SUCCESS STORY | LEADING IT CONSULTING

A large government enterprise delivers superior inbound and outbound citizen experiences

A web portal for inbound and outbound calls, SMS, USSD, emails & queries

About the client

The client is a large state-owned, leading IT consulting and solutions provider, offering IT consultancy, e-Governance project conceptualization and implementation, IT capacity building for the state government. It is the state-designated agency for implementing hardware and software projects, including a state-wide network, under National e-Governance Plan.

Requirement

The client wanted to build a bilingual and highly scalable outbound call, SMS, USSD, and email facility that enables an omnichannel, one-to-one communication with a maximum number of citizens and pension account holders regarding pension deposits, public issues like water supply, transport, government loans, surveys, case management, other events, and announcements. This automated, holistic solution should automatically route incoming calls and queries from the public to specific departments.

Solution

SA pioneer in Customer Experience (CX) and Customer Engagement Management (CEM) with over two decades of experience, Servion implemented an easy-to-use, multiplatform, and multi-browser web portal for inbound and outbound calls, SMS, USSD, and emails campaigns.

The solution also included:

• Complete UX design and development of the entire portal

- A single sign-on authentication for products

- Text to speech and vice-versa capabilities for outbound voice messages & transcription

- Agent and supervisor desktop to manage all incoming calls

- Survey management capabilities for feedback from citizens on government schemes

- 500+ integrations for SMS/OTP/Email components

Business outcomes

Servion's deployments brought about several key benefits for the client, including:

- Decreased TAT for public issues resolution and pension notifications

- Achieved the milestone of 4 million daily transactions on the platform.

- One-to-one communication with ten million+ citizens

- User-friendly interface and all solution components present in a single-window ensured convenience

- Enhanced interoperability, smoother operations, and reporting.

SERVION | *Crafting CX solutions*