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How Intelligent Virtual Assistants
Enable Better Citizen Engagement

Wednesday, September 16, 2020

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Bruce Caswell
President and CEO
Maximus

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Welcome

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- Please join us for part-two of this webinar series:
  - **Future-proofing Government Contact Centers Using Intelligent Virtual Assistants**
    - Date: **September 30** | Time: **11am PT / 2pm PT**
    - Visit **maximus.com/webinars** to register

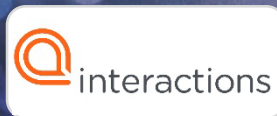@Maximus_news   #MaximusWebinarSeries

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Today's Presenter

Andy Beamon

Senior Vice President
Engagement Center Solutions and
Services
Maximus Federal

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Today's Presenter

Jim Freeze
Chief Marketing Officer
Interactions

Over the last year, which of these has changed the most about your contact center strategy?

- Number of live agents
- Self-service channels and expanded usage
- Contact center hours
- Technology and telco infrastructure
- Nothing / remained the same

Poll Question

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2020 has been a challenging year to serve the citizen

- Massive agent migration to a work-from-home setting

- Government programs Continuity of Operations Planning (COOP) struggled to ensure continuous performance during unprecedented times

- Work-from home agents challenged with virtual workspace environments and technical requirements necessary for a seamless ramp-up with little to no disruption in service

- Engagement centers overwhelmed with rapid-to-deploy technologies to meet new requirements
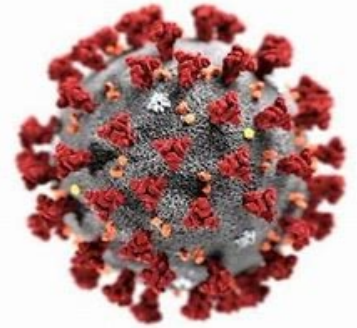
- New government programs, because of the pandemic, have increased citizen assistance demand and prioritization

- Digital channels did not absorb the increases in call volumes - ~60% of citizens interacting with digital channels still make phone calls, since the pandemic that number is even higher

- Increased Unemployment Insurance (UI) benefits has put wage pressures on hiring and retaining customer service representatives

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- Facilities closed or socially-distanced means long-term agent capacity challenges

- Remote training and nesting of new agents results in quality degradation and higher agent attrition

- Caller sentiments and analytics collected to improve Citizen Engagement are harder to capture outside of the engagement center

- Home distractions and background noises can have a direct impact on customer experience and with agent productivity and availability

- 24x7 availability is becoming a citizen expectation with more of the public working from home, but costly to deliver with additional agents

Citizen engagement has deteriorated as engagement centers are working hard to adapt to the "new normal"

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- Public Sector Agencies have pivoted to Innovation and Turnkey solutions to support overwhelmed engagement centers with remote home-based agents

- Artificial Intelligence, Automation and Bots are enabling better Citizen Engagement through digital transformation

- The engagement center dominion, traditionally occupied by the Interactive Voice Responses (IVR), has become a strategic area to enhance Citizen Engagement

- Migrating IVRs to an Intelligent Virtual Assistant (IVA), not only provides an additional workforce, but also opens the art of the possible to better Citizen Engagement

The way forward
to address our new normal

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What Intelligent Virtual Assistants (IVAs) look like and why it matters

Intelligent Virtual Assistant (IVA) Transforming Customer/Citizen Engagement

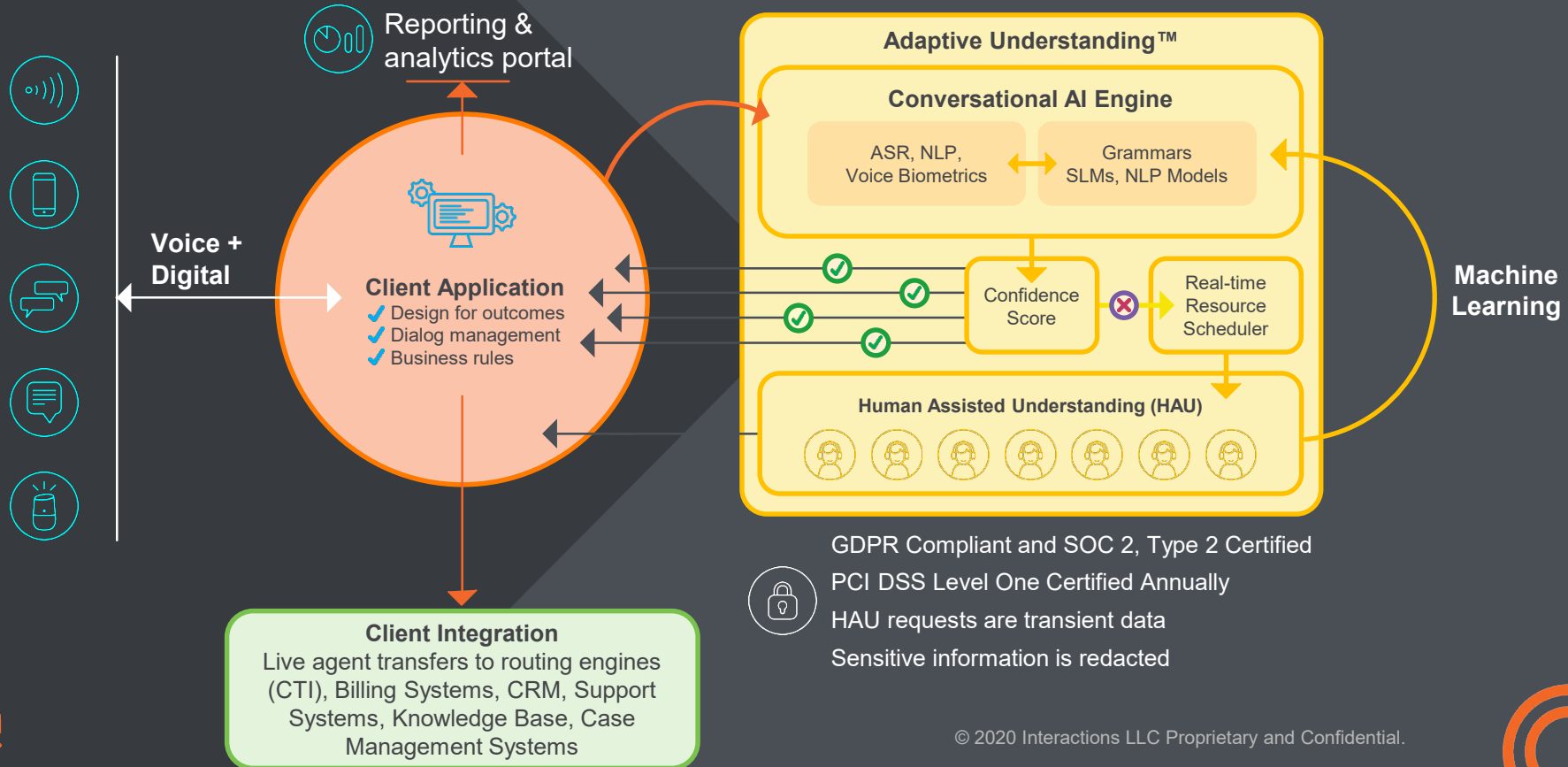**From *frustration* and *containment*...**

To *engagement* and *delight*!

OLD WAY—IVR

For billing: **PRESS or SAY 1.**
For support: **PRESS or SAY 2.**
For hours of operation: **PRESS or SAY 3.**

OUR WAY—CONVERSATIONAL AI

How may I help you?

INTERACTIONS INTELLIGENT VIRTUAL ASSISTANT (IVA)

IVA Platform

Reporting & analytics portal

Voice + Digital

Client Application
- ✔ Design for outcomes
- ✔ Dialog management
- ✔ Business rules

Adaptive Understanding™

Conversational AI Engine

ASR, NLP, Voice Biometrics

Grammars SLMs, NLP Models

Confidence Score

Real-time Resource Scheduler

Human Assisted Understanding (HAU)

Machine Learning

Client Integration
Live agent transfers to routing engines (CTI), Billing Systems, CRM, Support Systems, Knowledge Base, Case Management Systems

GDPR Compliant and SOC 2, Type 2 Certified

PCI DSS Level One Certified Annually

HAU requests are transient data

Sensitive information is redacted

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Misconceptions About AI and Impacts on Humans

- Consumers won't use AI-based virtual agents –
  - Research and actual experience suggests that if the IVA is effective and quick, consumers/citizens embrace them

- IVAs sounds robotic and creepy
  - Increasingly, IVAs use real human voices and are highly conversational

- IVAs are all about eliminating jobs
  - AI needs humans and humans need AI – they are highly complementary

- Agents hate and are threatened by IVAs
  - To the contrary, agents embrace IVAs once they experience the extent to which they remove the mundane from an agents worklife

IVA Trends and what's happening in the contact center

Key Trends In The Contact Center

- The dreadful state of CX at most companies/agencies is leading the need to differentiated on the basis of experience*

- Adoption of AI is at the heart Digital Transformation initiatives and the number one use case is customer service

- By 2023, 70% of consumers/citizens will prefer to initiate self-service via voice, up from 40% today *

- Consumer preference for voice as a preferred channel of interaction in growing for all generations, especially Millennials and Gen Z**

- AI is showing a positive effect on daily working experience***

- 84% of businesses say implementing AI "at scale" in their organization is necessary to be successful over the next 3 years****

*Source: Gartner - by the year 2020, customer experience will overtake price and product as the key brand differentiator
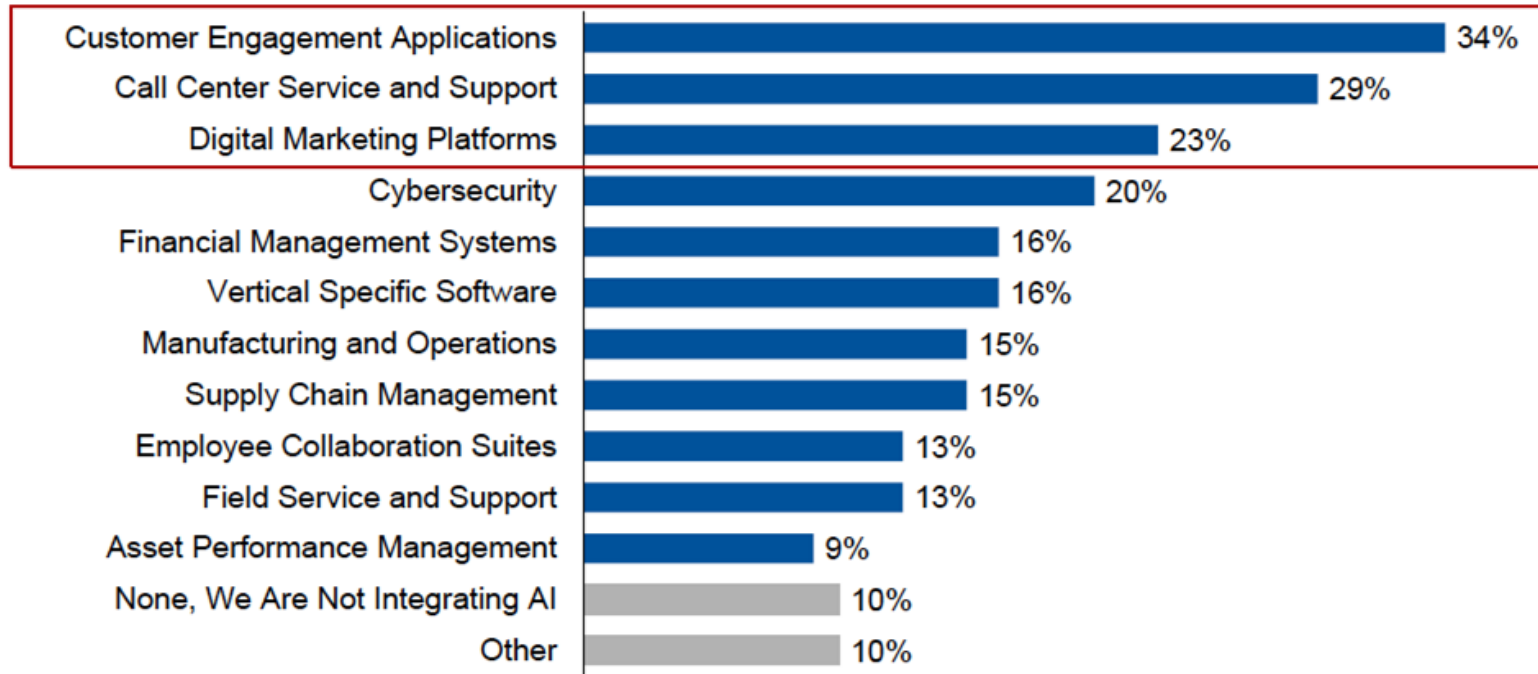 **Source: Interactions Harris Survey, 2018
***Source: **Cray AI Report
****Source: Forbes

Top AI Use Cases - IVAs

Top AI Use Cases - IVAs

Use Case	Percentage
Customer Engagement Applications	34%
Call Center Service and Support	29%
Digital Marketing Platforms	23%
Cybersecurity	20%
Financial Management Systems	16%
Vertical Specific Software	16%
Manufacturing and Operations	15%
Supply Chain Management	15%
Employee Collaboration Suites	13%
Field Service and Support	13%
Asset Performance Management	9%
None, We Are Not Integrating AI	10%
Other	10%

CX!

Gartner.

IVRs vs. IVAs:
Negatives and Positives

The Challenges of IVRs/Speech-enabled IVRs…

From *frustration* and *containment*…

OLD WAY—IVR

For billing: **PRESS or SAY 1.**
For support: **PRESS or SAY 2.**
For hours of operation: **PRESS or SAY 3.**

- They direct dialogue (i.e. they present menus of options to direct callers, leading to frustration)

- They often don't understand (e.g. "I didn't get that")

- They are designed to prevent callers from getting to agents (i.e. "containing the caller")

- They assume they know why a caller is calling (i.e. it much be one of five menu options)

- They disengage consumers/citizens

- Consumers/Citizens hate them (i.e. terrible customer/citizen experience)
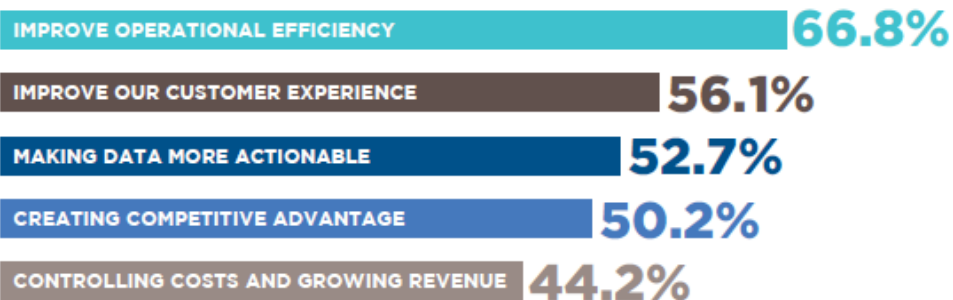
The Benefits of IVAs…

- Engages consumers/citizens by allowing them to speak in their owns words to resolve issues

- Improves agent experience by automating data-driven or mundane tasks that would otherwise bog agents down

- Reduces agent churn by making their job easier

- Improves customers/citizens' experience by automating/routing answers to question, 24 by 7

- Reduces operating expenses through automation

To *engagement* and *delight*!
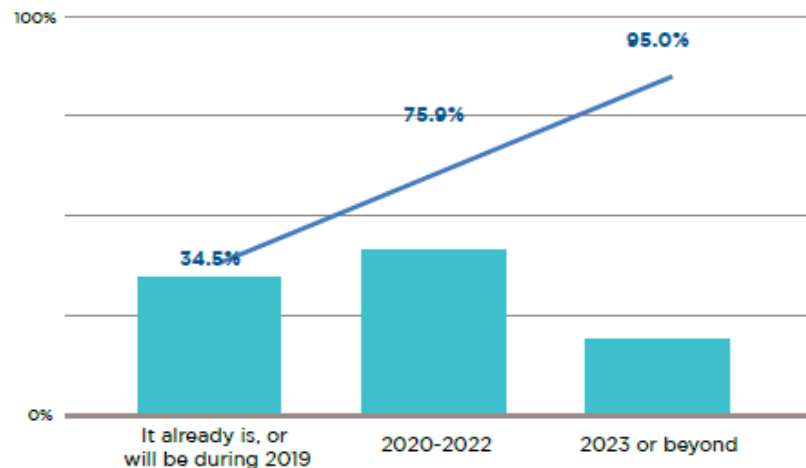
The State of Enterprise AI Adoption, *Cray 2019*

The Leading Positive Impacts of AI Adoption

- IMPROVE OPERATIONAL EFFICIENCY — **66.8%**
- IMPROVE OUR CUSTOMER EXPERIENCE — **56.1%**
- MAKING DATA MORE ACTIONABLE — **52.7%**
- CREATING COMPETITIVE ADVANTAGE — **50.2%**
- CONTROLLING COSTS AND GROWING REVENUE — **44.2%**

TOP THREE CRITICAL CHALLENGES TO AI IMPLEMENTATION

1. COST (based on the cost of infrastructure, talent and application development)
2. LACK OF TECHNICAL EXPERTISE
3. TIME TO VALUE

WHEN DO YOU THINK THAT AI WILL BECOME A "CRITICAL TO BUSINESS" CAPABILITY TO YOUR ORGANIZATION?

- It already is, or will be during 2019 — 34.5%
- 2020-2022 — 75.9%
- 2023 or beyond — 95.0%

Citizen Engagement (CX) focused on digital transformation

OLD WAY

NEW WAY

OLD WAY	TECHNOLOGY	NEW WAY
CONTAIN & DEFLECT	TECHNOLOGY GOAL	DELIGHT & ENGAGE
CALL CENTER	WHAT	ENGAGEMENT CENTER
CITIZEN SUPPORT	PURPOSE	FRICTIONLESS CITIZEN JOURNEY
IVR	TECHNOLOGY	IVA with CONVERSATIONAL AI
ROBOTIC, TIME-CONSUMING & LIMITED	CITIZEN EXPERIENCE	TIMELY, EFFICIENT & HUMAN
FRUSTRATION	CITIZEN SENTIMENT	SATISFACTION
TYPICALLY HIGH	AGENT CHURN	EFFECTIVE IVAs NEVER CHURNS
HIGH	COST OF HUMAN CX	EXTREMELY COST-EFFICIENT

Post-Pandemic: New Priorities

We believe that a new set of enterprise/agency priorities are surfacing as a result of what we have all experienced during the COVID-19 pandemic. These priorities and mandates include:

- Accelerated digital transformation initiatives

- Increased need for automation and self-service

- Increased focus on AI solutions for customer service

- Improved business continuity planning

- Implementation of solutions that do not rely on the availability of human labor

INTERACTIONS' POINT OF VIEW

- Consumers/Citizens want effective self-service, not the frustrating experience that most companies/agencies deliver (typically IVR or speech-enabled IVR)

- The inability of a traditional IVR to deliver true self-service drives consumers to "zero out" to get to an agent – this consumer behavior is NOT driven by the desire to talk to a human, but consumers/citizens' experience that IVRs rarely enable them to get answers to questions

- Consumers/Citizens are open to using new methods or technologies to get answers to questions provided that they are effective

- Our experience and research suggest that consumers/citizens are increasingly comfortable with AI-based virtual assistants, provided that they are effective

- The use of AI-based IVAs for self-service/automation is accelerating, with improved consumer/citizen experience as a primary goal

Agencies that embarked on the IVA journey are reaping the benefits

Some Agency's customers have increased the number of voice channel self-service use cases with our IVA and are given the option to redirect to other digital channels instead of speaking with a live agent.

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Citizen Engagement is back
on the rise with customers using an IVA!

- Consistent citizen experience with every call

- CSAT scores 30% higher with an IVA than live agents

- ~70% citizens choose to authenticate with an IVA, unlocking numerous self-service opportunities

- Complete call containment on the rise as ~60% of citizens listening to some FAQs are satisfied and don't need to speak with an agent

- IVA is reducing call Average Handle Times (AHT) by taking on authentication, script reading, and passing CTI call data; so the human agent picks up the conversation where IVA left off

- IVA is integrated with client CRM using standard API's to create a "custom tailored" Citizen Experience

- Voice of the customer is better understood as citizens speak in their own way instead pushing a touch tome button in an IVR menu tree

- IVA built to execute 230+ tasks previously handled by LIVE agents

- IVA enables client's digital solutions (web, chat, e-forms, etc.) by text, e-mail and SMS

- IVA is integrated with survey platforms to provide valuable Citizen Engagement data

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Q&A

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webinars@maximus.com

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