

# TRANSFORMING THE CITIZEN EXPERIENCE WITH MODERN CONTACT CENTERS

It is government's mission to ensure services are carried out effectively and efficiently, but this comes with challenges that can result in negative citizen experiences. Modernizing contact centers can help governments reduce pain points and drive better citizen engagement across all communication channels.

A recent Governing Institute survey of program and IT leaders highlights how government agencies are using contact center technologies to enhance service delivery.

## Contact Centers Are Crucial to Citizen Engagement

**71%**

of leaders say **citizen engagement is a priority**



**62%**

of leaders say the contact center is an important part of **achieving citizen engagement**



## Citizens Want to Engage Differently

**72%**

of leaders recognize digital communications as the **fastest-growing form of citizen-to-government communication**

A majority of today's contact centers don't support popular digital communication channels.

**Only:**

**44%** provide IVR/self-service

**32%** offer social media

**22%** support mobile apps

**7%** use online messaging or chat



## Citizens Also Demand Convenience

**Top contact center expectations include:**

**41%**



**Knowledgeable staff**

**32%**



**Ability to resolve issue on first call**

**25%**



**Ability to solve their needs through self-service tools**

**There's growing attention on self-service**

**But only**



**29%**

of respondents offer **comprehensive self-service capabilities today**

**However**



**55%**

identify this as **an area of need**

So why do 78% of respondents identify live agent calls as the primary way they engage with citizens?

## Modernization Addresses These Needs by ...

### Improving staff performance

Respondents say they're currently using self-service to make contact center staff more efficient and effective:



**42%** are improving operational efficiencies

*but only 20% use knowledge management solutions*

**26%** are making internal policies and procedures easier to access

*yet 22% identify data sharing capabilities as an unmet need*

**26%** are providing advanced training tools

*36% say staffing challenges are a primary concern*

### Providing new resources and channels

Respondents expect these technologies will have the biggest impact on contact center modernization:



## A Modern Contact Center Should ...

**Offer digital communication channels**



**Enable self-service**



**Streamline processes**



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