

Reimagining Citizen Engagement:

Empathy, Journey Optimisation, Ethical AI, Employee experience, Scalable Solutions at Your Own Pace



Genesys AI™

Keith Fulford, Zaheer Gilani

May 2023



4 topics

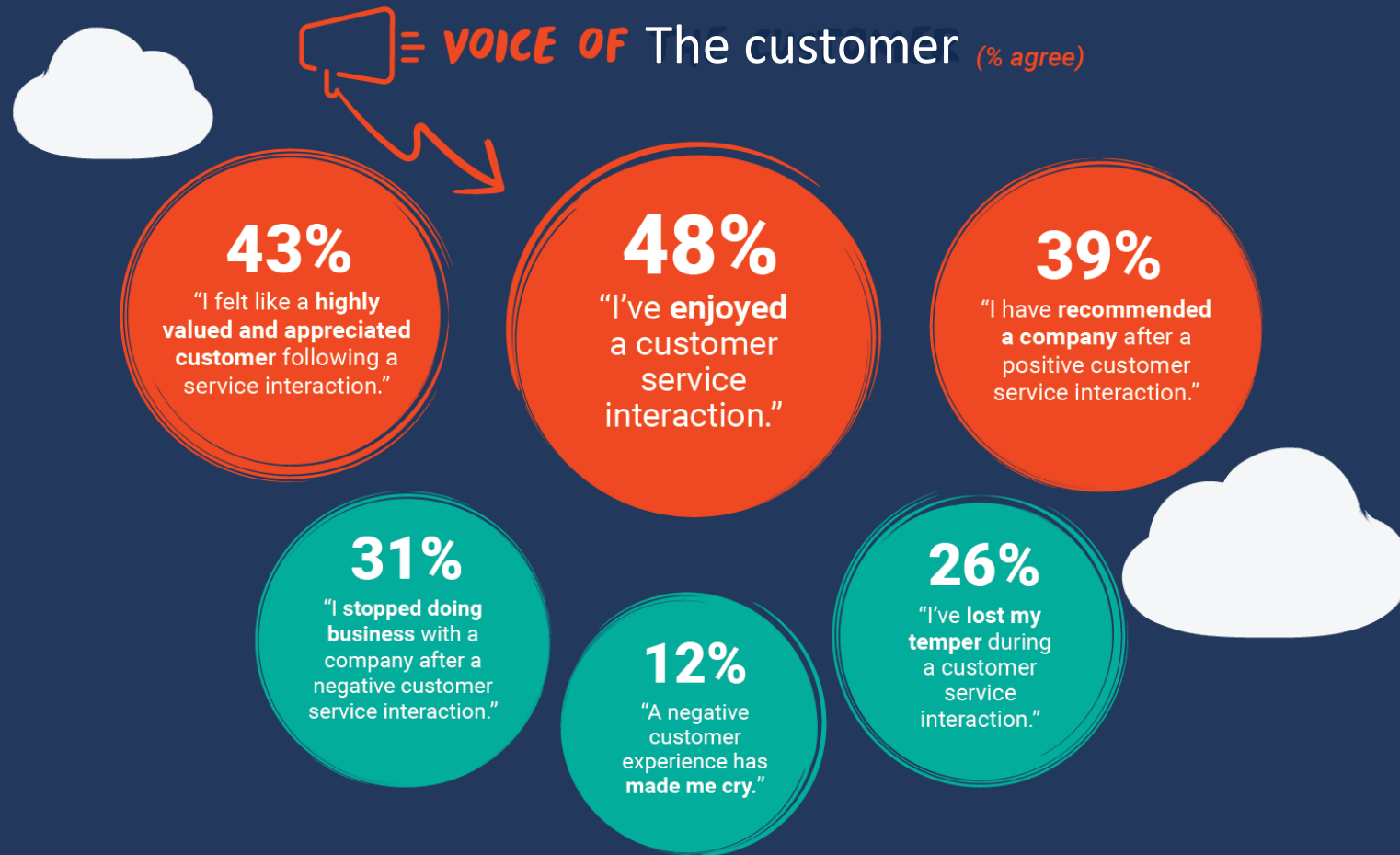


Definition

“Act by which the company puts itself in the shoes of its customers and employees, to reorient the way it manages the business and makes decisions, resulting in the generation of incredible customer and employee-centered experiences”

Adapted from the cognitive definition of empathy by Daniel Goleman, author of “Emotional Intelligence”

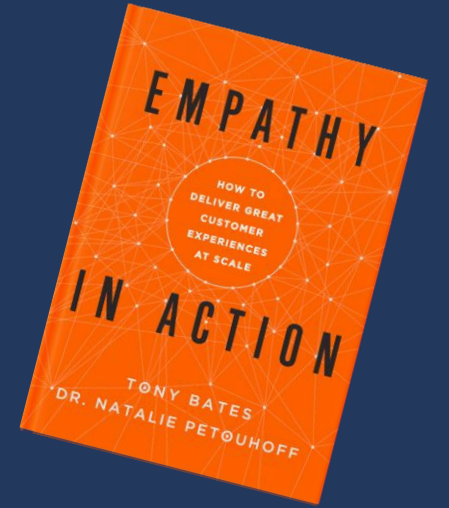
Why does it matter?



- 5,517 consumers ages 14-80;
- 646 senior CX decision-makers across multiple industries globally.

Genesys

Purpose and vision



***“Deliver the power of empathy
to every experience”***

“Experience as a Service”



The Importance of Empathy in Citizen Engagement

“only half (51%) of citizens believe that public services effectively manage taxpayers' money” Accenture

“Ofcom revealed that people feel frustrated and unsupported in their interactions with public institutions online.”

“nurses weren't given sufficient resources to attend adequately to their needs...” YouGov & NHS England Poll

“heightened empathy leads not just to elevated patient fulfilment but also cost savings and marginally higher quality medical attention.” JAMA International Medicine

“employee engagement, defined as the willingness to go beyond what is required to perform tasks effectively, is strongly influenced by supervisory empathic leadership.”
Journal of Managerial Psychology

How could public organisations be humanised?

*Can you imagine taking empathy out of
the experiences you deliver today?*



How to put empathy into action!





Mastering the 4 CX Competencies

Orchestrating customer journeys

4 x CX competencies

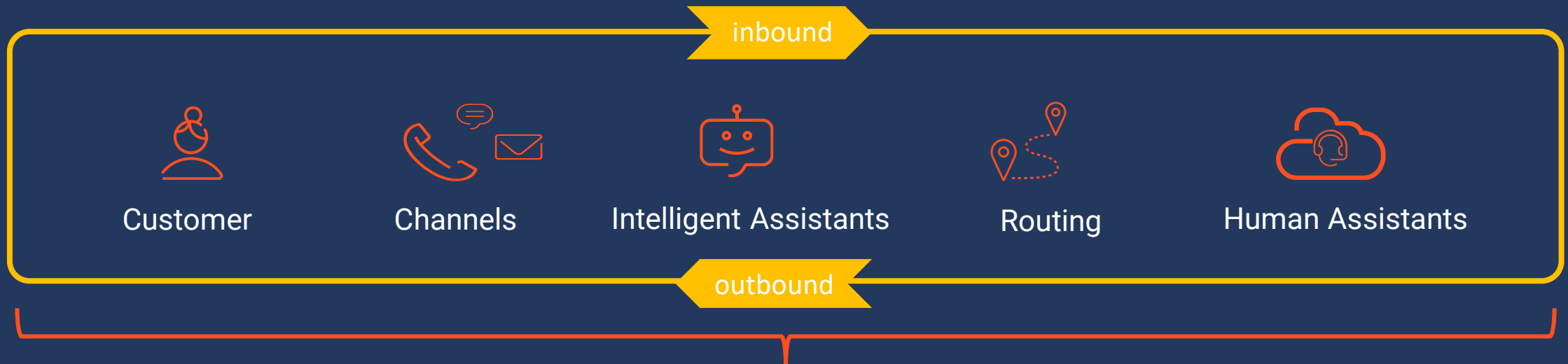
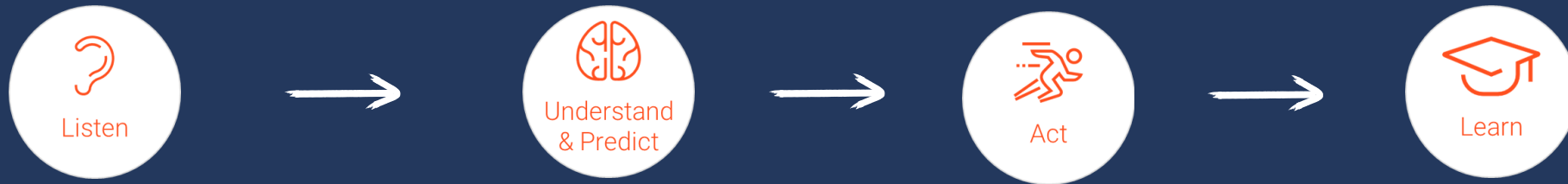




6 Strategic Capability Groups

Orchestrating customer journeys

4 x competencies

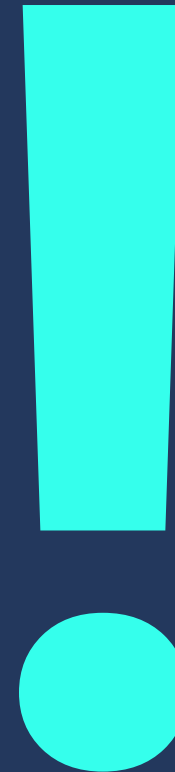


6 x capability groups



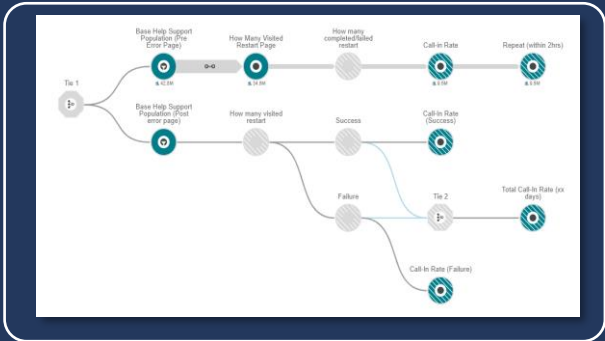
Workforce Engagement

Delivering empathy at scale!



One platform

End to End Journey Visualisation and Analysis



Predictive Engagement



All Channels

inbound

outbound



Customer



Channels



Intelligent Assistants



Routing

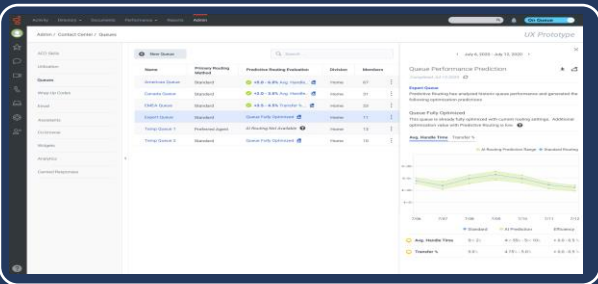


Human Assistants

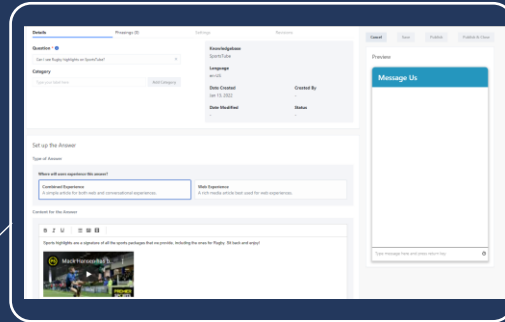


Workforce Engagement

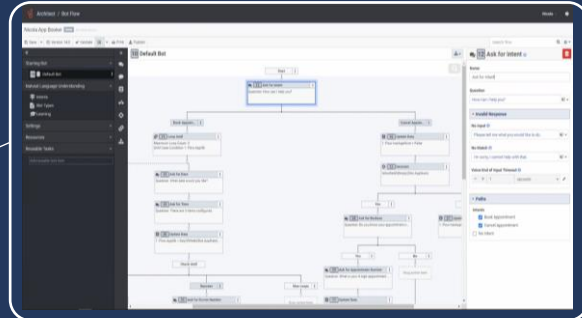
AI powered Predictive Routing



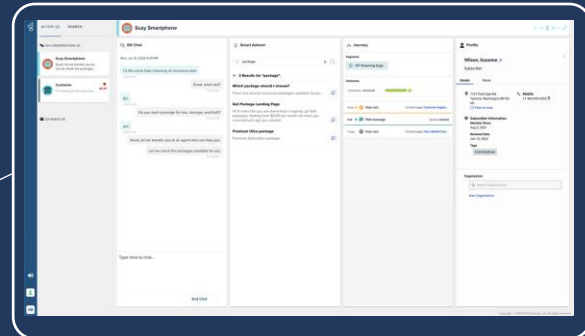
Operational MI and Reporting



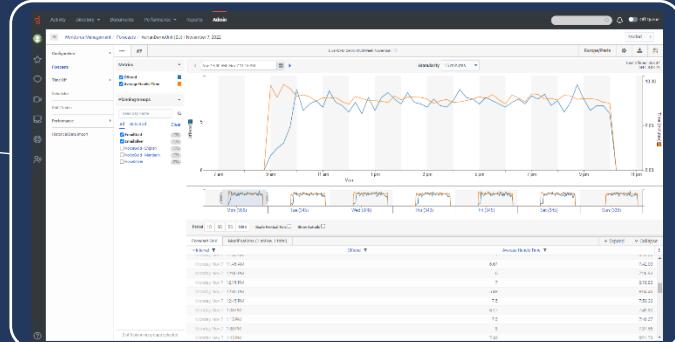
Knowledge Management



Build Voice and Chatbots Or, bring your own bot



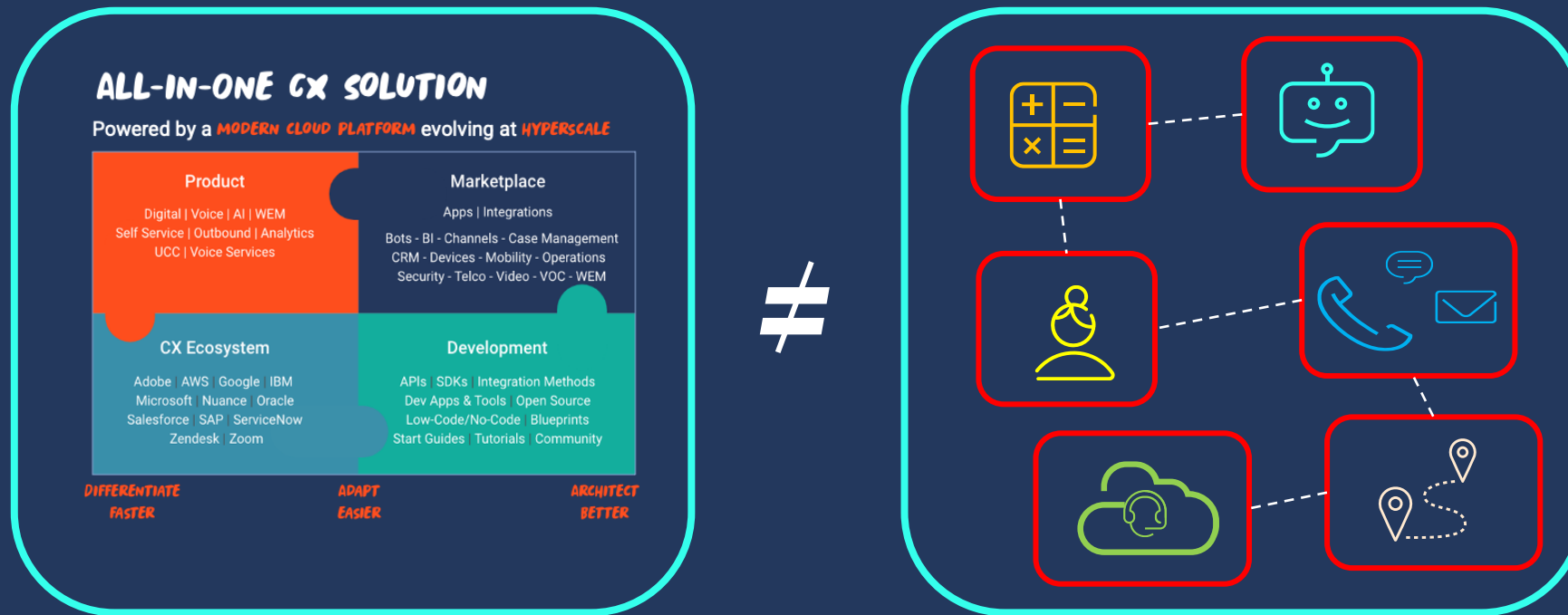
Unified Desktop AI based Agent Assist & Smart Summarise



All in One WEM with AI powered forecasting and scheduling

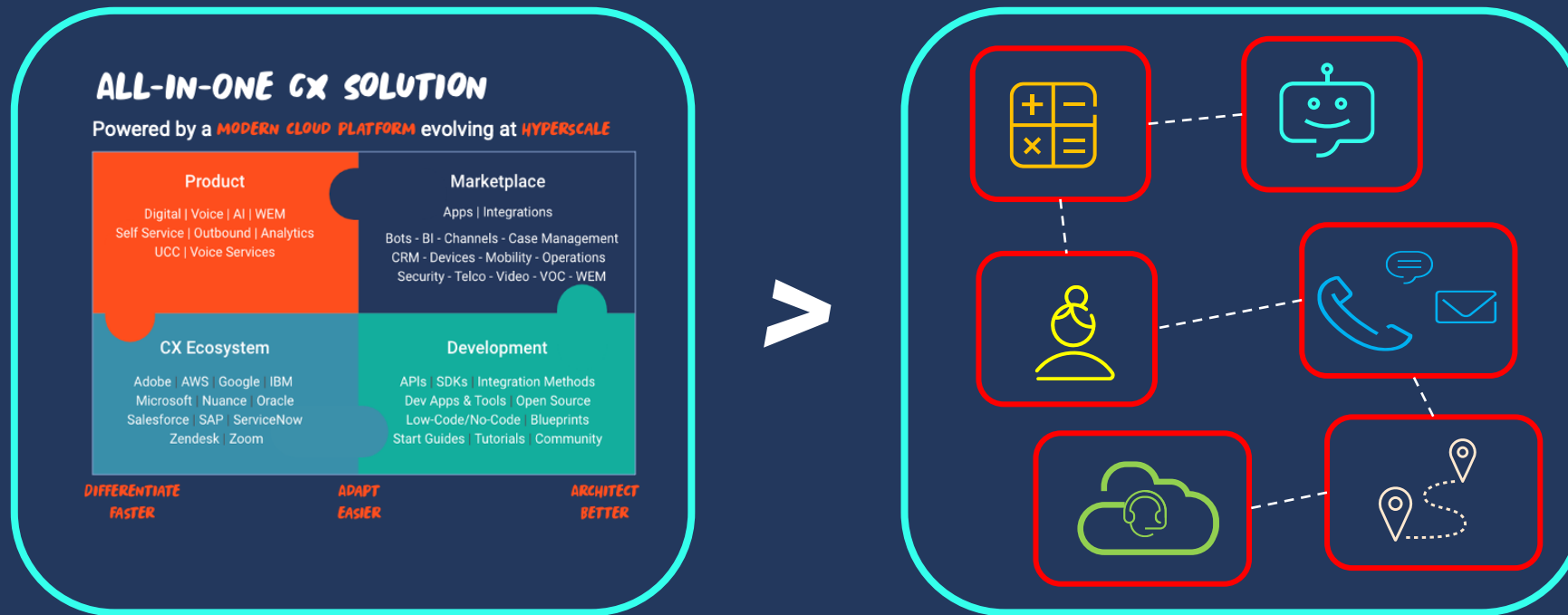
One platform

Not all platforms are created equal



One platform

Expensive Integrations → latencies → disjointed and slow experiences
separate support and maintenance contracts, and roadmaps = high TCO, low agility





Responsible and Ethical AI

1

**Understanding What
the Engine is Doing**

2

**Keep Humans
in the Loop**

3

**Maintain AI
Ethics Practices**



The Importance of Empathy in employee Engagement

External and internal customers

Citizen Perspective

Are you LISTENING, UNDERSTANDING, Taking ACTION, and LEARNING about:

- Me as a citizen
- Where have I been before
- What am I trying to do now
- What's the best thing for me to do next



Employee Perspective

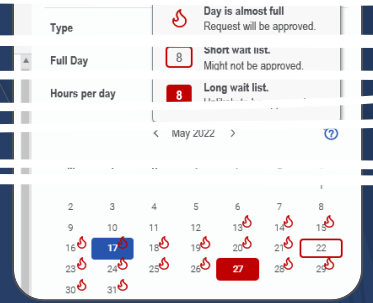
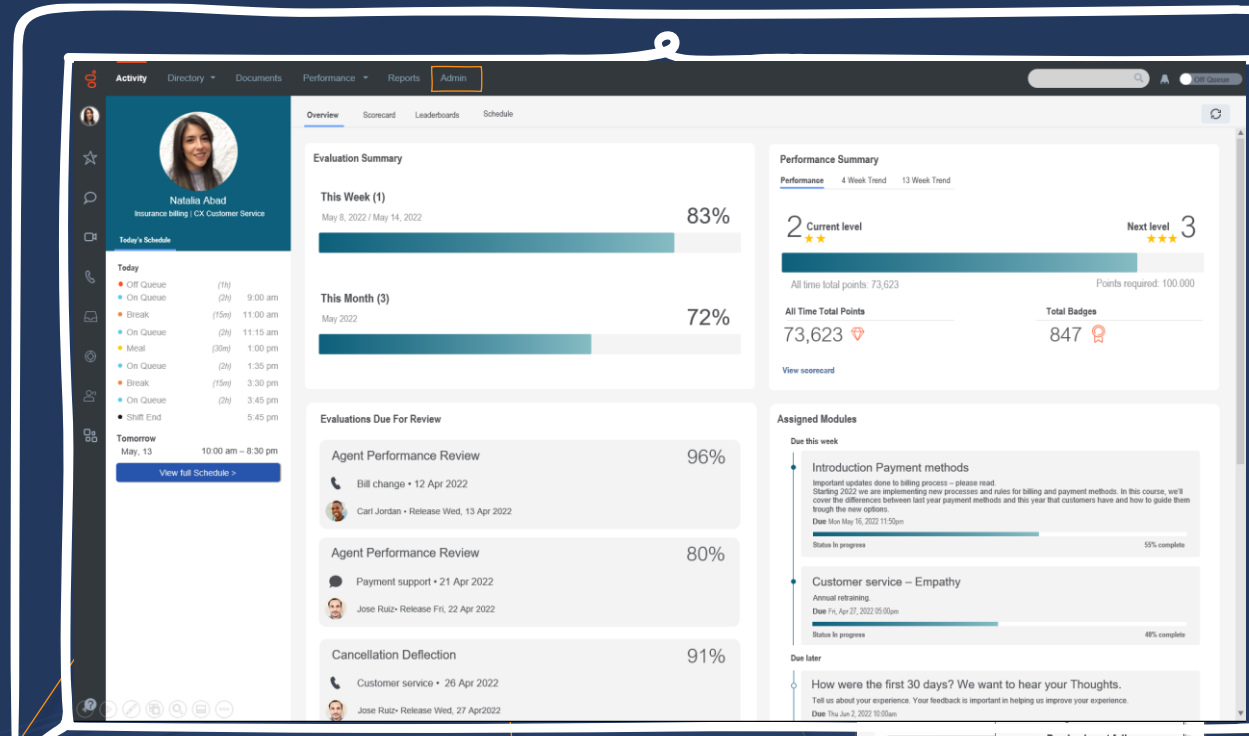
Are you LISTENING, UNDERSTANDING, Taking ACTION, and LEARNING about:

- How I feel about my job, and the organisation
- If I have the right skills for the work I'm receiving
- What my personal growth plan is
- What my performance is

Native Workforce Engagement Management

Unleash Employee Superpowers To drive effectiveness

- * Use Data to Listen & Learn about your employees and establish the foundation of your Performance Management approach
- * Understand and predict employee behavior based on the Science of Empathy and elevate your Coaching effectiveness
- * Act through nudging employee behavior by gamifying their end-to-end experience to align with business goals



Deliver relevant, real-time knowledge

Make it intuitive, simple, and accessible for both employees and customers to access up-to-date information

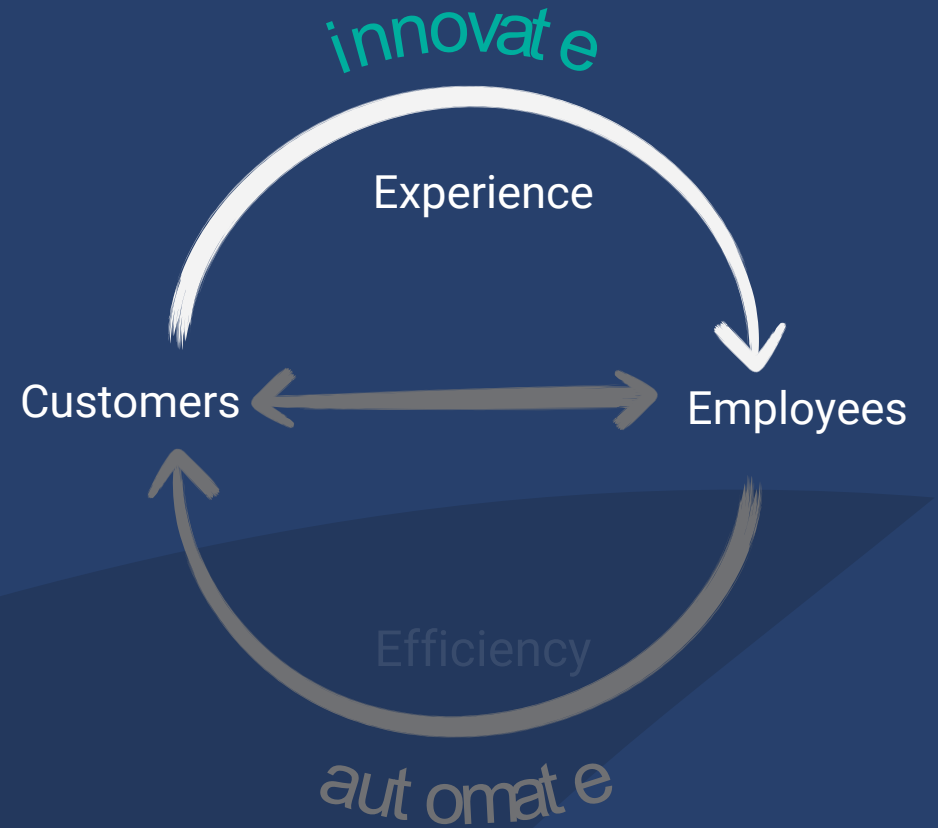
Make work not feel like work

Support a modern workforce with intuitive, easy-to-use tools - all within a single interface

unleash employee superpowers to exceed goals

Influence and inform the employee journey with AI, smart analytics, real time guidance and gamification

re-imagine



Question 1

☰ Active poll

0 👤



Join at
slido.com
#1749 905

What was the Average Public Sector Agent Attrition rate for 2022

11%
 0%

15%
 0%

31%
 0%

42%
 0%

Question 2

☰ Active poll

0 👤



Across the industry, the average agent absence rate for 2022 was 5.8%. What do you think that absence rate is in public sector?

4.8%
 0%

5.4%
 0%

8.2%
 0%

9.1%
 0%

Join at
slido.com
#1749 905

Question 3

☰ Active poll

0 👤



What percentage of contact center agents report high or very high stress levels?

17%
 0%

34%
 0%

62%
 0%

87%
 0%

Join at
slido.com
#1749 905

Stress is unavoidable.....

**But cumulative stress is
preventable...**

The Neuroscience Behind Short Breaks.....



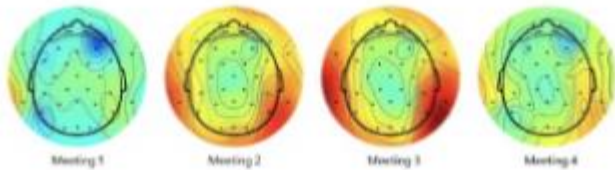
Your brain works differently when you take short breaks



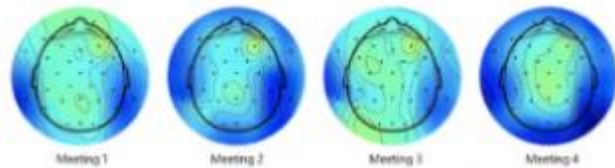
Less stress

More stress

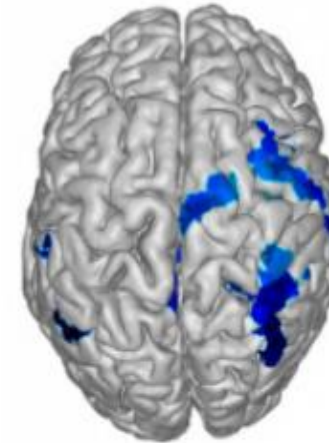
Brain Beta Waves with no Break



Brain Beta Waves with Break



In a study of healthy volunteers, NIH researchers found that taking short breaks, early and often, may help our brains learn new skills



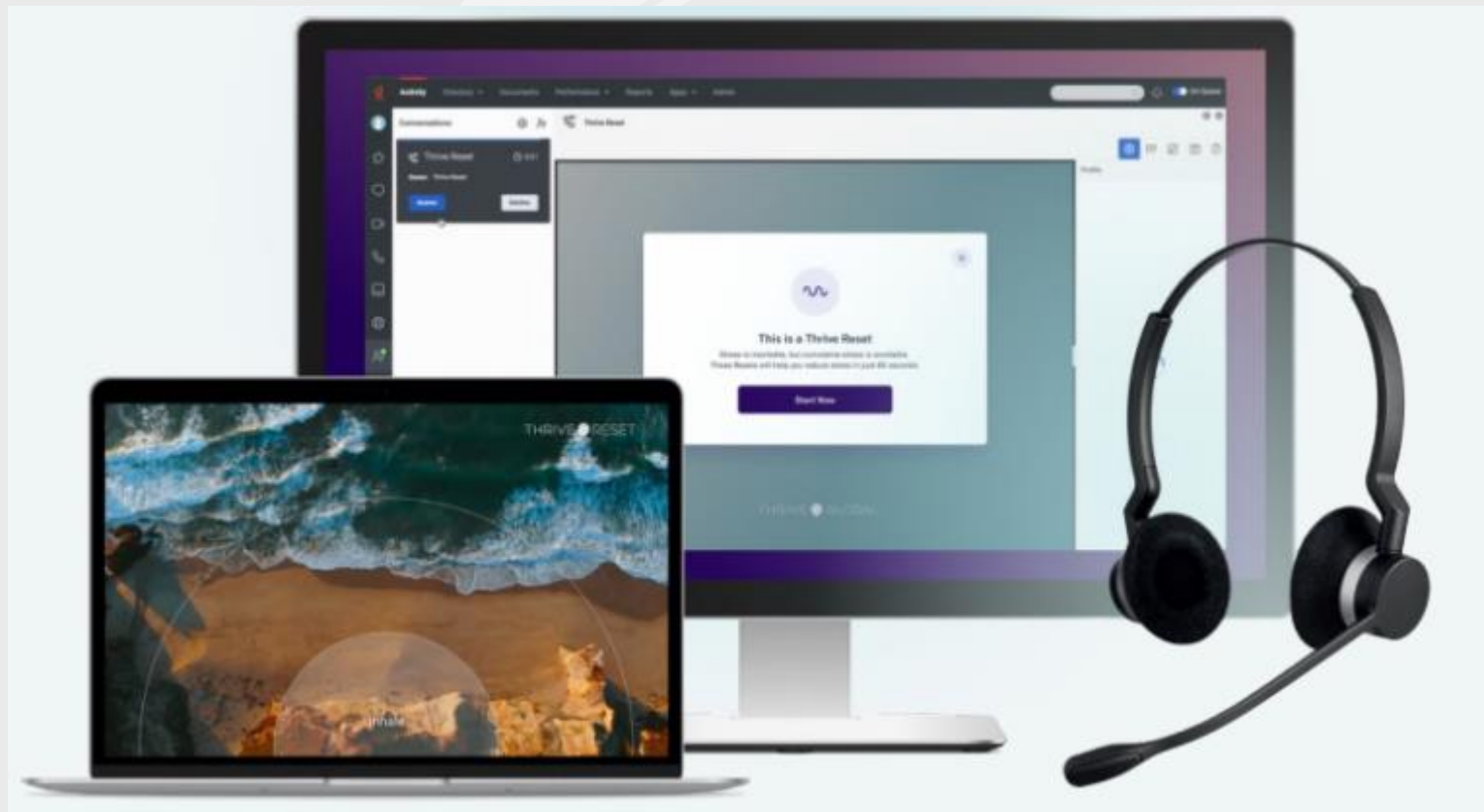
Beta oscillations in right hemisphere of volunteers' brains
Changes happened during breaks and were correlated with performance

Pause & Reset.....

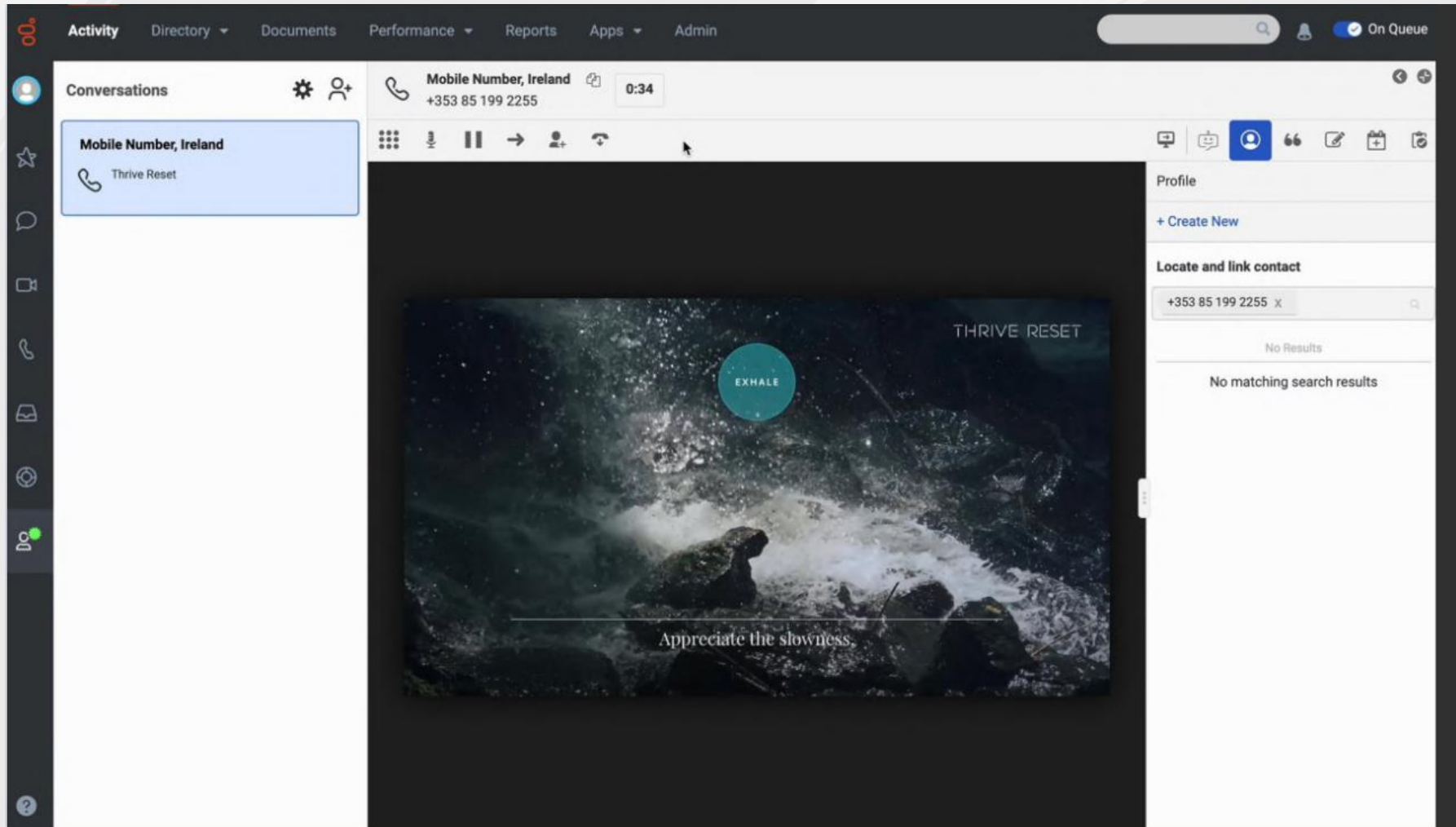
60 SECOND RESETS
INTEGRATED INTO CONTACT
CENTER WORKFLOW

CALMING VISUALS,
AUDIO, AND
BREATHING PROMPTS

TRIGGERED AT
MOMENT AN AGENT IS
EXPERIENCING MAX STRESS



Outcomes.....



Agent **productivity (AHT)**



Agent **employer satisfaction**



Agent **well-being**



The Importance of Empathy in customer & employee Engagement

3 takeaways



Thank you



Join us on a data informed, AI powered, cloud-based journey

Keith Fulford, Zaheer Gilani
Genesys UKI Public Sector Team



Copyright ©2021 Genesys. All Rights Reserved. AppFoundry, Genesys, and the Genesys logo are registered trademarks of Genesys. Genesys Cloud and Genesys Engage are trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of the respective companies. The content shared in this document is for informational purposes only and does not implicitly nor explicitly constitute a legally binding commitment. Such commitment will result only from the execution of a definitive agreement between the relevant parties and will be on the terms provided therein.