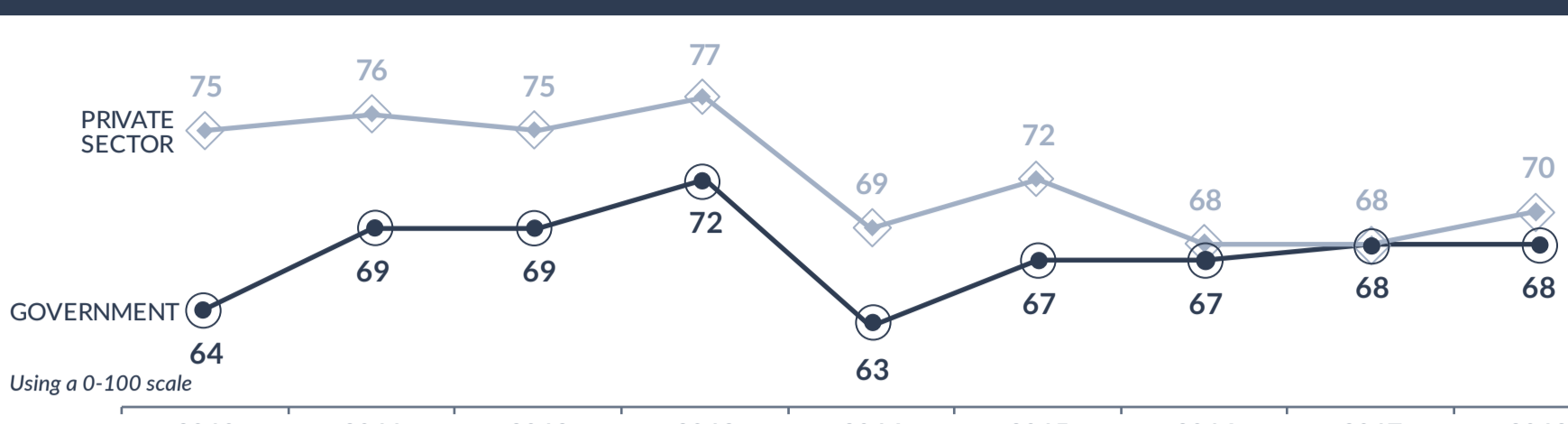
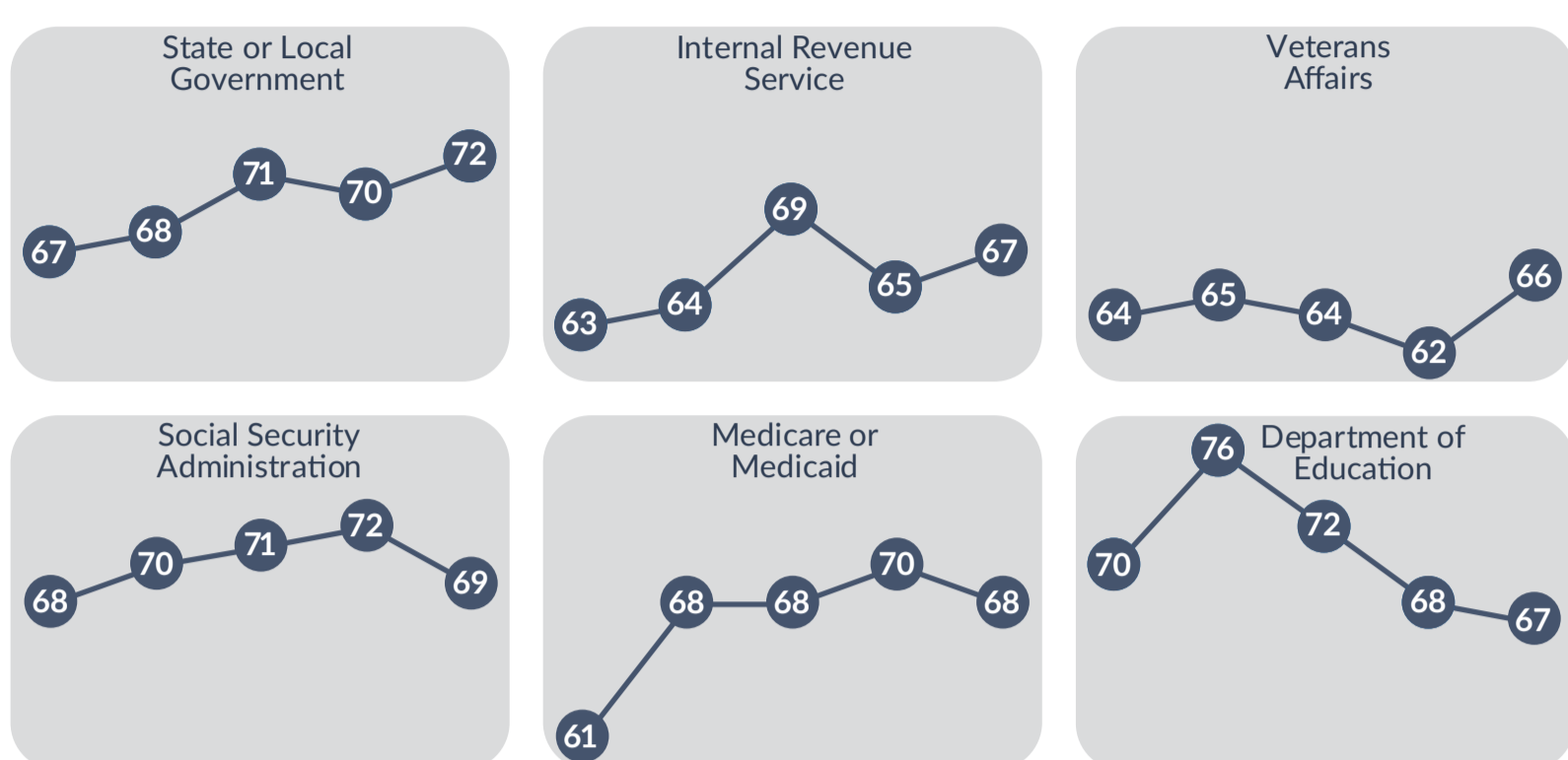


GOVERNMENT CONTACT CENTERS | TRENDS IN CUSTOMER EXPERIENCE

GOVERNMENT CONTACT CENTER SATISFACTION REMAINS FLAT



CONTACT CENTERS MEASURED: GCCSI 5-YEAR TRENDS



GOVERNMENT VS. PRIVATE SECTOR: AGENT DRIVER SCORES

| AGENT DRIVERS | Gov 2018 | Pvt 2018 | Δ |
|-----------------|----------|----------|-----|
| 1 DEMEANOR | 78 | 82 | -5% |
| 2 COMMUNICATION | 77 | 80 | -4% |
| 3 KNOWLEDGE | 73 | 76 | -4% |
| 4 EFFECTIVENESS | 72 | 74 | -3% |
| 5 EMPOWERMENT | 67 | 72 | -7% |

GOVERNMENT TRANSPARENCY

A key desired outcome from the contact center experience is a citizen's sense that the agency and government overall are transparent.

TRANSPARENCY SCORES

58
Government Overall

Although the transparency score for government remains low, 2018 represents an eight-year high.

MEASURING THE CUSTOMER SERVICE JOURNEY

44% SHARE THEIR CUSTOMER SERVICE EXPERIENCE WITH OTHERS

***** Agencies need to measure the entire customer service journey to understand the full customer experience.

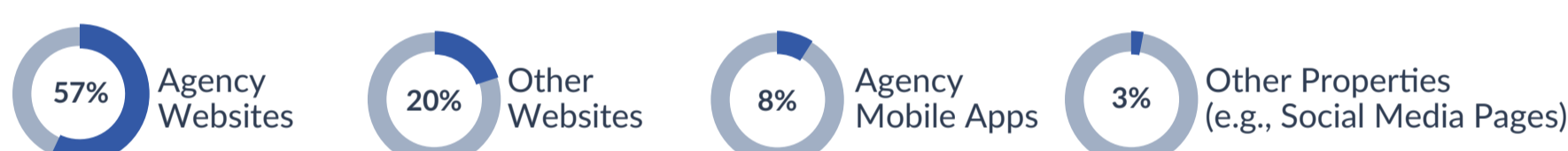
THREE CHANNELS OF THE CUSTOMER SERVICE JOURNEY

- DIGITAL PROPERTIES**
Websites, mobile apps, etc.
- AUTOMATED INTERACTIONS**
Chatbots, IVR, visual IVR, etc.
- LIVE AGENTS**
Voice, chat, email, social media, etc.

1 DIGITAL PROPERTIES Customers Expect Online Self-Serve Tools

76% VISIT DIGITAL PROPERTIES TO RESOLVE THEIR ISSUE BEFORE CONTACTING CUSTOMER SERVICE

PROPERTIES CUSTOMERS USE TO RESOLVE THE ISSUE BEFORE CONTACTING CUSTOMER SERVICE*



AGENCIES SHOULD UNDERSTAND WHICH ISSUES CAN AND CANNOT BE ANSWERED ONLINE



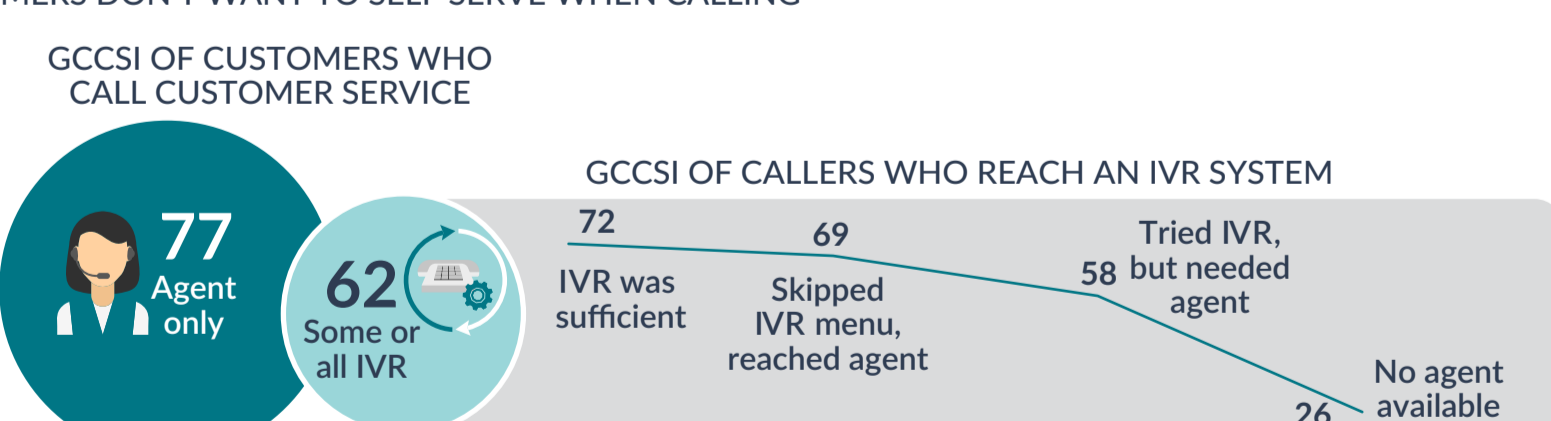
2 AUTOMATED INTERACTIONS IVR and Virtual Agent Technology is not the Solution

85% WHO REACH AN IVR END UP TALKING TO A LIVE AGENT TO RESOLVE THEIR ISSUE

AUTOMATED RESPONSE TECHNOLOGY IS EMERGING

| COMPANY/TECHNOLOGY | WHAT IT DOES | SAMPLE APPLICATIONS |
|---------------------------|---|-----------------------|
| amazon AMAZON LEX | "Amazon Lex is a service for building conversational interfaces into any application using voice and text." | Capital One, NASA |
| IBM WATSON CHATBOT | "Use Watson to build robust, enterprise-grade chatbots to transform your customer service department and more." | STAPLES, H&R BLOCK |
| Radial VISUAL IVR | "Visual IVR On-Demand guides customers to answers through touch screen menus streamed to their smartphone." | AÉROPOSTALE, Michaels |

CUSTOMERS DON'T WANT TO SELF SERVE WHEN CALLING



3 LIVE AGENTS Professional Agents Still Drive Customer Satisfaction

80% CALL ON THE PHONE WHEN CONTACTING CUSTOMER SERVICE

PROFESSIONAL CALL HANDLING BY AGENTS LEADS TO A GREAT EXPERIENCE

HIGHER GCCSI



PROFESSIONAL LIVE AGENTS DRIVE CUSTOMER SATISFACTION

| HIGHEST IMPACT DRIVERS | |
|------------------------|--|
| | EFFECTIVENESS |
| KEY MEASURES | Explaining the process to address your issue |
| | Helping you find the information you need |
| | Successfully completing your interaction |
| | EMPOWERMENT |
| | Policies that make sense |
| | Ability to offer a solution tailored to your situation |
| | Being empowered to address your issue |

Download the full report PDF to learn about the top priorities for government call center improvement.