

A major federal agency eases overwhelmed call centers with channel optimization



Outcomes:

4x

More sessions were handled compared to voice calls

35%

Voice contacts deflected to messaging

90%

CSAT score achieved for messaging sessions

CHALLENGE: Enhance customer experience by channel optimization. Deflect customers from voice to more efficient digital channels and reduce long wait times during busy periods.

SOLUTION: Enhance customer experience by offering email and SMS messaging support.

RESULTS: Out of the gate, messaging channels closed approximately twice as many contacts per hour as voice calls. The number jumped to four times as many contacts closed per hour in less than ten days. These quick wins have set the foundation for channel optimization for the government agency.

Our client is a major federal agency serving the entire population of the USA. The federal agency's contact center receives thousands of queries every day— from products and services to change addresses and delivery updates. Faced with unprecedented demand for support related to the core services, our client, a major federal agency, needed to upgrade its existing contact center quickly. Rather than overwhelm phone lines, the federal agency looked to add SMS messaging and email to interact with citizens promptly and efficiently to improve customer experience a notch above.

More thoughtful and convenient customer experiences

As a long-term valued partner, we quickly equipped the client with what they needed by applying our best practices across email and SMS messaging channels. We built a citizen-centric journey map and defined the citizen engagement framework to support that journey. We deployed an email channel to handle inbound requests from customers and automated replies 24x7. Also, implemented an SMS solution to divert citizens waiting in the IVR queue to SMS for quicker support. Within weeks, email and SMS volume reached nearly 35% of all contact volume.

- Implemented email with tools like macro-libraries of responses, automated replies, and a self-help knowledge base to help citizens get helpful answers anytime they need help.
- Analyzed inbound calls on the client's IVR to identify query types that could be transitioned to messaging, such as general queries, delivery status, and address changes. Also, reconfigured IVR to offer customers waiting in the queue the option for support through