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Government service delivery reimagined:

Operationalizing intelligence-driven customer experience

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The intelligence imperative

Federal agencies interact with millions of citizens every day. For decades, agencies have measured these interactions in terms of efficiency – speed to resolution, claim processing times, and online form completion. These metrics reflect important improvements in service delivery, but they fall short of enabling customer experience (CX) as a mission outcome driver.

In today's modern era, meeting citizen needs demands a more nuanced approach: intelligence-driven CX. This paradigm shift involves leveraging real-time data, advanced analytics, and artificial intelligence (AI) to create more responsive, personalized, and effective services.

This e-book explores how agencies can harness intelligence-driven CX to transform operations, drive better mission outcomes, and ultimately improve the quality of life for citizens.

During a state of emergency, one Maximus client used intelligence-driven CX to deliver timely, personalized support at scale. By combining real-time data with an AI-powered virtual assistant (MIVA), citizens received instant updates, rescheduling tools, and relevant guidance on their phones, without the need to call. For those who still needed live help, MIVA used natural language processing to streamline conversations, achieving an 85% call containment rate. This smart, responsive, intelligence-driven CX approach ensured critical services remained accessible when it mattered most.

Beyond efficiency:
Why intelligence-driven CX matters

In an age where citizens expect the same level of service from government agencies as they do from private sector companies, the ability to anticipate needs, resolve issues proactively, and provide seamless, omnichannel experiences is crucial.

This shift to intelligence-driven CX transforms from a performance metric into a mission enabler, providing agencies with:
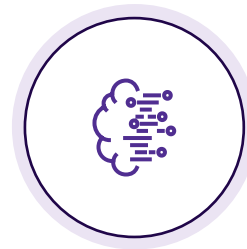
Resilient, intelligence-powered capabilities
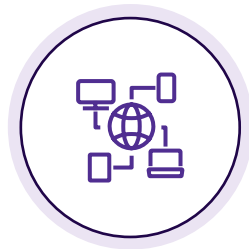
Increased alignment across programs

Enhanced public trust in programs and service delivery

Improved data-driven decision-making

By embracing intelligence-driven CX, agencies don't just improve service delivery – they elevate their impact, aligning every interaction with mission outcomes and the evolving expectations of the people they serve. This is not just modernization; it's a mandate for meaningful, measurable transformation for government and public interaction.
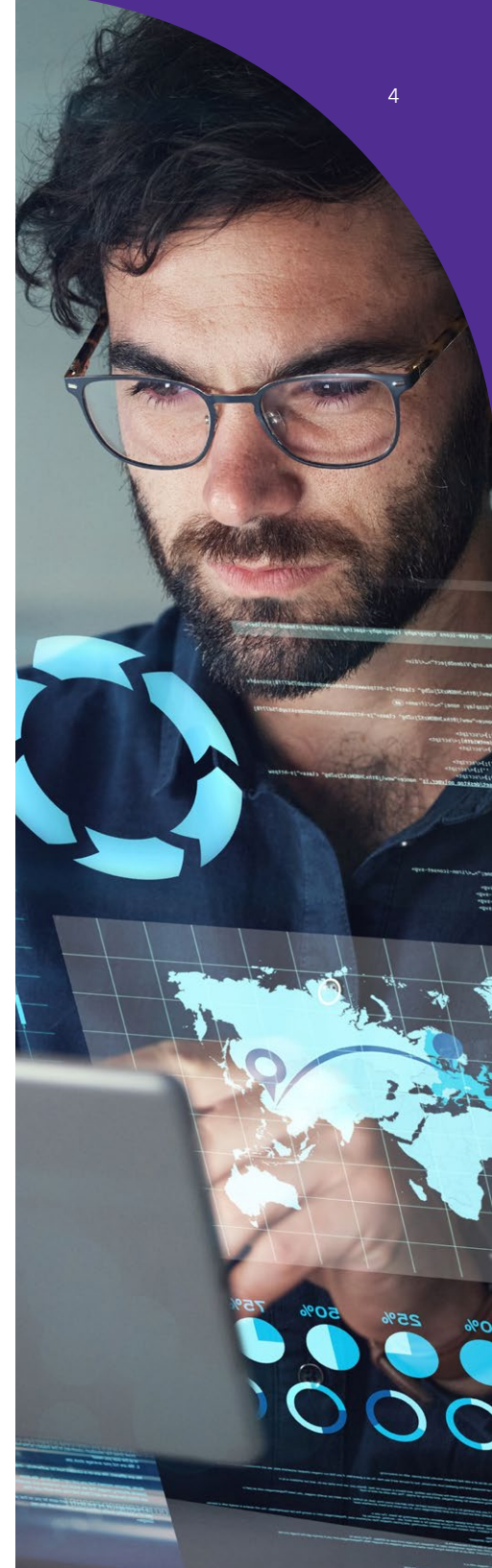
From insight to action: The intelligence feedback loop

Across contact centers, websites, mobile apps, and chat bots, the millions of interactions that take place between agencies and the public provide key insights into current and future program needs.

To operationalize an intelligent feedback loop, agencies should:

01 Capture real-time data across touchpoints and unify it in a single CX intelligence hub, enabling greater interoperability and enhanced security.

03 Trigger real-time actions that can adjust workflows, notify stakeholders, or activate digital support.

02 Apply predictive analytics and machine learning to detect patterns and forecast needs.

04 Continuously learn and adapt.

Leveraging an intelligence feedback loop can turn everyday interactions into actionable insights, enabling agencies to proactively identify and address issues for more responsive, citizen-centered services.

Breaking barriers: Challenges to change

The path to intelligence-driven CX is fraught with systemic challenges:

Technology: Legacy systems lack real-time data integration and AI capabilities, leading to siloed platforms and limited insights

Culture: Teams are often trained for static reporting, not proactive decision-making, requiring a shift in mindset and leadership

Policy: Compliance frameworks can complicate data sharing across departments

Procurement: Slow procurement cycles hinder the adoption and scaling of innovation

Why it matters

Without strong CX strategies, systemic barriers like outdated tech, static culture, and slow processes - block the agility and insight needed to deliver meaningful, intelligence-driven customer experiences.

Making it real: Intelligence-driven CX in action

Effective intelligence-driven CX reshapes outcomes at both micro and macro levels:

Micro-outcomes:
Faster processing times, reduced call abandonment, and improved access for underserved populations

Macro-outcomes:
Interagency alignment, policy changes, and better mission delivery, such as improved health outcomes

From emergency to innovation: CDC's CX success story

During a national emergency, Maximus helped the Centers for Disease Control and Prevention (CDC) to modernize its public health outreach using an intelligence-driven customer experience strategy. As needs shifted, real-time feedback loops and advanced sentiment analysis worked behind the scenes to fuel continuous program enhancements, identifying critical trends and actionable insights. AI and automation streamlined interactions, reduced call volume, and saved $6.2 million. By leveraging intelligence-driven CX, the CDC was able to quickly adapt policies, simplify the delivery of critical health information, and expand access to services such as clinic scheduling and childcare. What began as a crisis response became a model for a smarter and more accessible public health communication program.

Start here: Three moves that change everything

To move from efficiency to intelligence-driven, agencies should:

01 **Unify data:**
Break down silos and create a centralized CX intelligence hub.

02 **Deploy AI:**
Use predictive tools to identify trends, anticipate needs, and support decision-making.

03 **Build governance:**
Establish a framework to ensure insights translate into action across programs.

These steps lay the foundation for intelligence-driven CX, allowing agencies to build upon existing systems, modernize incrementally, and align improvements to the mission.

Let's build it together

Intelligence-driven CX is more than a vision: It's an operational necessity. Maximus is ready to partner with you to deliver measurable results through mission-centered system design and advanced data intelligence.

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Contact Maximus to explore how your agency can turn CX insights into impact, moving your mission forward faster.

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