Use Case – Government

Local Government leverages call analytics, recording, and AI conversation analytics as part of its digital transformation strategy

Situation

Government organizations are committed to delivering accessible, efficient services by following common practices that enhance the customer experience through digital transformation. While online services are a key part of this shift, the telephone remains essential to supporting digital inclusion and accommodating customer preferences.

This organization's legacy PBX system provided basic metrics but fell short of the detailed insight needed to drive transformation. Leaders wanted a deeper understanding of where self-service, chatbots, and AI could be deployed to speed up response times and improve efficiency.

The Solution

The new call analytics solution now provides managers with a complete view of customer interaction, enabling them to drill down to the detail and uncover previously unmanaged customer touchpoints. **Powerful filtering allows analysis by customer type, incoming number, call queue, and time, helping them to better understand customer behaviour, pinpoint improvements and measure the impact of changes.**

Team leaders can set response thresholds, monitor performance and display wallboards to keep staff informed — whether in the office or working remotely. Spikes in demand are quickly identified and addressed with real-time insights.

The organization is also replacing its legacy call recording system, initially to strengthen security and privacy compliance. Next, they are looking to implement AI conversation analytics, which will transcribe every call, flag key discussions, track outcomes, and evaluate conversations to enhance interaction quality, reduce risk and supporting data-driven decision-making at every level. **By identifying and sharing best practice calls, the organization is aiming to deliver a more consistent service, reduce stress levels and improve staff retention.** Any calls containing abusive language will be highlighted to a team leader for further investigation and action where appropriate.