

Fourth local government forum focused on Genesys Cloud CX



Key takeaways

The discussion moved from challenges to CX planning and execution examples

“We launched five bots in four months, which shows how easy Genesys Cloud is to use. We cut one process from nine minutes to two.”

“We’ve been using Genesys Cloud for four years. I learned loads of amazing stuff I never knew we could do, like deflecting FAQs.”

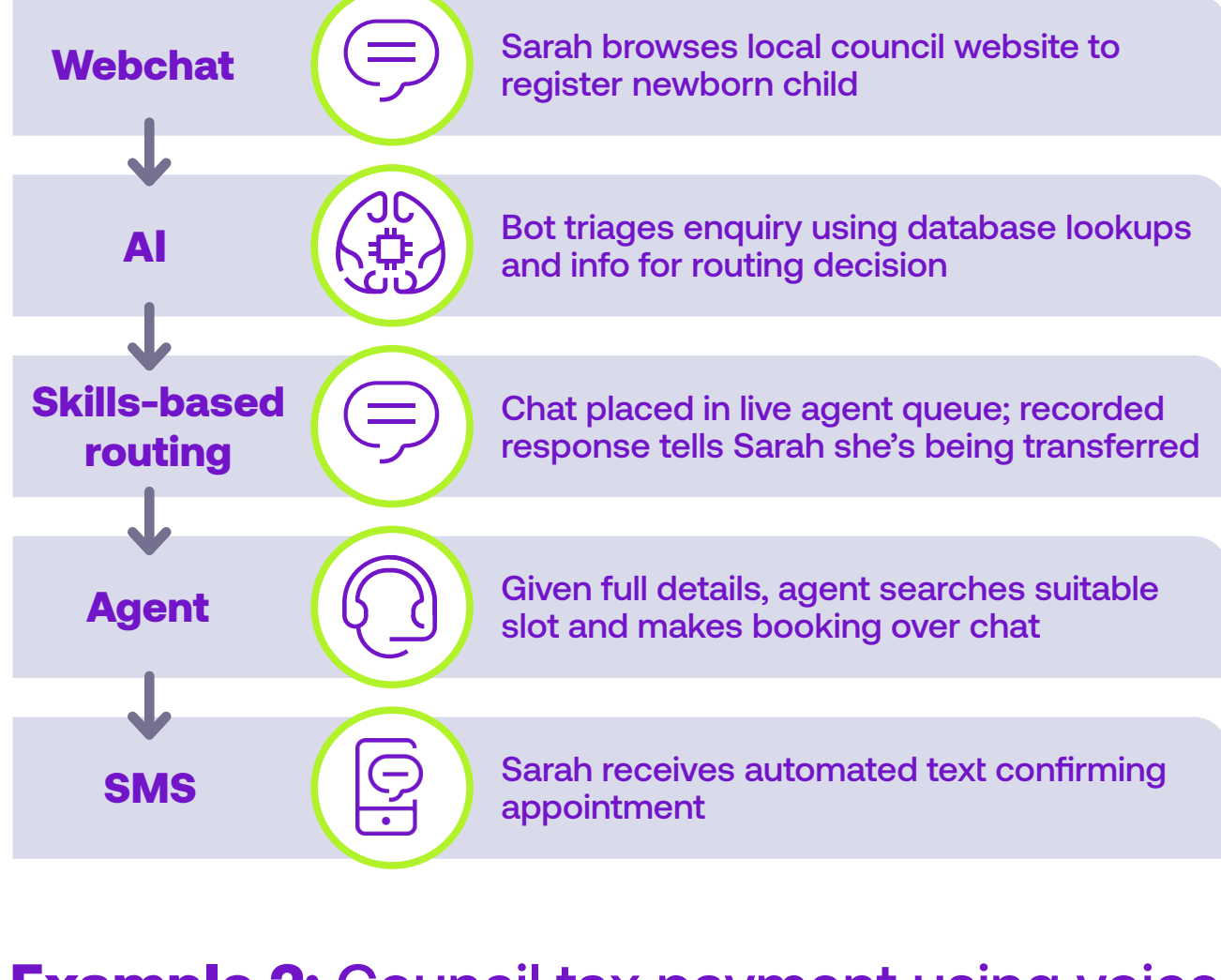
“Our website is pretty old. Discovering we could launch chat messaging by adding a few lines of code in Genesys Cloud was a real eye opener.”

Two Genesys Cloud CX solution scenarios

All-in-one omnichannel platform using predictive technology to interact at precise points in customer journeys to help move them down the path to purchase, co-browse with visitors to get results, escalate chat seamlessly into a screen-sharing session, and actively guide your customer to a quick resolution.

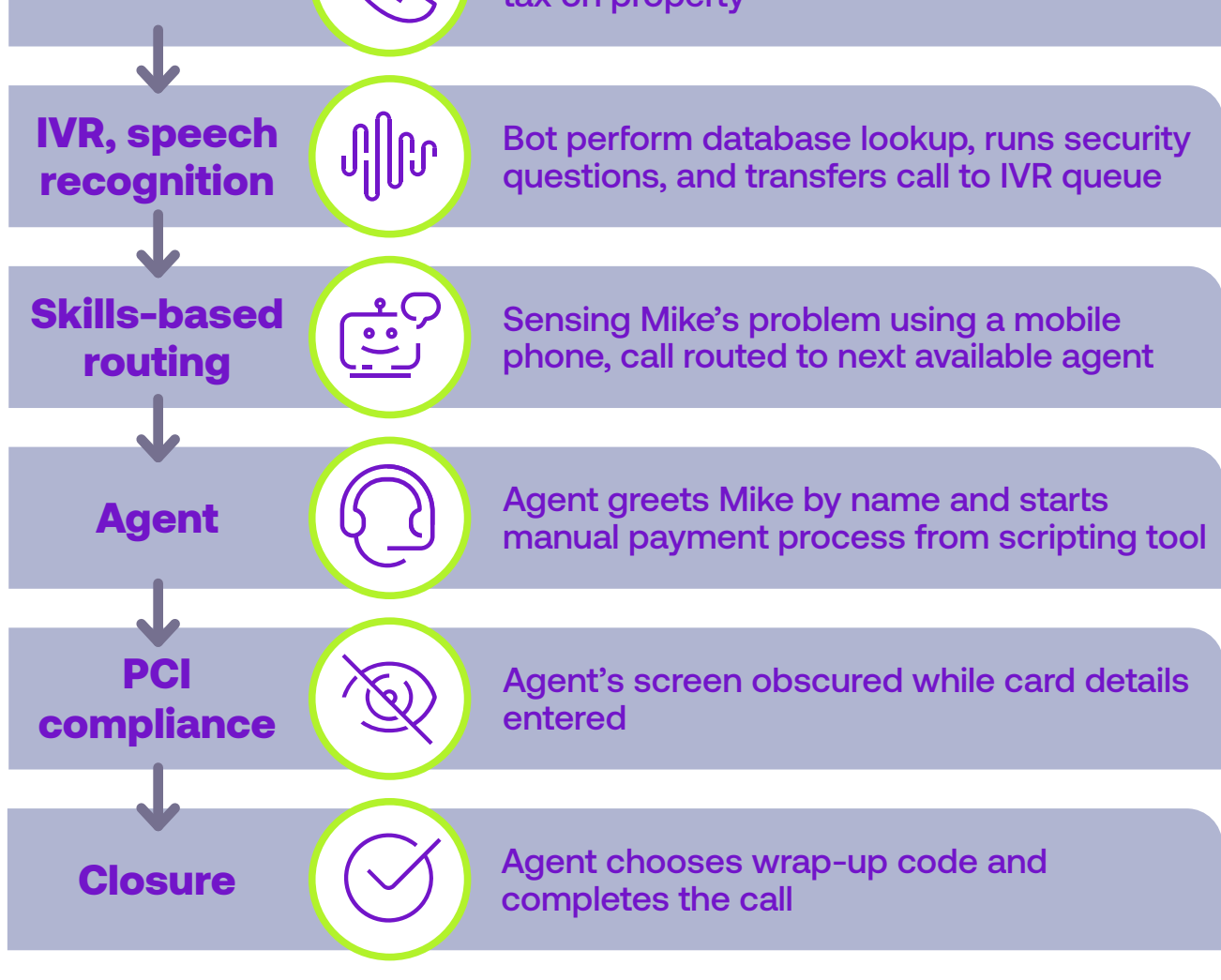
Example 1: Child registration using web messaging, with less customer effort and reduced time to serve

The first sequence we’ll see is a simple citizen self-service transaction starting on the council’s website, transitioning to a live agent, then automatically making a vital appointment.



Example 2: Council tax payment using voice integration, with quicker time to revenue and avoiding a customer complaint

The second sequence shows a citizen calling the council and encountering an IVR problem. That’s quickly fixed, a PCI-compliant payment is enabled, and everyone’s happy.



Genesys Cloud CX audience contributions

As the audience revealed, the above and other easily-explained scenarios show how Genesys Cloud CX with its full suite of APIs and integrations offers innovative ways to reduce contact centre queues, improve first-call resolution, and create happier customers enjoying more enriching experiences.

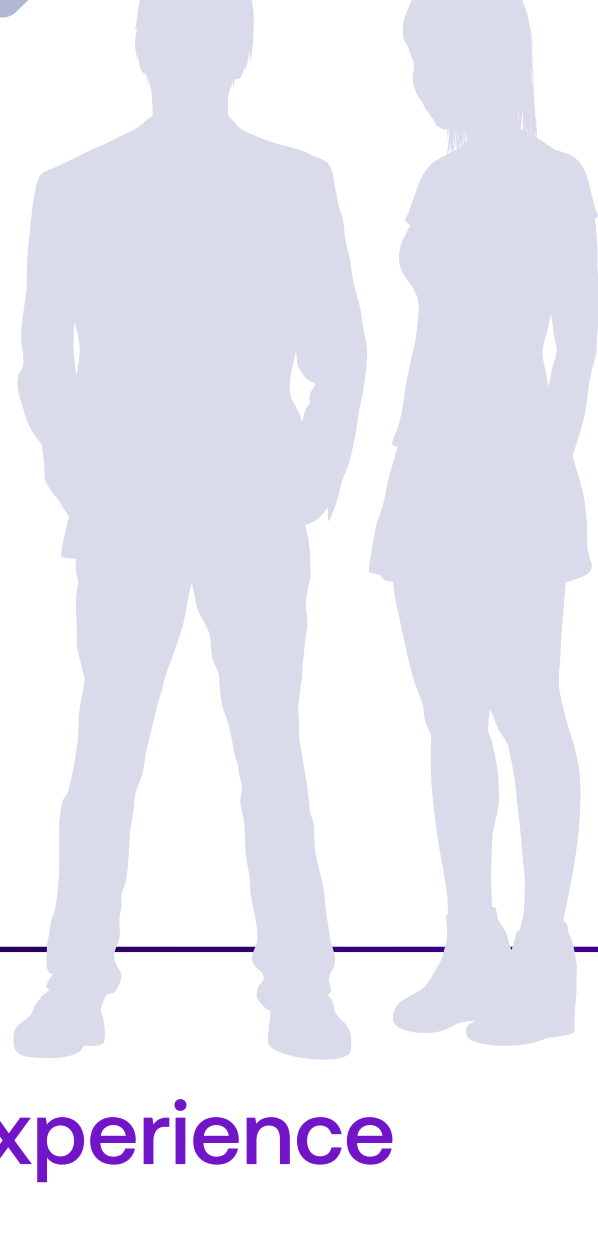
“Social care’s always been a problem especially during the night. The right bots provide crucial information while avoiding the need for a member of our team to get out of bed at, say, 11.00 p.m. to address a routine matter.”

“School admissions is another area where a simple lookup through taking a postcode provides catchment information and saves a call to an agent who might be busy with more pressing matters.”

“We’ve got tech champs for new bots. People who test the functionality, give us feedback on its logicity and advise on how we can make it better, more intuitive, and more user friendly.”

“As some of our people are starting to come back into the office, while others are still working from home, our IT helpdesk is using bots to help staff manage office equipment, which makes them more productive.”

“We’ve created a self-serve password reset, which securely talks users through the steps needed. Finding it really useful, we built out the API side and have started connecting into new systems.”



How Kerv Experience can help.

For the second year running **Kerv Experience** (previously Foehn) has been named EMEA Cloud Partner of the Year by **Genesys**, the global leader in **cloud customer experience** and **contact centre solutions**.

We’ve helped local councils and public sector organisations accelerate their digital plans during the crisis. Whether developing financially sound cloud roadmaps, simplifying adoption, or driving EX and CX innovation.

Get in touch today to arrange a no-strings demo of Genesys Cloud CX.

Sign up to join our virtual local government forum.