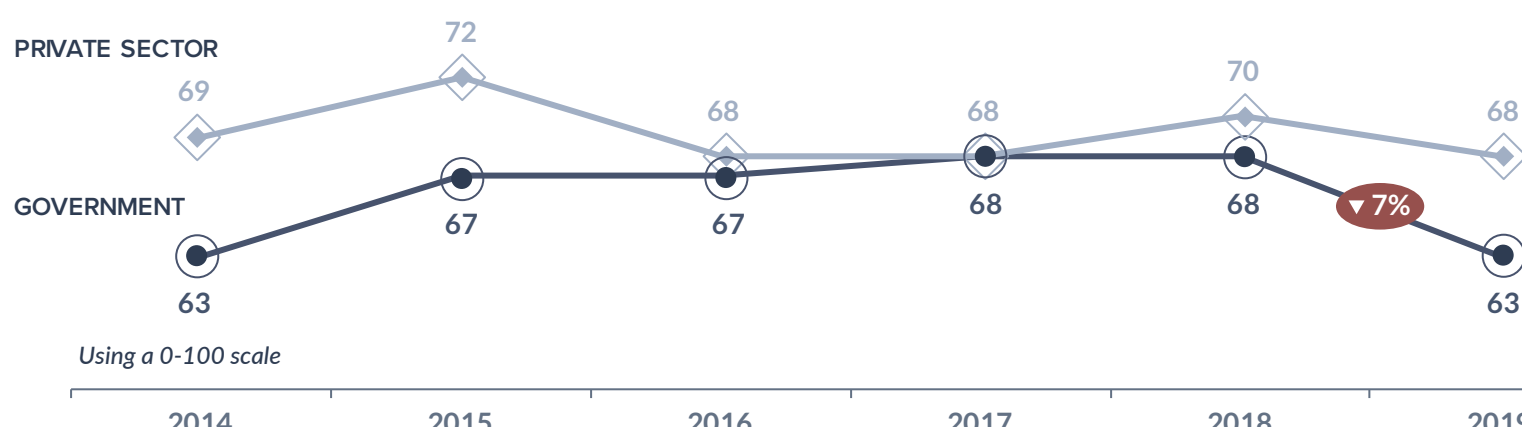


GOVERNMENT CONTACT CENTERS

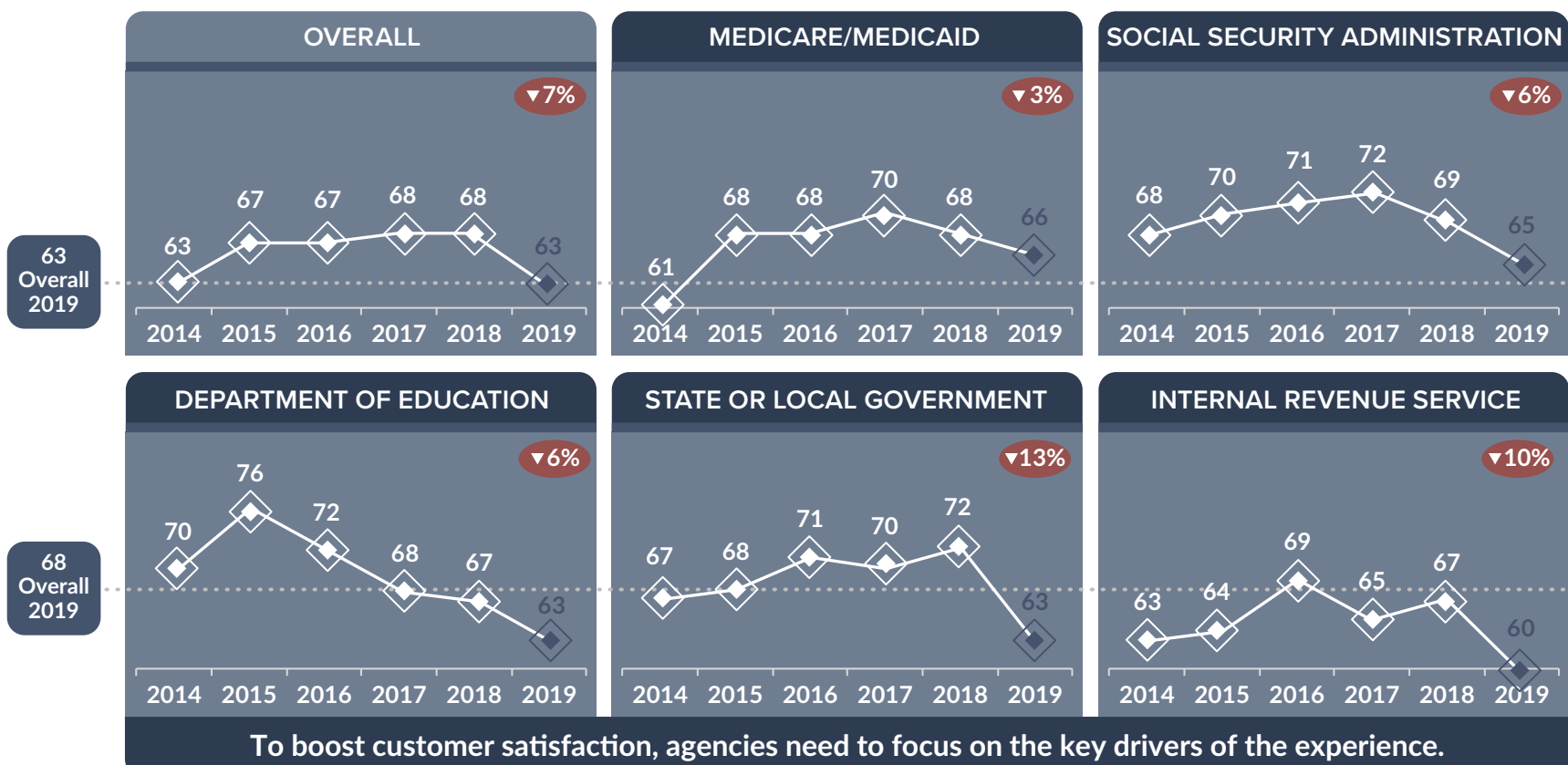
TRENDS IN CUSTOMER EXPERIENCE

GCCSI DROPS TO SIX-YEAR LOW

GOVERNMENT CONTACT CENTER SATISFACTION INDEX (GCCSI)



SATISFACTION DOWN ACROSS AGENCIES



To boost customer satisfaction, agencies need to focus on the key drivers of the experience.

DRIVERS OF GOVERNMENT CONTACT CENTER SATISFACTION AGENT EFFECTIVENESS AND EMPOWERMENT

CUSTOMERS WITH FIRST CONTACT RESOLUTION ARE

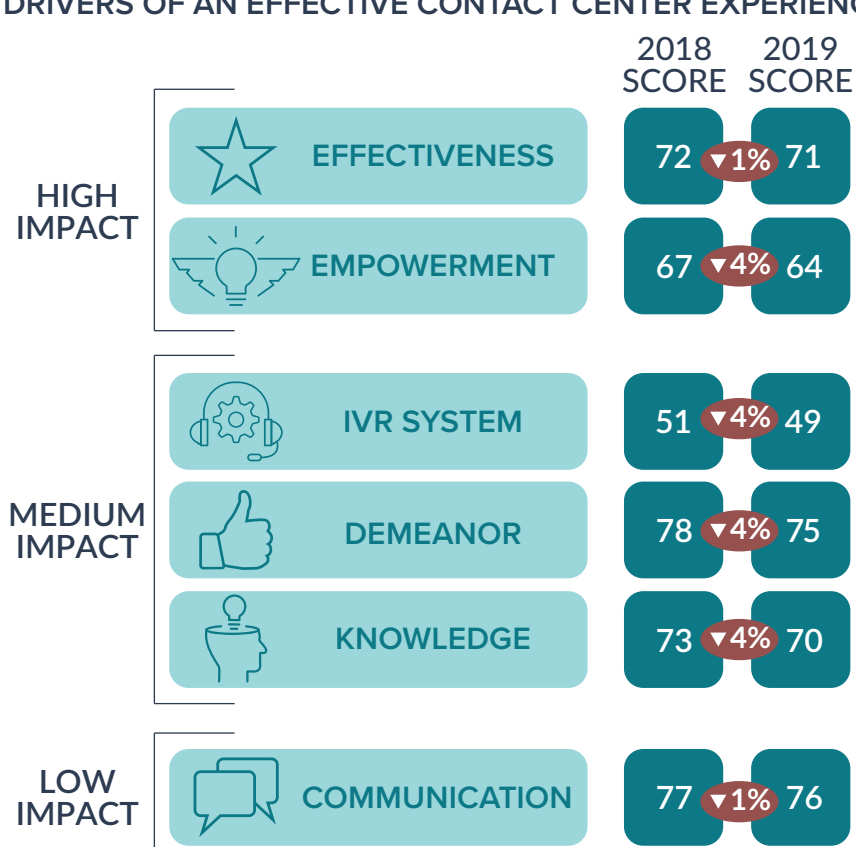
28%

MORE SATISFIED THAN THOSE WHO MUST CONTACT CUSTOMER SERVICE MORE THAN ONCE



Customers who contact customer service need agents who address their issue and help them find the information they need to complete their transaction. Agencies must empower those agents with flexible policies and some authority to offer customers a tailored solution.

SIX DRIVERS OF AN EFFECTIVE CONTACT CENTER EXPERIENCE



EFFECTIVE AND EMPOWERED AGENTS LEAD TO A GREAT EXPERIENCE

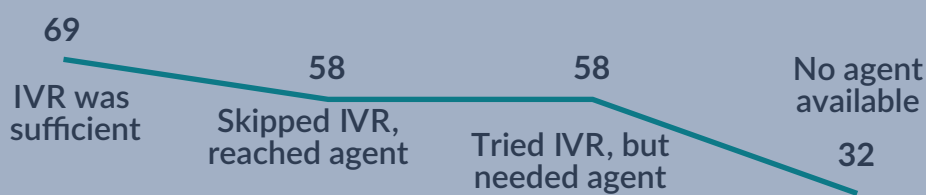


CUSTOMERS DON'T WANT TO SELF SERVE WITH AN IVR

GCCSI OF CUSTOMERS WHO CALL CUSTOMER SERVICE



GCCSI OF CALLERS WHO REACH AN IVR SYSTEM

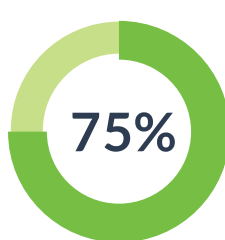


OPTIMIZING THE CUSTOMER SERVICE JOURNEY CX ACROSS THE TOUCHPOINTS

75%

OF CUSTOMERS WHO CONTACT GOVERNMENT CUSTOMER SERVICE FIRST TRY TO RESOLVE THE ISSUE ONLINE

MOST CUSTOMERS FIRST TRY TO SELF SERVE ON DIGITAL PROPERTIES



The agency website and contact center work together to support the whole customer service journey. Each agency should measure its unique customer service journey to understand how to improve the customer experience across all touchpoints.

