

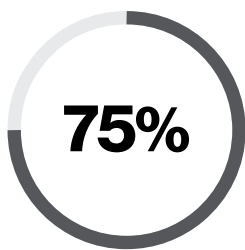
# Improve how your agency engages constituents.

Solution brief

## Verizon Digital CX solutions

**The pressures on governments continue to grow, placing greater demands on fiscal and human resources. Agencies must do more with less and make each tax dollar count. Yet, constituents have increasingly high expectations when it comes to engaging their governments or accessing services. Providing your constituents with an efficient experience that's easy to understand allows you to deliver better results without increasing resources.**

Today's constituents have become accustomed to using their mobile devices as their primary method of communication, including email, texting, mobile apps and even searching online. And as consumers, they're used to shopping, banking and ordering take out on the go—all of which are readily accessible through their smartphones. They expect a similar experience when they engage your agency—one that's easy, efficient, personal, relevant and meaningful, and will provide immediate answers to their questions.



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By 2021, challenged by more connected constituents and employees, 75% of organizations will be forced to adopt experiential technologies to improve how they interact with the public.<sup>1</sup>

Verizon's digital customer experience (CX) solutions help you deliver engaging, consumer-like experiences to constituents. These solutions help them find what they're looking for quickly and easily, reducing friction and minimizing frustration.

To get started, we suggest listening to your constituents on digital channels to understand knowledge gaps and pain points in their journeys, and then add automation incrementally to improve those journeys.

That's where Verizon Virtual Agent and Verizon Social Intelligence can help.

## Virtual Agent

Like most government agencies, your website is likely filled with numerous pages of information about the services offered, often to the point of overcommunicating. But how do you know that information is useful to constituents? Can you tell if they took the time to navigate through it all before giving up and calling?

Virtual Agent provides constituents a first layer of support through self-service automation across digital channels. It can understand the question being asked and then provide relevant answers, as well as help users navigate quickly to the information they seek. More importantly, all the questions asked—the actual verbatim text—is captured and analyzed using artificial intelligence, helping to provide you with visibility and valuable insights on where constituents may be frustrated or struggling.

With Virtual Agent, you can:

- Offload repetitive tasks to free up employees to focus on other agency needs
- Provide 24/7 chatbot agents to answer questions and deliver a consistent messaging and branding experience
- Meet citizen demands for high-quality self-service tools to handle inquiries
- Control costs by using automation and virtual technologies rather than hiring additional employees

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## Social Intelligence

More and more people are turning to social media to ask questions about government services or to get help. With the explosive growth of social media, it's critical for your agency to have a strategy in place to find these questions and respond as you manage your online presence.

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Social Intelligence uses artificial intelligence to sift through large volumes of social media posts across millions of sites to identify and gather actionable posts based on sentiment, topic types, number of influencers and more. Once collected, Social Intelligence uses predetermined team routing rules to route posts to the right employee, while enabling them to respond to the post directly within the tool itself.

Using Social Intelligence gives you:

- A single tool to help manage your agency's social media functions
- The ability to turn unstructured social data into useful insights and analysis, based on trending topics
- An understanding of what constituents are posting about, so you can develop a meaningful and relevant communications strategy to reach them

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### Verizon Digital CX benefits

Verizon's Digital CX solution can help:

- **Enable an omnichannel experience**  
Our solutions offer flexibility when it comes to applying self-service automation for constituents to interact with your agency using their preferred method (email, text, web, social or phone).
- **Increase efficiency from dynamic adaptations**  
With our fully managed service, you get a dedicated team that will work with you to identify insights from analytics and make recommendations to enhance the constituent experience.
- **Improve constituent experiences**  
Your agency can create a constituent-first experience through provided professional services and more targeted interventions.

### Why Verizon

Verizon provides an end-to-end portfolio of Digital CX solutions and professional services to create better constituent experiences, drive measurable results and mitigate security risks for your agency. Some of these services are provided on a FedRAMP-authorized cloud platform, so you can feel confident that the platform meets government security directives. Plus, our local account teams offer 24/7 dedicated account and technical support, combined with service on America's most reliable network,<sup>2</sup> which means we're available when and where you need us.

#### Learn more:

Let's connect and discuss more ways that Verizon can help support your agency. Contact us at 877.297.7816



<sup>1</sup> IDC FutureScape: Worldwide Social and Experiential Solutions 2019 Predictions, doc #US44389918, November 2018.

<sup>2</sup> America's most reliable and #1 overall network based on rankings from the RootMetrics® U.S. National RootScore® Report: 1H 2020. Tested with best commercially available smartphones on four national mobile networks across all available network types. Your experiences may vary. The RootMetrics award is not an endorsement of Verizon.