Intelligent Citizen Interactions in the Digital Era

GSA Future Services Now

Oct 12, 2018
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Driving a new citizen service experience standard

**PAST**

- Happenstance
- Impersonal and mechanical
- Reactive after problem occurs
- Inefficient, high call volume
- Repetitive and incoherent channels
- Agent searches for information
- Fragmented, disjointed, and siloed

**FUTURE**

- Intentional
- Personalized, empathetic experiences
- Anticipation before problem arises
- Streamlined, optimized channel mix
- Single line of communication across channels
- Contextual information provided to agent
- Singular, integrated experience
By 2020, **85%** of all customer interactions will be powered by a chatbot.¹

Gartner

In the future, the focus of service activities will no longer reside in a collection of buildings that house ‘call center agents’, but in a virtual ecosystem of digital and human assistants.

### Three trends that matter

1. **INTEGRATED**
   - The customer will demand seamless integration between self-service and live-service.
   - The customer will expect the agent of tomorrow to know what they’ve been doing, where in the ecosystem they’ve been trying to do it, and their specific need.

2. **PERSONALIZED & ENABLED**
   - Know who I am and my value.
   - Also have the skills and be enabled to solve my problems and fulfill my needs.

3. **PROACTIVE**
   - As customer expectations continue to rise, organizations must excel at proactive customer service.

¹Gartner. *Gartner Predicts a Virtual World of Exponential Change*. (October 2016)
Citizen Experience of Tomorrow

Today’s average customer uses 2.7 channels per interaction

By 2019, 75% of workers whose daily tasks involve the use of enterprise applications will have access to intelligent personal assistants to augment their skills and expertise.  

Personalization
Collect data through beneficiary opt-in questionnaires and engagement programs, and behavioral tracking and analysis across digital channels

Intelligent Search
Enable information-rich, cognitive experiences within agency websites

Empowered Citizens
Equip citizens with actionable content and information to deliver a personalized online experience & self-service capabilities

Click & Connect

Applications

Real-time status management
Integrate click-and-collect and customer wish lists into eligibility decisions

Real-time Information Dissemination
Send real-time eligibility information notifications based on customer location and online Health profile

Help & Support Enablement
Integrate help desk and other support functionality to reduce friction in citizen experience

Social Engagement
Gauge citizen sentiment and trends through social media

1IDC FutureScape: Worldwide Analytics, Cognitive AI, and Big Data 2017 Predictions (November 2016)
Intelligent Search

Stopbullying.gov:

With a vision towards shifting from isolated content search to unified answers, reduce complexity, improve citizen access to important content, and increase value in both newly created and existing content.
High cost, low satisfaction citizen service has long been evident. Why hasn’t it been fixed?

**Silos**
Companies address customer service by channel versus an holistic omnichannel approach.

**Automation**
Companies are not effectively integrating RPA, machine learning, AI, and domain-centric business process transformation.

**Human capital**
High turnover, long training times, poor data access, and routine boredom decrease customer service representative effectiveness.

**Insights**
Companies don’t effectively leverage data and analytics to understand customer intent, sentiments, personalization, and needs, which constrains growth.
KPMG Intelligent Interactions framework

Channels
- In-Store & Online Customer Data
- Sales and Service Data
- Social Media Interactions

Customer Intent
- Understand customer needs & sentiment
- Predict best handling of interaction

Customer Insights
- Bringing relevance and personalization to the conversation

Interactions Engine
- Automated responses
- Augmented agent activity
- Automated completion and follow-up
- Optimized agent actions

Customer Insights & Analytics
- Data Validation
- ML Models
- Speech-to-Text Transcription
- Classification & Insights

Actions
- Key KPIs (call handling, first response handling, etc)
- Key KRIs (complaints, issue resolution, etc)

Interaction Optimization
- Eradicate
- Deflect
- Contain
- Optimize

EDCO Engine

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Agent augmentation demonstration

Agent Augmentation:

Leveraging the power of Cloud AI and APIs, KPMG developed models and accelerators to augment and empower customer service representatives, improving customer experience while enhancing agent job satisfaction.
Starting the journey

Six areas of opportunity
1. Voice Automation
2. Email Automation
3. Chatbots
4. Virtual Assistants
5. Web search
6. Data & Analytics

Service Model Intelligent Automation Journey

The journey:
- Begin with any channel
- Sequential or concurrent
- Integrated to foster maximum reuse of models & links to automated outcomes
- Working prototype proves business outcomes (e.g., customer experience, cost savings, efficiencies)

Data model delivers unprecedented customer insights to more effectively anticipate future needs and incent desired behaviors
Lessons Learned

- Establish an enterprise-wide capability
- Partner with your technology function
- Strike the balance of your digital transformation
- Protect your business case
- Select vendors aligned with your ambition
- Set your priorities and the rest will follow
- Build solid foundations
- Identify and incentivize talent
- Start small; deliver swiftly
- Consider business scalability
- Evolve your analytics capability
- Automation ‘horses for courses’