

call journey

AI Powered Voice Analytics

Whitepaper

LOCAL COUNCILS

Using AI to Gain Better Understanding of Citizen And Employee Engagement

Using Artificial Intelligence to Gain Better Understanding of Citizen & Employee Engagement

Introduction

The amounts of data organizations are generating, storing, and sharing is greater than ever. In a race to utilize that data, harness crucial citizen and employee insights, and provide better citizen experience, **public sector organizations are fast adopting Artificial Intelligence (AI) and advanced analytics to both automate and accelerate the process and supercharge outcomes.**

Local Government organizations are under heavy “head wind challenges” in many areas as it moves into the future, notwithstanding impacts driven by the global health crisis as it grapples with delivering essential community infrastructure and services in line with community demand.

Additionally there are a host of challenges that face local government moving forward: delivering services; finance constraints; employee engagement; engaging citizens; forming new partnerships; and, rapidly evolving technologies and socio-economic demographics.

Accelerating Analytics to Navigate an enhanced citizen experience one citizen at a time is crucial for local councils



AI Powered Voice Analytics

Some councils relative to geography are under duress around council income/revenue impacted by regressive taxation – property tax, sales tax, and user fees whilst others are managing ageing population stress. Citizen health is a growing issue for local council, often interacting with citizens under mental health stress or societal influences causing issues like domestic abuse/violence. In parallel there is an increased need to understand and serve citizens more effectively in line with the financial pressure of cost to serve.

The **City of Los Angeles** and **City of San Diego**, for instance, are seeing significant benefits from significantly enhanced citizen and employee insights, utilizing Call Journey's Conversation Analytics technology through one of its key strategic partners.

The City Of Los Angeles supports nearly four million citizens and is the second largest City Council in the United States after New York.

Both the City of Los Angeles and City of San Diego for example utilize Conversation Analytics for a number of insights.



These insights include for example:

- **Billing/rates enquiries**
 - + Volume
 - + Context
 - + Disputes
 - + Questions/concerns

- **Citizen Engagement (Sentiment)**
 - + Positive
 - + Negative
 - + Worsening
 - + Improving
 - + Root cause
 - + Overall CSat/NPS
 - + Angry Citizen
 - Profanity
 - Confusion
 - Complaint
 - Negative/worsening conversation
 - + Contact channel insights
 - Voice
 - Digital (web, social, email)
 - + Call drivers/ categorization
 - + Citizen contact effort



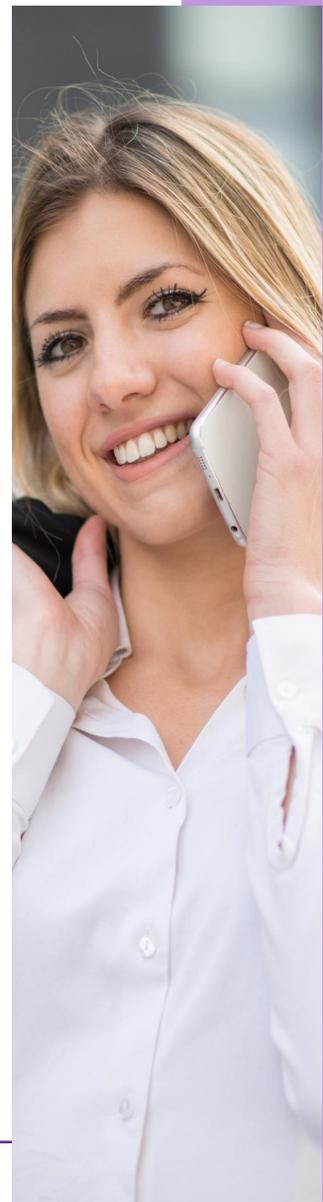
AI Powered Voice Analytics

Conversation insights is a crucial element of Local Council efficiency and citizen experience.

A key topical area and challenge for councils at the moment for example is citizen health and welfare. With domestic violence unfortunately on the rise in the wake of community lockdowns, many **local councils are** experiencing an influx of calls where abuse and duress is mentioned. **Conversation Analytics is a valuable solution to analyze calls for citizen insights.**

With Call Journey's solution, Local Councils can now pinpoint these interactions for example where domestic violence or domestic abuse is mentioned or where there's a significant acoustic shift in the caller conversation which could be a sign of stress or duress

"Shaping Citizen and Employee Journeys with Advanced AI and rich voice data is fast becoming the go-to solution for leading private and public organizations," said Paul Humphrey, CEO of Call Journey. "Being able to understand in greater detail reasons and triggers for "citizen" contact at a more precise and granular level and understanding the data in a quantitate and qualitative way is crucial."



[In one of her interviews with Call Journey](#), Chandra Stevens, Global Director for Emerging Solutions for Data and AI at Microsoft noted that organizations are also adopting Conversation Analytics to augment decision-making on site openings, contingency planning, demand sensing, supply chain disruptions and workforce planning.

“Stevens said, “Organizations are now able to pull out important information with voice analytics, find out what the most compelling questions typically are, go into customer insights to create a segment based on that data and then do proactive outreach to customers for a more personalized experience.”

Redefining the new business-as-(un)usual

While qualitative scenario analysis is quite common in the business world, using AI-based simulations to quantitatively understand the causal linkages of different drivers and develop contingent plans of action was brought to the fore by the pandemic.

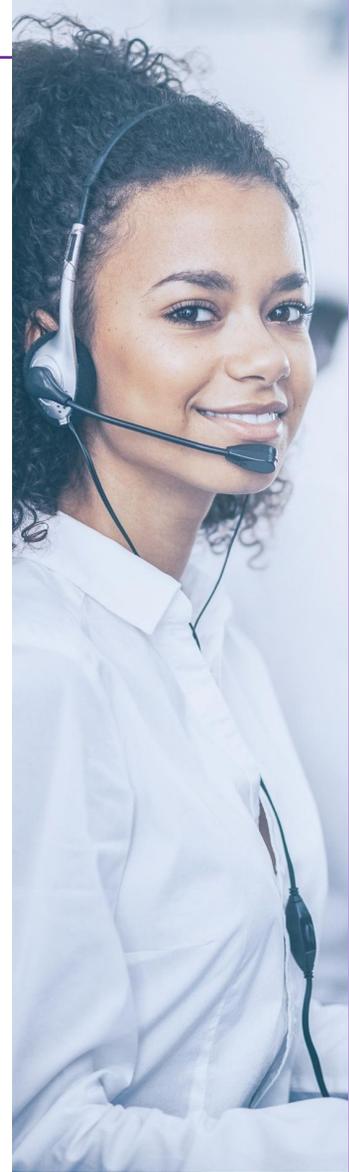
call journey

AI Powered Voice Analytics

Many public sector companies manage their customer interactions predominantly via voice-based engagement – usually via small to large scale contact centre channels or smaller customer service teams. A recent assessment showed that just in the U.S alone in one year, there were **260 billion minutes of inbound conversations to contact centres** – that's a lot of insights right there!

Conversation Analytics for Local Councils

“The influx of queries and interest around how we can help harness citizens’ insights has spiked greatly in the past few months despite economic volatility across the world,” Call journey CEO Paul Humphrey said. “Through Conversation Analytics, organizations are able to instantly analyze all conversations occurring between agents and customers. These calls contain a goldmine of actionable insights that not only provide insights on customers and citizens, but also analyze employee engagement. We are hearing and seeing first-hand the need to maintain a real time pulse of the engagement of staff who are now in an increasingly work from home mode.”



Through the smarts of advanced AI and the latest in Natural Language Processing, Call Journey's Conversation Analytics eco system helps organizations:



a. Increase citizen satisfaction

- customer experience/effort
- root cause measures
- predictive NPS



b. Measure citizen engagement and adoption in areas such as

- Rates
- Public Works
- Water
- Domestic and Family Violence
- Waste and Recycling



c. Measure and improve local council citizen contact employee engagement in areas such as

- Empathy
- Engagement
- Professionalism
- Communication skills
- Politeness
- Overtalk
- Effective listening
- Issue/complaint resolution



d. Improve Contact Centre channel cost to serve and enable better digital citizen interactions



e. Enable and drive efficiency of digitization/automation through areas like robotic process automation programmes and gaining more effective citizen insights to drive areas like self serve



f. Significantly improve Council Executives view of organization performance through more comprehensive data inputs and insights. Harmonize data to give more effective decision-making powers to Council Executives.



e. Significantly improve cost to serve by gaining more precise insights into citizen friction, process gaps, service drag, council department engagement and council income areas.

call journey

AI Powered Voice Analytics

Call Journey bridges the gap between audio sources & business analytics & intelligence.





AI Powered Voice Analytics

Whitepaper

Using AI to Gain Better Understanding of Citizen Experience And Local Council Employee Engagement

www.calljourney.com

For more information, contact:

NA/EMEA

Brett Marsh

VP Sales, North America

✉ (760) 221-8907

☎ brett.marsh@calljourney.com

✉ support@calljourney.com
sales@calljourney.com

APAC

Timothy Taylor

Regional Director, ANZ

✉ +61 414 987 132

☎ tim.taylor@calljourney.com