

Why the contact centre is local government's most potent transformation engine.



Findings from the first Foehn local government forum.



When you bring local government folk face-to-face with technologists, the effect is eye opening.

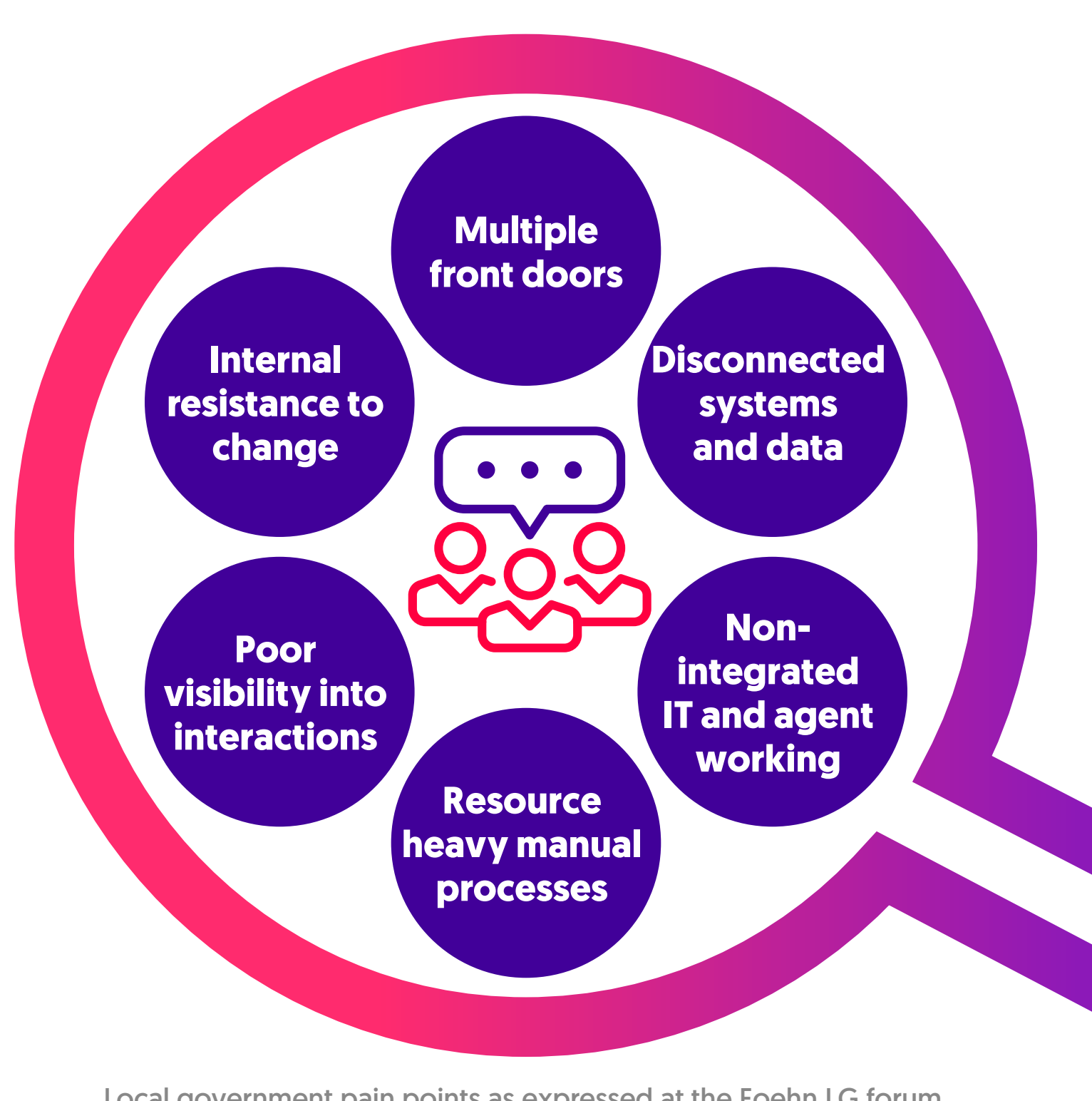
"It's really exciting to hear everyone's actual journey and the wealth of experience that's around the table."



"With the equivalent of hundreds of businesses under one roof, to change their thought and planning processes is like turning an oil tanker. It takes time."

"We can do the digital, but how can we win everybody's hearts and minds and bring them along with us?"

Digital merry-go-round: quickened by COVID held back by history.



Local government pain points as expressed at the Foehn LG forum.

Incisive things LG forum people said.

"We're still at the early stages. We've got lots of wonderful people in technology, now we're looking to the ultimate in customer contact."

"Something I really want us to get right is the front door. The ways customers come in is so varied. If we get the front door right, it'll be a good experience."

"It's how we take them on that journey. If we get this bit right, you'll have a better experience as staff but also customers will better engage with us."

"One of the biggest curveballs is our agents working from home. The experience is possibly different because they might not have the same connectivity and speed."

"We use systems to manage caseloads and portals. We're reliant on the algorithms for things like admissions and applications, but linkages to them are appalling."

"So how can we pressure tech firms we've seen develop really smart technologies in the last 12 months. How can we push that agenda forward?"



LG forum people suggested six keys to the city.

1

Thoroughly understand and improve citizen's journeys.

2

Fully interconnect siloes, systems and users.

3

Always use open systems and integrations.

4

Ruthlessly promote and adopt the cloud.

5

Better practise data science and analysis.

6

Investigate the IT cost base, eradicate legacy.

On-prem to omnichannel on Genesys Cloud.



Connect customers better:

personalise service, manage relationships, and spot trends as they switch between channels.



Empower agents:

with the tools and real-time information they need to deliver brilliant customer experience from anywhere.



Add channels and features:

quickly and without major investment, turning capacity on and off as needed.



Create a platform for innovation:

paving the way for artificial intelligence, machine learning, bots, and other automation technologies.



Empower home workers:

keep remote staff engaged and motivated, while supervisors better balance workloads and maximise skillsets.



Enable collaboration:

between advisors and subject matter experts anywhere, to solve problems when it matters most. Which is all the time.

Transform the contact centre at home and in the office.



Agent

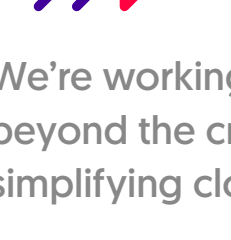
Single desktop for voice, email, chat, SMS, and social media with full CRM integration.

Supervisor

Real-time insights into workloads, performance, and customer satisfaction metrics.

Administrator

Simple interface makes it easy to edit IVR menus, routing strategies, and user settings.



How Foehn can help.

We're working with the public sector to accelerate digital plans. During and beyond the crisis. Through drawing up effective and intuitive roadmaps, simplifying cloud adoption, and uncovering EX and CX innovation.

For the second year running Foehn, a **Kerv Group** company, has been named EMEA Cloud Partner of the Year by **Genesys**.



Get in touch

today to see how to turn transactional contact centres into transformation engines.



Sign up

to join our virtual local government forum.