Modernize the Core

Delivering an excellent citizen experience doesn't require Government and federal agencies to reinvent their systems from scratch; they can quickly achieve it by building on what's already there: *their core.* **By evolving their existing processes and partnering with CX leaders in Genesys and Voxai for new ways of innovation, agencies can turn pervasive change to their advantage.**

7 — CX Transformation Roadmap

6 — Value Mapping & ROI

5 — Target CX Outcomes

4 — CX Design

3 — CX Journey & Mapping

2 — Digital Strategy & Enablement

1 — CX Maturity Assessment

Step 1: CX Maturity Assessment
How does your experience match your citizens' expectations? To keep your citizens happy, you need a way to surprise and delight them continually. *Our CX Maturity Assessment is a deep dive into the holistic experience offered to citizens today – and a measure of how effective each component is and the gaps.*

Step 2: Digital Strategy & Enablement
How digital are you? How digital do you need to be? Your citizens expect a seamless digital experience as the world turns more digital. Your digital strategy and technology platforms are crucial in providing consistent interactions across channels. *Our digital strategy and enablement solution offers an in-depth assessment of your current state of digital capabilities and prioritized initiatives to enhance.*

Step 3: CX Journey & Mapping
Have you stepped into your citizens' shoes? Do you understand their journey? Citizen journey maps are critical to executing a successful citizen experience strategy and design. They drive a deep understanding of your citizens by deconstructing their unique journey into subtle steps that highlight key moments of truth, delight, and pain associated with your brand. *Our CX journey and mapping solutions provide the canvas for orchestrating the specific capabilities needed to realize the future-state CX vision across channels, processes, and technology.*

Step 4: CX Design
You won't get there if you don't know where you want to go? The first step in achieving your optimal citizen experience is to document your expectations. *Our CX design solution storyboards the end-to-end ideal citizen experience and designs the interaction points and workflows across multiple channels.*

Step 5: Target CX Outcomes
Does it matter? CX transformation impacts numerous business and operational processes, making the optimization of those processes a key driver of success. *Target CX outcomes help you validate and calibrate the end-to-end services in the front and back offices necessary to enable and sustain the new citizen experience design at scale.*

Step6: Value Mapping & ROI
What is all this worth? To gain buy-in, maintain momentum, and drive adoption, you need quantifiable proof points of value that your CX transformation will cause. *Our Value Mapping & ROI solution builds a business case to identify critical value drivers within the CX transformation that impact citizen experience, employee engagement, and cost savings.*

Step 7: CX Transformation Roadmap
Every journey begins with the first step. With future-state experience and value creation defined, the transformation starts rolling. *Our CX Transformation Roadmap solution provides a unique CX strategy and Vision for the brand with a prioritized, capability-specific path forward, aligned to the agreed-upon timeline and implementation methodology.*

VOXAI SOLUTIONS | GENESYS Partner

Call Us: 972-691-3333

Post Modernization of Core — Major Federal Agency Service **better than ever.**

Modernization of contact centers helps a major federal agency deliver a superior customer experience at a lower cost.

Challenge

- Handle ever-increasing call volumes more effectively
- Channel Optimization for better customer engagement and ROI
- Continually improve the customer experience and boost agent experience
- Improve operational efficiencies to reduce costs
- Set the stage for innovation

Solution

- Migrate legacy contact center platform to Genesys cloud CX
- Unify contact centers of all business units
- IVR and Self-Service optimization
- Develop self-service features, agent screen pop and
- robust reporting and analytics
- Reduce misroutes and agent-to-agent transfers

Results

- 54% increase in call containment
- 85% improvement in Overall Satisfaction (OSAT) score
- 42% decrease in Average Handle Time (AHT)
- 25% of calls deflected via self-service
- Enabled the federal agency to deliver a superior customer experience at a lower cost

A Major Federal Agency
Customer since 2014

Our client is an independent federal agency serving the entire population of the United States. 3000+ customer service representatives in 10 business groups handle more than 100 million voice and text interactions annually. The agency has always strived to innovate and deliver the best service to its customers.

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