

Cloud Contact Center Total Cost of Ownership: Making Government Transparent for Citizens

Consumers and businesses are demanding greater visibility into government decision making, actions, and performance. While accountability and visibility into government operations is becoming increasingly important, citizen trust in government has plummeted over the past several decades. Moreover, as citizens have experienced better and better customer service from the businesses they deal with – including stellar experiences from companies such as Amazon, USAA, and Zappos – they’ve now come to expect to receive exceptional service experiences from all entities they interact with, both in the private and public sectors.

One effective way for governments and agencies to meet heightened expectations among citizens and businesses for receiving outstanding customer service is by upgrading to state-of-the-art contact center technologies. Cloud contact center platforms can enable contact center associates to access information from across a broad spectrum of government agencies, functional areas, and channels, providing citizens and businesses with instantaneous and relevant responses to their inquiries. Empowering associates with real-time insights into government operations can allow them to communicate openly with citizens and businesses.



Citizens prefer to interact with the government using **web and mobile**

Companies that **deploy their contact centers in the cloud** spend **27% less** on their **annual contact center costs** (\$112.5 million versus \$155 million) than their peers.*****



Governments are **trusted 48% less** than **businesses** at **58% globally***

Citizen satisfaction ratings for U.S. federal agencies are all over the map

| Top scores: | | Low scores: | |
|----------------------------|-----------------------|------------------------|-----------------------------------|
| 81 | 75 | 59 | 66 |
| Department of the Interior | Department of Defense | Department of Treasury | Department of Homeland Security** |

In 2011,

150 million calls made to ministries of the United Kingdom were self reported as avoidable.***

Companies that adopt cloud contact centers achieve an **8% to 22%** improvement in first contact resolution (FCR) rates, depending on the size of the customer support team and the level of advanced functionality that's adopted by each company.*****

How companies are using cloud contact centers...

For every **1%** of FCR improvement, **contact centers** will see a **1%** improvement in **customer satisfaction** rates (CSAT) and a **1% to 5%** improvement in **employee satisfaction**.*****

A **10%** improvement to a company's **customer experience score** can translate into more than **\$1 billion** in **increased revenue** and **other benefits**.*****

Sources: *Edelman; **American Customer Satisfaction Index; ***ACSI/ForeSee; ****GOV.UK; *****Aberdeen Group; *****TeleTech; *****SQM Group; *****Forrester Research