

# Digital citizen experience isn't the future – it's already arrived.



A lively,  
well-informed  
debate with  
**15**  
local councils.



## Key takeaways from third Kerv Experience local government forum.

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Digital CX strategies are gathering pace as hybrid working becomes business as usual.

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“We'd like to integrate Genesys and MS Dynamics platforms, so we've got all customer data from website and contact centre interactions in one place.”

“We're looking to bring one of our contact centres back in-house, using AI and chatbots to help deal with those initial transactional enquiries.”

“An AI use case that we're about to deploy is introducing bots for registering births, deaths and marriages.”

## Five hot topics from the LG forum.



## Leveraging digital and AI for better local government CX.

“We're doing a lot of call listening. Many simple queries that add no value to the customer keep coming back time and time again.”

“If we could get AI to predict where the conversation is going that would help improve the customer experience.”

“Let's try and push demand to where it should be. Why haven't we got answers on our website first?”

“Website content management is completely separate from where we house our chatbot data. That's one of the things we're addressing to help reduce unrecognised customer intents.”

“The reason we're using a bot is to apply a sticking plaster to an underlying service that could be better.”

“We're trying to reduce the number of email addresses and portals, so the customer can get answers faster.”

“We've automated registration for COVID testing across 30 sites, seven days a week. We push massive volumes through there.”

“Our FAQs are quite complex, so we started trialling bots for school admissions. I've been surprised feedback has been so positive.”

“The number of touchpoints for highways enquiries can be horrendous. Lack of integration between our four legacy systems makes it harder to follow customer journeys.”

“Asking a customer to complete a web form may improve the process, but not for us. Especially if the back office part relies on someone retyping that data into another system.”



## Local government forum thoughts on channel mapping for Genesys Cloud.



**Predictive engagement:** Use advanced AI to engage website visitors at the right moment – and with the right resources and actions.



**Chat and voice bots:** Genesys Dialog Engine Bot Flows orchestrate native and third-party bots along the customer journey to create exceptional experiences.



**Genesys Agent Assist:** Reduce the time agents spend searching for answers with personalised recommendations and next-best action guidance.



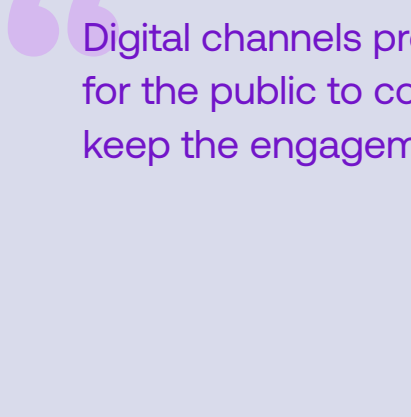
**Workforce engagement:** Analyse performance and spot top performers' skills, knowledge and behaviours. Use data to better match employees to situations.



**Speech and text analytics:** Native speech and text analytics employing natural language understanding, transcription, sentiment analysis and topic spotting to identify key events.

Genesys all-in-one digital capability suite – enhanced with bots and predictive artificial intelligence (AI) – lets employees and customers engage in seamless conversations across chat, email, text and social media channels.

## Future matters.



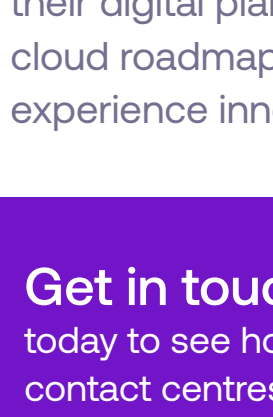
“We cannot simply wait for COVID to be over. We need to act sustainably now.”

“Digital channels provide new ways for the public to contact councils and keep the engagement going.”

“29% of responders used AI speech-enabled IVR in a recent Genesys survey.”

“AI and automation improve first contact resolution and release agents for more complex enquiries.”

Looking to the future in everything it does, Genesys is committed to accelerate innovation in the CX market with over \$1.3 billion in revenue and annual R&D spend around \$200 million.



## 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 many local councils and public sector organisations accelerate their digital plans during the crisis. Whether that's developing financially sound cloud roadmaps, simplifying adoption, or driving employee and customer experience innovation.

### Get in touch

today to see how to turn transactional contact centres into transformation engines.

### Sign up

to join our virtual local government forum.