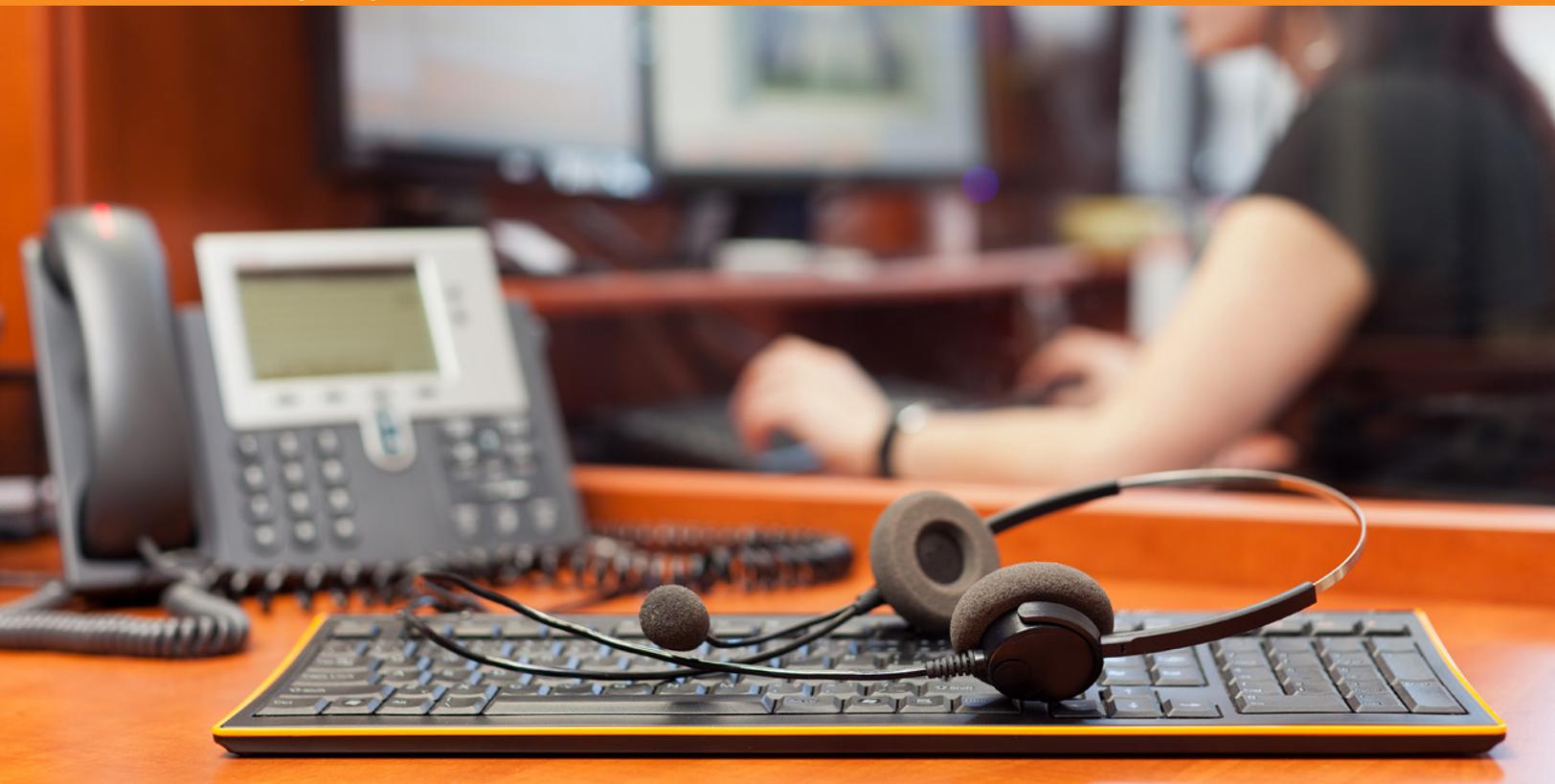


Customer Service Delivery in State and Local Government

Executive Summary / July 2014



Produced by:

GOVERNMENT TECHNOLOGY

In partnership with:

 inContact®

Introduction:

Customer service delivery in state and local government is evolving. The government contact center has evolved into a multi-channel communication and engagement portal. Government agencies are becoming more aware that their constituents expect interactions with government agencies to be the same as interacting with a bank or department store.

In May 2014, *Government Technology* polled 122 government leaders regarding the use of contact centers, challenges and subsequently, the functionality they would like to see implemented in order to help run their agency and/or department's operations more efficiently.

Not surprisingly, 72% of government leaders agreed that customer service is important to their organization. In an effort to deliver better customer service, state and local organizations are taking steps to modernize their contact centers (62%). Customer service today requires multi-channel communication. States and localities are looking to invest in solutions that take advantage of mobility, e-mail, online chat, social and instant messaging to manage customer relationships.

The following graphics illustrate respondents' answers to the nine questions posed in the poll.

Respondents:

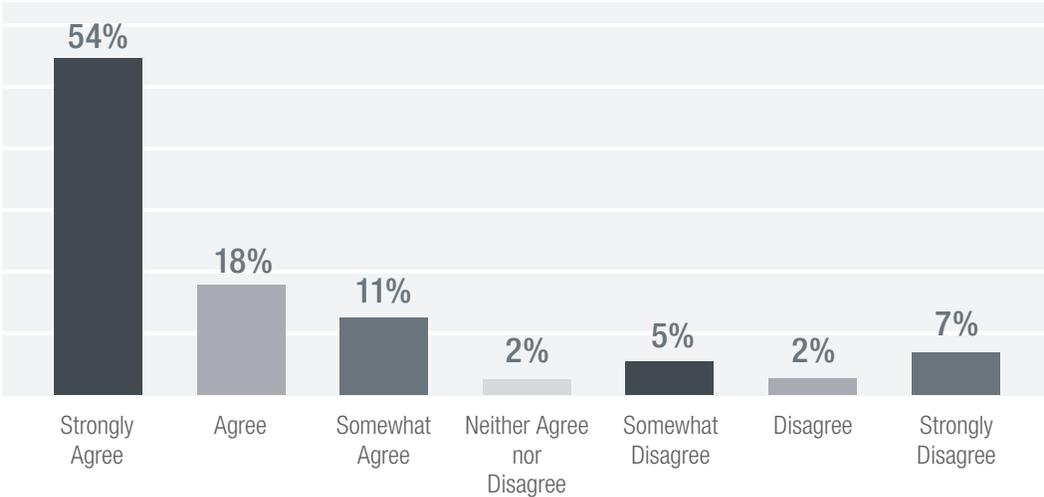
This poll was completed by a random sampling of *Government Technology's* subscriber base—including IT management and administrators. Respondents were solicited via e-mail invitations directing them to an online questionnaire. All aspects of this poll, including questionnaire review, promotional outreach, response capture and report preparation have been completed by *Government Technology*.

Poll Highlights:

1. Does your organization maintain or operate a contact center?



2. Do you agree with the following statement: *“Customer service is important to our organization”*?



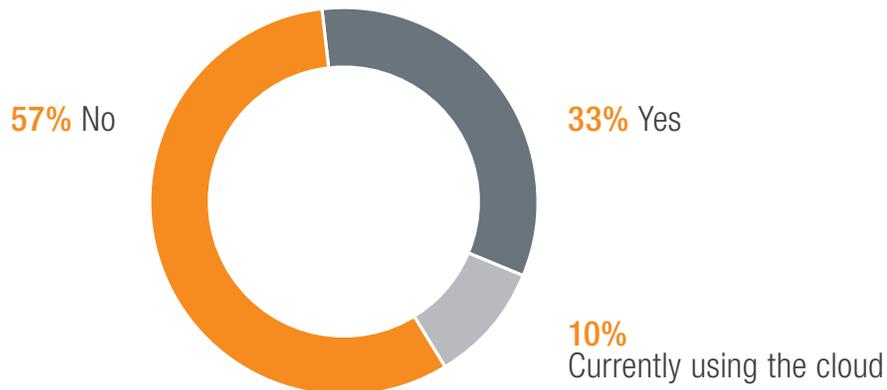
72% of respondents strongly agree or agree that customer service is important to their organization.

3. Do you have current initiatives to make modifications to your existing contact center?



62% of respondents have current initiatives to make modifications to their contact center.

4. Do you plan to leverage the cloud/services for your contact center?



43% of respondents are either using or planning to use the cloud for their contact center.

5. Does your contact center have both inbound and outbound capabilities?

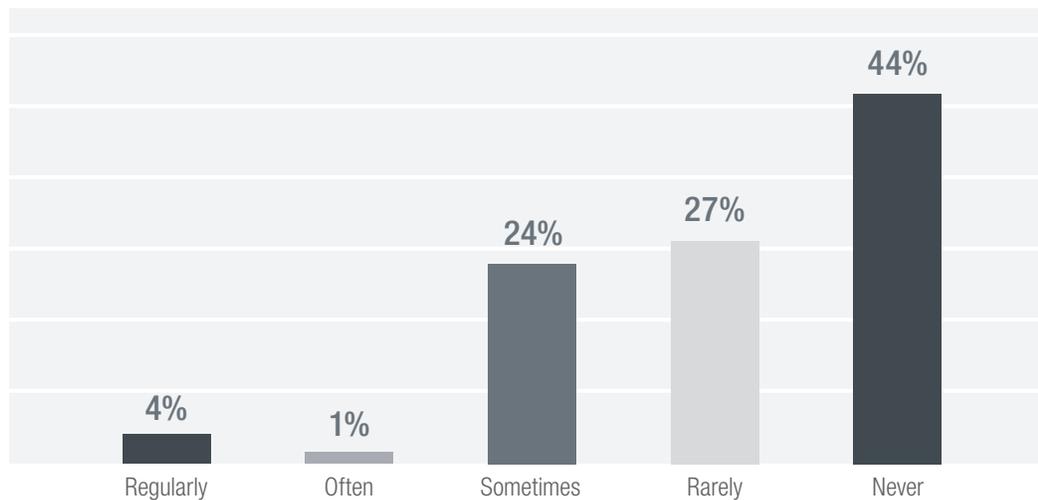


6. Our contact center accommodates the follow services. *Select all that apply*

Service	Answer (%)
Customer Service Representative	79%
E-Mail	75%
Online Self-Service	40%
Social Media (Facebook, Twitter, etc.)	30%
Skills-Based Routing	23%
IVR (Telephone self-service)	21%
Text Messaging (SMS)	20%
Online Chat	10%

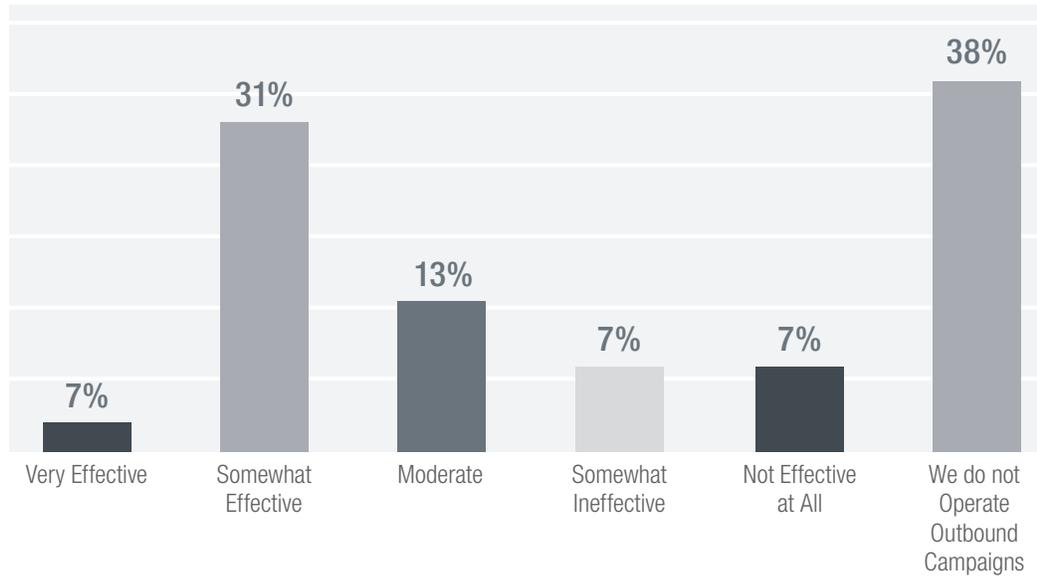
State and Local Government contact centers primarily accommodate customer service reps, e-mail and online self-service.

7. How often do you operate outbound call campaigns?



44% of respondents never make outbound call campaigns.

8. How effective have your outbound call campaigns been?



9. What are the largest challenges facing your contact center? *Select all that apply*

Challenge	Answer (%)
Customer Service Needs	42%
Funding Necessary Upgrades	41%
Growing Cost of Operation	39%
Hiring and Training Employees	39%
Frequency of Calls	34%
Employee Turnover	20%
Communicating with Mobile Devices	18%
Bandwidth Limitations	11%
Other	8%
Location-Based Services	4%

The top challenges facing contact centers are **meeting their customer service needs** and **funding necessary upgrades**.