Digital First Engagement Management

For Government and Public Sector
Contents

1. Introduction
2. A Digital First Strategy Designed from a Customer Perspective
3. A Digital First Strategy Designed from a Customer Perspective (Cont’d)
4. Introducing Verint’s Digital First Engagement Management Solution
5. Fully Realizing Your Digital First Strategy’s Economic Benefits
6. Fully Realizing Your Digital First Strategy’s Economic Benefits (Cont’d)
7. Is your digital first strategy designed from the customer perspective?
Introduction

Government and public sector organizations continue to face unprecedented challenges as a result of the converging demands of the digital customer and the long-running global economic uncertainty.

In the past decade, government and public sector organizations took the first steps to exploiting the web as a way of “channel shifting” some of their popular services. Today, while organizations see digital channels as an important part of their digital customer engagement strategies, many are not fully realizing their expected benefits.

One reason is that digital first engagement management strategies are not approached from the customer perspective—but instead from a departmental or service perspective—making it hard for customers to find the information or service they want and easier for them to pick up the phone.

Digital first strategies must be designed from the customer perspective so that the intended economic benefits can be fully realized. What would this look like?
A Digital First Strategy Designed from a Customer Perspective

The customer web experience would be **consistent** in terms of look and feel, layout and structure rather than inconsistent specific to each department or service.

Customers would be able to find what they are looking for easily, as they already do with their favorite **search** tool everyday.

Customers would only need **one user account** to access all of the available government services, not one for each department or service, and one that is convenient to them—for example, their social networking user account.

Their web experience journey would be **personalized** to them, displayed in their preferred language and with services highlighted based on their location and profile.

Online forms would already be populated based on the customer profile and could be completed later when customers don’t have all the required information at hand.

Service delivery would be integrated end to end, avoiding the creation of expensive so-called middle offices.
A Digital First Strategy Designed from a Customer Perspective (Cont’d)

Access to sensitive information or services would be secured appropriately, with customers otherwise able to choose to interact anonymously or authenticated.

Customers would have control over not only their citizen profile, but also their business profile, if appropriate. And they would be able to transact as a proxy for others, such as their non-digitally savvy parents, if authorized to do so.

Customers that get into difficulty would be able to request support from a customer service advisor who is able to “see” their problem and guide them to a successful resolution.

Customers that want to speak to someone would be able to do so, with both parties having access to the same information.

Feedback is solicited appropriately, optimizing quantity and quality, and enabling further action optimize the digital first strategy.

And customers could participate in online communities supporting, for example, local projects.

This sounds like a tall order. Can this really be achieved?
Introducing Verint’s Digital First Engagement Management Solution

Verint’s digital first engagement management solution (left) enables delivery of digital first strategies designed from the customer perspective.

The core applications support assisted and self-serve access. They include a knowledge base capability that optimizes the queries that can be satisfied online by customers and a case management capability that optimizes the services that can be requested by customers and fulfilled by the appropriate department or agency.

The employee desktop assisted-service capability optimizes agent-customer interactions whether they be via traditional channels (such as voice) or digital channels (such as social and web [with co-browse]).

The self-service capabilities empower the customer to find the information or service they are looking for quickly (search), request or apply for services by completing online forms, and provide support to others (online community).

The solution can be deployed as a customer ‘My Account’ portal, running alongside an existing corporate website, or be the entire corporate website as it is based on a web content management system (Squiz).
Fully Realizing Your Digital First Strategy’s Economic Benefits

Verint’s digital first engagement management solution enables digital first strategies to be implemented in phases to enable delivery of quick wins, minimize risks and garner support for future phases.

**Phase 1** could focus on launching a customer “My Account” portal, providing easy access to information through the search capability, and providing both anonymous and secure access to those services that are classed as having a low business level impact from a security standpoint. This phase could also include marketing efforts aimed at driving customers to the new portal.

**Phase 2** could focus on extending services available via the customer “My Account” portal to those that are classed as having a higher business level impact from a security standpoint, enhancing the security authorization mechanism accordingly. As such, services are typically more complex. This phase should also consider the provision of co-browse for customer support purposes.
Phase 3 could focus on extending the customer “My Account” portal out to different customer personas, including businesses, and extending the services available accordingly. Further, this phase could also focus on introducing the ability to, for example, act as an advocate or proxy for a non-digitally savvy parent, thereby increasing the reach of the digital services.

Phase 4 could then consider providing personalization to further increase channel shift. It could also:

- Provide forums to support community participation
- Extend the underlying web content management system for the entire organization website
- Further exploit the appropriate analytics to enable optimization of the entire digital journey
Is your digital first strategy designed from the customer perspective?

While the majority of government and public sector organizations now have a digital first strategy, many have yet to fully realize their economic benefits. However, few are designed from the customer perspective. Review and update your digital first strategy from a customer perspective.

Find out more about Verint’s digital first engagement management solution from these additional resources:

- **eBook**: A Digital First Engagement Management Framework
- **Blog**: blog.verint.com/topic/government-and-public-sector
- **Blog Post**: Four Steps to Digital Nirvana
- **Blog Post**: The Role of Government Employees in a Digital (and Smarter) World
- **Blog Post**: Don’t Let Fear Drive Your Digital-First Customer Engagement Strategy
- **Guide**: Overcoming the Barriers to Channel Shift
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