ORACLE CONSTITUENT EXPERIENCE: LOCAL GOVERNMENT SOLUTIONS

After broad adoption of emergency call centers (often known as 9-1-1), local governments quickly realized the need for non-emergency (or 3-1-1) call centers to decrease emergency response times. In the late 90’s, the first generation of non-emergency local government solutions focused on telephony to offload calls from overused and misused emergency systems and simple service request tracking. While these early non-emergency deployments provided value by decreasing the cost of providing emergency services and initiating service requests for pothole repair and abandoned cars, local governments rapidly realized broader opportunities by using non-emergency solutions as the design point for a constituent experience focused government.

THE NEXT GENERATION OF CONSTITUENT EXPERIENCE

The next generation of these non-emergency local government solutions is focused on designing around the constituent to identify opportunities to achieve efficiencies through multi-channel, cross-agency collaboration and service delivery. To meet this need for improving the quality and consistency of information delivered to citizens, Oracle Constituent Experience (CX) provides managers the analytical capability to continuously enhance service delivery and monitor policy outcomes, along with pre-built integration into back-office applications and multi-channel access to maximize citizen self-service.

As a leader in next generation CX, Oracle is uniquely positioned to address key challenges and opportunities, including:

- Analyzing Performance Trends and Policy Outcomes
- Obtaining Operational Efficiencies
- Tracking and Improving the Effectiveness of Programs, Employees, and Service Delivery Partners

As the world's leading information management company, Oracle understands local governments most valuable asset is information. Oracle designed its CX solution to provide local governments with the tools necessary to empower employees in providing citizens with consistent information, and the ability to leverage legacy systems to analyze constituent information to optimize program delivery.
ANALYZE PERFORMANCE TRENDS AND POLICY OUTCOMES

By utilizing a Constituent Experience (CX) solution as the single source of citizen information, Oracle provides executives with new insights into the success of the administration.

Identify Cyclical and Structural trends

Through the use of Oracle CX, government executives receive unprecedented insights into emerging cyclical and structural trends. With Oracle CX, incoming constituent information is captured in a single data hub, officials analyze constituent requests to identify emerging trends and program needs, as they occur, not eighteen months after the fact. By utilizing the citizen data hub as the first indicator into emerging trends, government executives align program planning, employee training and budget allocations to the evolving needs of the city/county.

Analyze the Performance of Employees, Programs, Initiatives and Vendors

In today’s world, the definition of “employee” has evolved. Increasingly governments rely on partners, non-profits and contractors to deliver government services. Oracle CX tracks not only the initial citizen request, but all assets and resources used in resolving that request. Because Oracle CX tracks requests all the way through to resolution, government executives are able to analyze the relative cost of case resolution as delivered by various agencies, channels, contractors and non-profits. The ability to track the cost and relative effectiveness of channels empowers government executives during contract negotiations to negotiate the best contract with those partners capable of meeting the needs of constituents. Oracle CX is the only solution capable of tracking the costs of all assets associated with a case, providing executive insights into the overall effectiveness of various service delivery operations.

Report on the Successes of the Administration

By using Oracle CX, governments not only monitor the relative success of government programs, assets and channels, but relate individual and program performance measures to larger policy objectives, such as reducing operational costs, decreasing crime, increasing economic development and developing a sustainable workforce. Through executive dashboards, mayors and other government executives identify the key policy objectives they need to track, and post attainment of those objectives on their website for all citizens to see. With Oracle’s powerful scorecards, executives are not only alerted to anomalies, but can drill all the way down into individual cases to identify the source of the problem. Oracle is the only CX provider delivering in-depth real-time analytics as part of its Commercial-Off-The-Shelf (COTS) product. In short, only Oracle CX tracks, analyzes and reports on the ultimate goal of any administration - voter satisfaction.

“If we can reduce someone’s call volume by 50% that’s four hours a day that they can now spend doing what they were hired to do. Efficiency gains are exponential at that point.”

-Kristin Gonzenbach
Director of Process Improvement
Dekalb County, GA
IDENTIFYING OPERATIONAL EFFICIENCIES
Oracle Constituent Experience (CX) empowers governments to identify operational efficiencies and streamline processes, reducing the tax burden on citizens.

Multi-Channel Support
Oracle CX provides out of the box support for the entire spectrum of constituent interactions including web self-service, email, fax, chat, phone, and in-person. Every problem solved online is one less expensive call or email to support staff. Oracle CX allows citizens to initiate service requests (request for tax assessment, apply for building permit, report graffiti) through the web, freeing employees to focus on their core jobs.
Oracle CX allows citizens to receive proactive non-emergency alerts through their channel of choice. Citizens “opt-in” to alerts based on a number of topics from community events, event driven alerts, to notices regarding public hearings. With proactive, event driven alerts, governments offer citizens enhanced levels of service (e.g. notification of school cancellation), while creating efficiencies by avoiding costly calls or face-to-face interaction. When requests are logged through Oracle’s Contact Centers, citizens can track the status of the request through event driven notifications, limiting follow up calls from citizens.

Through integration with Oracle Financials, cities and counties provide citizens the ability to perform electronic payment, enabling local governments to recognize funds faster, while decreasing the internal costs associated with inputting citizen payments. In doing so, Oracle CX provide integrated analysis of service delivery effectiveness against cost accounting.

**Routing Automation**

An Oracle CX solution leads to more efficient allocation of resources through empowerment of employees to provide information regarding multiple government programs. With automated branch scripting and industry leading workflow, employees have the tools to resolve and/or route a service request efficiently. As a result, calls are routed to the agent best able to answer a request, providing faster call resolutions rates and increased citizen satisfaction.
Utilizing e-Government to Drive Process Re-Engineering

Progressive governments are using the contact center to identify barriers to identify common service requests (e.g. building permits and requests for new electrical, plumbing and sewage lines), recognize barriers to self-service and redesign ineffective business processes. By using Oracle scripting and workflow as part of Oracle CX, managers begin to monitor and categorize the types of requests coming into the center. As common requests begin to appear, employees are trained to cross-“sell” ensuring citizens obtain all the services they require. When barriers to self-service emerge (e.g. unclear instructions on a form, confusing portal workflows) managers use these insights to continually revise scripts and workflows to change not only citizen self-service workflows, but also ineffective internal business processes. By focusing on the needs of citizens, governments have the tools to continually evaluate and refine internal processes to obtain greater efficiencies while delivering quality service to citizens.

Effective Program Delivery

Oracle recognizes efficient government does not equate to effective government. The next generations of Constituent Experience focuses on not only providing efficient government, but ensuring the services delivered are effective in addressing the current and emerging needs of the jurisdiction.

Manage the Entire Lifecycle of a Case

Recognizing CX doesn’t stop at the contact center; Oracle CX provides pre-built integration into Oracle’s case management and field service. When a call requires onsite service, Oracle CX synchs with a scheduling engine to send the right people with the right skill sets to the right place (through GIS and other integrations). Oracle Field Service enables highly effective resource assignment and dispatch, while empowering remote workers with remote access on a mobile device to case history, blue prints, required parts and/or case information necessary to resolve the case effectively or initiate a repair request effectively and deliver optimal levels of customer satisfaction.
Through Oracle CX, case escalation is automated with configurable service-level notifications; rerouting cases when an employee is unresponsive or on vacation, providing executives greater insight into employee productivity. Because Oracle CX tracks all assets and resources devoted to resolving a service request and/or managing a case, executives have insight into procurement needs, and the tools necessary for effective cost analysis, budgeting and planning.

**Empower Employees with Consistent, Accurate Information**

As use of CX expands to encompass a broad range of services, governments must provide agents the ability to deliver information on an increasingly diverse number of requests. Oracle Knowledge allows employees and citizens to easily search or browse the online knowledge base for solutions to common requests, providing frequently asked questions, troubleshooting guides, and up-to-date forms and instructions. The knowledge base automatically learns from experience which items are useful to users in solving particular problems, increasing first call resolution rates and contact center productivity, while freeing experienced agency staff to focus on complex cases.

**Deliver a Single, Accurate View of the Constituent Across All Agencies**

In an effort to deliver the right programs to citizens, government employees must have an accurate understanding of the citizen; failure to maintain data accuracy results in decreased reimbursements, wasted government resources, or worse, as citizens get lost in the bureaucracy of government. Oracle Citizen Data Hub is a fully integrated citizen data management solution that centralizes, cleanses, and enriches your citizen data, continuously synchronizing with all data sources, to provide a single view of citizens needs. As new data comes in, agencies have a better understanding about all the agencies involved in servicing their client, reporting up to State and Federal agencies becomes more accurate, analytics become more valuable, employee productivity increases, and day-to-day citizen interactions are more effective.
A key benefit of the Oracle Citizen Data Hub is the creation of a single place for all citizen data, without disrupting existing systems. Oracle’s Citizen Data Hub reaches into existing systems (based on existing privacy policies) and provides a single, authoritative source of truth.

As the citizen data hub captures information and provides an accurate view of the citizen, managing access to that data is imperative. Oracle CX provides role-based security, so while all data captured through Oracle CX is housed in a single repository, access to that data at any given time in the workflow is restricted based on an individual’s role maintaining compliance with agency privacy policies.

**Implementation Benefits**

Most CX implementations are focused on addressing a single pain point; it’s typically post implementation when government executives identify broader potential. Local governments are only required to license those components they need to address immediate pain points (e.g. contact center only). As non-emergency government solutions evolves, Oracle CX is there to support the future needs of the jurisdiction (e.g. dashboards, eService, case management, field service) by simply turning on the license, eliminating future costly integration expenditures.

Oracle CX provides local governments with the benefits of business best practices and the flexibility of custom built solutions. While Oracle CX leverages industry best practices, the solution is highly configurable and readily tailored to city/county service delivery processes. These configurations are supported through upgrades, dramatically reducing the need for customization while improving the total ownership experience for your government agency.
Conclusion
The next generation of non-emergency local government solutions extends contact center functionality to deliver value to constituents, employees and executives – a complete Constituent Experience. Governments cannot afford to invest in non-emergency government solutions focused solely on capturing non-emergency citizen request. Larger benefits are realized by utilizing these solutions as the basis for citizen focused government. Oracle CX is the solution for managing constituent information to identify program efficiencies and deliver on the priorities of the administration.