

Multi-Channel Government Contact Centers: Revolutionizing Service Delivery and Building Great Citizen Connections

In Today's world of changing demographics and increasing use of technologies like smart phones, social media, and interactive websites, government agencies are facing higher citizen expectations, increasing requests for service across channels, and daunting challenges to deliver more with older, disconnected systems, multiple knowledge sources, and smaller budgets. Government agencies have a tremendous opportunity to revolutionize the way they deliver service and connect with its citizens and customers.

Salesforce.com's world leading, multi-channel contact center software-as-a-service solution provides citizens with a convenient, user-friendly way to connect and get the support they need from their government through the communication channel of their choice, whether mobile, web self-service, email, chat, Facebook, Twitter, You-tube, and more.

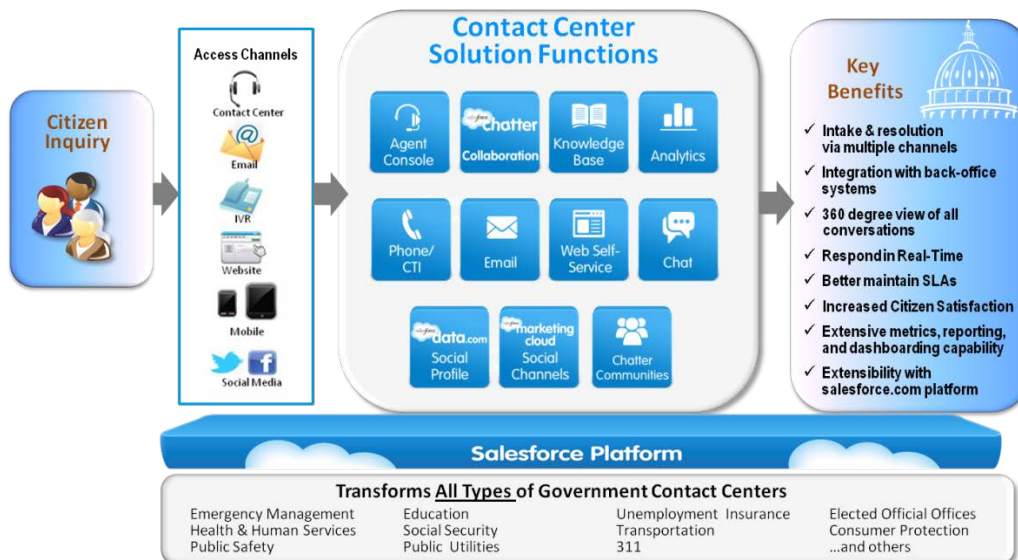
Government support agents are empowered with an intuitive, fully integrated, fully connected contact center solution with a unified agent console, single knowledge base, and 360 degree view of all conversations to build great citizen connections and deliver superior, consistent service at every point of the citizen interaction, across any channel -- plus robust, real-time analytics and reporting for government executives to monitor performance metrics and measure outcomes.

"Salesforce helped us transport customer service to new levels."

Anthony Grieco
Sr. Director
Customer Service &
Transit Information
NJ TRANSIT

Regardless of what type of government service and citizen inquiry -- from public transportation, to fraud investigation, Medicare, Medicaid, financial aid, and more -- the results of the solution are a more proactive, personalized, cost-effective, and efficient contact center. Salesforce.com customers on average report *36% improved agent productivity, 36% decrease in support costs, 37% faster case resolution, and 34% increased citizen satisfaction.*

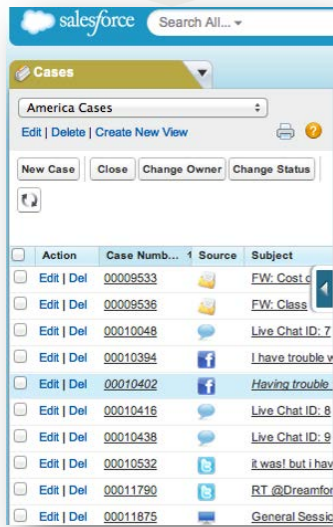
With nearly 500 government customers, 17,000+ contact center customers, and industry analyst recognition as the #1 cloud-computing CRM for customer service and support, salesforce.com offers government agencies a proven solution and ability to further innovate and scale with the most trusted, multi-tenant cloud computing platform in the marketplace.





salesforce®

Case Queue brings in cases across all channels



Unified Agent Console provides a single desktop view of the case. Rich citizen social profile shows social activity. Configurable highlight panel pushes the agent key account and pre-filtered knowledge information relevant to the case.



Simple point and click, customizable dashboards provide instant access to real-time data and analysis.

Deliver Superior Service

Learn how government innovators are leveraging salesforce.com cost-effective solutions to bridge the communication gap and deliver superior service to its citizens and customers.

New Jersey Transit serves the largest statewide public transit system with more than 250 million passengers a year. They deployed a salesforce.com customer service portal and contact center, plus social media monitoring to improve customer service for 900,000 daily trips. NT TRANSIT was able to raise customer inquiry handling by 500% and reduce response time by 35% without adding staff. [Learn more](#)

City of Elgin is implementing a One-Stop 311 CRM solution for the Chicago metro area. Elgin is a city of over 100,000 citizens that is looking to transform the way it interacts with its citizens by providing a leading edge, one-stop SaaS 311 solution on the salesforce.com platform. The City has already experienced success using salesforce.com Chatter to improve snow and ice removal. All information – streets to be cleared, emergencies, how/who is addressing, even pictures to show resolution – in one place. [Learn more](#)

General Services Administration (GSA) provides the services and infrastructure that are necessary for every federal agency to do its job including managing nearly 8,800 office buildings, acquiring more than \$62 billion in goods and services and managing the National Contact Center -- a salesforce.com service center solution for both government agencies and the public that handles more than 1.8 million annual calls.

Maryland State Highway Association (SHA) implemented a new salesforce.com customer care management solution that not only realized a reduction in development time by as much as 35%, but also reduced enhancement times by as much as 60%. SHA planned to roll out two apps per year for three years. Instead they finished seven applications, some with multiple releases, all in the first year. [Learn more](#)