



FUTURE OF CUSTOMER CARE- GOVERNMENT VIEW

VIDEO TRANSCRIPT

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We previously talked about the citizen view of customer care. Now, let's flip it around. Let's talk about the government view.

First, government has to stay mission focused and has to apply customer care as part of every aspect of their mission. Making sure that they serve their constituency, making sure that they serve citizens to achieve that mission. The successful way to achieve that mission is to start to leverage those AI technologies, start to leverage virtual agents, start to leverage chatbots, machine learning, RPA and others. In order to make sure that they're providing the best customer care in order to achieve that mission.

Next, let's look at it from an insight out perspective. So first, let's think about it from the worker themselves. When a worker shows up in a government organization and is providing service to customers, they need those tools in place. They have to have those capabilities in order to be able to better serve, better provide, better achieve that mission.

Now, let's talk about security as well. Security is of the at most importance when it comes to government transactions. There's no way, and there's no means by which we can't have a secure transaction as a citizen when you and I engage with the government entity. And it's important for governments to look at opportunities to make sure that they're providing the highest aspect of security. That's a bear minimum in order to provide high quality customer care.

And last, think of it from a connected government perspective. Think of how, individual reaches out to multiple government entities. And, when they reach out and provide information, there's an opportunity there to cross-share that information. By cross-sharing that information, in a secure, and appropriate way, government can provide better service back to that citizen. Government entities need to look for those opportunities, in order to make sure that they share information, more appropriate in order to provide better service.

And, that's our vision of customer care, from the government perspective.

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