

Smart City Scales Up Satisfaction by Modernizing Contact Center Ops

Case Study



Overview

A smart city decides to do better and spend less

One of the largest American cities, with over one million residents, employs more than 15,000 individuals to support general administration, fire and police departments, public utilities, libraries, and parks and recreation facilities.

The city administration faced increasing challenges in managing their contact center operations due to outdated technology, which no longer met scalability and performance requirements. These inefficiencies led to higher costs and operational hurdles.

Zensar proposed a solution to address these challenges: migration to AWS Connect, a modern cloud-based contact center solution that could help enhance citizen satisfaction, streamline contact center agent operations, and reduce operational costs.

Zensar's brief:

- Enhance citizen experience through faster and more personalized service.
- Transition to a scalable, flexible, and high-performance contact center platform.
- Reduce infrastructure maintenance costs.
- Integrate seamlessly with existing systems and new digital channels.

Beyond the brief:

Leveraging insights from previous deployments, we adopted these key moves to ensure a seamless solution experience:

- Detailed assessments to optimize the agent process and system integrations.
- Early involvement of all stakeholders to ensure smooth transitions and alignment of objectives.
- Comprehensive training to maximize user adoption and minimize resistance to change.
- A phased implementation to reduce risks and ensure business continuity.



Challenges

Inefficiencies due to outdated technology

The client's contact center was plagued by multiple issues:

- **Suboptimal citizen experience:** Citizens were frustrated with long wait times and inconsistent issue resolution.
- **Limited scalability:** The existing on-prem solutions couldn't scale effectively to handle peak call volumes.
- **High maintenance costs:** The aging infrastructure required frequent maintenance and updates.
- **Lack of flexibility:** The current technology couldn't enable integration with newer communication channels such as chat and email.



Solution

Modernizing contact center operations

Collaborating closely with the city's various stakeholders, we tailored a solution roadmap to meet the city's unique needs while ensuring minimal disruption to ongoing operations.

Discovery: We started the engagement by gaining insights into the city administration's contact center operations, which included 377 agents and 85 supervisors across five departments — public utilities, development services, environmental services, treasury, and parks and recreation. These citizen service representatives (CSRs) provided support in English and Spanish, primarily over two communication channels, voice and chat.

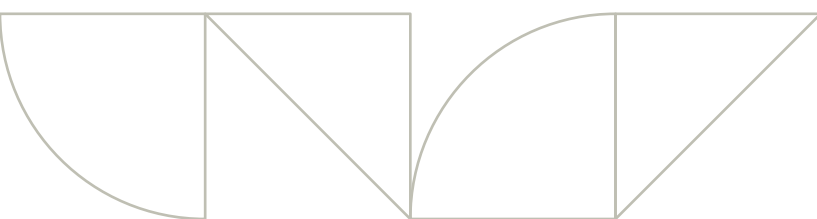
Planning: With a granular understanding of the client's contact center operations and the needs of the user base, we put together a meticulous plan with the goal of enhancing visibility on call data and responsiveness to user needs. The plan focused on these priorities:

- Mitigate technical issues such as call drops and users dropped out of the queue.
- Improve the CSR's understanding of customer issues with highly specific disposition codes.
- Enable CSRs with features such as Web IC screen that boost accuracy and efficiency.
- Empower supervisors with real-time dashboards to manage call volumes, hour by hour, and even minute by minute.

Implementation: The AWS Connect implementation comprised these core components:

- **Platform migration:** Transition from the incumbent call management solution to AWS Connect's cloud-based contact center.
- **Custom integrations:** Develop integrations with Salesforce, SAP, eMite, Calabrio, Pay by IVR, Accella, and PTS.
- **Omnichannel support:** Enable voice, chat, and email communication through a unified interface.
- **Real-time analytics:** Leverage Amazon Connect to generate real-time analytics, reports, and dashboards.
- **AI enhancements:** Utilize Amazon Lex to enable natural language processing, automate routine inquiries, and streamline call flows.

The migration to AWS Connect successfully addressed the contact center challenges and delivered measurable benefits. By leveraging AWS's advanced technologies, we helped the city establish a scalable and efficient contact center, enhance citizen satisfaction, and reduce costs.



Solution highlights

- **Scalability:** AWS Connect dynamically adjusted to call volume peaks without additional infrastructure investments.
- **Cost savings:** Eliminating on-prem hardware helped reduce operational expenses by 30 percent.
- **Customer experience:** With enhanced call routing and faster resolution times, the city registered a 25 percent increase in citizen satisfaction scores.
- **Omnichannel capabilities:** Unified handling of calls, chats, and emails streamlined citizen interactions.
- **Real-time insights:** Dashboards provided actionable data, enabling better workforce management and decision-making.



Impact

Smarter city, satisfied citizens

According to internal benchmarks, these results were delivered:

- Citizen satisfaction scores increased by 25 percent
- Average time to answer cut from 50 minutes to 7 minutes
- Abandoned calls reduced from over 70 percent to just 23 percent
- Operational costs reduced by 30 percent
- Calls increased from 100 to 550 with the same number of agents — delivering a 5x increase in efficiency

Business outcomes: With improved agent productivity and citizen experience enabled by intuitive tools, automated workflows, and enhanced ability to scale operations during high-demand periods, the solution delivered a modern, citizen-centric contact center that exceeded performance expectations.



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