

Empowering agents with AI



Key takeaways from the ninth Kerv Experience local government forum

The complexity challenge

Bots do a great job of solving simple, repetitive citizen inquiries such as waste and recycling collections. The problem is the requests they hand-off often involve upset customers or complex situations – increasing fatigue and stress levels for agents working in local government contact centres.

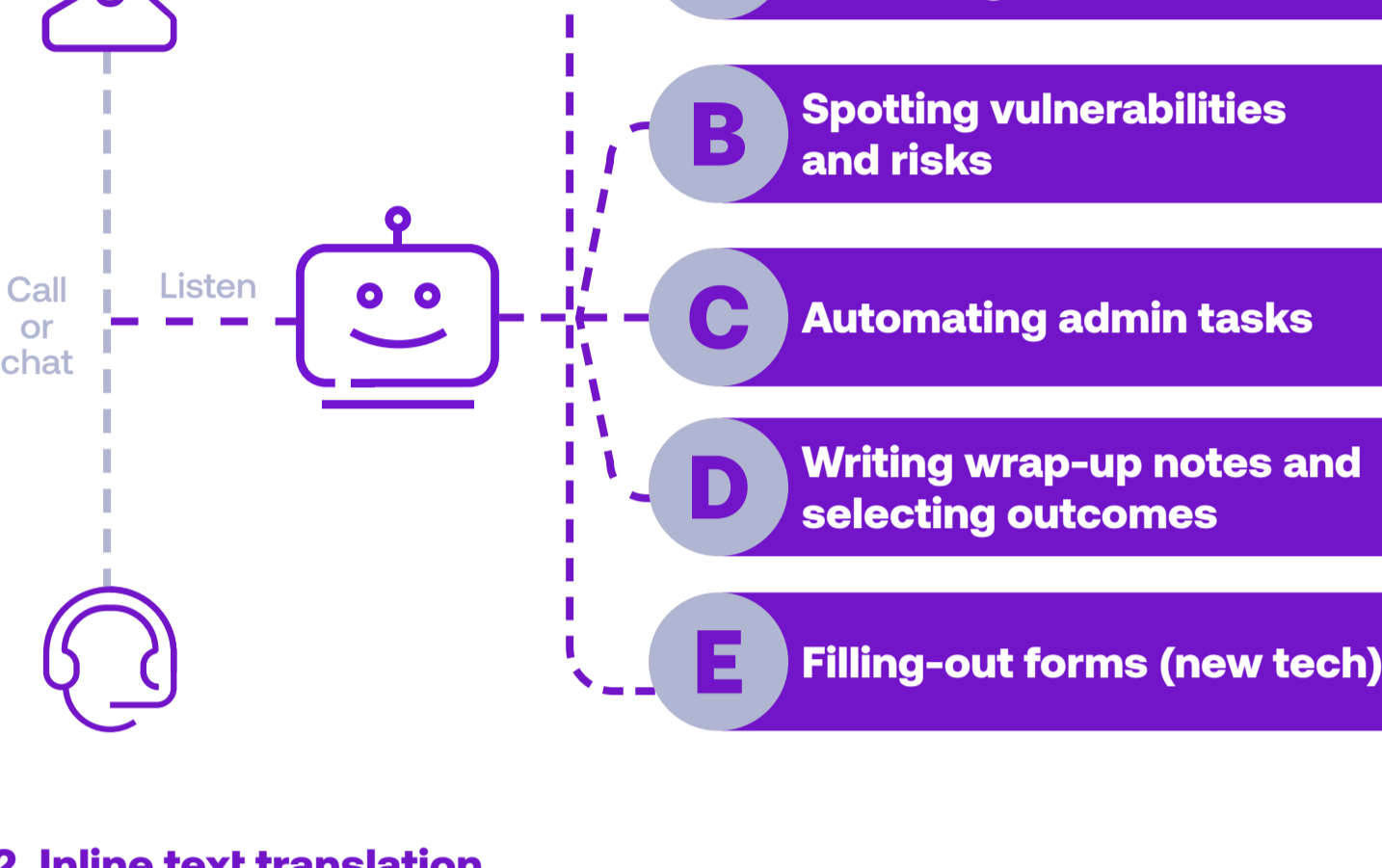
“Over 20% of agents highlight the inability to help customers as a major stress trigger, while 15% say they don’t have enough time and feel under pressure to get to the next contact.”

The Service Culture Guide, Toister, 2024

So, how can we use AI to help?

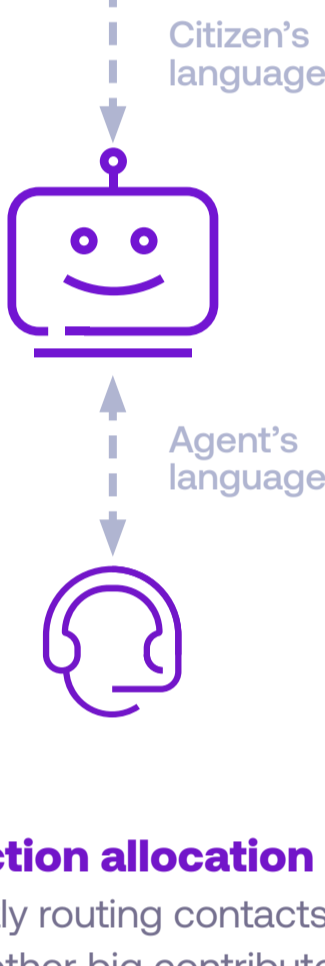
1. AI Assistants and Copilots

Operated from within the Genesys Cloud desktop, Copilot and Agent Assist solutions significantly reduce this cognitive load on agents by:



2. Inline text translation

Trying to understand and assist non-English speakers only adds stress and anxiety to already-busy agents watching queues pile-up and red-lit wallboards. AI-based tools like [CX Translate](#) remove those language barriers, translating real-time, webchats, SMS, email and other messaging conversations within Genesys Cloud.



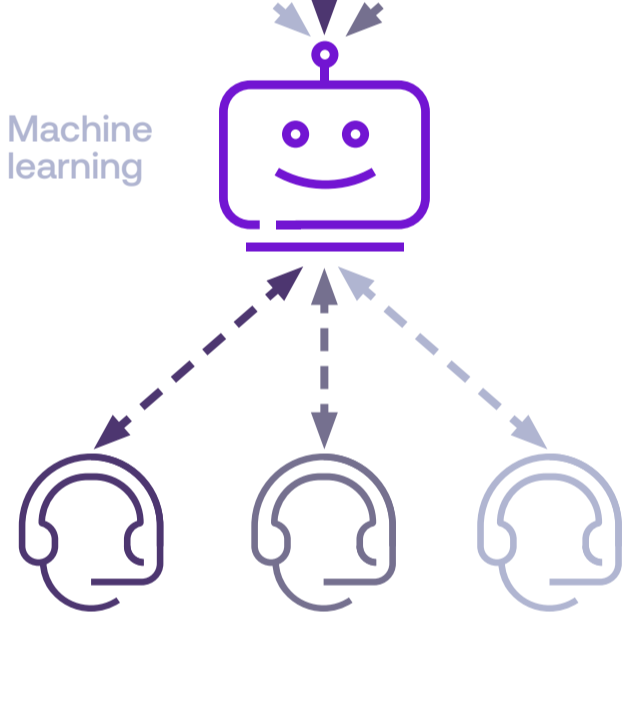
In a two-way conversation, CX Translate interprets in real time what the customer is keying in their native language and conveys the precise meaning to the receiving agent, and vice versa.

Kerv customers use it to translate 5 million messages per month, with a 99.95% translation accuracy.

Reducing stress and escaping the considerable hassle and expense of hiring agents with niche language skills.

3. Interaction allocation

Inadvertently routing contacts to agents struggling with skill or knowledge gaps is another big contributor of mental fatigue and burnout. Through machine learning, AI-powered routing solutions play to each agent’s strengths, again based on real-time data as agent performance and KPIs change throughout the day.



Genesys Predictive Routing analyses hundreds of data points to detect patterns. Then matches voice and digital conversations to agents most likely to deliver the best experience and outcome.

In the process, optimising important KPIs, such as average handle time, transfer rates, sales conversion, customer retention and more.

Results are then used to continuously retrain routing models.

AI-powered local government in action

Two Kerv Experience clients shared their Genesys journeys – a common goal of which was improving agent support and citizen experience.

Walsall Council

Facing potential expertise loss with an ageing workforce, Walsall Council is using Genesys AI to capture organisational knowledge, extend services beyond office hours and deliver on its ‘tell us once’ citizen promise. Assisted by Kerv Experience, Genesys AI solutions deployed and benefits being realised include:

- **Intent Miner** (voice and live chat) – A dedicated team identify customer utterances and intents to get ahead of emerging citizen trends and hot topics.
- **Agent Assist** (voice and live chat) – Building knowledge base, surfacing helpful articles, automating post-interaction tasks and summarising conversations.
- **Sentiment Analysis** (voice only) – Monitoring emotional tone to proactively intervene in calls where the customer may be struggling or experiencing issues.

Also, by integrating Genesys Cloud with its Microsoft Dynamics 365 CRM system, the Council is releasing agents to deal with more vulnerable and at-risk customers. Future plans include adding Genesys email management, along with Voicebot and Copilot solutions.

West Lindsey District Council

West Lindsey District Council has broken free of an ageing telephony system and laid the foundations for wide-scale AI and digital transformation. Kerv specialists helped integrate Genesys Cloud (for calls and email), [text-translation tools](#) and CRM management – bringing everything together within a single agent workspace.

In the background Genesys AI recognises if the caller is phoning from a mobile number and, where appropriate, sends a website link encouraging them to self-serve. As a result, many callers are hanging-up and doing just that, reducing pressure on agents.

Within the first six days of migrating to the new solution the Council has achieved 10 hours of efficiency gains. Additional early benefits were improvements to average speed of answer (up 10% to 95%) and customer satisfaction scores (now consistently hovering between 85% to 90%).

Phase two of the transformation will build-out the contact centre’s Genesys knowledge base as the Council looks to improve support for agents dealing with sensitive safeguarding issues. Other plans to boost employee morale include adding live chat and wallboards, while automating green waste subscriptions and other simple processes.

Final takeouts

- **Contact centre agents are having to deal with more upset customers and stressful situations**
- **When applied correctly, AI technology can address these triggers effectively and prevent agent burnout**
- **Reducing the risk of lost productivity, recruitment and training expenses, and citizen experience degradation**

How Kerv Experience can help

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