

Call Center Consolidation for Public Sector

"We've changed people's lives. 311 is not just a citizen service hotline; it's the most powerful management tool ever developed for New York City's government. I can't imagine running a city without it!" – Michael Bloomberg, Mayor, New York City

THE ORACLE DIFFERENCE:

- Global CRM leader
- Numerous successful contact center modernization and consolidation projects
- Realized major cost savings in very complex consolidation environments
- Qualified best practices to realize economies of scale
- Integration partners that understand a COTS approach to consolidation

Government agencies all struggle with fragmented customer services including citizens unable to resolve issues and questions in one stop, difficulty locating the "right" resource, customers answer-shopping, and the inability to load balance call volumes and workload. And all deal with fragmented and overlapping infrastructure in the form of telephony, network and computing resources, facilities, and more.

What a shared service contact center approach primarily offers is a high degree of flexibility in balancing workloads and optimizing across constantly changing and fluctuating departmental demands. It offers economies of scale that are difficult if not impossible to achieve for individual agencies. Even when the communications consolidation is executed flawlessly, challenges remain. To address these challenges, Oracle can prove instrumental in providing the following:

Knowledge Management

In addition to routing calls to customer service representatives in an intelligent way, the best hope of realizing a high rate of quick first call resolution is by placing alerts, recommendations, and rapidly searchable content at the fingertips of your call-takers.

Multi-channel Interaction Management

A multi-channel interaction management facility will enable your customer service representatives to interact and follow-up with citizens through their preferred communications channels as well as facilitate seamless hand-offs to departmental experts, escalation when necessary and closure. This will reduce costs while improving customer satisfaction.

Proactive Outbound Communications

Citizens and customers may want the ability to opt in to receive "interest group" notices. Often the best way to avoid issues and questions is by informing selected groups on a proactive basis, and again through their channel of choice whether it is print, email, or social networking.

CALL CENTER CONSOLIDATION BENEFITS AT A GLANCE:

- Improved efficiency through automation, optimal resource allocation, and scale
- Improved customer satisfaction through preferred interaction channels, consistent service quality, timeliness, and effectiveness
- Reduced infrastructure expense and consolidation of support costs
- Adaptability and extensibility to meet new requirements, expanded mission, and increased volume
- Continuous improvement through comprehensive, proactive performance measurement and management

Integration

Customer service representatives invariably require some access to agency systems in order to facilitate productive customer interactions. The customer interaction platform must be capable of providing seamless and secure integration with auditable transactions to departmental systems.

Analytics

Measuring not just call statistics, but also broader service statistics, enables organizations to understand how well citizens are being served. Integrated full-spectrum analytics also offer the ability to determine how well agencies and departments are being served by a shared contact center. This is a critical enabler in call center optimization.

Accountability through Customer-Centricity

One of the worst things a customer service organization can do is lose the customer interaction context when the phone call ends, particularly for those citizens and customers who are willing to share their personal contact information in exchange for accountability. Providing your customer service representatives an easy-to-use facility for maintaining customer service history and interaction continuity will pay for itself many times over.

A Market Proven Solution

The Oracle Siebel CRM product family helps organizations deliver quicker, better and more-efficient customer service. Whether an organization needs hosted, mobile, or on-premise solutions, these applications provide optimal resource deployment, speedy issue resolution, one-and-done request handing, and powerful tracking and analytics capabilities. As a result, agencies/departments can increase customer satisfaction while cutting costs at all touch points in the organization.

Oracle Siebel CRM also provides the ability to configure service processes ranging from simple to complex, automate work/activity assignment and completion, provide calendar and workflow facilities, deploy dynamic scripts, surveys and assessments, and manage escalations and alerts. Configured service processes can also incorporate correspondence automation which is a crucial component of the customer contact center.

The most fundamentally sound approach to call center optimization and consolidation requires four main components working in concert: knowledge management, communications, integrated customer service and performance management/analytics. A decade of leadership in this area, and success with thousands of major customers worldwide, Oracle has shown that the shared service model for government contact centers can yield efficiencies through economies of scale as well as improvements in customer/constituent service.

CONTACT US

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