

Imagine the ultimate  
government experience.

MAXIMUS®



## Creating a new vision for customer engagement

The bar is now higher than ever for governments looking to improve their customer experience.

Today, people expect the same kind of engagement they receive from the world's leading consumer brands — in other words, fast, seamless, and personalized. To keep up with these elevated expectations, governments must transform their technology and operations to reimagine the customer experience.

### **Introducing GX by Maximus.**

#### **Expect more from your government experience.**

GX combines the tech innovations of the best customer engagement with a deep passion for the mission of government — and true compassion for those who need its help. The result is a unique approach designed specifically to help governments deliver effortless, satisfying experiences to the public they serve.

See how we're reinventing the government-customer dynamic today by leveraging human insight, domain expertise, and agility.

# A human-centric approach

## People always come first

For more than four decades, we've had one mission: helping government serve the people. In our view, customer engagement should be more than just a series of transactions. It should be a relationship with someone who instantly knows you and your prior interactions, and serves you when, where, and how you want — with a human element that always shines through.

## Engaging on their terms

While some engagement solutions seek to funnel everyone into digital services, GX looks at the entire customer journey. Because we have an in-depth understanding of the populations that government serves, and are empathetic to their needs, we're able to utilize the right channels for the right people at the right time.

That means the customer journey may employ mobile, automation, and AI to speed up access to critical services. Or it may utilize in-person visits or live phone chats for at-risk communities with more complex needs and fewer resources. Whatever the situation, GX ensures that processes adapt to people, not the other way around.

## Simple and automated

When it's easier for people to engage in services, it's more likely they'll satisfy program requirements. So we deliver tools people find familiar — like enrollment apps that let them quickly snap a picture to upload missing eligibility documentation. By continually refining this way, we make engagement faster, easier, and more relevant.



### CASE STUDY

#### Self-service increases engagement in Louisiana

Among the many engagement channels we operate, our multilingual Healthy Louisiana app reaches customers where they often are — on their phones — letting them compare and enroll in health plans, and search for and select providers.

26%

of Medicaid families (and growing) rely solely on mobile devices to access the internet.

2X

Digital enrollment in health plans has doubled in Louisiana since the app was introduced.

# Unmatched government expertise

## Improving agency engagement requires deep domain knowledge

Many things can detract from overall customer experience and user satisfaction — dated technology, limited consumer engagement expertise, bureaucratic silos. GX by Maximus is well-equipped to close these gaps.

## The experienced partner you need

Every day, we interact with tens of thousands of people on behalf of governments, identifying new ways to improve engagement across state and local agencies. Through these experiences, we've gained a unique perspective on what holds agencies back — such as an inability to view the customer holistically — and how to fix it.

## Unified customer engagement

Think about the person who sits on hold, repeating the same information over and over as they bounce between health and safety net programs. The solution? Provide truly unified customer engagement, across all channels and touchpoints, digital and human—with options offering 24/7 access so customers can engage when it's most convenient for them.

Unifying engagement allows information on all interactions to move with the user, so one channel can pick up right where another left off. With our GX approach delivering this level of integration, agencies can provide a seamless, multichannel experience that improves consumer engagement, enhances understanding and utilization of services, and increases satisfaction.

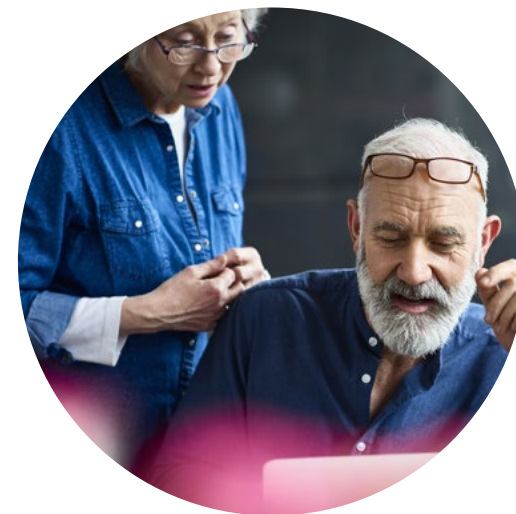
## Driving innovation in government

To transform agency operations, we invest in proven technologies and strategic partnerships. Because we don't believe in technology for technology's sake, or using the government for beta testing, we develop dependable, useful innovations such as:

- Mobile solutions to improve workflow and reduce paper-based documentation
- Virtual agents to deliver conversational, human-like experiences
- Robotic process automation to increase efficiency and free up workers for more strategic tasks
- AI to incorporate predictive learning into processes
- Highly automated chat and digital customer experience solutions

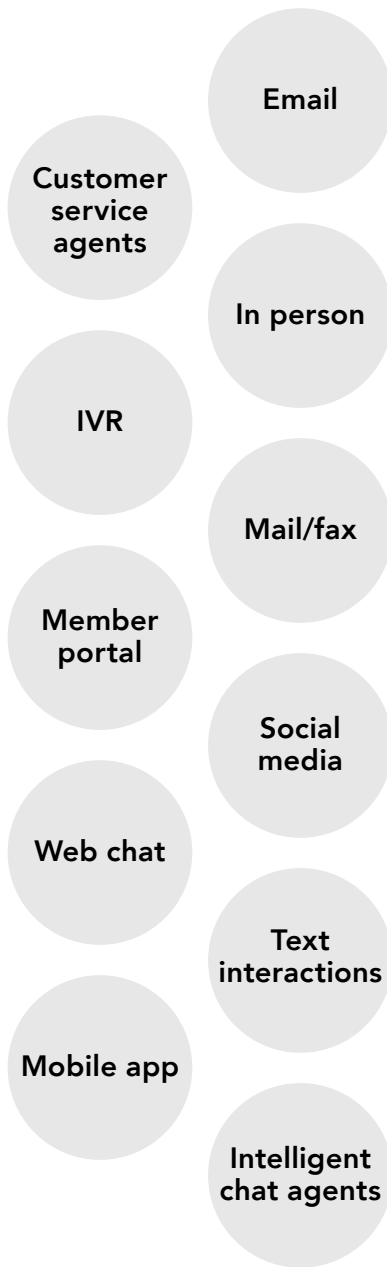
## Reducing the risks

Of course, digital transformation requires integrating new tools with existing systems, policies, and workflows. From our extensive work with federal, state, and local agencies, we know the real-world implications and how to minimize risk.





Our  
multichannel  
consumer  
support



CASE STUDY

**A unified customer experience in New York**

As part of the state's ambitious reinvention of its healthcare system, we took over responsibility for most customer engagement. Integrating eligibility and enrollment across 100+ plans statewide — including Medicaid, CHIP, and the individual marketplace — we've created a consumer-centric, analytics-driven experience that ensures "no wrong door" for a wide range of customers.

**6 million** beneficiaries served annually

**250,000** calls handled weekly

**5 of 5** average client satisfaction rating



## CASE STUDY

### At the forefront of the pandemic response

When people needed government services more than ever, Maximus was there, tackling surges in demand, providing a vital lifeline to millions, and relieving pressure on federal and state agencies coordinating testing and vaccines.

**2,500**

agents helping  
18 states meet  
the surge in  
unemployment  
claims

**1,800**

contact tracers  
and diseases  
investigators  
assisting states  
and large metro  
counties

**4**

days to launch  
outbound HHS  
call center  
notifying tens  
of thousands of  
their test results

## Agility and scale

### The benefits of a strong customer experience infrastructure

With limited personnel and consumer engagement expertise, many state and local governments find it difficult to keep pace with the rising expectations of consumers and employers. GX by Maximus provides agency partners with increased agility and scale to address constituents' needs as they arise — even during a pandemic — and continuously evolve agency capabilities.

### A more flexible, scalable workforce

With Maximus augmenting your workers, you can easily meet user demands and quickly reconfigure staff as needs change. Count on us to screen, hire, train, retrain, and cross-train so you can:

- Reduce or eliminate backlogs
- Pivot existing workers to higher-value functions or new challenges
- Better meet customer service goals

### Self-service efficiencies

By reducing processing times and labor-intensive tasks, our digital self-service and automation tools can help you operate more efficiently, while giving your customers easier access to information and services. Over the long-term, this increased level of self-service can lead to greater self-sufficiency, reducing program costs.

### Achieve bigger outcomes with GX by Maximus

Our primary aim with GX is not to help you reach the interim goals of your service-level agreement, such as answering phones faster (though we certainly do that). Rather, it's to help you realize the ultimate goals of your HHS program, such as improving health or accelerating employment. We do this by creating simple, empathetic experiences that increase the likelihood people will engage with your agency's program before their problems snowball.



### How we help you reach your goals

The key is bringing all the pieces of the puzzle together — including case management, care management, and assessments. With this holistic view of the customer, agencies can use tools like AI and analytics to anticipate needs and respond proactively — for example, by enrolling people in disease prevention programs sooner.

The result of this more agile approach? People become more involved in their health, as well as their employment, housing, and child care needs. Agencies can get participants into (and out of) much-needed programs faster. And governments can significantly reduce costs, increase program effectiveness, and improve overall outcomes.



### Learn more about GX by Maximus.

Consumer expectations are not only increasing but continually changing. Partnering with Maximus can help you stay one step ahead.

GX by Maximus. Expect more from your government experience.

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