PEGA®

Providing connected service in a disconnected world

Agility for today, future-proofed for tomorrow.

Is customer call volume overwhelming your agents? Are emails becoming backlogged in inboxes and driving increased complaints? Are your social media accounts and web chats flooded with messages? You name it – many government agencies are facing a deluge of customer service requests on every channel, all while managing the added challenge of a distributed workforce trying to provide service remotely.

You need to find a way to handle the increased workloads without significantly driving up costs; demonstrate empathy to customers and employees who are all facing unprecedented challenges; and increase efficiency, availability, and customer options across digital channels.

It may sound like an impossible ask, but with the right strategy and set of tools, your government agency can adapt to today's fluid, changing working model and continue to provide high-quality customer service and great customer experience.

Scale-up your customer service with digital channels

Since the start of the pandemic, call volumes have increased by over 1,000%. Even with a team of superstar agents, one thing is clear: Your current workforce alone is not equipped to handle a 1,000% jump in service calls. Agents alone cannot scale to meet the massive increases in demand. So, short of going on a hiring spree for new agents, how can you scale-up capabilities to keep wait times down? The answer lies in future-proofed, multi-dimensional technology. Focus on digital messaging channels, case management, and intelligent automation.

Scaling to meet higher demands will rely on your ability to extend digital channels to manage concurrent interactions — particularly channels that enable customers to solve their own issues through self-service or allow representatives and intelligent chatbots to engage with multiple customers through digital messaging. Providing customers with alternative reliable channels through which to seek service can help drive down call volumes.

Automation can also help customers arrive at resolutions on web chat, email, or any other channel, just as effectively as a call with an agent – or at times, more effectively. In instances where the customer still chooses to call, case management can help to speed up the interaction by orchestrating work across the organization, reducing the average handle time.

Show your customers you care

Demonstrating empathy to your customers at a time like this is essential. It's important to maintain the level of service that customers expect, providing service that is:

1 Easy

Be available anywhere, anytime: You need to meet your customers wherever they are, at any hour of the day. Whether through machine-based or human engagement, you need to be ready for provide support 24/7.

2 Efficient

Value their time: Increasing service efficiency benefits everyone. Shorter wait or interaction durations make customers feel like you value their time. Added efficiency helps agents work through their queues more easily. And by spending less time on each contact duration, your organization can reduce costs.

3 Empathetic

Provide customized solutions: Understanding the full context of your customer relationship and offering humanized service can go a long way during unpredictable moments. Humanized service goes a step beyond personalization: It adds the extra touch of conveying heart and compassion. Across any touchpoint, present tailored offers and solutions that demonstrate your empathy for what the customer may be experiencing at this particular moment.

How to make it real (and get real results)

Contextual self-service, intelligent virtual assistants, case management, artificial intelligence (AI), recommended actions. These are just some of the capabilities required to provide the easy, efficient, and empathetic service that your customers expect, without exponentially increasing your spend.

It might feel like the list is never-ending and you aren't sure where to start. Luckily, the Pega Customer Service™ application offers all of these capabilities and more. Don't waste time and money investing in work-arounds or temporary solutions that help you now but won't work in the future. **Pega will drive success during the uncertainties we face today and whatever we face tomorrow.**

Here's how Pega will help you achieve outcomes:

Reduce cost-to-serve by helping to deflect customers from the call center toward more cost-effective channels. With built-in AI and automation, digital channels can help customers get the same results as a phone call — whether through automated options, or through synchronous and asynchronous digital messaging channels that let agents handle multiple inquiries simultaneously.

Boost agent productivity with the help of intelligent guidance and collaboration tools. A Pega-powered agent desktop streamlines service by consolidating tasks onto a single screen. By providing task suggestions, dialogue recommendations, and even manager-directed coaching, it helps improve agent performance and establish consistency.

Manage complexity by bridging the gap between back-end legacy systems and front office operations with enterprise case management. Connect people, systems, and processes – creating seamless experiences for your customers and servicing staff. No more navigating dozens of applications to understand and service one customer.
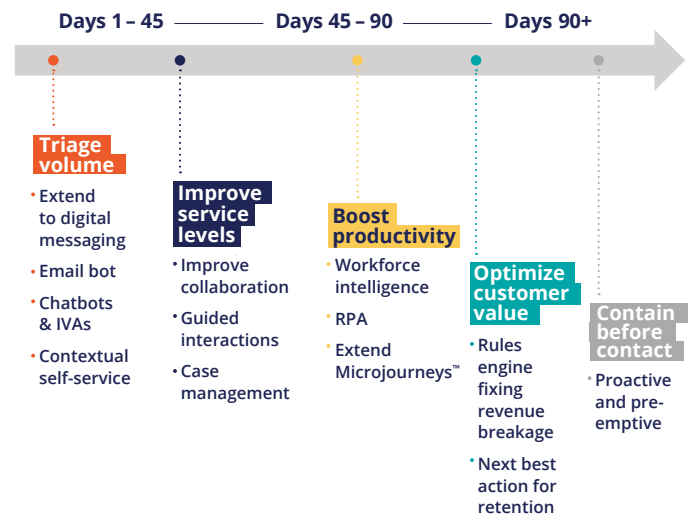
Future-proof your organization – even within your existing infrastructure – and then wrap your customers with the new digital, frictionless experiences they demand. By infusing both real-time omni-channel AI and end-to-end robotic automation, Pega improves operational efficiency for more seamless service journeys across your entire agency.

See the **full list** of Pega Customer Service capabilities.

Five steps to transform:

1 Triage volume	2 Improve service levels	3 Shorten interactions	4 Optimize customer value	5 Contain before contact

Prioritize your action plan:

Days 1 – 45   Days 45 – 90   Days 90+

Triage volume
- Extend to digital messaging
- Email bot
- Chatbots & IVAs
- Contextual self-service

Improve service levels
- Improve collaboration
- Guided interactions
- Case management

Boost productivity
- Workforce intelligence
- RPA
- Extend Microjourneys™

Optimize customer value
- Rules engine fixing revenue breakage
- Next best action for retention

Contain before contact
- Proactive and pre-emptive

Example action plan where service leaders can apply one or more of these strategies in each phase while incrementally improving over time.

"We have been able to improve payment accuracy to nearly 100% and reduce invoice processing costs by 33% – savings that can be used toward veteran care. Our digital transformation needed to be able to handle the volume and complexity of our operations. We have the second largest invoice processing system in the entire federal government and process $14 billion worth of invoices annually."

— Clint Loeser
Director of Financial Operations, Financial Services Center, U.S. Department of Veterans Affairs

Who's getting it right?

The 2020 U.S. Census is using Pega to help achieve the benefits of operational design innovations and change – expecting up to 45% of approximately 137 million targeted households to respond online.

Learn more

The Swedish Federation of Unemployment Insurance Funds (SO) improved scalability across 25 organizations to support approximately four million members with unemployment insurance benefits. By improving case resolution, SO was able to shorten case resolution time from weeks to minutes.

Learn more

The Texas County and District Retirement System (TCDRS) eliminated five systems and dramatically reduced system maintenance costs. By giving customers the ability to make changes to their own accounts, 60% of beneficiary updates are now conducted online. Furthermore, employers can now run cost benefits studies in a matter of seconds, reducing the wait time by weeks.

Learn more

PEGA

The time to act is now.

Are you interested in resetting your customer service strategy? Read **our whitepaper** to learn how to get started.

To learn more, visit us at **pega.com**.