



# Intelligent Citizen Interactions in the Digital Era

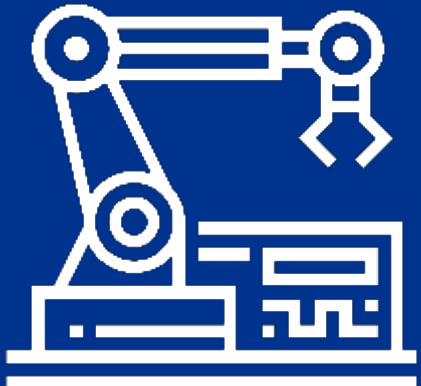
GSA Future Services Now

Oct 12, 2018



# ACT

like a human



# RULES

Basic process automation

- Macro-based applets
- Screen level and OCR data collection
- Workflow automation
- Process mapping
- Self executing

# LEARN

Enhanced automation

- Built-in knowledge repository
- Learning capabilities
- Ability to work with unstructured data
- Pattern recognition
- Reading source data manuals
- Natural language processing

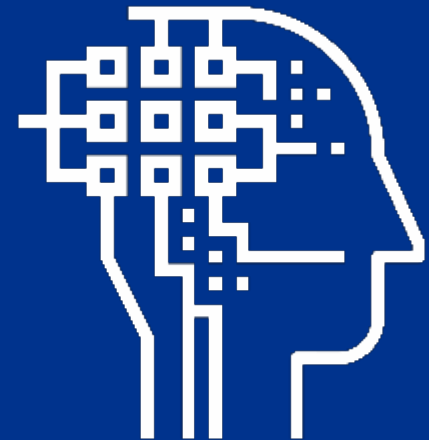
# REASON

Cognitive automation

- Artificial intelligence
- Natural language recognition and processing
- Self-learning (sometimes self optimizing)
- Processing of super data sets
- Predictive analytics/hypothesis generation
- Evidence-based learning

# THINK

like a human



# Driving a new citizen service experience standard

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## PAST

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Happenstance

Impersonal and mechanical

Reactive after problem occurs

Inefficient, high call volume

Repetitive and incoherent channels

Agent searches for information

Fragmented, disjointed, and siloed

## FUTURE

Intentional

Personalized, empathetic experiences

Anticipation before problem arises

Streamlined, optimized channel mix

Single line of communication across channels

Contextual information provided to agent

Singular, integrated experience

# Three trends that matter

By 2020, **85%** of all customer interactions will be powered by a chatbot.<sup>1</sup>

Gartner

In the future, the focus of service activities will no longer reside in a collection of buildings that house 'call center agents', but in a virtual ecosystem of digital and human assistants.

# 1

## INTEGRATED

The customer will demand seamless integration between self-service and live-service.

The customer will expect the agent of tomorrow to know what they've been doing, where in the ecosystem they've been trying to do it, and their specific need.

# 2

## PERSONALIZED & ENABLED

Know who I am and my value. Also have the skills and be enabled to solve my problems and fulfil my needs.

# 3

## PROACTIVE

As customer expectations continue to rise, organizations must excel at proactive customer service

<sup>1</sup>Gartner. *Gartner Predicts a Virtual World of Exponential Change*. (October 2016)

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*Today's average customer uses  
2.7 channels per interaction*

*By 2019, 75% of workers whose daily tasks involve the use of enterprise applications will have access to intelligent personal assistants to augment their skills and expertise.<sup>1</sup>*

Collect data through beneficiary opt-in questionnaires and engagement programs, and behavioral tracking and analysis across digital channels

Enable information-rich, cognitive experiences within agency websites

Equip citizens with actionable content and information to deliver a personalized online experience & self-service capabilities

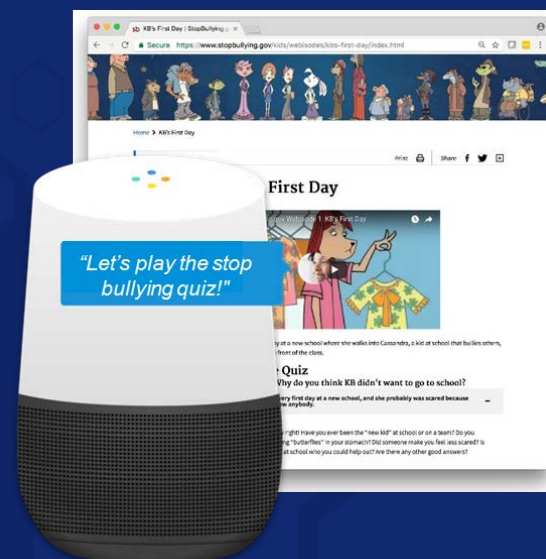
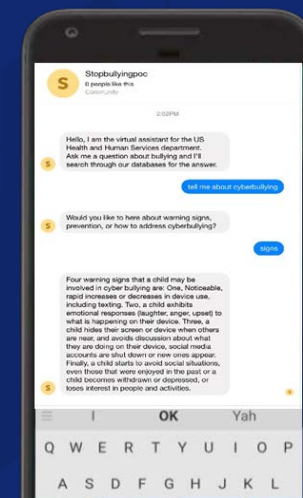
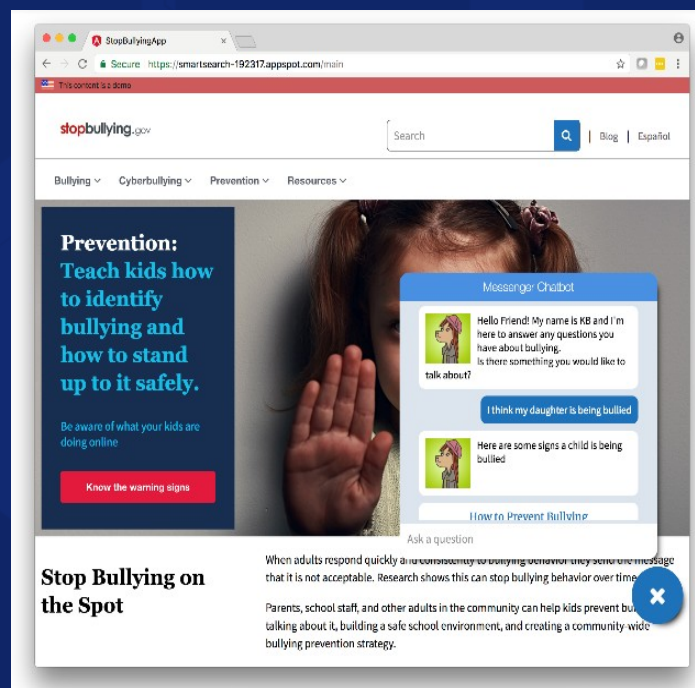




# Intelligent Search

## Stopbullying.gov:

With a vision towards shifting from isolated content search to unified answers, reduce complexity, improve citizen access to important content, and increase value in both newly created and existing content



High cost, low satisfaction citizen service has long been evident.

Why hasn't it been fixed?

### **Silos**

Companies address customer service by channel versus an holistic omni-channel approach.

### **Automation**

Companies are not effectively integrating RPA, machine learning, AI, and domain-centric business process transformation.

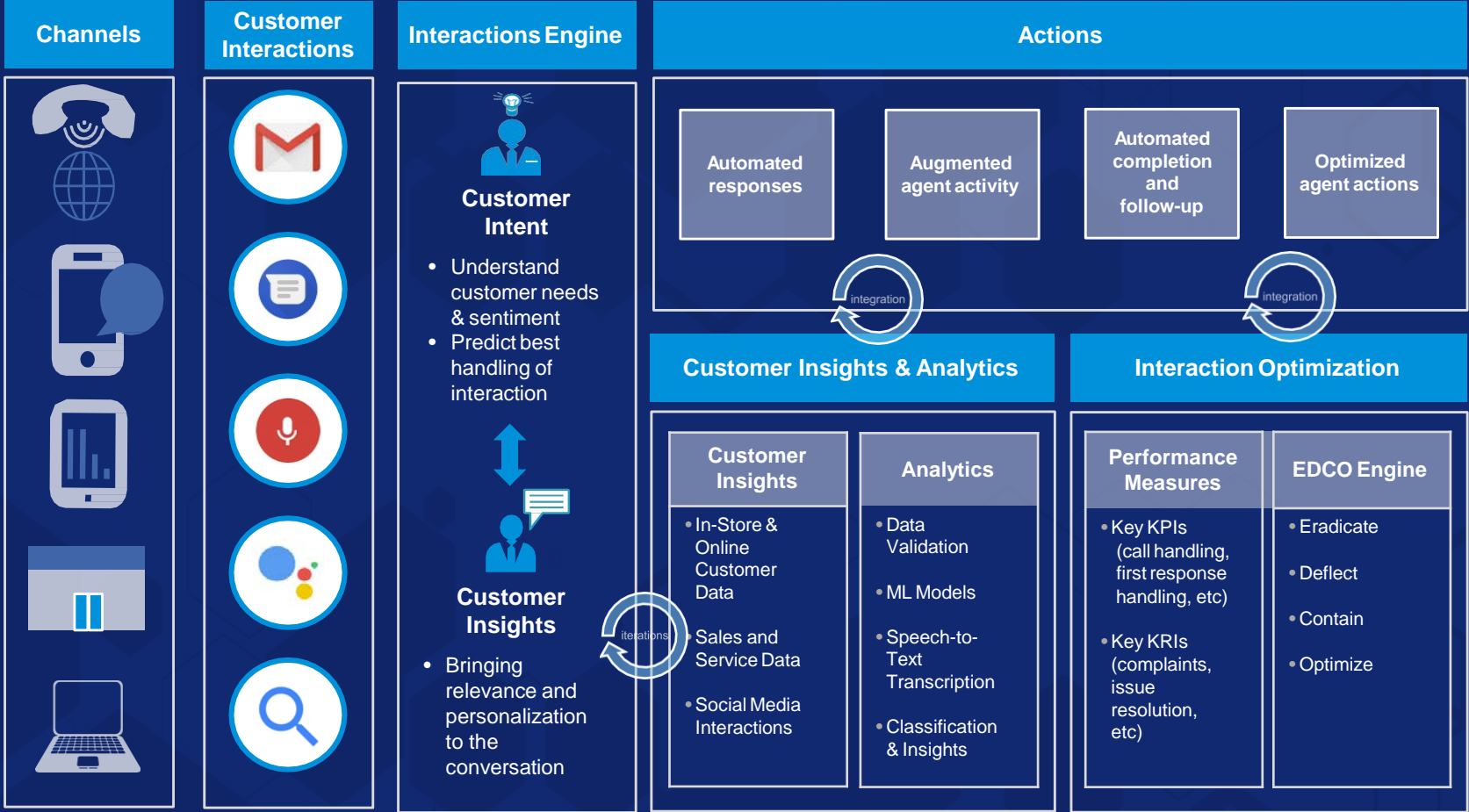
### **Human capital**

High turnover, long training times, poor data access, and routine boredom decrease customer service representative effectiveness.

### **Insights**

Companies don't effectively leverage data and analytics to understand customer intent, sentiments, personalization, and needs, which constrains growth.

# KPMG Intelligent Interactions framework





# Agent augmentation demonstration

## Agent Augmentation:

Leveraging the power of Cloud AI and APIs, KPMG developed models and accelerators to augment and empower customer service representatives, improving customer experience while enhancing agent job satisfaction.

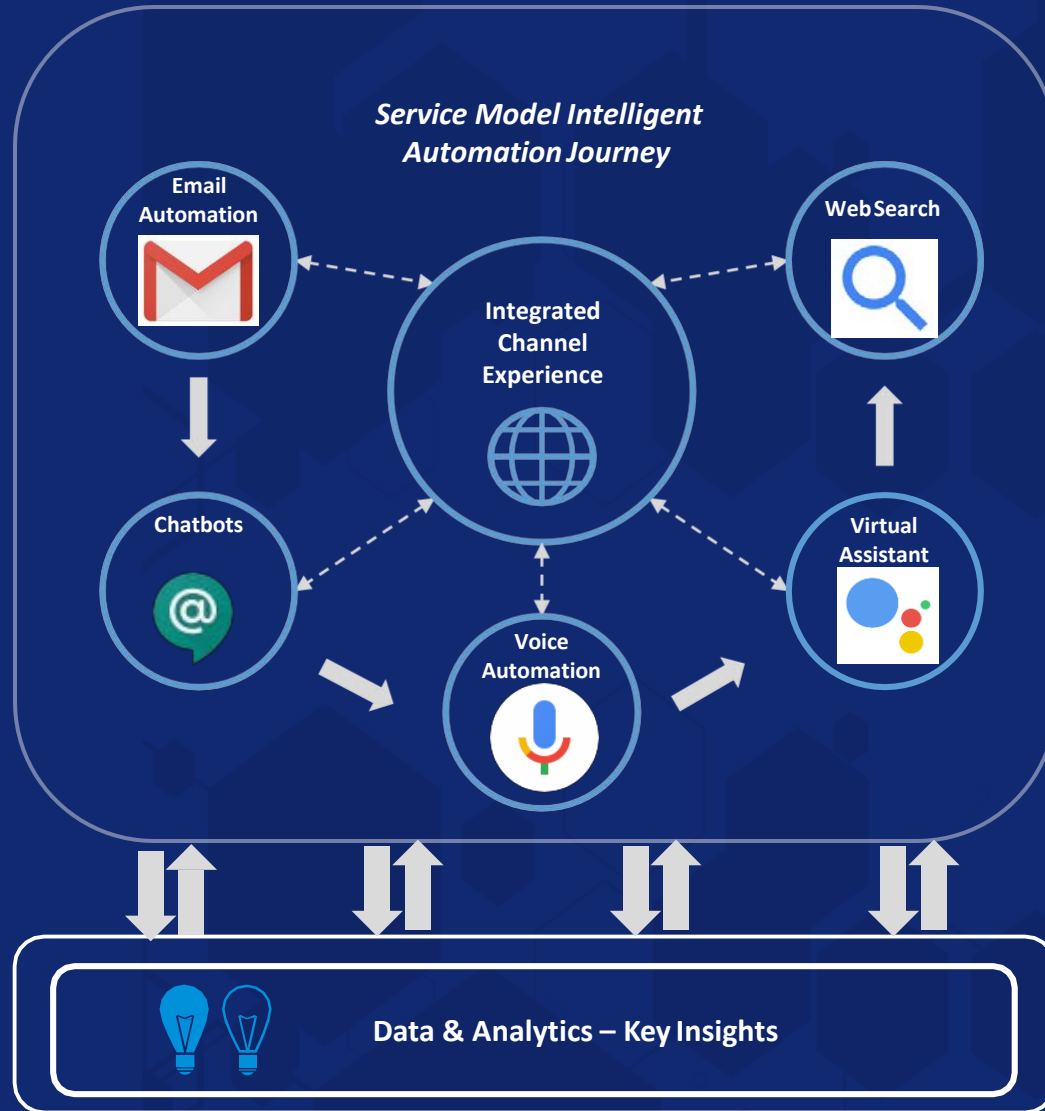
The screenshot displays the MB Contact Center interface. At the top, a header bar shows the MB logo and 'Contact Center'. Below this, a status bar provides call details: Case # RM218598, Call Length 00:50, Member Sam Miller, Member ID 313448-33, and Status Level (5 stars). A video feed in the top right corner shows an agent wearing a headset. The main interface is divided into two sections. The left section, titled 'Live Conversation with 153-404-2932', shows a chat history with three messages, each preceded by a sad face icon indicating a 'Frustrated' sentiment. The messages are: 'not unless you waive my fee first' (11:21:34 AM), 'how do I fall below my daily balance' (11:21:19 AM), and 'I'm looking at a service charge that I wanted to get looked at'. The right section contains a 'Waiver Creator' tool with a text input field for 'Enter credit amount', a 'Send' button, and a 'Cancel' button. A lightning bolt icon and the text 'NOW THAT'S QUICK: Created amount will post to the members account immediately' are also present. Below the waiver creator is a table titled 'Alerted Transactions' with columns for Posting Date, Description, Amount, and Balance. The table contains one row of data.

Posting Date	Description	Amount	Balance
6/15/18	Online Banking transfer to SAV 5679 Confirmation# 76228	-1,400.00	\$591.87

# Starting the journey

## Six areas of opportunity

1. Voice Automation
2. Email Automation
3. Chatbots
4. Virtual Assistants
5. Web search
6. Data & Analytics



## The journey:

- Begin with any **channel**
- Sequential or concurrent
- Integrated to foster maximum reuse of models & links to **automated outcomes**
- Working prototype proves **business outcomes** (e.g., customer experience, cost savings, efficiencies)

Data model delivers **unprecedented customer insights** to more effectively anticipate future needs and incent desired behaviors

# Lessons Learned



**Establish an enterprise-wide capability**



**Select vendors aligned with your ambition**



**Start small; deliver swiftly**



**Partner with your technology function**



**Set your priorities and the rest will follow**



**Consider business scalability**



**Strike the balance of your digital transformation**



**Build solid foundations**



**Evolve your analytics capability**



**Protect your business case**



**Identify and incentivize talent**



**Automation 'horses for courses'**

# Q&A

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