Service and Support Management for Municipal Services (311)

February 2021

✓ Luma Virtual Agent

✓ Point of Business Platform

You Can Easily Improve Citizen Or Resident Service Requests And Save Money

When people think "local government" they often think slow, difficult to work with and frustration is the common emotion. As consumers become more tech savvy, the challenge is compounded. The old ways of hunting for answers on a web site, or physically visiting a government office or DMV is outdated. Many state and local governments are turning to technology to significantly improve not only their service levels but to increase efficiencies by offloading mundane work and using automation to supplement high volume peaks rather than hiring additional workforce.

Giving your citizens easy access to all the services of the municipality when what they have questions and/or request across a wide spectrum of department can be challenging and expensive. In return, the improvement in "living experience" can take a dramatic upswing. Many municipalities, states and even countries are defining a quality of life index. Smart cities should mean better services for citizens, more responsive administrations and less impact on the environment. IDC states over $96 Billion was spent on technology to improve transportation, lighting, servicing requests representing approximately an 18% increase from the previous year.

Staffing a citizen services call center can be expensive not only in terms of manpower, but also in training, education around policies and other knowledge needed to perform the service role well, administration and management processes to maintain and have a continuous improvement cycle. Luma Virtual Agent can be effective as the front end to a 311 service desk. As the first contact, Luma improves service and support by guiding users to the best solution and information. Luma is an intelligent agent that blends machine-driven support and human-based experiences. You can better manage your Citizen requests by streamlining the request cycle and shorten time to resolution. You extend your support hours without hiring additional call center agents or customer service representatives. Luma can also pass the request to a live agent when escalation is desired.

Unlike chatbots of old, Luma learns at multiple levels and comes with the ability to serve up policies, documents, guidelines and hosts of other information in an intuitive question and answer conversation format. Luma can even tell you when information is conflicting, under used, or missing so you can improve the service.

It's time to go beyond basic ticket submissions and rudimentary FAQ experiences. Luma leverages automation to provide user guidance to the right information. With knowledge functionality, Luma can access and make available various knowledge artifacts across the organization.

Point of Business Platform (POB) is a highly customizable service management platform that helps organizations efficiently manage and automate a wide range of business and service functions. POB includes modules for service desk management; configuration and asset management; project and change management; and service level management.

The configurable, single-solution suite provides centralized business process management, allowing collaboration and integration which provides management with a complete view of the entire business. POB provides standard applications which can be implemented to provide a flexible, unique solution for your organization.

The POB Platform includes different application modules with a single central database (or CMDB in ITSM). This concept is designed for the optimal reuse of data. Information can be accessed by all ITIL certified modules thereby providing a consolidated view. Data and information are managed by parameters and relationships, in one single relational master database, ensuring reliable, consistent and complete data. This enables a very customizable implementation to be easily upgraded when new versions are released.

> "POB adapts to our unique processes instead of us having to change our processes to adapt to the software."
>
> **- Cynthia Robinson**
> Kent County IT Services in Michigan

Luma Virtual Agent and POB provide a cost effective and easy to implement solution, with benefits across audiences:

For Citizens

- Local government becomes easier to work with. Request for services or asking questions can be simple.
- Information is available and transparent. Information is easy to find. They can track a request and understand where it is in the process.

For Customer Service Representatives

- Access to the tools and information needed to quickly answer questions from citizens.

- On average, 70% of initial inquiries can be handled effectively by the virtual agent with escalation to a person.

- A virtual agent puts the "service" back into the customer service role. By accessing information easily, in order to solve or provide rapid updates on requests, citizens feel that they matter.

For Local Government Workers and Departments

- Frequent questions can be answered on your behalf so you only focus on requests and work orders that need your immediate attention.

- Information can easily be updated and delivered to the public and to your organization's Citizen Request Group.

For Local Government Managers and Leadership

- Automation common processes and manage services more effectively.

- Get insight via the Luma dashboard to service request status, what services are most needed, what citizens are asking about most.

- Improve citizen satisfaction and deliver world-class service

The addition of an intelligent virtual agent will provide more transparency, greater efficiency and improve the level of customer service.

Local governments are increasingly seeking new technologies that will help them meet the needs of their Citizens, while maintaining government standards and adhering to tight budgets.

For more information on how Luma Virtual Agent can meet your needs visit **www.serviceaide.com**

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