

MAXIMUS®

How Intelligent Virtual Assistants Enable Better Citizen Engagement

Wednesday, September 16, 2020

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PROPRIETARY



Bruce Caswell

President and CEO
Maximus

Welcome

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- After the webinar, you will receive an email with a link to the webinar slides and recording
- 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**
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Today's Presenter

Andy Beamon

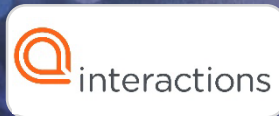
Senior Vice President
Engagement Center Solutions and
Services
Maximus Federal



Today's Presenter

Jim Freeze

Chief Marketing Officer
Interactions



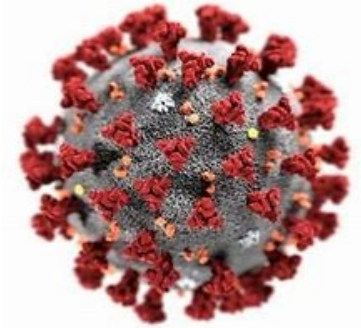
Over the last year, which of these has changed the most about your contact center strategy?

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

Poll Question

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



- 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”



- 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

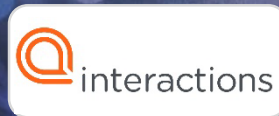
The way forward to address our new normal



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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.



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 tone 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

Q&A

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Coming up next in the series:

Future-proofing Government Contact Centers Using Intelligent Virtual Assistants

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