A Modernized State Contact Center

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I n today's world of changing demographics and increasing use of technologies like smart phones, social media, and interactive websites, government agencies of all levels are facing higher citizen expectations. There are 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.
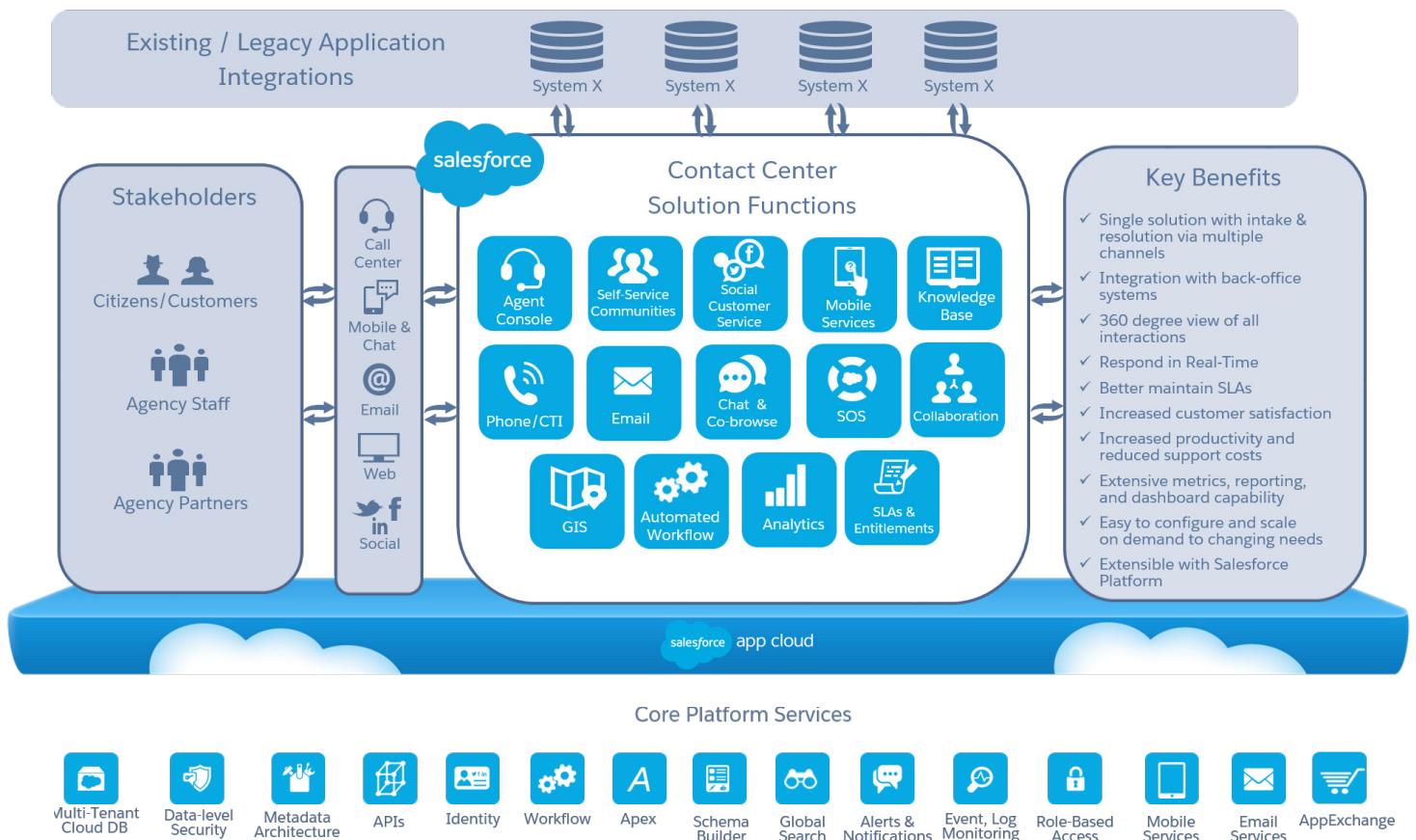
With Salesforce, the government agencies will quickly deliver a transformational customer experience and an improved level of service. The State Contact Center solution will enable the government agencies to optimize mission activities and increase the overall level of service and efficiency to the organization. Salesforce delivers a proven solution and the ability to further innovate and scale with the most trusted, multi-tenant cloud platform in the marketplace.

Challenges

The challenge for many state agencies is too few technology options. Either you choose an off-the-shelf solution that lacks customizability, doesn't scale efficiently, is not fully mobile and unable to adapt to the departments changing needs, or you invest heavily trying to develop and support an in-house solution, requiring major upfront and ongoing investments in hardware, software and development resources just to stay current.

How the State Contact Center Comes to Life

The Salesforce State Contact Center Solution is a secure, multi-channel enterprise application that puts the customer experience at the center of all agency services, knowledge, and experts - providing a personalized journey which enables a more streamlined intake process and more effective mission execution.

Existing / Legacy Application Integrations — System X, System X, System X, System X

Stakeholders
- Citizens / Customers
- Agency Staff
- Agency Partners

Call Center · Mobile & Chat · Email · Web · Social

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Contact Center Solution Functions
- Agent Console
- Self-Service Communities
- Social Customer Service
- Mobile Services
- Knowledge Base
- Phone / CTI
- Email
- Chat & Co-browse
- SOS
- Collaboration
- GIS
- Automated Workflow
- Analytics
- SLAs & Entitlements

Key Benefits
- ✓ Single solution with intake & resolution via multiple channels
- ✓ Integration with back-office systems
- ✓ 360 degree view of all interactions
- ✓ Respond in Real-Time
- ✓ Better maintain SLAs
- ✓ Increased customer satisfaction
- ✓ Increased productivity and reduced support costs
- ✓ Extensive metrics, reporting, and dashboard capability
- ✓ Easy to configure and scale on demand to changing needs
- ✓ Extensible with Salesforce Platform

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Core Platform Services

Multi-Tenant Cloud DB · Data-level Security · Metadata Architecture · APIs · Identity · Workflow · Apex · Schema Builder · Global Search · Alerts & Notifications · Event, Log Monitoring · Role-Based Access · Mobile Services · Email Services · AppExchange

Components of a Modernized Contact Center

In order to address these challenges, we are pleased to present a solution to help deliver a robust and complete contact center that will give the State, its partners, and its citizens, the ability to collaborate and share relevant data. The Salesforce State Contact Center solution, built on our proven Salesforce Platform modernizes today's contact centers by providing your agency with the following capabilities:

Agent Console

Deliver the next generation agent experience

The unified Agent Console provides a single desktop view of the case. Rich customer social profile shows social activity. Configurable highlight panel pushes the agent key account and pre-filtered knowledge information relevant to the case. In contrast with customer support software alternatives, customer service software as a service from Salesforce gives your agents a 360-degree customer view to speed case resolution and consistently delight customers.

The Agent Console helps deliver the next generation agent experience –

> Designed from the ground up for productivity

> Intuitive and configurable user interface incorporates modern UI best practices

> Numerous productivity tools like keyboard shortcuts for common actions such as changing the case status help agents minimize common clicks

> Multi-channel with cross-channel context and in-channel response

> Predictive intelligence for the right answer, the first time, every time

> Activity alerts stream real-time information to the agent such as the customer sending an email reply without refreshing the screen

> Geolocation integration provides instant understanding of where a problem is occurring, and helps ensure that the right resources are sent to the right location

> Simplified guided case flow to support inexperienced agents

Self-Service

Empower Customers to help themselves

With Salesforce, customers can access a rich portal environment where they can search for answers in the knowledge base and share information and their experiences with other customers. If the customer cannot solve their problem by themselves they can easily escalate their issue to the contact center with web-to-case functionality. My Cases functionality lets them track the status of their case online.

With Communities, self-service web portal, state customers have one place to go to get the answer they need. With a single search they can find answers that live in the knowledge base or in past community discussions. If an existing answer is not available, customers can post their question to the community for help. Seamless escalation to the contact center makes communities the first line of support. The use of this lower cost channel will improve call deflection rates, so that state agents can focus on high-value calls. Communities portal sites can be branded with the state agency look and feel to create a highly tailored self-service experience, including a customer feedback forum.

Communities

Empower Customers and Partners with collaboration

Break down the silos between traditional self-service and peer-to-peer service. Communities provides a self-service web portal. With communities, customers have one place to go to get the answer they need. With a single search they can find answers that live in the knowledge base or in past community discussions. If an existing answer is not available, customers can post their question to the community for help. Seamless escalation to the contact center makes communities the first line of support. The use of this lower cost channel will improve call deflection rates so that state agents can focus on high-value calls. Customer portal sites can be branded with the state agency's look and feel to create a highly tailored self-service experience, including a customer feedback forum.

Salesforce Communities are branded spaces for employees, customers, and partners to connect. State agencies can customize and create communities to meet your specific organization needs, then transition seamlessly between them. Communities may contain a subset of features and data available in your internal Salesforce organization and can be customized to use your organization branding. In addition, you can choose which members from your organization can join.

Knowledge Base

Close cases faster with the right answer every time

Salesforce's patented knowledge base technology enables state agents to pinpoint what's relevant to the customer. In addition, this same knowledge base can be exposed to the web and social media channels to improve call deflection rates and ensure the state agency is delivering a consistent message no matter where the customer chooses to engage. Salesforce provides tools--like knowledge analytics and widgets--that keep your knowledge resources up to date and exposed to the proper channels. Pre-filter articles with advanced dimensional capabilities. Design knowledge templates such as How Tos, FAQs, etc. and link to external knowledge sources using a rich text article publisher.

Salesforce is the first SaaS application to be verified KCSv5 (Knowledge Centered Support).

KCS principles include:

> Integrating the creation and maintenance of knowledge into the problem solving process;

> Evolving content based on demand and usage;

> Developing a knowledge base of the organization's collective experience to date;

> Rewarding learning, collaboration, sharing, and improving.

KCS Results include: 60% improvement in resolution time, 50% increases in first contact resolution, 40% improvements in agent satisfaction, and 50% increases in case deflection.

Phone / CTI IVR

Close cases faster with automated phone support

Fully integrated CTI capabilities improve agent efficiency with screen pop based on ANI or IVR and click to dial throughout. When an agent receives an inbound call, the system recognizes the customer and delivers a screen pop which contains all of the customers personal, demographic and social information saving the agent valuable clicks and immediately enhancing the citizen's experience. For example, agent records customer's request detail from phone call. Flexible interface provides several ways to present information to the agent, maximizing user efficiency.

Email

Respond accurately to every email

With Salesforce Service Cloud's email to case capabilities all inbound emails can be automatically turned into cases for speedy resolution. State agencies can easily configure email templates for common responses. The system can auto-select the right template depending on the case information. With a single click, agents can embed knowledge articles directly into the response or attach it as a PDF. The Quick Text facility allows agents to use shortcuts to type common phrases and canned responses such as introductory and wrap-up text. Threaded emails are tracked under the original case creating a single view of the entire conversation.

Chat & Co-browse

Connect with customers in real-time with live chat

Salesforce provides a reliable, scalable, and secure Web Chat solution that state agencies can link to from subscribing web sites to access real-time web chat service called Live Agent. Live Agent lets service organizations connect with customers or website visitors in real time, through a web-based, text-only live chat. For the agent, the Live Agent tab displays a homepage that lets you quickly review recent chat transcripts and visitor records, and launch the Live Agent console. The Live Agent console is a dedicated console used by customer service agents to manage Live Agent chats. Agents can answer chat requests, conduct live chats, and interact with Salesforce records and Salesforce Knowledge articles. Co-browse allows both the customer and state agents to engage in a fully interactive co-browsing session; both participants can click, scroll, type and browse all in real-¬time.

Salesforce Service Cloud also supports online video chat (called Salesforce Service SOS) with users on mobile devices (agent to citizen only), with simultaneous co-browse with the citizen including the ability to guide the citizen with annotations.

SOS allows your customers to access live video support directly from a mobile app. State agents can provide personalized real-time support, even drawing or circling objects on a customer's device screen.

Automated Workflow

Easily configure workflow automation

Workflow management and process enactment are core strengths and foundational services of the Salesforce1 Platform that enable customers to easily automate business processes and operate more efficiently with just a few clicks. State agencies can streamline process and manage any support process -- from call scripting to resolution. Salesforce facilitates call scripting for every situation to enforce consistency and compliance, plus automated approvals for critical processes. Processes can be simple tasks - such as creating an activity, emailing an alert, updating a data field, or posting a message to a chatter feed - or more complex – such as sending data to external or third party systems and applications via an integration message, creating new records and updating existing related records, launching other processes/flows, submitting records for approval, and more.

For every business rule or system event a customer needs to enact, one or more actions can be defined for execution when the specified conditions are met. These actions are created using point-and-click visual editors by a system administrator or business analyst and do not require complex procedural source code. Processes and workflow rules support several different types of actions.

Workflow can extend across multiple state groups and even trigger actions within other systems. Workflow configuration is within the Salesforce UI, so developers have the same view to create workflows that the staff sees when accessing triggered actions. Common use cases include Web self-service, routing users to the appropriate process, call center scripting for customer service and technical support troubleshooting. Salesforce workflow software solution makes all these interactions more productive and efficient by automating administrative tasks such as email and document production.

The Salesforce Lightning Process Builder, together with workflow rules, actions and approvals enable state agencies to rapidly design and run any business process in the cloud without infrastructure, software, or code. The Process Builder's simple and powerful design allows you to create your processes by using a convenient visual layout with point-and-click efficiency.

GIS

GIS Integration

Salesforce provides an industry-leading Web services API allowing integration to existing GIS solutions. Salesforce also has natively integrated GIS solutions built on the Salesforce1 Platform. Esri Maps for Salesforce is a new offering from Esri's Location Analytics.

Esri Maps for Salesforce

Salesforce now offers a pre-built integration connector with geospatial tools provided by Esri. Esri Maps for Salesforce, powered by ArcGIS Online, is a solution that brings mapping capabilities into Salesforce on the web. With Esri Maps for Salesforce, the state agency can easily create a geospatial view of your organization's data by creating an interactive map that includes data from Salesforce and ArcGIS services—all without leaving the Salesforce environment.

Salesforce CRM users could do a number of GIS queries and visualizations and analytics with the Esri app, inside the Salesforce CRM including:

> Map CRM data (accounts, contact, leads, and competitors) to easily see where concentrations of customers or constituents exist

> Customize maps and add to CRM dashboards

> Access rich collection of base maps, demographic maps, image services, and data.

> Visualize neighborhood demographics using pop-ups

> Calculate route and build travel activity based on customer/prospect location

Esri Maps for Salesforce works directly with the State Agency's ArcGIS subscription to allow you to access geographic content to enhance your business data.

Mobile Services

100% mobile, anytime, anywhere, any device

The Salesforce1 Mobile App is the new customer platform that lets you connect to your customers in a whole new way. Customers can use any mobile device to submit, update, and check status of cases though the state's engagement center portal. The Salesforce1 Mobile App is built on the Salesforce1 Platform and provides the state agency internal users with a completely unified, seamless mobile experience across iOS and Android smartphones and tablets. It supports native, HTML5, and hybrid application development. Salesforce1 allows state users to access Salesforce Service Cloud from anywhere and bringing all of the customizations, configurations, settings, and data to any device. Salesforce1 Mobile App can be instantly distributed to mobile users each time a new app is created – no infrastructure to manage, no deployment headaches. Mobile will enable state to: develop and run mobile and desktop apps on a single cloud computing platform; create customized mobile profiles that are specific to a user or group's needs; and push customizations over the air automatically so users never have to sync devices. Salesforce customers have reported 29% increase in productivity by enabling mobile access to access content, experts, files, and apps.

Salesforce1 Mobile lets state agents connect to their customers in a whole new way. Citizens can use any mobile device to submit, update, and check status of cases though the Customer Communities Self-Service portal.

The Salesforce1 Mobile App is built on the Salesforce1 Platform and provides state agents with a completely unified mobile experience across a variety of mobile devices, including iOS and Android smartphones and tablets.

With the Salesforce Service Cloud, state agents have the freedom to resolve the most critical cases and monitor performance, straight from their mobile device. Custom Service Actions can be created such as New Case, Escalate Case, Close Case, Reassign Case, Open Work Order, and Update Severity.

Customers can log their own cases from the Customer Communities Self-Service portal. With Web-to-Case, the state agency can gather customer support requests directly from state's website and automatically generate cases. The customer can easily check the status of the service request at any time. This can help the state respond to its customers more quickly, improving the productivity of the state's support team

Government Cloud Wave for Contact Centers

Salesforce data intelligence expansion pack for solutions built on the Salesforce Government Cloud.

Give every Salesforce user the modern, mobile, analytical functionality they need to with our data intelligence extension pack for Salesforce Government Cloud solutions. It layers on top of the Salesforce Contact Center, giving government employees the kind of granular insight they need to identify patterns, resolve issues, and better understand the needs that drive their mission. Bring multi-system data together onto a single platform. Serve it up in a highly visual, user-friendly reporting interface that brings the community's landscape to life in a qualitative manner. Enable any user to comprehend millions of rows of data and adjust service recommendations accordingly--no pivot tables required. It's data intelligence for the rest of us, on a FedRAMP approved platform.

Learn more about how Wave maximizes return on Contact Center solution investments: download brochure

Customer Success

NJ TRANSIT

Every day, approximately 900,000 customers depend on NJ TRANSIT's buses, trains, light rail, and paratransit services to get to work, school, healthcare, and recreational activities around the Garden State. When there's a disruption in service, NJ TRANSIT - which provides more than 250 million passenger trips each year - needs to update customers as quickly as possible. The agency relies on Salesforce to connect with individual customers and give them the specific information they need, when they need it, and help them get where they want to go.

Challenge

Before using Salesforce, NJ TRANSIT did not have a single, comprehensive system for communicating with customers. Response time varied depending on whether customers contacted the agency by email, phone, or through the web, and it was not uncommon for an individual to ask a question on more than one channel - causing multiple agents to work on the same issue.

Solution

NJ TRANSIT selected Salesforce for rider service and support because of its minimal IT requirements, powerful customization capabilities, and anytime, anywhere access. NJ TRANSIT consolidated all of its cases in one place, so it can handle more in less time. Previously, agents took a week to respond to issues - now they respond to customers in less than 3 days. The agency can also handle twice as many cases, without additional staff. Workflows automatically route cases to specialists so customers get the best answers.

Results

With Salesforce, NJ TRANSIT delivers faster and more complete responses to constituents and adheres to performance standards and measures 24/7. The agency now has 100% visibility into all submitted issues, as well as the resolution activities that were previously performed solely with emails and phone calls. Real-time dashboards track key operational metrics and support management priorities.

To learn more about this solution, please call **(844) 807-8829**