

# Flexible, Scalable, Omnichannel Customer Service

*Citizen Journey Platform, powered by Genesys*

The right customer engagement platform can enable state agencies to reach people the way they prefer and provide self-service options that streamline and enhance their experience with government programs. States with flexible citizen engagement tools are able to better pivot to surges in demand for services, avoid backlogs and program integrity setbacks, and get help to individuals and their families effectively and efficiently.

The time to modernize your call center is now. Transform your customer experience with the Maximus Citizen Journey Platform to deliver enriched omnichannel engagement.

## Harnessing world-class cloud technology

Leveraging Amazon Web Services cloud and microservices technology, our Citizen Journey Platform provides greater flexibility, system scalability and deeper cost-savings. Genesys Cloud benefits include:

**Responsive** – Built for evolving program needs, our cloud-based platform seamlessly responds to fluctuating call volumes. No more costly procurement and lengthy hardware configuration. Responsive for short-term peaks and long-term call volume estimations.

**Consistent** – Genesys Cloud delivers citizens a true omnichannel experience. Integrated contacts across e-channels and calls. Consistent engagement for customers as they move between selected channels and an agent.

**Integrated** – Agents can communicate with supervisors and team members using chat, shared files, discussion threads, and team monitoring to maximize collaboration and productivity for improved customer engagement.



**Trustworthy** – Built on microservices architecture, the cloud-managed services significantly reduces downtime and limits impact across the platform. Its “self-healing” application resolves incidents prior to impact and spans multiple availability zones for active-active failover — so that even in a disaster, your customers can reach an agent ready to assist them.

**Empowered** – With roles-based access, managers can make simple modifications themselves without programmer assistance. Managers can modify hours, adjust for holiday settings, activate emergency mode, and update up-front messaging in real-time, so customers can get up-to-date information quickly.

**Real-time alerts** – Supervisors can configure real-time on-screen, email or SMS alerts for queues or agents reaching predefined thresholds to respond quickly. This proactive monitoring facilitates staff reassignments to avoid customers waiting.

## Trusted to deliver innovative program outcomes

Maximus brings decades of expertise in reaching and engaging dynamic populations about their benefit options. We partner our knowledge with innovative technology solutions and advanced business process management tools, to consistently achieve new efficiencies for government programs.

# An all-in-one platform: Citizen Journey Platform, powered by Genesys

## ENHANCED FEATURES

### Outbound dialing

Drive coordinated outreach, based on automation and agent availability, for effective customer engagement

### Forecasting & scheduling

Automatic data collection allows for accurate forecasting and scheduling, and real-time insight and monitoring to meet service levels

### Self-service IVR

Self-directed caller options, with or without speech recognition, give customers the information they need, exactly when they want it

### Voicebots

Provide callers a natural self-service experience using language processing and predictive routing powered by AI

### Omnichannel reporting

Contact center metrics in one place — for every channel, agent, and location — provides a holistic view of CX that empowers performance and customer satisfaction

### CRM & HR integration

Real-time systems integration to personalize IVR and online self-service channels, delivering quick authentication and contact lookups for better customer response

### Performance monitoring

Voice, IVR, and enhanced screen recording options allow quality and compliance monitoring and continuous performance improvements

## STANDARD FEATURES

### Voice services

A fully hosted, networked, IP/PBX telephone and softphone platform empowers operations. Office-based and remote teams seamlessly work together

### Quality & compliance

Ensure quality and compliance through quality management, skills assessment, and performance management.

### Surveys

A configurable web-user interface designs, tests, and publishes surveys

### Automated customer callback

Improves the customer experience when hold times are higher, allowing the caller to keep their place in line. When an agent is free, the system connects them to the customer.