



FUTURE OF CUSTOMER CARE - CITIZEN VIEW

VIDEO TRANSCRIPT

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Let's talk about the future of customer care.

Let's talk about it from the perspective of the citizen, the customers.

First: new increase; what are you able to do to provide them with a seamless experience. An experience that is relevant but also an experience that provides them with ease of use for each one of those new increase.

The second is that seamless experience. Think about one government entity and another government entity, a university and having to provide the same information over and over again. When we think about the future of customer care, you don't have to provide information over and over again. Once information is provided then is transcribed over to other organizations within that same entity. So, what does that mean? That means that when I talk to the revenue agency, is able to share information with the pension's agency. So, I don't have to provide the same information twice to them.

Let's also talk about getting help. Today getting help requires me to call in, maybe come into a walk-in center. The future is surrounded by information, surrounded by technology.

Giving us the ability to get help when it comes to a virtual agent, when it comes to digitizing that experience, and it's on multiple channels, and that's critical because, there are more than one or two channels that our customers today are starting to use. And, so the ability to have the same engagement across multiple channels is a key to future customer care.

And the last, is that personalized experience. When we think about personalized experience, we don't just think of just making sure that we know your name and we know information about you. We think of the next logical step in the transaction, having a proactive experience, a proactive personalized experience. Because if I can have a proactive personalized experience, I increase the probability to reduce the amount of call backs and I absolutely increase the satisfaction that I'm providing the customers.

And that's the future of customer care, from a citizen point of view.

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