

Digital First Citizen Service

A Solution Overview



VERINT

How can you achieve (or even exceed) your digital transformation strategy goals?

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

While many government and public sector organizations view digital channels as important to their customer engagement strategies and are taking a digital first approach to service delivery, they are not fully realizing the benefits they expected — possibly because their strategies are not designed from the citizen’s perspective.

What if your services were designed and delivered from the customer’s perspective?

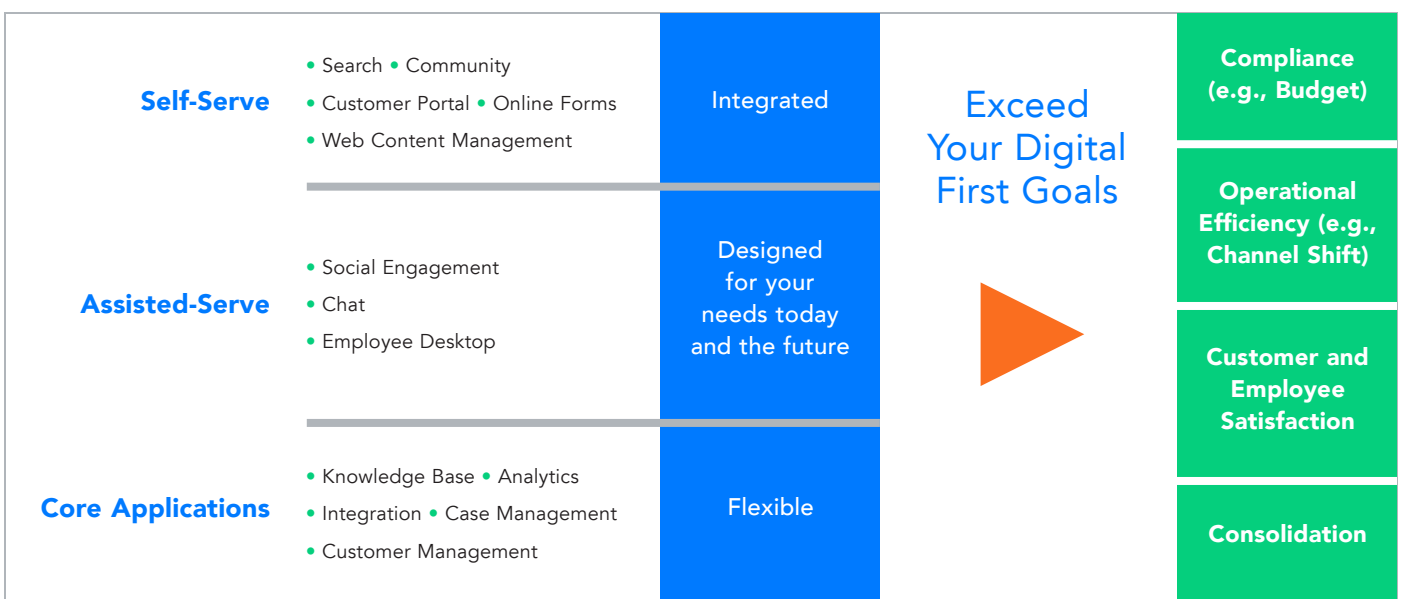
Verint offers engagement management solutions that can help you deliver digital first strategies designed from the customer’s perspective. Our comprehensive portfolio of solutions can enable you to realize the benefits of your digital first strategy with a framework that helps ensure both sides of the digital first engagement management coin are being addressed: self-service and assisted service.

What if customers and employees could find the information they need quickly, all of the time?

Core Applications

Verint’s digital first solutions are built around core applications that provide employees, citizens and other customers with access to appropriate knowledge, business processes, and customer case and performance information. They support omnichannel service, not disconnected silos; processes and journeys that are seamless, not fragmented; and employees who work collaboratively, not as individuals. They can help organizations deliver better service at less cost across all interactions. They include:

- **Customer and case management** — Tightly integrated capabilities including customer management, interaction management, and case management, all operating consistently across channels.
- **Integration capabilities** — Capabilities that support automated self-service transactions, to remove the need for manual intervention.
- **Knowledge base and self-serve search** — Capabilities to help employees and customers find information and services easily, reducing the use of expensive assisted-service channels.
- **Analytics** — Capabilities that help reveal actionable intelligence from captured interactions, to further optimize your digital first strategy.



What if your customer service representatives could handle all types of customer communications efficiently?

Assisted-Serve

Your employees still need to provide direct assistance to customers who need it, perhaps when completing complex forms online or finding information. Agents do more than answer telephone calls — they must also handle more complex issues across a broader range of channels and be able to “coach” online customers to help bring their issues or requests to a satisfactory conclusion.

Assisted-serve solutions support “digital employees” who not only handle assisted interactions, but also remotely assist and train customers in the use of digital channels. Solutions include:

- **Unified employee desktop** — helps organizations optimize employee-citizen interactions requiring assisted service by displaying inquiries from traditional channels (such as voice) and digital channels (such as social and web) in a single place.
- **Social engagement solutions** — allow you to provide service in a way increasingly preferred by citizens. You can participate in social conversations and accept service requests using these channels, too.
- **Chat and co-browse functionality** — allows customers to seek real-time, online assistance, helping those trying to help themselves but coming up against problems.

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What if your customers could access your services online, at any time and from any device?

Self-Serve

Self-serve solutions can empower citizens and other customers to quickly search for and find information and online services; complete and register requests and applications using online forms; and provide support to others via online communities. They include:

- **Customer portals** — enable users to find information; request, schedule and pay for services; report issues; manage their profile; and check service delivery progress.
- **Online forms** — provide simple, “report it” capabilities to complex processes, such as benefit applications, all delivered digitally to customers on the web and to employees in the contact center and back-office.
- **Search capabilities** — help customers find information and services quickly and efficiently.
- **Online communities** — enable customers to collaborate with other customers, seek solutions to problems, and share ideas.
- **Web content management** — underpins the customer portal and can also be used on your organization’s website.



Benefit from Flexible Solutions from a Proven Leader

Standalone or connected, together or separately, now and in the future, Verint's solutions can be implemented in any order to suit your specific needs. Choose from cloud, on-premises, and hybrid deployments, with the flexibility to move among them as the requirements of your organization change over time. Other benefits include:

- **Open, connected and integrated portfolio** — Verint customer engagement solutions are designed to require less work to implement and maintain. Our five solution suites cover voice of the customer, workforce optimization, employee engagement, engagement channels, and security, fraud, and compliance, and can integrate across the entire portfolio. A rich API library facilitates integration with other enterprise systems, as well.
- **A "start anywhere" approach** — With deep technology domain expertise across the entire customer engagement market, our experts work with you to understand your business needs and help identify the best strategy, approach, and solutions to achieve your goals.
- **Investment protection now and in the future** — As you add new capabilities, they need to integrate with your existing environment, preserving your investments in infrastructure and legacy products. Verint solutions have an open architecture and easy-to-use APIs to help you develop and maintain the integrations you need.
- **Full deployment flexibility: on-premises, private cloud, public cloud, and hybrid** — Deploying technology is a big decision. Verint is committed to providing solutions in whatever deployment model works best for you.
- **Solutions that are easier to own and expand** — At Verint, we focus on minimizing the services required to upgrade our solutions, to help you take advantage of new features as quickly as possible.

Discover how Verint can help you simplify and modernize citizen and customer engagement while continuously improving and adapting to changing business dynamics. Contact us today.

The Customer Engagement Company™

Americas

info@verint.com

1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

Asia Pacific

info.apac@verint.com

+ (852) 2797 5678



verint.com



twitter.com/verint



facebook.com/verint



blog.verint.com

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