



Reimagine the Constituent Experience

FOR PUBLIC SECTOR



Sneak peek to what's ahead

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INTRODUCTION

Adapting to Constituent Behaviors

Providing call center support in the public sector comes with its own set of challenges, many which overlap with baseline customer service.

Please keep in mind that the specific challenges may vary depending on the nature of the public sector organization, its services, and the state and region it operates in.

High Call Volume and Peak Demands: Public sector call centers often experience surges in call volume during peak times or emergencies, such as tax season, benefit enrollment periods, or natural disasters. Managing and efficiently handling these sudden increases in demand can be a significant challenge, leading to long wait times and frustrated customers.

Resource Constraints: Public sector organizations frequently contend with limited budgets and resources. This constraint can impact their ability to hire and train constituent service staff, invest in technology, and improve service delivery. Long wait times, understaffed call centers, and inadequate training and misinformation can result from these resource limitations.

Complexity of Inquiries: Constituents often approach public sector customer service with complex and diverse inquiries related to government services, regulations, benefits, and more. Addressing these inquiries accurately and comprehensively can be challenging, especially when constituent service representatives need to navigate a complex web of regulations and policies. Serving a diverse constituent base with varying levels of knowledge and language preferences requires well-trained staff and effective call routing strategies.

Digital Transformation and Accessibility: As technology evolves, citizens increasingly expect government services to be accessible online, and they want to engage with government agencies through various digital channels at any time. Achieving a seamless, user-friendly online presence while ensuring accessibility for all persons, including those with disabilities, can be a substantial challenge. This includes maintaining secure digital platforms and addressing concerns related to data privacy and security.

Improve constituent experiences with a modernized cloud contact center

In this eBook, you will see three of the major challenges facing traditional contact centers, and their solutions. We'll also share common barriers that enterprises face in executing a modern omnichannel contact center, and our keys to breaking through them. You'll come away with a path to an omnichannel cloud contact center that is simple to set up and use and that achieves the following:

EASY

Makes it easy for agents to navigate customer sentiment and adjust to the changing needs of your customers in real-time.

SEAMLESS

Provides one seamless omnichannel experience for voice and chat.

AMAZON CONNECT

Overcome your contact center challenges.

Amazon Connect is an easy-to-launch-and-use omnichannel cloud contact center platform that enables superior constituent experiences at up to 80% lower costs. Amazon developed the technology that enables **Amazon Connect** over 10 years ago to fill Amazon Retail's need for a contact center that would give our constituents personal, dynamic, and natural experiences – anticipating their needs and resolving them faster. Since then, we've made the same capabilities available for all businesses. Today, thousands of companies (ranging from ten to tens of thousands of agents) use **Amazon Connect** to serve hundreds of millions of customers daily in billions of interactions every day.

CHALLENGE

Navigating constituent sentiment in real-time

1

A lack of real-time insights can hinder an agent's ability to head off or de-escalate difficult constituent conversations. Companies cannot identify compliance risks that might unfold during a call and it's often impossible for agents to get help from supervisors during constituent conversations. Then, they often lose constituent information when transferring the contact to a supervisor or another agent. That can mean asking an already frustrated constituent to repeat themselves and might require an agent or supervisor to operate without the full picture.

When the organization, its agents, and supervisors don't know a customer's history—and lack the empathy and urgency for their needs—it can result in:

- Poor customer experiences
- Incomplete data collection
- Uninformed recommendations that are irrelevant to the customer's real needs
- Unresolved issues that might have been seen and addressed if only customer insights had been available

SOLUTION

Produce the right insights at the right time

A true omnichannel solution with a user-friendly, graphical interface for voice and chat puts agents in control, improves first-call resolution, and saves time by prioritizing constituent sentiment, quick access to their information, and the insights gained during live calls. It also adds an extra level of automated agent support. For example, **Amazon Connect** provides real-time contact center analytics powered by machine learning. Contact Lens for **Amazon Connect** and Amazon Lex bring powerful AI and ML capabilities that allow for detailed analytics and sentiment analysis, Natural Language Processing (NLP), and speech-to-text analytics to discover constituent insights.

Contact Lens for **Amazon Connect** provides a dashboard that enables analysis of call transcripts, sentiment, and conversation characteristics to detect issues and constituent trends. Its advanced conversational search enables agents to conduct fast, full-text search while on calls. In addition, it provides alerts for live calls—for example, when a constituent is expressing dissatisfaction—so managers can get up to speed and provide guidance, or have the call transferred. To avoid making the constituent repeat themselves, agents can pass real-time call transcripts to a supervisor or another agent while the constituent is being transferred. This can head off dissatisfaction with quicker, better answers for constituents.

When organizations have real-time resolution recommendations and natural language search across all systems, using Amazon Connect Wisdom, they can find answers quickly from data that might otherwise be hidden. Instant accessibility to data can also improve agent performance through real-time analytics, prompts, and guided scripts.

CHALLENGE

Achieve enterprise-scale efficiency with work-from-anywhere agility

2

The pandemic of 2020 presented organizations with the dichotomy of operating contact centers at a massive scale out of innumerable individual kitchens, home offices, and other locations. Many businesses use a mix of at-home, on-site, and contracted workers; business process outsourcing (BPO); global sites; and third-party agents and contractors. This approach results in vastly complicated, expensive, and often siloed systems requiring multiple data sources and third-party solutions that agents must navigate with every contact. It can produce convoluted and inefficient experiences with longer wait times and reduced efficiency. And when legacy systems go down, or agents suffer from remote connectivity or network issues, the customer experience suffers further.

Enterprises need a simple, scalable contact center solution that can adjust to the changing needs of constituents in real-time while enabling easy and natural engagement.

SOLUTION

Empower agents with what they need—and train them in minutes

An agents' tools must be simple, integrated, and reliable. Tools should require only an internet connection, a screen, and a headset, quickly connecting agents to everything necessary to address the immediate needs of constituents. Remote work requires that managers are able to quickly set up inbound numbers, skills-based routing, queuing, analytics, and management tools for agents, from wherever they're working.

With a solution like **Amazon Connect**, contact center agents can access all that as well as telephony services that scale to meet organizations' needs. Because Amazon Connect is built on cloud architecture, it can scale quickly, onboarding tens of thousands of agents in response to normal business cycles and planned or unplanned events. The ability to train remote agents on the system in less than 20 minutes enables an organization to scale rapidly. Once agents are set up and trained, they can tap into familiar services like Amazon Chime and Amazon WorkSpaces for easy team collaboration, and can begin talking and messaging with constituents right away. In addition to collaboration tools, Amazon Connect also uses several AWS services to provide additional capabilities and customization. And because it's an open platform, it can easily integrate with third-party systems including CRM, helpdesk, outbound, and more, to cater to any organization's needs. This can also reduce the expense and scope of business process outsourcing. As a fully managed cloud service, Amazon Connect saves money with a consumption-based pricing model that can save organizations up to 80% compared to traditional contact center solutions.¹

¹ AWS: Amazon Connect.

CHALLENGE

Providing a satisfying and consistent omnichannel customer experience

3

The modern constituent expects a seamless and coordinated experience across channels that's informed by their personal history, and whether they're engaging on mobile, phone, chat, or a website. In the post-pandemic world, the combined use of multiple channels will continue—and expand. To deliver the highest levels of constituent satisfaction and a consistent experience, contact centers must quickly resolve issues with seamless transitions from chat to voice within a single platform that unifies channels.

The modern constituent expects that if they have provided information in the past, the organization not only retains that information, but will have recommendations based on their history with the company at the ready. Making any customer repeat information is unacceptable, even if it was given via one channel and now the constituent is connecting through another. So, when a customer begins their interaction using chat, and then gets transferred to an agent via phone, making them repeat their information will increase the constituent's frustration and the average call-handling time - and they will see it as a negative experience.

SOLUTION

Improve the constituent experience at every interaction

Agents need an easy-to-use, contact center that empowers them to deliver personal, dynamic, and natural constituent experiences. At the very beginning of the interaction, agents need to have all the constituent information available in a unified constituent profile at their fingertips.

An omnichannel contact center meets constituents where they are—in chat and voice—which is the first, crucial step of providing an improved experience. When an agent enters a call knowing this specific constituent's previous call hold times and recent business transactions, that agent is empowered to address the constituent's concerns more empathetically and can get to the root causes of the constituent's concerns faster and resolve them quickly.²

To create a more unified experience, AWS has developed a new capability that can:

- Automatically scan and match constituent records based on unique identifiers to create a unified constituent profile.
- Combine contact history information from **Amazon Connect** (number of holds, transcripts, and constituent sentiment for example) with constituent information from CRM systems (such as name, address, email, phone number, recent orders, and current order status), and ecommerce and order management applications.
- Share all this information in real-time, as soon as—or before—the call comes up, to help the agent identify the caller.

All these capabilities are now available in **Amazon Connect** constituent Profiles. It creates a more positive, personalized experience while simultaneously integrating with any system that your contact center relies on, such as constituent relationship management (CRM), workforce optimization (WFO), or workforce management (WFM) systems.

² "Deliver Personalized constituent Experience Using Amazon Connect constituent Profiles," Amazon.

12 Challenges At a Glance

High Call Volume:

Public sector call centers often experience high call volumes, especially during peak times or when dealing with emergencies. This can lead to long wait times for callers and put a strain on resources.

Constituent Expectations:

As constituents' expectations for customer service evolve, public sector call centers must adapt to provide a more user-friendly, efficient experience.

Outdated Technology:

Some public sector call centers may still rely on outdated technology, making it difficult to efficiently manage and track calls.

Complex Inquiries:

Call centers in the public sector often deal with complex inquiries that require specialized knowledge. Training staff to handle these inquiries effectively can be a challenge. Onboarding requires more time and resources.

Data Security and Privacy:

Public sector organizations handle sensitive data. Ensuring data security and privacy in call center operations is a top priority, and compliance with regulations like GDPR or HIPAA can be challenging.

Emergency Response:

During natural disasters or other emergencies, public sector call centers are often inundated with calls. Having the capacity to handle these surges in demand is crucial for public safety.

Multi-Channel Support:

Customers expect to interact with agencies through various channels, including phone, email, web chat, and social media. Managing a seamless multi-channel experience can be challenging.

Language and Accessibility:

Public sector organizations often serve diverse populations with varying language preferences and accessibility needs. Providing services in multiple languages and ensuring accessibility for people with disabilities can be demanding.

Frequent Policy Changes:

Government policies and regulations can change frequently. Call center agents need to stay updated on these changes to provide accurate information, which requires ongoing training and education.

Integration with Other Systems:

Many public sector call centers need to integrate with other systems, such as databases and case management software, to provide efficient and accurate services. Integrations can be complex and costly.

Limited Resources:

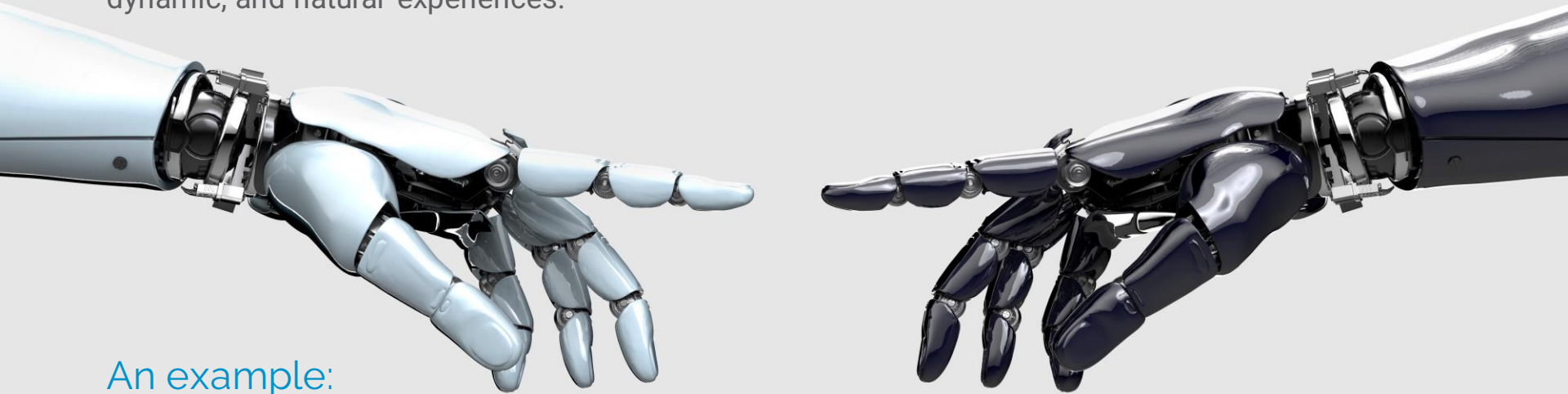
Public sector organizations may have limited budgets and resources to invest in call center infrastructure and staffing, leading to understaffed call centers with overworked employees.

Measuring Performance:

Public sector call centers must demonstrate their effectiveness through key performance indicators (KPIs). Determining the right KPIs and consistently measuring performance can be challenging.

How AI/ML enhances the constituent experience

Built-in AI and ML capabilities allow agents to anticipate customers' needs and proactively offer resolutions, personalizing the constituent experience through voice and chat. Rather than use a rigid and difficult-to-scale rules-based system, AI and ML provide the agility to use historical data to learn, generalize, and predict caller intents for future interactions, giving callers fast, personal, dynamic, and natural experiences.



An example:

*Contact Lens for **Amazon Connect** offers an alert for any time a constituent says “not happy” or “cancel my subscription.” This allows supervisors to identify when to assist an agent on live calls so they can provide guidance via chat or have the agent transfer the call. Then, Amazon Connect Wisdom uses real-time call transcripts from Contact Lens for **Amazon Connect** to automatically detect constituent issues during calls and recommend relevant content stored across connected knowledge repositories.*

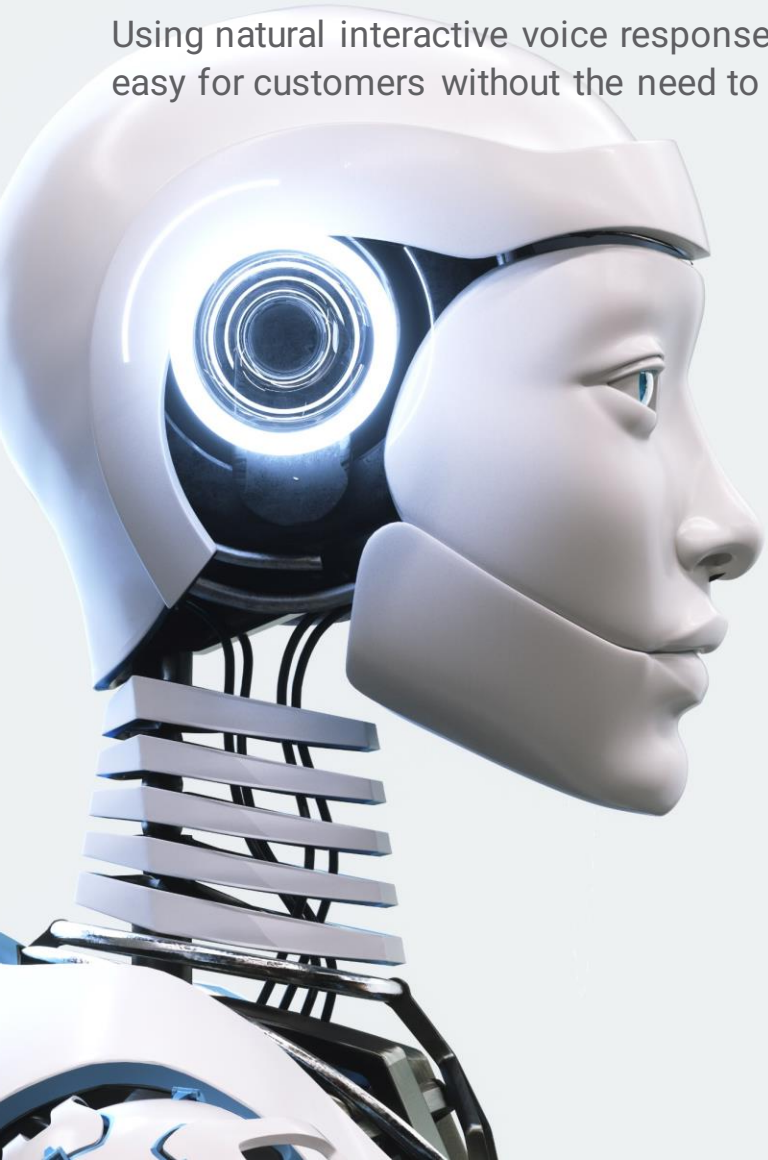
Providing the easy, intuitive self-service customers expect

Using natural interactive voice response (IVR) and interactive chatbots makes engagement fast and easy for customers without the need to transfer them or have them wait for a response.

An example:

Organizations can use natural language chatbot contact flows with Amazon Lex (which uses the same automatic speech recognition technology that powers Amazon Alexa), saving the expense and time of live agents.

Beyond the immediate experience, **Amazon Connect** automates constituent interactions with natural contact flows and skills-based routing to help ensure a smooth constituent experience. It tracks constituent sentiment through real-time analytics and gives constituents the flexibility to return to a chat without losing historical context, through asynchronous chat. constituents can start chatting with contact center agents from any of your business applications, web or mobile. The conversation context and transcript can then be shared across agents and channels, no matter where the interaction continues. Or a constituent can keep working with the same agent across channels, preserving their interaction history, resulting in a seamless experience regardless of agent or channel.



BARRIER 1

Long and complex deployments

Contact center solutions currently on the market may support large volumes of constituent inquiries and agents; they may offer robust analytics and allow for custom voice and chat contact flows; but they still have the drawbacks of traditional, large solutions:

- They can take months or even years to deploy.
- Enterprises have to hire on or contract with a specialist team to install and configure the hardware and software required to support them.

And then, once the system is operational, upgrades, updates, hardware, and facilities need to be managed and paid for. Licensing models can be expensive, forcing you to pay for unwanted features, or make long-term commitments with upfront payments. They may also require capacity planning and management of complex telephony carrier network integrations.

Tap into the power and agility of the cloud - in minutes, not months.

With its ability to unify, simplify, and scale, a cloud-based solution saves time, cost, and resources. With Amazon Connect, organizations can eliminate the complexity, expense, and manual configuration of the traditional contact center. By building their contact centers with Amazon Connect, organizations start from a foundation built for Amazon's retail business more than 10 years ago.

Now that it is available for all businesses, thousands of companies use Amazon Connect today to support up to tens of thousands of agents to serve millions of constituents daily. By taking advantage of the global AWS infrastructure, organizations access more than contact technology. They also benefit from the deep integrations and expertise of the AWS Partner Network and virtual constituent assistance.

BARRIER 2

Managing enterprise integration

Bringing any new system, process, or technology to an enterprise is a project in itself. Workflows within the contact center need to be altered; agents and others need to learn and become comfortable with new processes; and systems need to dovetail smoothly. And it all has to happen with minimal downtime. In addition, global system integrators or enterprises that use BPO need to integrate new technology into existing ecosystems or even across systems through BPO vendors.

Accelerate integration at every level.

Amazon Connect provides opportunities to streamline contact center management from several perspectives, including:

- An open platform that integrates with other contact center systems, including CRM, WFO, and WFM, making it easier for your BPO vendors and others to use.
- A quick, seamless way to connect the new with the old.
- An intuitive UI that creates voice and chat contact flows or agent tasks without any coding, making deployment much simpler than traditional solutions.
- Amazon Connect Tasks, which makes it easy to prioritize, assign, and track all contact center agent tasks to completion, ensuring constituent issues are quickly resolved.
- An easier way to monitor operations and performance through real-time dashboards and historical reports for helpful analytics.

A real-world scenario | The Agent & Amazon Connect

PRESENT STATE

Traditional public sector support centers staff teams of highly trained and typically tenured employees, exceptionally well-positioned to deliver an excellent overall experience. They're very capable of handling the most complex inquiries. Onboarding a new agent takes approximately 16 weeks before the agent can answer calls.

Many support centers are understaffed and experience high attrition rates. This impacts the constituents as a low percentage of calls get answered and experience long hold times. Being an agent is a stressful job when required to understand the processes, the technologies and the information the constituents' inquiries with timely, efficient and correct responses.

As self-service and omnichannel experiences equalize, private call center employees become "upskilled" to support complex contact reasons. However, public sector contact center agents continue to be required to support all levels of inquiry with little skill differentiation.

FUTURE STATE

Many public sector contact centers support processes that are both complex, time consuming, and typically used infrequently by the average agent. For this reason, the Amazon Connect solution with the ability to self serve and provide event driven updates can shift the contact center from a point of painful interaction to one of enhanced constituent experience.

The ability to shift paper and voice-based interactions and transactions to digital expedites many processes and allows agents to provide required consistent, accurate information in the "right channel" to expedite their interaction.

ML/AI options can upskill and cross train agents faster and support a broader, more complex web of interaction types and reasons.

The ability to integrate multiple channels and options with an event-driven notification can significantly reduce the volume of interactions traditionally required by an agent due to the complex nature of processes. Additionally, AI-driven, intelligent guided processes improves the agent's ability to help constituents and create operational efficiency to all parties.

12 Amazon Connect Benefits specific to the Public Sector

Amazon Connect offers direct benefits to the public sector by enhancing the efficiency and effectiveness of their call/contact center operations. Here's an expanded view on how these services can help:

Scalability & Flexibility: Amazon Connect is highly scalable. Public sector call centers can easily adjust their capacity to handle fluctuations in call volumes, such as during emergencies or peak times. This scalability ensures that constituents can access services even during high-demand periods.

Cost-Efficiency: With Amazon Connect, public sector organizations can avoid large upfront investments in call center infrastructure. Paying for services on a usage basis, can be more cost-effective and budget-friendly.

Rapid Deployment: Setting up an Amazon Connect takes less time than building an on-premises call center from scratch. This agility is crucial when responding to sudden events or emergencies.

Multi-Channel Support: Amazon Connect supports multiple communication channels, including voice, chat, email, and social media. This allows public sector call centers to meet constituents' preferences for how they interact with various agencies.

Integration Capabilities: These solutions can integrate with various databases, CRM systems, and case management tools, streamlining access to critical information. This enables call center agents to provide more informed and efficient assistance.

Security and Compliance: InterVision and AWS adhere to robust security and compliance standards, which can help public sector organizations ensure the privacy and protection of constituent data.

Remote Work Capability: Amazon Connect is designed to support remote work, making it easier for call center agents to work from anywhere. This flexibility is particularly valuable during public health crises or when disaster recovery plans are needed.

Analytics and Reporting: Amazon Connect offers advanced analytics and reporting tools, allowing public sector organizations to track and analyze call center performance. Insights from these analytics can inform process improvements and enhance constituent service.

AI & Automation: Amazon Connect incorporates machine learning (ML) and artificial intelligence (AI) and other automation features. Chatbots and virtual assistants can handle routine inquiries, freeing up human agents to focus on more complex, escalated inquiries and tasks.

Disaster Recovery: Ensuring that call center operations can continue even in the event of physical disruptions or datacenter outages becomes paramount.

Enhanced Constituent Experience: By providing efficient, responsive, and multichannel services, Amazon Connect contributes to an improved constituent experience. End users can get the assistance they need quickly and conveniently.

Compliance Monitoring: InterVision can assist public sector organizations in monitoring compliance with regulations, helping to avoid potential legal issues.

NOTE: While Amazon Connect offers many advantages, its implementation should align with the specific needs and regulations of the public sector organization. Security, data privacy, and accessibility must always be top priorities when using these services to interact with constituents and handle sensitive information. Public sector organizations should carefully assess their requirements and ensure that the chosen solution meets their unique needs while complying with relevant laws and regulations.

InterVision's ConnectIV CX™

ConnectIV CX, InterVision's cloud-based contact center solution powered by **Amazon Connect**, delivers a modernized, omnichannel customer experience to mid-size and enterprise organizations, plus optional professional services for customization and post-implementation full-service management available by InterVision.

With no term commitments, cloud-based infrastructure, and pay-only-for-what-you-use billing, **ConnectIV CX** solution delivers a fully customized contact center designed to meet even the most challenging requirements. Plus, InterVision's deep expertise in hardware and cloud-based communications means that migrations happen in weeks, not months.

"By leveraging **ConnectIV CX**, clients can expect increased agility, scalability, and a competitive edge in their markets.

And who says they can't save money too?

Yes, we help all our clients stay cost-optimized."

JONATHAN LERNER | President and CEO, InterVision

Proving that Amazon Connect can benefit agency efficiency and save substantial costs, InterVision will offer

a demo, a hands-on workshop or a low-cost proof-of-concept session

to all interested organizations.

Setting up a cloud-based contact center with **ConnectIV CX** has never been easier. With just a few clicks, agents can take calls anywhere and share answers within minutes.

There's never been a better time to be **constituent obsessed.**

About InterVision



InterVision® is a leading IT managed services provider, delivering and supporting cloud, security and innovation for mid-to-enterprise and public sector organizations throughout the US. With 30 years of experience and one of the most comprehensive product portfolios, InterVision drives business outcomes with an unparalleled focus on the constituent experience to help organizations be more competitive, compliant, and secure.

Proven expertise with AWS

InterVision's AWS Amazon Connect Service Delivery Partner designation differentiates InterVision as an AWS Premier Tier Services Partner that provides specialized demonstrated technical proficiency and proven constituent success in delivering Amazon Connect. Headquartered in St. Louis, MO with regional offices in San Jose, Richmond, Sacramento, Bellevue and Boston, our deep bench brings experience and expertise from over 125 Amazon certifications and the successful delivery of over 250 professional services. Our AWS accreditations across seven disciplines reinforce our ability to help you capitalize on the benefits of cloud technology to meet your business goals.

Let's connect

We're collaborative, creative and continuously curious.

We build contact centers with **Amazon Connect** that allow you to meet your constituents anywhere and everywhere.

Together let's reimagine what's possible to keep you competitive, connected and secure and your constituents enabled and happy.

LEARN MORE



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