



USE CASE: Acqueon for Government & Public Sector

Citizens rely on communication with Government & Public Sector agencies for trash & snow removal, voter services, education, public transportation, public assistance, disaster relief, vehicle services, the Postal service and much more. Just as consumers expect 5-star customer experiences from the Private Sector, citizens count on equally efficient & timely service from state, local & federal government agencies.

-10 Federal Gov't's Customer Experience Score (62.6/100) is 10 points less than the Private Sector's (Forrester)

THE TOP GOVERNMENT & PUBLIC SECTOR CHALLENGES

(as described by our Public Sector customers)

Private Sector customer experiences drives demand & expectation for convenient, omni-channel & mobile-enabled Citizen Engagement. too. This requires highly capable, ai-powered contact center & citizen engagement technology.

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We need to offer better self-serve options for citizens. They want self-service & so do we; it drastically lessens workloads.

We usually don't have adequate staff or resources so we're always in react-mode versus a proactive mindset.

We need to connect our cross-agency data + intra-agency data to improve operations.

Our data typically includes the household phone but we don't always know the right person we need to contact.



GOVERNMENT AGENCIES USE ACQUEON TO MODERNIZE THE CITIZEN EXPERIENCE

Acqueon Engagement Cloud: it's the leading Conversational Engagement Platform & includes:

- 1) An advanced Campaign Manager powered by:
 - 2) AiQ (Acqueon's Data Intelligence platform w/ built-in, Real-time Conversational Intelligence capabilities & a Customer Engagement Data Platform).
- Enables outbound omnichannel (e.g. voice + digital) campaign management
 - Massive positive impact on citizen engagement & experience w/ personalized messages
 - Reduces manual workload; staff can quickly filter by demographic criteria & automate targeted campaigns
 - Includes predictive models to determine Next Best Action
 - Easy to setup/use Reports & Dashboards

GOVERNMENT TO CITIZEN FUNCTIONS THAT BENEFIT W/ ACQUEON

- ✓ Government news broadcast & emergency updates
- ✓ Scheduled callbacks for Gov't-run medical facilities
- ✓ Public Services & programs news
- ✓ At-Risk/In-Need Citizen check-ins
- ✓ Disaster & pandemic response

MOST WIDELY-USED ACQUEON FEATURES FOR PUBLIC SECTOR

- Survey customization via point-and-click scripting w/ zero agents & no system downtime
- Full citizen journey visualization w/ next-best-action recommendations
- Automated appointment scheduling & reminder workflows (based on agent availability & location)
- Advanced, centralized list management & dialing for inbound, outbound & blended



RESULTS & OUTCOMES: HOW GOVERNMENT AGENCIES ARE MEASURING SUCCESS

Success is defined differently at every organization, but most of our government & public sector customers measure similar KPIs. Based on typical outcomes, here's how using Acqueon has improved citizen engagement KPIs for our customers in the Public Sector:

- +58%** Citizen Satisfaction
- +47%** Citizens Utilizing Self-Service
- +32%** Call Avoidance
- +17%** Appointment Adherence
- 29%** Time to Receive Payment

WHY ACQUEON?

- 1.** We're proven to help Government agencies maximize the full potential of every citizen conversation & transform from reactive to PROACTIVE citizen engagement
- 2.** Acqueon Engagement Cloud is the leading Conversational Engagement platform for citizen engagement at Government agencies of all sizes/at all levels. Our customer include the IRS, Veterans Health Administration, state employment agencies & more.
- 3.** Integrates w/ all leading on-prem & cloud Contact Center solutions (plus Salesforce & virtually all CRMs/Systems of Record)
- 4.** Comprehensive built-in Compliance (mitigating worry/risk of rapidly morphing/growing Fed/State/Local regulations)
- 5.** Built-in Real-Time Agent Coaching, Real-Time Agent Guidance & Real-Time QM (so you connect more AND get to YES-outcomes more!)

Modernize & Transform Citizen Experiences: Use Acqueon's Conversational Engagement Platform for Government & Public Sector.