navigate the complexities of procurement while fostering a culture of continuous improvement. As we embark on this journey to enhance public service, this guide will serve as a valuable resource for leaders aiming to elevate their agency's customer experience and ultimately strengthen trust and satisfaction among constituents.

Table of Contents:

4
CX Solutions Quiz

10
Use Cases

18
Contract Vehicles

24
Policies and Executive Orders

32
Success Stories



Tiffany Goddard
Director
Carahsoft



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Director
Carahsoft





[Take the Quiz](#)

Identify Your Ideal Technology Solution for Enhancing Government Customer Experience

This quiz will help you identify which technology features and solutions best fit your goals for improving government CX for your customers. Answer the following questions to find the right solutions for your needs.

1. What is your main goal for improving CX?

- A | Make services more accessible to everyone
- B | Build trust and be transparent with users
- C | Increase efficiency and consistency across channels
- D | Digitize non-digital public-facing services

Your Answer:

2. What are the most common pain points customers experience when interacting with your services?

- A | Difficulty understanding information and instructions
- B | Inconsistent experiences across different channels or departments
- C | Long wait times and inefficient processes
- D | Limited or no online service options

Your Answer:

3. What needs the most improvement in your current service?

- A | Accessibility for all users
- B | Clear communication with users
- C | Speed and efficiency of services
- D | Meeting the user where they are

Your Answer:

4. How often do customers express feeling uninformed about the status of their requests or applications?

- A | Very frequently
- B | Frequently
- C | Infrequently
- D | Rarely or never

Your Answer:

5. How important is clear and effective communication?

- A | Very important – we need to improve how we communicate
- B | Moderately important – it's one of several priorities
- C | Not a major concern – other areas need more focus
- D | Unsure – we need to evaluate its impact

Your Answer:

6. How do you want to support community engagement and collaboration?

- A | Through interactive forums and platforms
- B | With tools for gathering feedback and engaging users
- C | By supporting teamwork and collaboration
- D | Community building is not a current focus

Your Answer:

7. How do you plan to collect and use feedback?

- A | Using surveys and feedback forms
- B | Through community forums and social media
- C | By integrating feedback into service improvements
- D | Via website traffic and analytics

Your Answer:

8. What is your preferred method for measuring performance?

- A | Health scores and automated testing
- B | Real-time feedback and metrics
- C | Simple dashboards with key performance indicators
- D | Detailed analytics and reporting tools

Your Answer:

Results:

Based on your answers, here's a summary of technology solutions that may be a good fit:

Mostly A's

Accessibility and Inclusivity Solutions

Consider tools that enhance accessibility, such as adaptive technologies and multilingual support.

Mostly B's

Transparency and Communication Solutions

Look into solutions that provide clear guidance on connecting and informing communities to improve safety measures, build trust, and increase public engagement.

9. What is the most common channel customers use to access your organization's services?

- A | In-person
- B | Phone
- C | Varied, no clear preference
- D | Online

Your Answer:

10. How important is it for your organization to provide multiple channels for citizens to access services?

- A | Extremely important
- B | Somewhat important
- C | Neutral
- D | Not very important

Your Answer:

of A's # of B's # of C's # of D's

Mostly C's

Efficiency and Consistency Tools

Explore systems that streamline processes, reduce wait times, and ensure consistent service across channels.

Mostly D's

Digitization of Services Solutions

Expand online service offers, develop user-friendly digital tools, and promote self-service options.



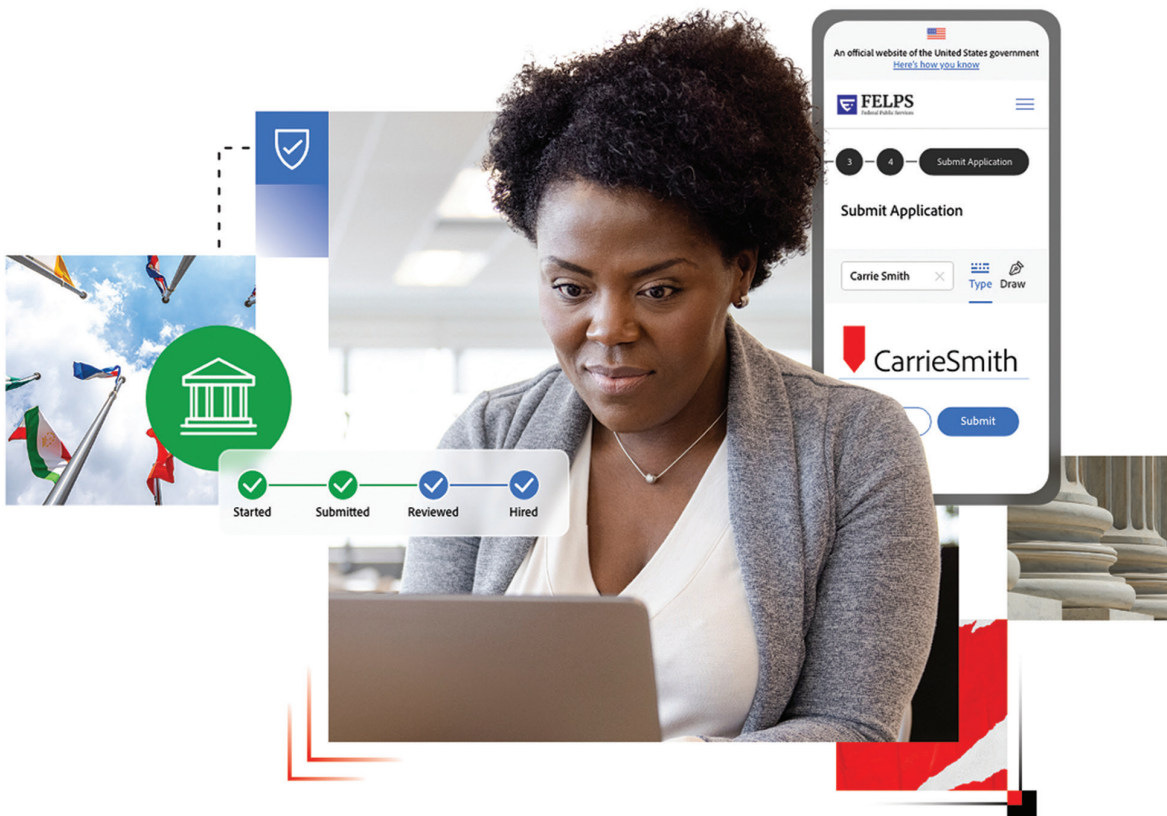
Locate the icon(s) associated with your quiz results throughout the guide.



Digital experiences that put people first.

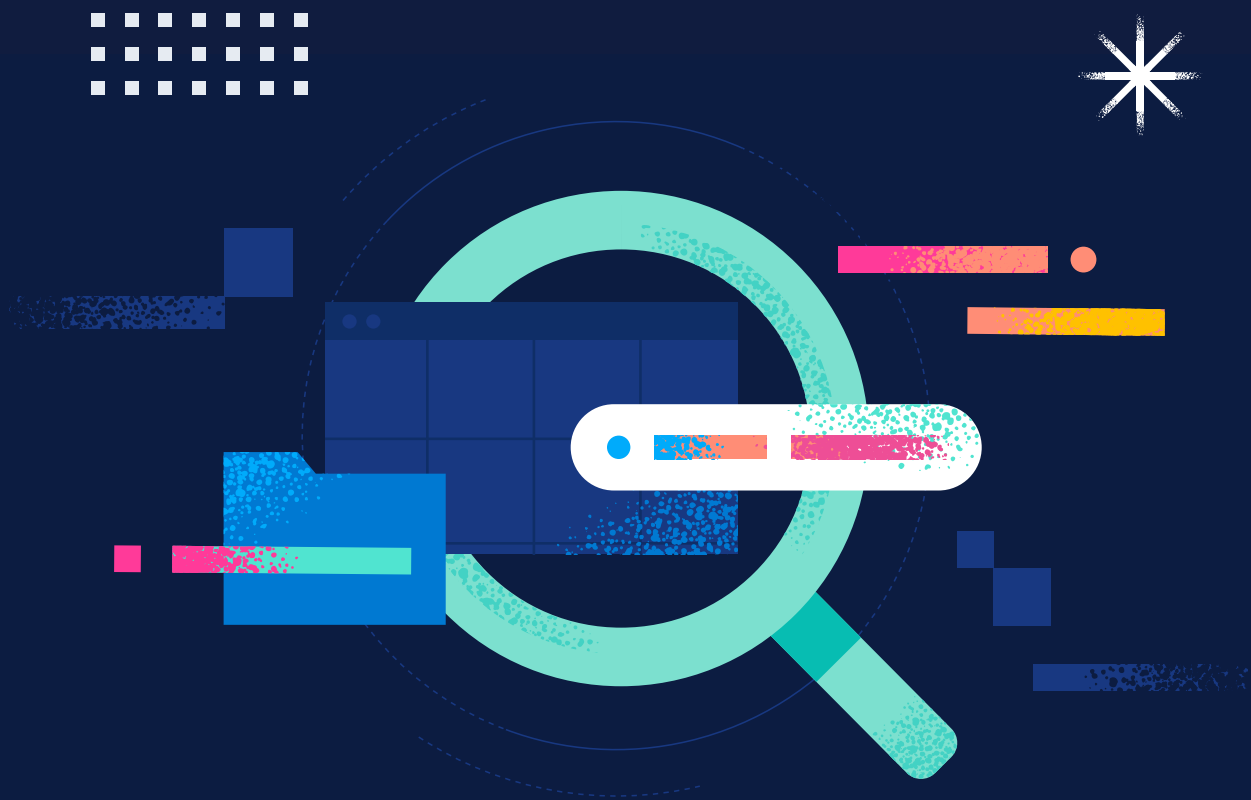
Helping government agencies tailor omnichannel experiences that connect the right person with the right information and the right service at the right time in their journey.

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Use Cases





















Customer Experience (CX) in the public sector is how constituents view and interact with government services. Enhancing CX enables the public sector to foster and strengthen trust with the communities it serves.

Carahsoft's Customer Experience and Engagement portfolio integrates a range of top-tier solutions designed to enhance the services provided to the public. These tools help the government fulfill its duty to provide secure and transparent services.

A **D**

Website Modernization & Mobile Enhancement

The Website Modernization & Mobile Enhancement Domain provides guidance on upgrading and transforming government websites to be compliant, accessible across devices, consistent, non-duplicative, and easy to navigate. Leveraging analytical data collected, organizations can modify sites to ensure they have positive engagement, are effective, and ultimately designed around your users' needs. Select a technology vendor below to learn more about their Website and Mobile Enhancement products and services.

B

Public Outreach

The Public Outreach Domain provides guidance on connecting and informing communities to improve safety measures, build trust, and increase public engagement for an active dialogue between constituents and governments. Select a technology vendor below to learn more about their Public Outreach products and services.

D

Digitization of Services

The Digitization of Services Domain provides guidance on identifying non-digital services for public-facing applications and how to make them digital to meet the user where they are, ensure accessibility, reduce costs of outdated manual processes, and increase overall workflow efficiency. Select a technology vendor below to learn more about their Digitization of Services products and services.







































A C D

Customer Services

The Digitization of Services Domain provides guidance on identifying non-digital services for public-facing applications and how to make them digital to meet the user where they are, ensure accessibility, reduce costs of outdated manual processes, and increase overall workflow efficiency. Select a technology vendor below to learn more about their Digitization of Services products and services.






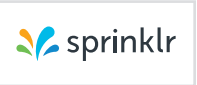

 Accela	 Acquia	 Adobe	 ATlassian	 box	 conga
 docusign	 elastic	 PingIdentity	 GENESYS	 Google Cloud	 GRANICUS
 <i>i</i> INFORMATIX	 jumio	 kyndi	 Liferay	 logitech	 NICE
 okta	 Own	 qualtrics ^{XM}	 Red Hat	 salesforce	 servicenow
 slack from Salesforce	 software ^{AG}	 sprinklr	 SuccessKPI	 talkdesk	 tyler technologies
 Valero	 walkme	 Zencity	 ZOOM		



B

Social Media






The Social Media Domain provides guidance on connecting and informing communities to improve safety measures, build trust, and increase public engagement across social media platforms; an increasingly growing information source. Select a technology vendor below to learn more about their Social Media products and services.

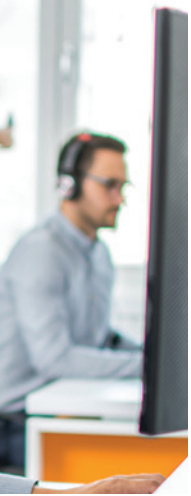
					
					

D

Electronic Signatures

The Electronic Signatures Domain provides guidance on accelerating the use of electronic signatures in order to streamline paper-based, manual processes saving government employees and constituents time and money while adding visibility and security to document workflows. Select a technology vendor below to learn more about their Electronic Signatures products and services.

				
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B

Call Center

The Call Center Domain offers guidance on facilitating communication between constituents and government agencies utilizing unified communications, interactive voice response, and omni-channel support. Call center technology is vital for improving customer engagement, ensuring efficient service delivery, and upholding accountability in public services. Select a technology vendor below to learn more about their Call Center products and services.



A

Accessibility & Adaptive Technology

The Accessibility & Adaptive Technology provides guidance on ensuring that constituents, including those with disabilities, can effectively engage with government services and information. This includes web accessibility, assistive technologies, adaptive user interfaces, and mobile accessibility. Accessibility and adaptive technology are crucial for creating an inclusive environment, ensuring that everyone can participate in and benefit from public services. Select a technology vendor below to learn more about their Accessibility & Adaptive Technology products and services.





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Contract Vehicles

Carahsoft offers a number of contract options for purchasing customer experience solutions. Our contracts offer purchasing options for federal, state and local government customers. Customers can purchase solutions off of these major contract vehicles:

GSA Multiple Award Schedule (MAS)

Carahsoft holds a GSA Multiple Award Schedule (MAS) that allows customers to procure a wide variety of customer experience solutions. Carahsoft holds Contract #47QSWA18D008F and allows customers to purchase everything from web modernization to public outreach solutions.

NASA SEWP V

The NASA SEWP V GWAC (Government-Wide Acquisition Contract) provides the latest in Information Technology (IT) products and product-based services for all Federal Agencies. SEWP provides the best value and cost savings through innovative procurement tools and processes; premier customer service and outreach; and advocacy of competition and cooperation within the industry.

ITES-SW2

The purpose of the ITES-SW 2 acquisition is to support Army, Department of Defense (DoD) and all Federal Agency enterprise Information Technology (IT) infrastructure and info-structure goals by leveraging Commercially available Off-The-Shelf (COTS) software products and maintenance in 14 product categories in addition to related incidental services and hardware.

NASPO ValuePoint Cooperative Purchasing Organization

The NASPO ValuePoint Cooperative Purchasing Organization (formerly WSCA-NASPO) provides the highest standard of excellence in public cooperative contracting. By leveraging the leadership and expertise of all states with the purchasing power of their public entities, NASPO ValuePoint delivers best value, reliable, competitively sourced contracts.

Since 1993 NASPO ValuePoint has been the cooperative purchasing arm of NASPO (the National Association of State Procurement Officials) encouraging, fostering and guiding the nation's most significant public contract cooperative. NASPO ValuePoint is a unified, nationally focused cooperative aggregating the demand of all 50 states, the District of Columbia and the organized US territories, their political subdivisions and other eligible entities spurring best value, innovation and competition in the marketplace.

OMNIA Partners

OMNIA Partners, Public Sector contracts are available for use and benefit all entities that must comply with state purchasing laws (state, cities, counties, non-profits, public and private schools, colleges and universities and all governmental entities).

OMNIA Partners, Public Sector is a national governmental purchasing cooperative able to leverage one of the largest pools of purchasing potential. The organization competitively bids and awards contracts to national vendors in accordance with purchasing procedures mandated by state procurement laws and regulations. This means equal pricing for the smallest entities and the largest buyers.

OMNIA Partners, Public Sector was established under state law to help governmental entities operate efficiently and economically. Utilizing an OMNIA Partners, Public Sector (subsidiary National IPA) contract means the buyer deals directly with the vendor, as normally, using the National IPA contract as their own.

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- Advanced technology solutions including Website Modernization & Mobile Enhancement Domains, Social Media Tools, Electronic Signatures, Customer Services, Public Outreach Communications, and more



Secure, Productive and Personalized: Digital Experiences for the Public Sector

Providing a seamless customer experience has become a necessity and certain elements are key to success:



PERSONALIZATION



SELF-SERVICE CAPABILITIES



STREAMLINED PROCESSES



PROTECTION OF SENSITIVE CITIZEN DATA

Learn how Liferay empowers State and Local Governments with a Digital Experience Platform.

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Atlassian Government Cloud

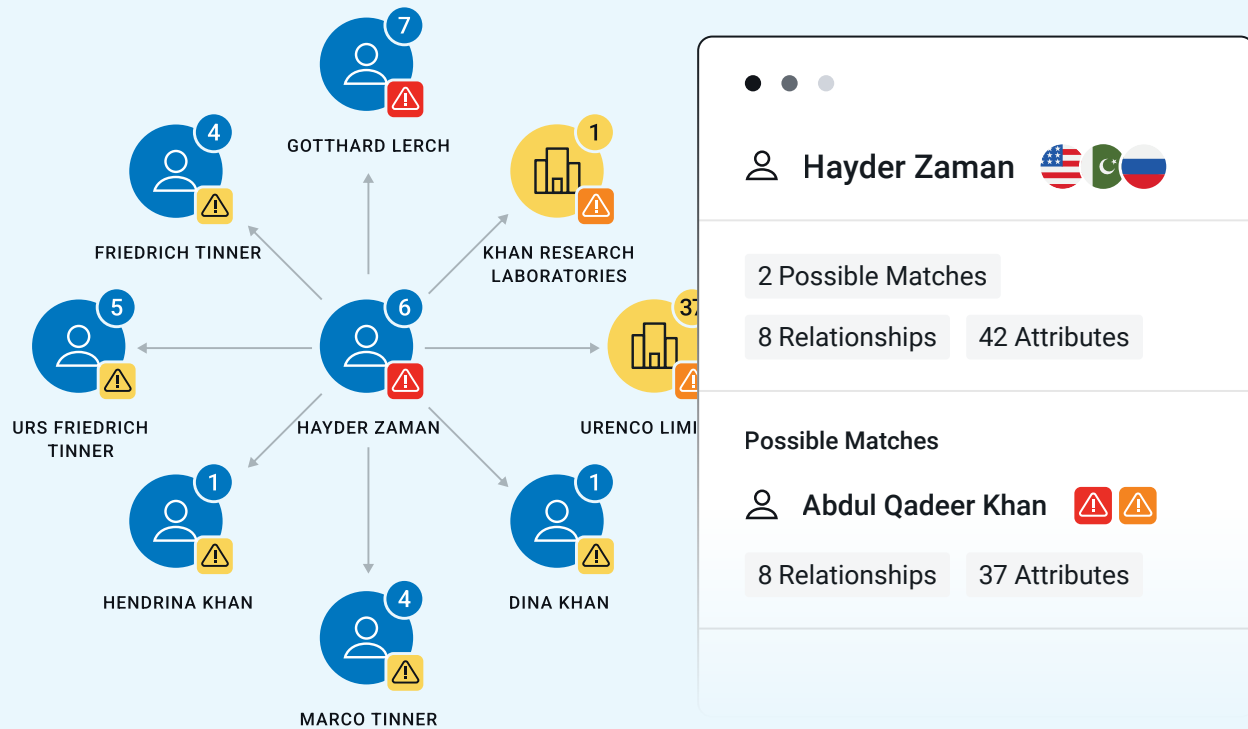
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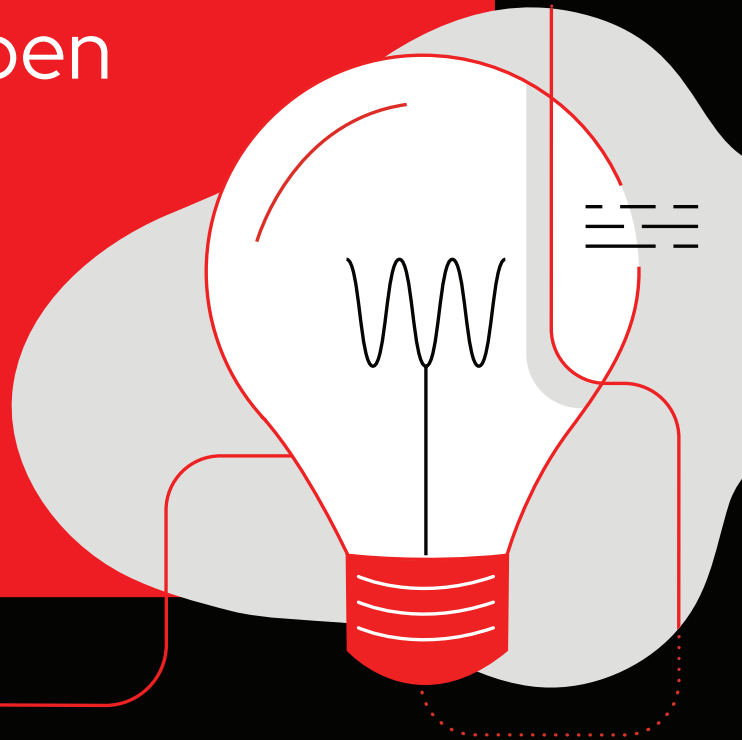


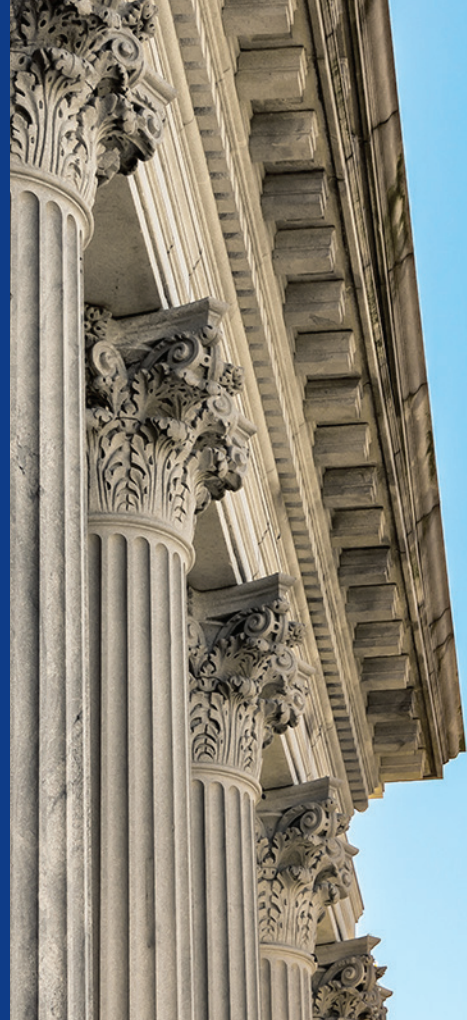
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Policies and Executive Orders

D

21st Century Integrated Digital Experience Act

The 21st Century Integrated Digital Experience Act (21st Century IDEA) is the leading piece of legislation that guides customer experience in the Federal government. It provides agencies with the support and direction to make their public-facing services more user friendly, transparent, and secure. It requires federal agencies to ensure that they are utilizing digital technologies to better deliver services to citizens and conduct daily operations. Included in the act was a requirement for agencies to report on what websites or online applications are most used by the public. The IDEA Act required agencies to modernize their websites, digitize forms when possible, utilize e-signatures, and overall allow for the delivery of government services to be done digitally through the greatest extent possible. As a result of the IDEA Act, many federal agencies have been able to raise their standards of digital experience to better serve their constituents.

C D

Customer Experience Executive Order

On December 13th, 2021, President Biden signed an executive order to transform the federal governments customer service toward accountability and efficiency. This law has 36 new requirements from 17 different agencies. The requirements are specific upgrades to government services, all aimed about making them a seamless digital experience. Agencies are required to report on their progress to OMB every six months.





OMB Circular A11 Agency Customer Experience

In August 2022, the Office of Management and Budget released a modification to Circular A-11 regarding how federal agencies should manage customer experience improvement programs. This modification will help agencies:

- Support a customer experience culture in the federal government.
- Provide a common framework for approaching and measuring customer experience.
- Encourage federal agencies to apply leading private sector practices.
- Improve customer satisfaction with federal service delivery.



OMB Memorandum M-17-12

OMB 17-12 replaces M-05-04, Policies for Federal Agency Public Websites. It addresses issues with federal websites and privacy standards. Agencies with public facing services are expected to make these changes within 180 days:

- Every agency must establish a plan for governing its digital services, including websites and data.
- Each agency must publicly post its governance plan on its Digital Strategy page at [www.\[agency\].gov/digital-strategy/](http://www.[agency].gov/digital-strategy/) and update this page to reflect the current status of the agency's digital governance structure.
- All agencies must participate in the General Service Administration's (GSA) Digital Analytics Program (DAP) and deploy the DAP tracking code on all public facing agency websites.
- Agencies' public websites must contain a search function that allows users to easily search content intended for public use.





A D

OMB Memorandum M-23-22

OMB 23-22 was released September 22nd, 2023, and serves to assist agencies in implementing the 21st Century IDEA Act. It clarifies expectations and gives additional guidance for websites and digital services. It gives definitions for words like “web” and “accessibility”, as well as detailed breakdowns of concrete steps agencies can take to be IDEA Act compliant. It emphasized the importance of hiring CX experts, leveraging customer data, and creating public facing services with the user in mind.

The memo hands down these specific actions for agencies:

- Identify digital experience delivery lead
- Identify public-facing websites
- Assess common questions from customers
- Inventory public facing services
- Expand resources on Digital.gov
- Facilitate interagency coordination
- Update website standards
- Use plain language guidelines

A B

Section 508

Section 508 of the Rehabilitation Act mandates that all federal agencies provide comparable electronic and digital information to those with disabilities. All federal agencies are responsible for not posing an “undue burden” onto employees and members of the public with disabilities who are seeking information. It affects various methods of communication, including but not limited to computers, software, and electronic office equipment. It only applies to federal agencies, there are no stipulations for states or the private industry.

Section 508 comes with reporting requirements for transparency. Agencies are required to report progress twice yearly to the Office of Management and Budget (OMB) on the IT accessibility effectiveness.



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Success Stories



Modernizing Hartford's Government Services with Accela

Hartford, Connecticut, faced significant challenges with outdated, manual government processes, leading to inefficiencies, backlogs, and poor service delivery. In order to overcome these challenges, Hartford embarked on a significant digital transformation, partnering with Accela and Vision33 to implement a three-phase strategy to modernize its government services.

The Challenge:

The first phase focused on online permitting for Building and Health & Human Services (HHS) departments by creating tools to empower citizens, businesses, and contractors. Phase Two continued the city's improvements to Planning and Integrated Zoning, focusing on understanding the inefficiencies in their workflows and redesigning them with an eye toward simplicity. Phase Three is now underway to transform the Public Works Department and 311 which connects residents, businesses, and visitors to city services using the Accela Service Request Management (SRM) solution. SRM gives the city access to all information related to properties in a particular location to understand what requests are in process and provide deeper insights about request trends and how the city responds via service-level data. Lastly, Hartford has begun using Accela's calendar capabilities which automatically schedule events for planning, zoning, and historic preservation meetings. Beginning with the calendar for zoning enforcement inspections, the required tasks and events are automatically generated when a specific milestone is reached in the zoning workflow, ensuring no steps are missed in the detailed process.





The Solution:

Electronic processing reduced the manual workload, leading to faster permit issuance and renewals. For the first time in the city's history, HHS has been able to electronically accept, process, and issue permits and business licenses, a transition they had long desired. Hartford reduced the twenty-six original workflows down to only two through automation, ensuring the right staff member(s) received their task(s) at the right time in the application review process. With this, they standardized the basics of their workflows to a single process so that moving forward they could configure and save the new workflow based on its unique aspects.

Key Takeaways:

Hartford's journey with Accela marks a significant step towards becoming a more sustainable, prosperous, equitable, and vibrant city. Hartford's future will be transformed by how the city uses data to be more transparent through public-facing dashboards and maps showing the state of building permits, code violations, and the speed at which services are being delivered to foster community trust and engagement. Accela's platform is now set as a cornerstone in Hartford's digital transformation, driving efficiency, collaboration, and innovation to benefit its citizens and business community. As Brett Flodine, GIS Manager & Accela Champion, remarked, "Accela is the best piece of software the city has ever purchased."

"Accela is the best piece of software the city has ever purchased."

Brett Flodine
GIS Manager & Accela Champion



Scan the QR to view full success story



Located along the southern rim of the Las Vegas Valley, the City of Henderson is “A Place to Call Home” for over 300,000 Nevadans. The City of Henderson’s success is driven by a long-term commitment to embracing technology to help employees work more efficiently, boost public safety, and create new avenues for constituent engagement.



Scan the QR to view full success story



City of Henderson Simplifies Government Service Delivery for Everyone Using DocuSign eSignature

The Challenge:

Previously, paper-based processes slowed down operations and created major bottlenecks, especially regarding court workflows. Without automated policies in place, contract reviews—and figuring out who needed to sign what—was all a guessing game. One key case was streamlining warrant authorizations. For example, blood draw requests have a two-hour window for judicial signoff. Sometimes, that meant tracking a judge down at their residence to get their signature.

The Solution:

The city leveraged the DocuSign eSignature workflow engine to make sure the right documents go to the right court and the right people—depending on the type of offense. In the Henderson Municipal Court, clerks use eSignature’s stamp functionality to digitally embed their official “filed” seal on Pro Per Motion requests

What started with the top 50 use cases quickly expanded to over 800 templates and PowerForms created using eSignature. Now, employees have streamlined access to self-service workflows directly in SharePoint.

Key Takeaways:

With over 52,000 documents flowing through DocuSign every year, the city has seen some noteworthy benefits across departments:

- The majority of documents are completed within five days
- Paper usage and costs are down
- Automated and self-service workflows have reduced employee workloads
- With increased internal efficiency, the city’s law enforcement can now get legally binding warrants in minutes, helping to keep communities safe.

How the HIRE Vets Medallion Program Grew its Program Applications by 127% with Support of the Granicus Experience Group



The Challenge:

To receive a HIRE Vets Medallion Award, employers must meet certain criteria including veteran hiring percentages, training and skillset enhancement opportunities for veteran employees, and more. Yet while a vast number of employers desire to employ veterans, the programs to find and help are often disparately distributed and tough to navigate. HIRE Vets was meant to broaden the exposure of those employers who are effectively hiring and training veterans, to expand best practices and encourage broader adoption.

The Solution:

The Solution: The team needed to act quickly to build a sustainable model, and marketing the program effectively was the only way forward. HIRE Vets brought in Granicus and its team of digital strategists, analysts, communicators, and technology experts – to design an audience capture strategy and an outreach program. The approach included awareness building messaging campaigns and a focus on bringing in new audience members with a goal of starting with at least 300 no-cost employer accepted applications.

Key Takeaways:

That goal was successfully reached.

"Granicus was critical in helping us expand our audience and awareness at the level we needed."

Randall Smith
Director of the HIRE Vets Medallion Program

The U.S. government seeks to ensure that our country's veterans can flourish and obtain meaningful employment as they transition into the civilian world and workforce. To facilitate such hirings, the HIRE Vets Medallion Award program within the U.S. Department of Labor is dedicated to recognizing employers that recruit, employ and retain veterans.



Scan the QR to view
full success story



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Gyst A B

Customer Success Story: Travel

This customer operates the busiest commuter railroad in North America, carrying approximately 200,000 customers each weekday on 947 daily trains. The company is continuously working on ways to improve operations in ways that support its core values of equity, accessibility, sustainability, and cost-consciousness.



Scan the QR to view full success story

The Challenge:

The company's contact center handles over 5,000 call per day. Many of the calls are handled via their existing Interactive Voice Response (IVR) system. The voice application running on that IVR handles inquiries for detailed point to point schedule and fare information, and for general information for commuters and occasional travelers. While the IVR solution front-ends all incoming phone calls, many callers were opting for an agent, and the handle time for automated calls was too high at 176 seconds on average.

The Solution:

In cooperation with the customer, we implemented our technology to conduct A/B trials on over 80,000 phone calls to determine what effect dynamically adjusting the audio playback rate of voice prompts in their IVR would have on their voice self-service performance. Existing voice prompts were speed adjusted in direct relation to individual caller skills. Novice, less skilled callers got to hear the voice prompts gradually tuned down slower to suit their ability to keep up with the dialog. Expert and more skilled callers were able to achieve their goal in the IVR more quickly. As a result, fewer callers went to expensive agents.

Key Takeaways:

In summary, the results indicated:

- Engagement in the IVR increased by 21.2%
- First try error messages were reduced by 15.4%
- Average Handle Time (AHT) was reduced by a full 26 seconds
- Voice self-service rate (IVR containment) increased by 2.15%

"Performed flawlessly. Reduced call times by 26 seconds and increased self-service."

Director of Customer Service

The Regional Municipality of Wood Buffalo Leans on Social to Drive Community Engagement



The Challenge:
From federal to state to local, digitally connected governments use Hootsuite to coordinate communications and ensure consistency across their social media channels.

The Solution:
The Regional Municipality of Wood Buffalo is the second-largest municipality by area in Alberta, Canada. Using Hootsuite, the municipality has coordinated crisis communications across its social media channels for multiple incidents, including a wildfire that saw the rapid evacuation of 88,000 community members.

Key Takeaways:
As these events unfolded, Hootsuite helped the RMWB manage the fast-moving situations with a coordinated presence across multiple social media accounts, keeping communities safe and updated on the latest developments.

When a crisis strikes, social media is the first place citizens hear about it — and more than ever, it's where they look for ongoing updates, information, and resources as the situation unfolds.



Scan the QR to view full success story

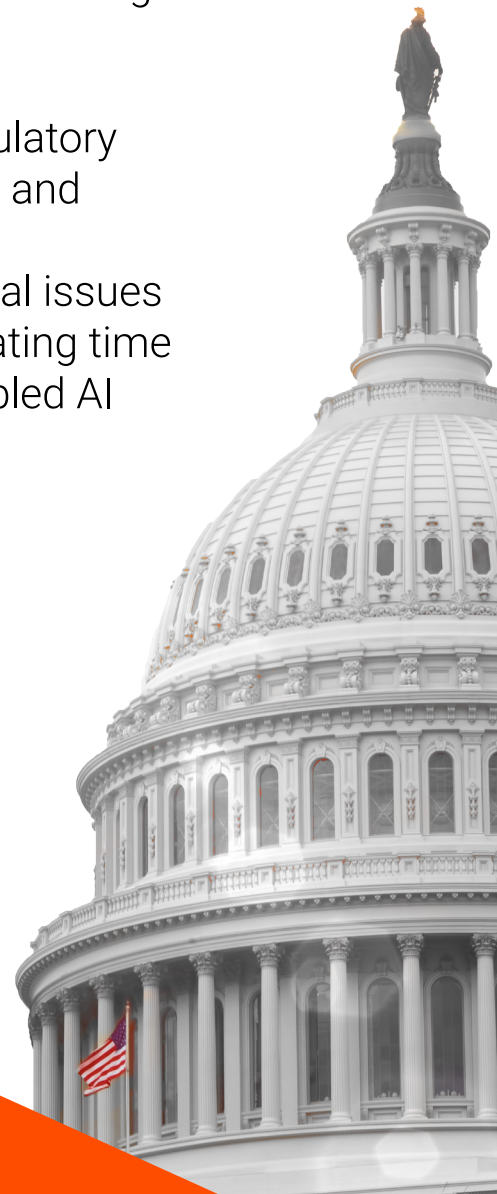


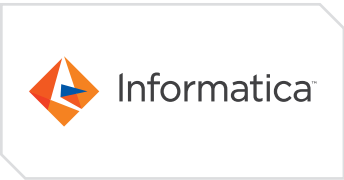


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- Support security, privacy, and regulatory compliance with data governance and privacy solutions
- Improve the remediation of societal issues and resilience building by accelerating time to insights powered by cloud-enabled AI





Dallas County Modernizes Public Health

Dallas County Health and Human Services needs accurate data to protect the health of its citizens. With Informatica MDM, it gains a reliable 360-degree view of public health for surveillance, reporting, and investigation of over 100 diseases.



Scan the QR to view full success story

The Challenge:

More than 2.6 million citizens across 31 municipalities rely on Dallas County Health and Human Services (DCHHS) to help secure their quality of life and protect them from disease. As a public health agency, DCHHS is responsible for tracking and reporting on diseases, immunizations, environmental health, and food safety. The agency also provides essential social services, from housing aid to the county's Comprehensive Energy Assistance Program. The COVID-19 pandemic brought this reality to life for DCHHS, highlighting the importance of timely and accurate resident data to track, report, and manage the spread of life-threatening conditions.

The Solution:

With the help of Informatica Master Data Management (MDM), DCHHS created a centralized data engine for its entire organization. Today, this solution is known as the Dallas Disease Surveillance and Investigation System. Seamless integration with the DCHHS Salesforce instance provides business users with a comprehensive and authoritative data record for each person to support the business. During the COVID-19 pandemic alone, the organization added new data streams, including electronic lab data, hospital case reports from electronic health records, immunization data and mortality data to its business intelligence dashboards, using SFDC and CRM functionality.

Key Takeaways:

As a result, DCHHS's data engine can ingest, validate, match, and merge records automatically using business rules developed by Huang and his team. It processes more than 4.5 million data points and can easily scale to match the agency's growing data volumes. Similarly, data feeds are refreshed nightly to ensure teams work with timely and accurate information. DCHHS can increase this frequency when a public health situation calls for rapid analysis and decision-making.

CXone is Roadmap to Success for Georgia MVD



The Challenge:

The Georgia Department of Revenue's Motor Vehicles (MVD) were losing calls, frustrating customers and running into timing barriers. Unable to make informed decisions in the moment the MVD was dissatisfied with their ability to resolve customers problems.

The Solution:

With the implementation of NICE CXone, a cloud-based contact center solution, the MVD was able to address their previous challenges. Now, real-time reporting allows the MVD to monitor call volume and adjust staffing accordingly. Team wide visibility of metrics and calls allows faster solution time for all agents and more individualized coaching programs. Additionally, agents have immediate access to caller data thanks to the CRM integration, leading to faster call resolution. Additionally, the MVD can now manage its IVR system independently, allowing for quicker updates and improved call routing.

Key Takeaways:

The busy call center has increased their operations from handling 1200 calls a month to managing 1200 calls weekly. The MVD found a true partner with NICE CXone and they are confident in the future of operations with NICE's reliable team.

The Georgia Department of Revenue's Motor Vehicles Division (MVD) struggled to deliver efficient customer service due to limited access to real-time call metrics, difficulty managing the Interactive Voice Response (IVR) system and a lack of integration with their Customer Relationship Management (CRM) system.



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Queue-it

Every election cycle for the past decade has brought with it high-profile crashes of registration sites at critical moments. In fact, voter registration surges crashed websites in Florida, Virginia, Minnesota, and Pennsylvania last election.



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Queue-it C

How to Ensure Your Website is Prepared for the Surge in Voter Registrations

The Challenge:

These crashes not only frustrated citizens looking to fulfill their democratic duty, but they also led to lawsuits, emergency extensions of voting periods, and countless social media complaints and negative headlines.

The Solution:

To address the issue, public sector organizations across the globe use virtual waiting rooms to protect their websites from surging traffic and ensure a fair and reliable online experience during high-demand registrations.

By giving you control over online traffic, a virtual waiting room lets you:

- **Ensure website performance:** The virtual waiting room captures sudden surges in web traffic before they hit your site and allows you to control the rate at which visitors get access, ensuring you never exceed the technical capacity of your systems.
- **Improve citizen experience:** Virtual waiting rooms replace the frustrating experience of a website crash or slowdown with transparent and controlled access, including detailed wait information on a branded page that can feature important info like registration deadlines and necessary documentation.
- **Deliver fair access:** virtual waiting rooms provide sophisticated fairness mechanisms by ensuring first-come-first-served site access and allowing visitors to get notified when it's their turn.

Key Takeaways:

If you want to preserve citizen's trust and stay out of the news this election cycle, you need to prepare your site for the fast-approaching surge in voter registrations. With a virtual waiting room solution like Queue-it, you get confidence and peace of mind knowing this surge won't turn into a technical crisis. You can keep your site online, control scaling costs, and save your reputation and resources.

NASA Moved its Student Engagement Platform to Salesforce, Helping the Next Generation of STEM Leaders make an Impact

The Challenge:

As many program leaders across any number of organizations working on a variety of missions look to improve their processes and operations, they implement whatever system seems to be a best fit for the needs and budget at hand, and that will not necessarily match from one program to the next. The result: different sets of data, collected by different workflow rules, stored in different formats and databases. The impact: more time, energy, and resources spent pulling reports, answering data calls, and maintaining system integrity. Less time, energy, and resources spent focusing on mission-critical innovation.

The Solution:

The team launched the STEM Gateway on the FedRAMP-authorized Salesforce Customer 360 for Public Sector, an internship management platform that brings NASA's multifaceted internship landscape together into one, online community portal. It includes several modules and apps that NASA uses to automate and streamline the way it reaches, resonates, and recruits the next generation of STEM leadership.

Key Takeaways:

The STEM Gateway has enabled NASA to support a 143:1 ratio; each internship coordinator can now manage an average of 143 internship applications. The work it took to answer data calls has been reduced by a factor of 15; the team used to have to pull data from 15 different systems and build a report summarizing all of those data sets. Now the team just has to pull data from one system and roll it up on one (real-time!) report.



NASA is digitally transforming the Administration, developing a strategy that is helping the team streamline the intern recruiting process, turn inspirational touch points into engaged advocates, and maintain a brand that's as much a part of Americana as it is the Federal government.



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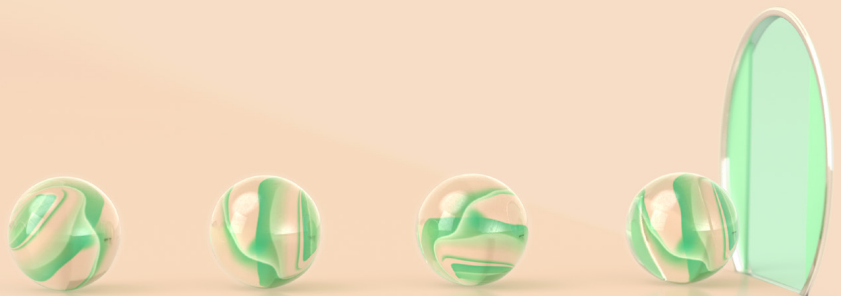
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- ✓ Ensure reliable, crash-free registrations
- ✓ Provide transparent wait time updates to keep citizens informed
- ✓ Ease the load on your IT infrastructure and support team





SAYARI

Despite coordinated efforts to impede Russian illicit procurement schemes, Russian companies have succeeded in obtaining dual-use goods through third-party countries.



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Sayari **A**

Leveraging Trade Data to Identify the Possible Transshipment of Dual-Use Goods to Russia

The Challenge: Russia has long relied on Western dual-use technologies like advanced integrated circuits to re-supply its military and defense industrial base. Since Russia’s invasion of Ukraine, however, enforcement bodies have established a wide range of sanctions and export control packages in order to disrupt the war effort and increase its economic cost to Russia.

The Solution: Using Sayari Graph, a counterparty and supply chain risk intelligence platform, analysts set out to identify the countries most responsible for this transshipment to Russia and, leveraging trade data within the platform, discovered that around 95 percent of all high priority dual-use technology shipments to Russia between January and May 2023 were sent from 10 countries across Asia, the Middle East, and Eastern Europe.

Key Takeaways: Government agencies, such as BIS and FinCEN, can leverage Sayari trade data and corporate relationships to identify potential vectors by which Russian companies are evading sanctions and circumventing export controls — both through the named third-party companies, specific trade relationships, and shipments from companies in these third-party countries. This extensive use of trade data to uncover how Russian companies circumvent trade restrictions can help identify signs of potential exports control evasion.

State of Indiana Streamlines Data Management and Improves Citizen Engagement with Tableau Prep

The Challenge:

The agency faced significant challenges in harnessing the power of its data. Prior to adopting Tableau, MPH relied heavily on Microsoft Excel for data preparation, leading to time-consuming and error-prone processes. This manual approach hindered the agency's ability to deliver timely insights and effectively support decision-making.

The Solution:

To overcome these obstacles, MPH embraced Tableau as its primary business intelligence platform. Recognizing the need for further efficiency, they quickly adopted Tableau Prep to streamline data cleaning and transformation, empowering non-technical users to explore and manipulate data with ease. The implementation of Tableau Prep Conductor automated data flow management, ensuring data freshness and consistency. Finally, Tableau Catalog provided essential data lineage and quality features, accelerating troubleshooting and improving overall data governance.

Key Takeaways:

These strategic investments in the Tableau ecosystem yielded remarkable results. MPH significantly accelerated the development of visualizations, enabling them to deliver more impactful and user-friendly insights. This increased agility fostered stronger collaboration with stakeholders and improved decision-making across the organization. A prime example of this success is the consolidation of 29 data sources from the state's Career Connections and Talent (CCT) agency into a single data flow, resulting in a 56% reduction in real-time visualization rendering times. latest developments.



The Indiana Management Performance Hub (MPH) was tasked with enhancing the lives of Indiana residents through data-driven policy and innovation.



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Zoom **A** **B**

Customer Story: City of San José

The City of San José's use of Zoom not only addressed immediate pandemic-related challenges but also set a new standard for how digital tools can enhance public service delivery, fostering stronger and more inclusive community connections.



Scan the QR to view full success story

The Challenge:

The City of San José encountered significant challenges during the COVID-19 pandemic, particularly in maintaining public services and engaging the community. To address these issues, the city integrated Zoom into its operations

The Solution:

Transforming its Emergency Operations Center into a virtual space that allowed for effective collaboration while adhering to safety protocols. Additionally, Zoom enabled the city to conduct remote public meetings, ensuring continued citizen participation in local governance.

Key Takeaways:

A key outcome of this integration was the enhancement of accessibility and inclusivity. By leveraging Zoom's language interpretation features, the city delivered critical information in multiple languages, reaching non-English-speaking residents. Furthermore, the platform helped bridge the digital divide by offering user-friendly access across different devices, allowing residents from all backgrounds to engage with city services.



zoom



Zoom for Government (ZfG) has been authorized at the FedRAMP Moderate Level for:



Zoom Meetings



Zoom Phone



Zoom Contact Center



Zoom Team Chat



Zoom Webinars



Zoom Rooms



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