

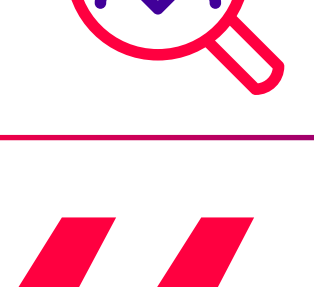
Driving digital innovation in local government



We're growing fast.

36 acceptances

23 attendees on the day



Soundings from second Foehn local government forum.



Take to heart top tips below from local government service leaders in frank talks with their fellows.

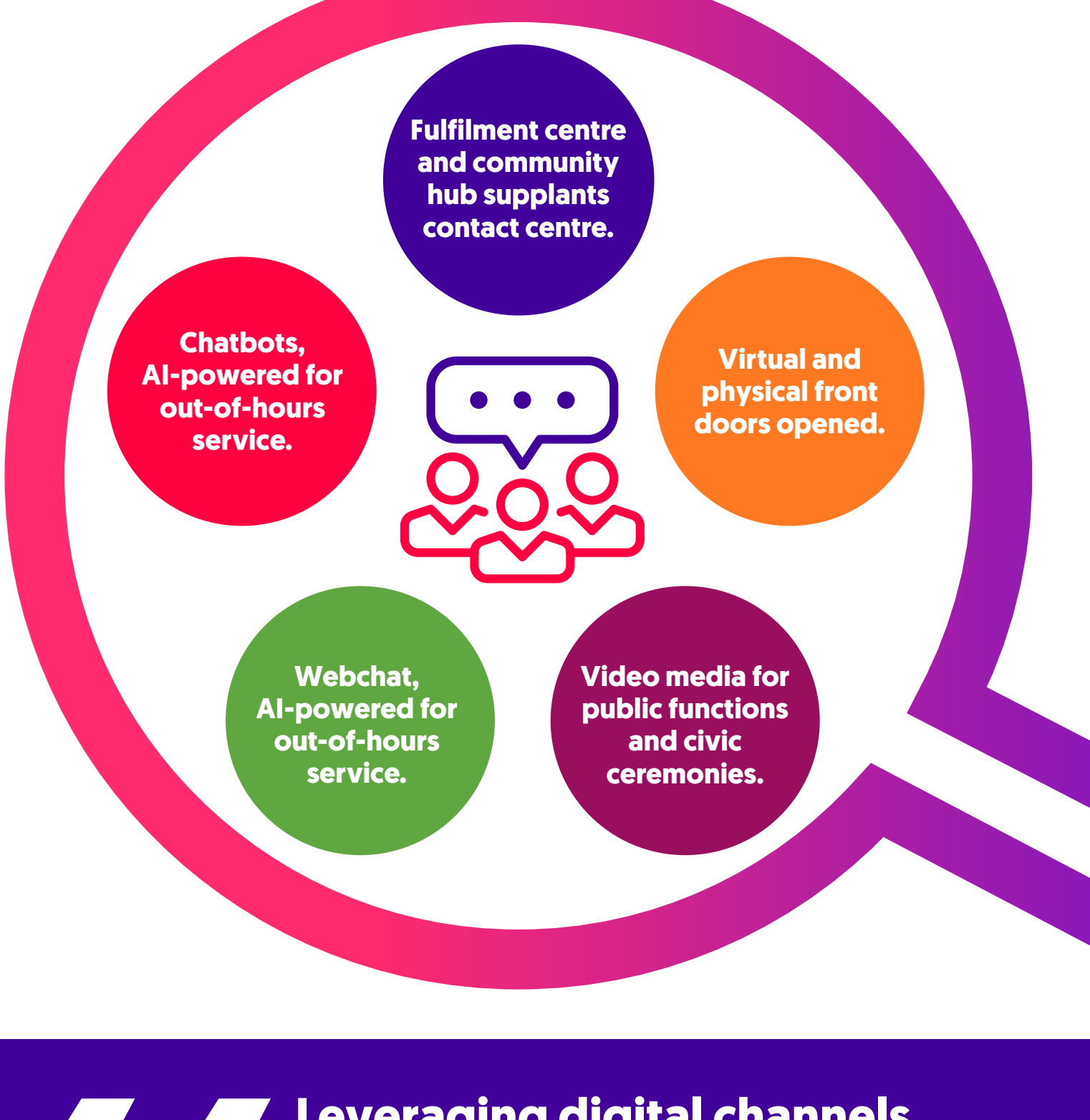


"We've moved from using the phrase 'contact centre' to calling our operation a 'fulfilment centre'. That's a fundamental shift and pulls in social media and community hubs."

"This is a really interesting conversation, incredibly useful in comparing different approaches to similar problems and learning about best practices."

"We need to look to the future. Nobody was expecting COVID-19 and we don't know what could be around the corner. So, there's a need for contingency planning and asking would we do the same again?"

Five key channel topics from LG forum.



Leveraging digital channels for better citizen CX

"We've moved from contact centre to fulfilment centre, which includes social media. The community hub outbound number is in there too. The front door is open, but the reception area is a vaccination clinic. COVID-19 forced that agility upon us."

"We decided to use some of the community wellbeing team to perform the community hub work and be the first port of call. That makes the outbound calls more manageable, but we have the option of merging them into the contact centre."

"Given the urgency, we used an external agency at first but quickly found missing the local intelligence was affecting our CX. Integration with systems in adult social care helps us carry out triage and work out whether the person needs help outside the hub."

"We haven't closed our virtual door and my team has been there answering queries since Day 1. That's what a business continuity plan is there for, right? What we have done is implement a customer feedback system on all the key channels. That's what's driving our improvements."

"Using our in-house development team, we stood up multiple chatbots, like for school admissions. But one has to be careful because early chatbots can yield unpredictable results. Also, it can double the content management burden."

"When it comes to chatbots we handle high-volume questions like waste collection and recycling centre opening times. One eye opener is that 59 percent of webchat activity is way outside normal hours."

"We are the brand of the council and using webchat is a great way to create resilience and manage demand. I have people on my team who can manage four webchats at once. You can't do that when talking to people."

"Webchat is good for equality and diversity so, for example, people with hearing impairment can access stuff as well as the next person. So, it's all parts of the community that use webchat."

"We're using video for citizenship ceremonies, and it works incredibly well. People can sit there in the comfort of their homes and feel fully involved. Even marriages are latching on through Facetime."

"The attitude to using video has changed radically, especially since doctors' appointments went that way. We've seen massive video implementations in London working very well."



Local government forum channel mapping for Genesys Cloud.

- 1 Outbound:** With Genesys, you gain the advantage of the deepest breadth of natively integrated outbound channels through a single platform for both agent-assisted and automated communications.
- 2 Integration:** Full integration through Genesys brings together front and back offices. Third-party apps let you add functionality as needed. Make sure every area has the tools and information they need to thrive.
- 3 Chatbots:** Genesys AI-powered chatbots proactively connect with customers at exactly the right time. The technology lets you provide better, faster support with self-service for simple issues.
- 4 Webchat:** People come to a website with a goal in mind, but sometimes they need help finishing the task. Genesys live chat support turns any web page into a real-time conversation at any hour.
- 5 Video:** Customer service is about helping people. Genesys lets customers see the full human picture and engage as people, so they feel remembered, heard and understood.

Genesys brings the omnichannel world to life offering full availability and control for your customers over every digital channel, everywhere.

Future matters.



"It's how we're designing for the future around lite-touch self-serve as the primary way of transacting with our public."

"Genesys talks of super human service, implying CX that offers a balance between artificial and natural intelligence."

"The switch from efficiency to effectiveness rests in the channel, with people able to decide between needs and wants."

"The transition from contact centre to fulfilment-centricity depends on our ingenuity in fusing technology, people and process."

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 Foehn can help.

For the second year running Foehn, a **Kervy Group** company, 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.