

# Medallia for Government Contact Centers

**Government agencies today are tasked with providing their customers with a connected and personalized journey to deliver the critical answers and services they need.** Valuable contact center insights can be used to identify what matters to these customers and help solve problems with ease. Your contact center plays a key role in the omni-channel experience your agency is creating, are you tapping into its full potential?

**Say goodbye to missing mission-critical contact center insights.** Capture 100% of customer and agent interactions and analyze them with automatic scoring, AI, machine learning, and sentiment and emotion analysis to take action where it matters most.

Quickly uncover actionable insights, enabling team leads to coach agents with context in near-real time, optimize manual QA processes, and break down organizational silos so contact center insights are shared with all teams.

Ensure your leaders and team members have the right data at the right time to improve agency efficiency and meet your customer and employees experience goals.



## AT A GLANCE

### Measurable Return on Investment

- Alleviate call volume and save taxpayer dollars by leveraging tools like intelligent call back.
- Increase operational efficiency by uncovering systematic issues
- Leverage industry-leading AI-powered analytics to alert cross-functional teams as issues arise for near-real time resolution.
- Take advantage of market-leading signal capture, including call audio, transcripts, chat logs, IVR, agent case notes, survey comments and digital experience

Today's citizens start online to find the solutions, services and products, they need. When citizens get stuck, they turn to humans for answers—and with **Mindful™**, these dead ends can be connected to get a clearer picture of your constituents, helping customer service agents create a personalized and empathetic experience. Providing a consistent, connected, and predictable experience allows citizens and residents to know what to expect while working with your agency.

## Trust is earned by availability and personalization.

Mindful aligns satisfaction and efficiency with **citizen-led call scheduling and virtual holding**. With call scheduling across all channels, insight through robust analytics and dashboards, automated SMS notifications, and a premium experience that works seamlessly, Mindful creates more meaningful interactions between citizens and their government—for agencies of any size.

## Increased efficiency leads to an empowered staff.

Mindful dials the customer first and carries context into each call, drastically improving handle times and speed of answer. Not only will you have less call volume, you now have more representatives available and equipped to handle the complex issues your citizens are calling about

**“Our agency was facing an unprecedented increase in call volume, so we knew we had to quickly implement a fully productized solution. Mindful saved us months and gave us the ability to go live in days.”**

**Amer Khan, Director at the State of Connecticut**

**73%** of callers choose callback

**1.88 MM** callbacks in 2020

**75 MM** queue minutes removed

**Nearly 500K** abandoned calls mitigated

## About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. [www.medallia.com](http://www.medallia.com)

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