

Answering the call?

The case for truly transforming federal contact centers

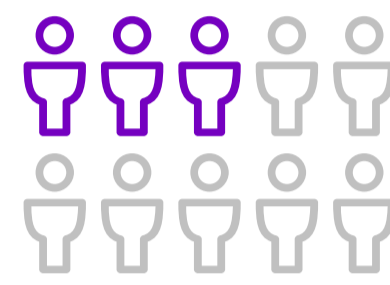


7 out of 10 federal contact center executives prioritize investing in incremental improvements vs. transformation

- Expanding capacity
- Improving workforce productivity
- Improving compliance
- Decreasing operational costs

Missed opportunity: By investing to deflect and preempt inquiries, agencies can improve customer experience and operational efficiency

Federal contact center RFPs assume contact volumes will continue to rise

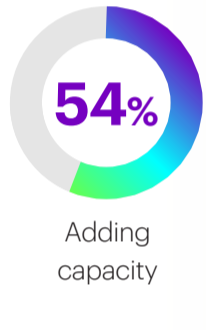


ONLY 3 out of 10

federal contact center executives emphasize reducing call volume

Reducing contact volume should be prioritized and rewarded

Agencies are prioritizing hiring more live agents and increasing productivity



...rather than modern tools to reduce call volume

Federal agencies can deliver better customer experience at lower cost by investing in self-service and intelligent customer care technologies.

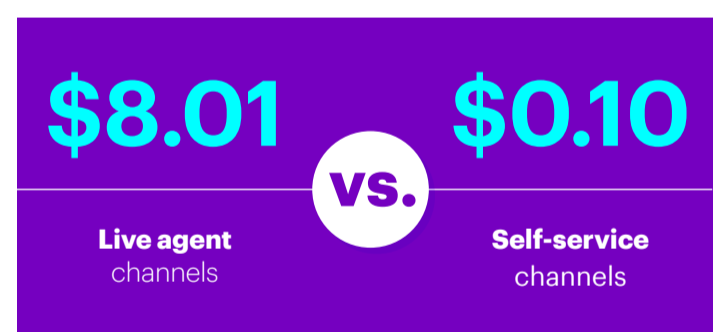
Modern CX strategies needed to decrease contact volume:

- Deflection** through self-service and virtual agents
- +Prevention** through proactive outreach
- =Improved customer experience**
- +Decreased operational cost**

Cost to serve: Live agent channel vs. self-service

Cost per interaction*

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Gaps exist in tool investments to improve customer experience

Self-service can significantly improve CX but investments remain low



Yet few project increased investments over next 2 years:

