

# The role of AI in local government: Leveraging technology while reducing costs



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

### Balancing AI efficiency with human empathy

The forum brought contact centre leaders, practitioners and technologists together to share first-hand observations and learnings.

The business case for enabling citizens to self-serve is more compelling than ever, thanks to advances in AI, open APIs and web platforms. Yet, that doesn't mean every single interaction should be automated.

**So, how do you decide when to apply a slower expensive human touch versus a faster more efficient AI solution?**



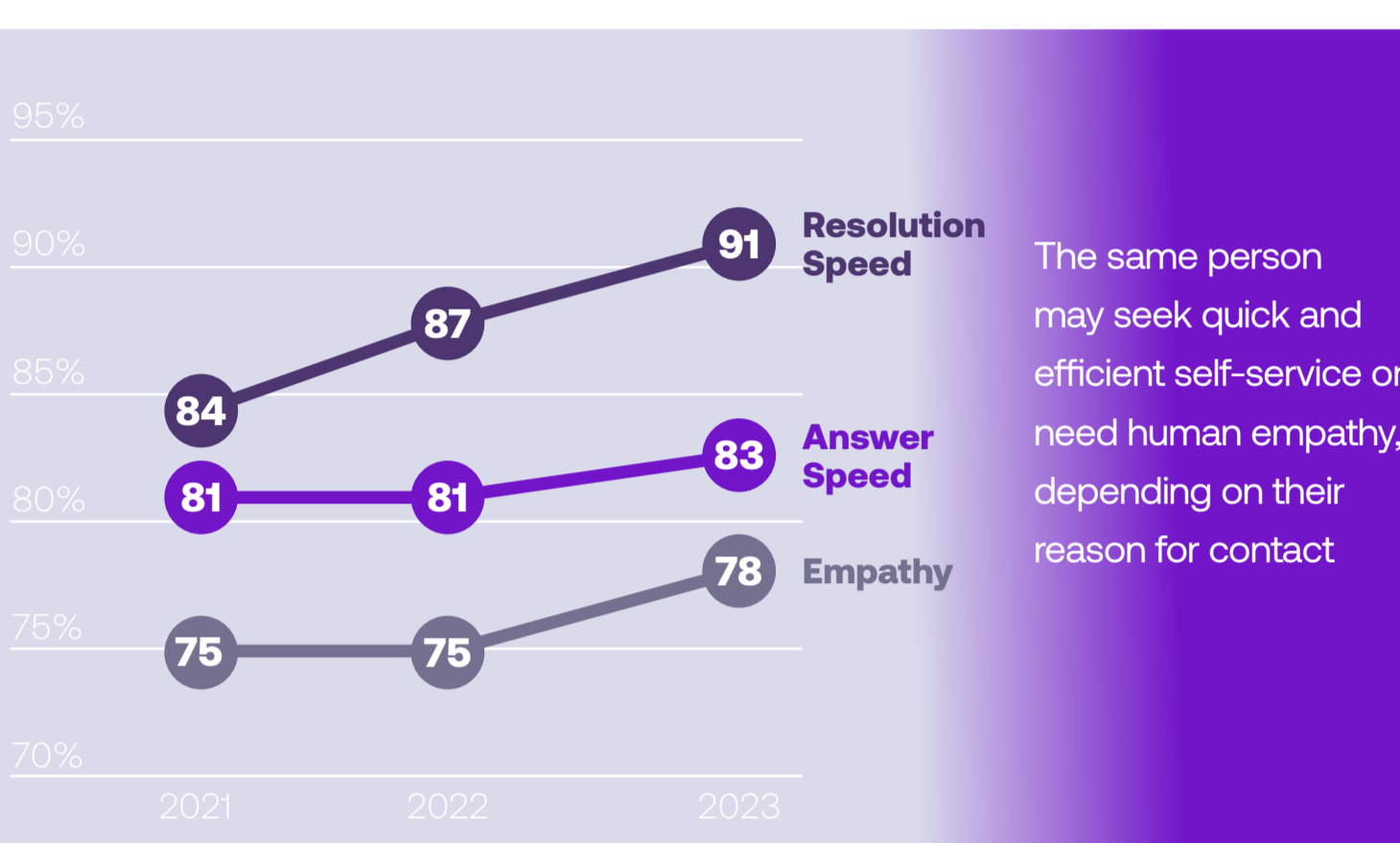
**Time-to-deploy**



**Implementation costs**

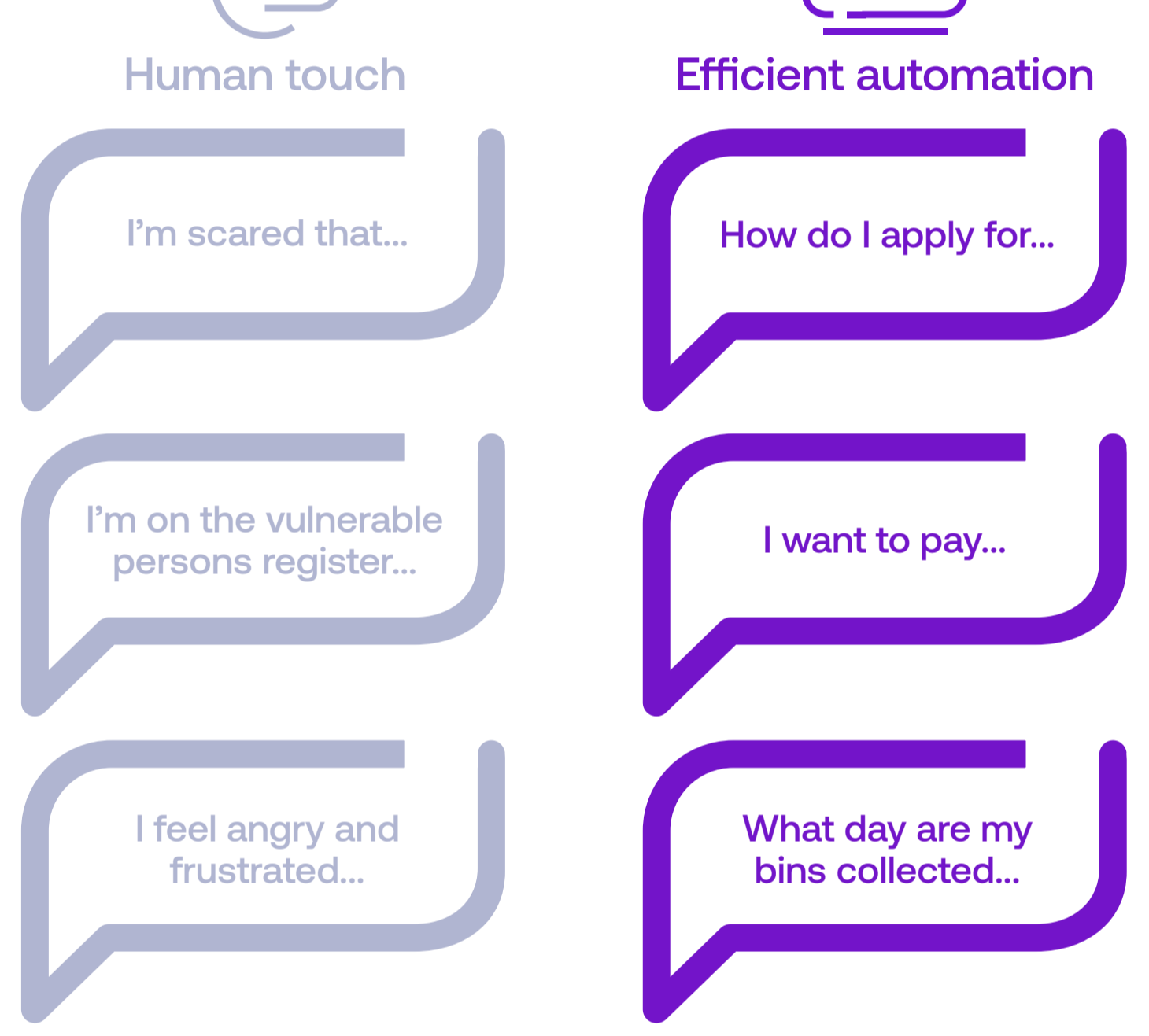
### What customers are saying?

A Shep Hyken survey revealed speed of answer and resolution as the two highest service expectations among customers, with empathy ranked next.



### Identifying those interactions that need the human touch

AI-powered bots detect customers' intent and if they are struggling, for example, with self-service or completing a web form.

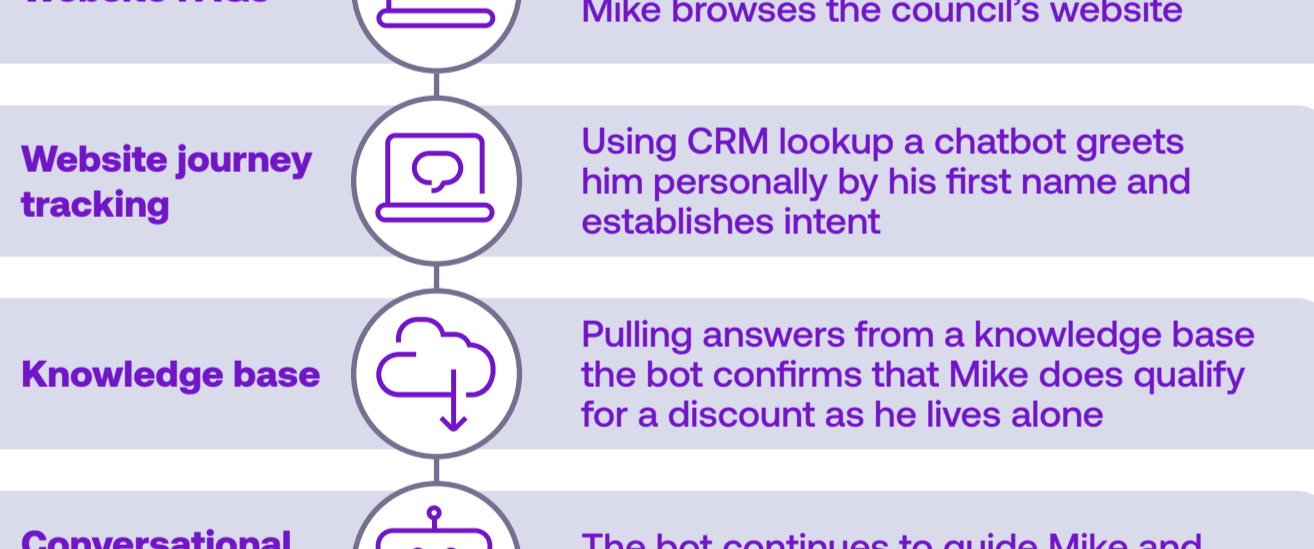


### Two local government AI scenarios

Picking out response keywords, like the examples above, Genesys AI solutions quickly re-prioritise and re-route contacts to agents highly-skilled in dealing with complex and emotional situations. Other contextual data, such as customers with low survey scores, outstanding complaints or financial arrears, might also be included when making decisions to route customers from self-service to a live agent.

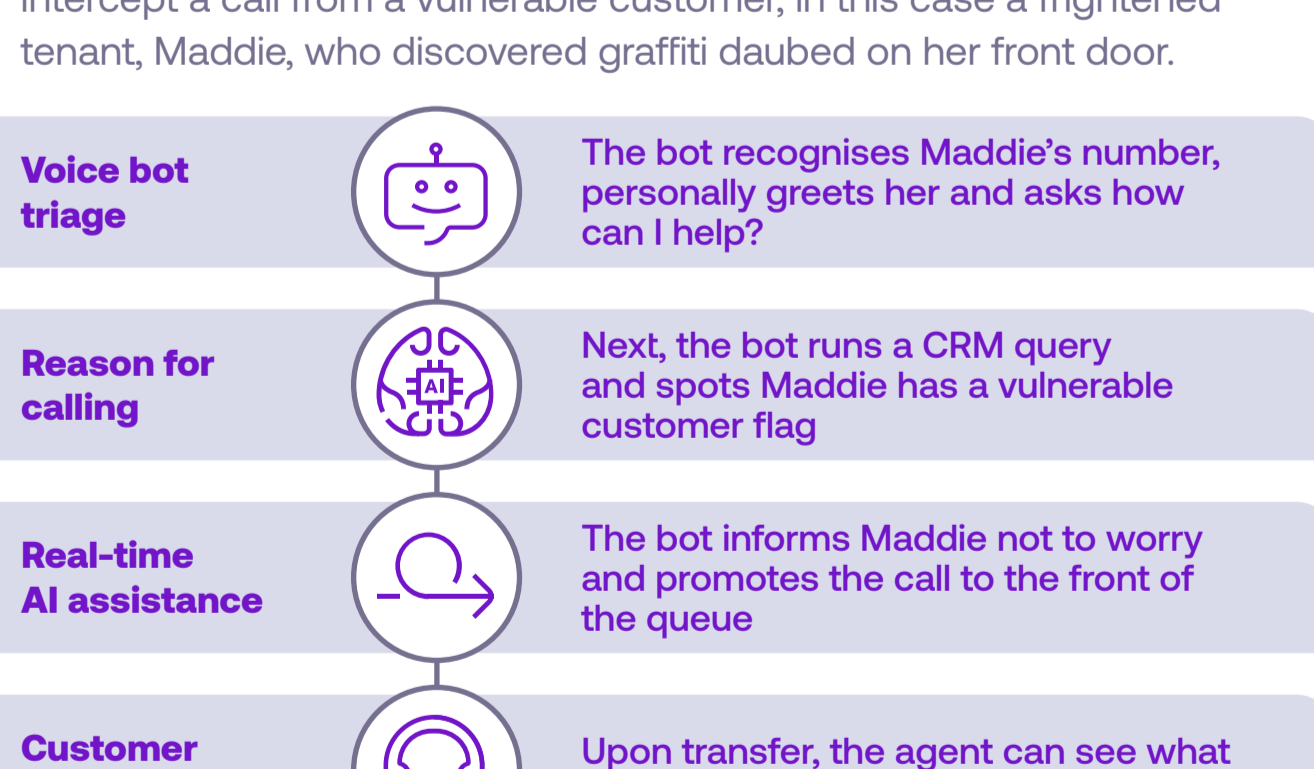
#### Council Tax registration

The first sequence combines four Genesys AI capabilities, helping Mike confirm his financial liability and register, without ever needing to leave self-service.



#### Anti-social behaviour reporting

The second AI-enabled sequence shows how Genesys might intercept a call from a vulnerable customer, in this case a frightened tenant, Maddie, who discovered graffiti daubed on her front door.



## How Kerv Experience can help

One of six Kerv Group innovation-led practices, **Kerv Experience** is the longest standing **Genesys Cloud CX** partner in EMEA with the most successful Genesys Cloud CX deployments.

We've helped many local councils and public sector organisations accelerate AI and digital plans. Whether that's developing financially sound roadmaps, simplifying adoption, or driving employee and citizen experience innovation.

**Get in touch today to discover how to unlock more benefits from your AI investment and join our virtual local government forum.**