

Constituent Experience: A Cornerstone of Modern Government

When the Air Force Personnel Center (AFPC) wanted to maintain its high level of services in the face of mandated resource reductions, it turned to innovative Web technologies to replace outdated case- and knowledge-management systems. “Our primary goal was to create a better customer experience,” says Capt. Michelle Richards, former customer relationship management operations chief at the center. “Given the lack of functional personnel in the field due to recent reductions, we needed to get more efficient, and the Web quickly became a critical component in our strategy.”

The results are impressive. Feedback from constituents shows satisfaction levels rose from “poor” to “very good” as the average customer inquiry times dropped from about 20 down to 2 minutes—all in spite of budget cutbacks.

The AFPC isn’t alone in efforts like these. Whether military or civilian, federal or state and local, public sector organizations are using innovative and cost effective solutions to enhance constituent experience (CX). Aiding their quest in getting closer to constituents, public-sector organizations can now benefit from complete solutions from Oracle that together address all aspects of CX, from commerce, service and support, or case- and knowledge-management resources and tools for enhancing Web, social-media and contact center experiences.

The Constituent Experience Pay Off

Improved CX is a new imperative for modern government for a number of important reasons:

Successful CX reduces costs and increases efficiency.

The right CX solutions promote client self-service and enhance agent productivity, which together can reduce costs.

CX builds greater trust and strengthens relationships among stakeholders and constituents.

Constituents face fewer frustrations if they’re not forced to shuffle from a Website to email and perhaps to a call center looking for answers to important questions. The best CX solutions deliver essential information across multiple channels.

CX strategies increase adoption of citizen services.

By facilitating efficient, multi-channel communications, the right CX solution helps public-sector organizations capitalize on new opportunities for engaging with constituents, a goal promoted by recent government mandates.

What to Look for in Constituent Experience Solutions

But, not all CX solutions deliver a full range of capabilities for engagement and information sharing within a cohesive framework that eliminates information silos and the need for custom integrations. To succeed with CX, public-sector organizations need consistent, relevant and personalized services based on Oracle’s unique capabilities for CX success in government.

Oracle provides a complete suite of optimized and fully integrated solutions so public-sector organizations can streamline business processes, reduce costs and accelerate the delivery of new services.

The foundation of these solutions starts with the Oracle Government Cloud, a purpose-built solution designed for:

- Security, including adherence to FedRAMP, FISMA and other protocols, as well as best practices for defense-in-depth and continuous security monitoring.
- Best-in-class functionality, with industry-leading innovations in software, middleware and hardware, plus support for open application programming interfaces
- Innovation, made possible by cloud services engineered for mission-critical solutions

Oracle builds on this foundation with its complete CX portfolio for integrating all essential communications channels for linking government stakeholders and constituents. These channels range from social media, mobile, and online channels to call centers, offices and caseworker engagements. Here's a rundown of Oracle's CX solutions for government.

12 Ways Oracle Powers Government Success in CX

1. Service Cloud

Oracle Service Cloud provides a complete platform for unified, cross-channel service solutions. With Oracle Service Cloud, public-sector organizations

- Combine and integrate Web, social-media and contact center experiences in the cloud
- Build trust and strengthen relationships through more responsive communications with constituents

Get more details -

<http://www.oracle.com/us/products/applications/rightnow/overview/index.html>

2. Web Experience

Oracle RightNow Web Experience gives constituents access to government resources at any hour of any day via Web self-service capabilities or online administrative assistance.

The solution

- Presents constituents with relevant, timely knowledge
- Provides answers to mobile devices or desktop PCs
- Reduces administration costs by deflecting calls to service reps

Get more details – <http://www.oracle.com/us/products/applications/rightnow/web-experience/overview/index.html>

3. Contact Center Experience

Oracle RightNow Contact Center Experience gives the administrative staff the tools they need to deliver consistent cross-channel experiences. The solution

- Makes constituent data and relevant organizational knowledge available across all constituent touch points
- Gives agents a unified desktop interface to handle interactions
- Maximizes administrator productivity with automated routing, workflow resolution paths

Get more details - <http://www.oracle.com/us/products/applications/rightnow/contact-center-experience/overview/index.html>

4. Social Experience

With Oracle RightNow Social Experience constituents can interact with and support each another and communicate with representatives of the organization. This resource

- Leverages social media to build loyalty among citizens
- Enables organizations to monitor, prioritize and respond to social interactions with constituents

Get more details - <http://www.oracle.com/us/products/applications/rightnow/social-experience/overview/index.html>

5. Engagement Experience

Oracle RightNow Engage delivers proactive, personalized messages, while providing real-time, actionable insights to increase satisfaction and control cost. With this solution public-sector organizations can

- Capture constituent feedback
- Improve CX
- Increase constituent satisfaction

Get more details - <http://www.oracle.com/us/products/applications/rightnow/engage/overview/index.html>

6. Service Experience

Oracle RightNow Service Experience Platform is a cloud-based platform engineered to help public-sector organizations deliver high-levels of CX across all interaction channels. It is characterized by

- Industry leading security and compliance capabilities
- Tools for transparent cloud management
- Support for open standards and business administration extensibility

Get more details - <http://www.oracle.com/us/products/applications/rightnow/service-experience-platform/overview/index.html>

7. Complex Case Management

Oracle's Siebel Contact Center and Service helps public-sector organizations deliver fast and highly efficient constituent service. The platform

- Gives government public-sector organizations a complete and integrated case management and eligibility solution
- Automates intake, eligibility determination, benefits administration and complex case management activities
- Provides self-service and productivity tools for case workers and providers, along with program outcome analytics

Get more details - <http://www.oracle.com/us/products/applications/siebel/contact-center-service/overview/index.htm>

8. Rules Management

Oracle Policy Automation helps public-sector organizations effectively deliver services and consistently determine policy obligations. With this solution public-sector organizations

- Maintain full compliance with relevant laws and regulations
- Transform complex legislation, regulations and policy documentation into executable software
- Service citizens efficiently and consistently

Get more details - <http://www.oracle.com/us/products/applications/oracle-policy-automation/overview/index.html>

9. Knowledge Management

Oracle's products for knowledge management help users find essential information contained in organization and departmental storehouses. These solutions are

- Simple and convenient to use so users quickly find the knowledge they need
- Comprehensive in scope, to unlock information in myriad systems, applications, databases and the growing mountain of online information
- Designed to index large amounts of information to make content searchable

Get more details - <http://www.oracle.com/us/products/applications/knowledge-management/index.html>

10. Social Relationship Management

Oracle Social Cloud is a cloud service that helps public-sector organizations successfully manage relationship with constituents on social media channels. The comprehensive solution consists of

- Oracle Social Engagement & Monitoring Cloud Service
- Oracle Social Marketing Cloud Service
- Oracle Social Network

Get more details - <http://www.oracle.com/us/solutions/social/overview/index.html>

11. Constituent Portal

Oracle WebCenter creates exceptional experiences for constituents, employees and partners. The solution

- Connects people, processes and information across multiple channels
- Offers the industry's most complete portfolio of portal, Web-experience and content management and collaboration technologies
- Provides a foundation for Oracle Applications to deliver a next-generation user experience

Get more details -

<http://www.oracle.com/us/products/middleware/webcenter/overview/index.html>

12. Targeted Cross Channel Constituent Experience

Oracle Endeca Commerce enables public-sector organizations to deliver personalized, consistent constituent transactions across all engagement channels, whether online, at physical offices or via mobile or social-media applications. This helps public-sector organizations

- Deliver targeted, user-centric experiences in a scalable way
- Capture any type of data from any source to power rich constituent experiences
- Guide and influence stakeholders and citizens to encourage exploration and discovery of government resources

Get more details -

<http://www.oracle.com/us/products/applications/commerce/endeca/overview/index.html>

CONTACT US

For more information about Oracle's solutions for Constituent Experience go to:

<http://www.oracle.com/us/industries/public-sector> or call +1.800.ORACLE1 to speak to an Oracle representative.