



Microsoft government cloud

Four strategies for transforming the federal customer experience



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Empowered citizens. Empowered societies. Empowered governments.

At Microsoft, our goal is to help you promote citizen well-being, influence positive societal change, and enhance your government services. Meet your unique organizational mission by engaging and connecting with citizens, modernizing the government workplace, and enhancing your government services. Microsoft helps empower the digital transformation of your government agencies with our deep commitments to trust, innovation, security, and compliance.

To learn more visit: <https://www.microsoft.com/en-us/industry/government>.

Introduction

Advances in cloud, social, and mobile technologies have propelled us into a new era; one where the power dynamic between businesses and their customers has flipped. Indeed, today’s private sector consumers have higher expectations for convenience, transparency, and speed. This phenomenon has had an impact on federal customers, too.

Tech-savvy citizens have become more discriminating than ever. Yet shrinking government budgets and antiquated IT systems are making it difficult for agencies to deliver services on par with their private sector counterparts.

When it comes to providing benefits and services to citizens—whether applying for unemployment benefits, receiving health and human services support, or requesting public housing assistance—the experience can be frustrating to say the least. In fact, the Federal Government ranked at the bottom of the 2019 American Customer Satisfaction Index¹, scoring an average 7.5 percentage points behind private sector services.

At Microsoft, we look at the current landscape as an opportunity rather than an unsolvable problem. We believe technology, leveraged in the proper way, can significantly improve citizen experiences—while lowering costs and increasing customer engagement and satisfaction. Today, Microsoft provides the broadest set of integrated capabilities of any cloud vendor, and as we continue to drive innovation, our enterprise platform provides the most advanced services roadmap for transforming the federal services experience.

2019 American Customer Satisfaction Index (ACSI) Scores



¹ <https://www.theacsi.org/national-economic-indicator/national-sector-and-industry-results>

The President’s Management Agenda

“Federal customers deserve an experience that compares to—or exceeds—that of leading private sector organizations.”
President’s Management Agenda

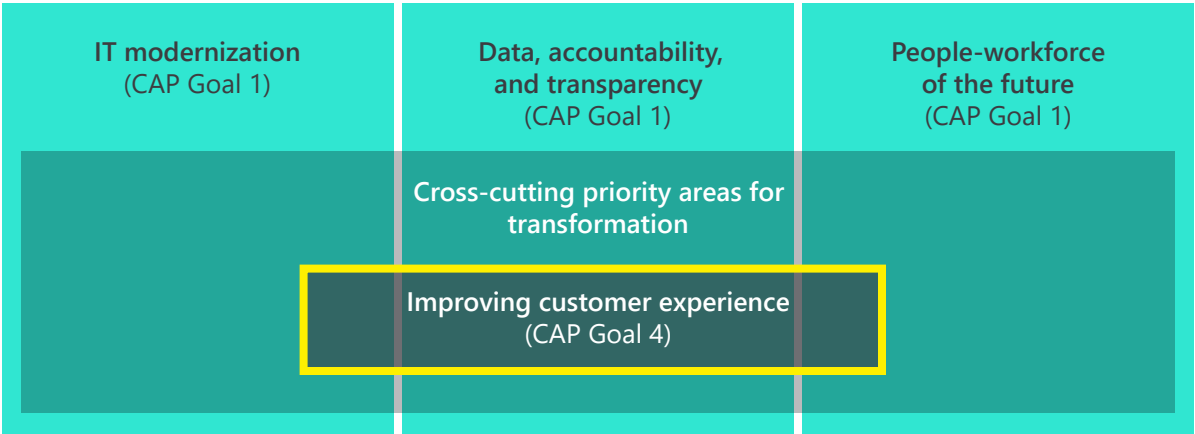
In an effort to bring Federal Government services up to 21st century standards, the Office of Management and Budget (OMB) released the FY 2019 President’s Management Agenda (PMA). The PMA aims to “improve the ability of agencies to deliver mission outcomes, provide excellent service, and effectively steward taxpayer dollars on behalf of the American people.”

To help guide agencies on the journey to modernization, the PMA lays out a number of Cross-Agency Priority (CAP) Goals. It highlights three key drivers of transformation and establishes CAP Goals for each, including:

- IT Modernization (CAP Goal 1)
- Data, Accountability, and Transparency (CAP Goal 2)
- People–Workforce for the 21st Century (CAP Goal 3)

The PMA also establishes CAP Goals to support cross-cutting priority areas for transformation. Agencies should pay particular attention to CAP Goal 4: Improving Customer Experience with Federal Services, which focuses on improving service delivery to “provide a modern, streamlined, and responsive customer experience across Government, comparable to leading private sector organizations.”

Key drivers of transformation¹



The PMA’s CAP Goal 4¹ establishes four clear directives:

- Transform the customer experience (CX) by improving the usability and reliability of our Federal Government’s most critical digital services
- Create measurable improvements in customer satisfaction by using the principles and practices proven by leading private sector organizations
- Increase trust in the Federal Government by improving the experience citizens and businesses have with federal services whether online, in-person, or via phone
- Leverage technology to break down barriers and increase communication between federal agencies and the citizens they serve

This eBook offers tangible strategies for meeting the CAP Goal 4 directives with the Microsoft Government Cloud.

Strategy 1: Improving the delivery of digital services

“Transform the customer experience (CX) by improving the usability and reliability of our Federal Government’s most critical digital services.”

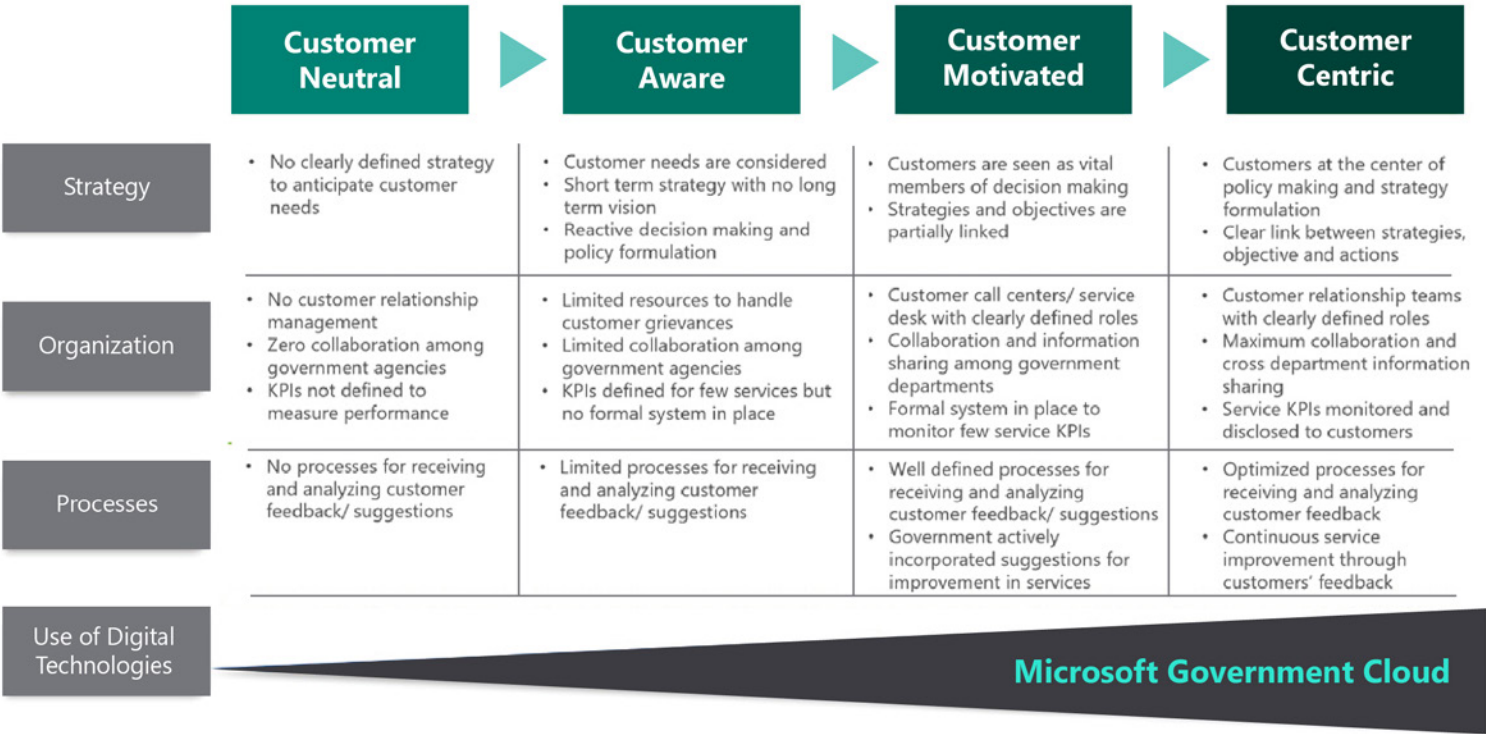
President’s Management Agenda Cap Goal 4

Improving citizen experiences with federal digital services requires enterprise-wide coordination and analysis of customer and citizen interactions. Opportunities for CX transformation exist across all customer-contact-related systems, including Customer Relationship Management (CRM), call centers, online presence, customer surveys, data and sentiment analytics, and the use of machine learning, artificial intelligence, chatbots, and knowledge management. But to take advantage of these opportunities effectively, agencies require a more centralized CX solution.

While multi-vendor approaches are often fragmented (e.g., low-fidelity Office 365 integration; redundant security, compliance and audit processes), Microsoft provides these wide-ranging CX capabilities via the Microsoft Government Cloud. Using each of the integrated components in our unified platform, your agency can leverage economies of scale, increase productivity, and lower total cost of ownership provided by our enterprise platform.

Beware of digital cliffs

As you progress on your journey to becoming a customer-centric organization, your need for digital technologies will continue to grow. At Microsoft, we are continuously innovating to ensure you don’t stumble off any unforeseen “cliffs” (technical blockers with no resolution). Microsoft Government Cloud is a “no-cliffs” enterprise solution that can accommodate all your future needs, without having to bolt-on other vendor technologies.



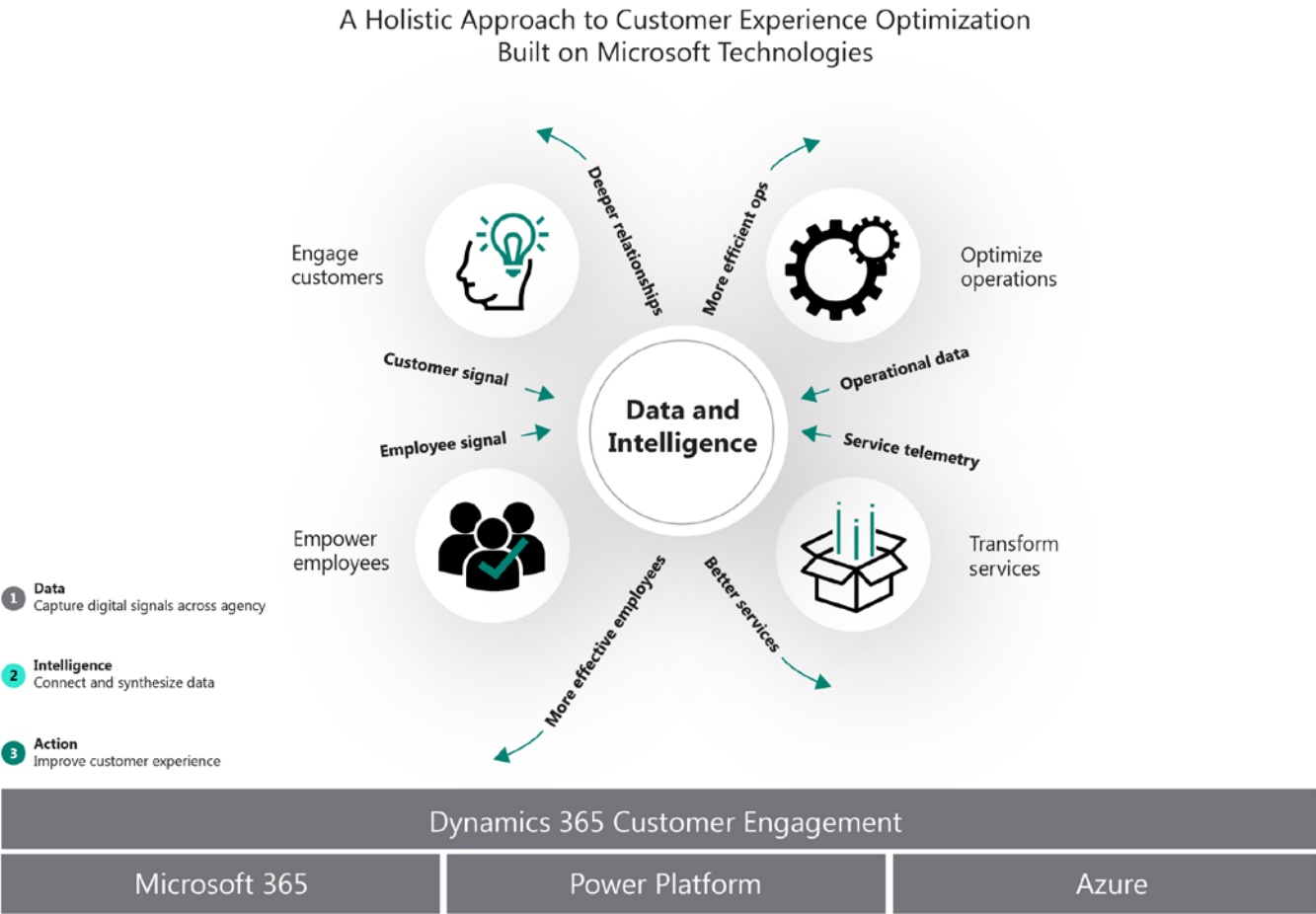
Strategy 2: Taking customer satisfaction to private sector levels

“Create measurable improvements in customer satisfaction by using the principles and practices proven by leading private sector organizations.”
President’s Management Agenda Cap Goal 4

According to Harvard Business Review research¹, organizations that skillfully manage the customer experience will not only benefit from increased customer satisfaction—but from increased employee satisfaction, reduced churn, and improved operations, too.

What’s more, the research shows that most dissatisfied customers are not frustrated by any single phone call, field visit, or other interaction. Rather, it’s the cumulative experiences across many touchpoints and through multiple channels over time that do the damage.

Consider a routine customer interaction, like a discrimination complaint. An agency might receive hundreds, even thousands, of phone calls and emails regarding issues of this nature. Of course, every single interaction must be handled well. But to manage the complete journey effectively, it’s also critical to understand the big picture (the broader reason behind the complaint, including the root causes). To develop this Big Picture the private sector uses the concept of feedback loops, where the outcome of every interaction feeds into the overall picture of that customer. This collective knowledge is used to inform processes and enable continuous improvements—before, during, and after the customer interaction.



The Microsoft Government Cloud lets you manage multiple touchpoints, services, and feedback loops in a unified and holistic way for customers, employees, operations, and services. Plus, our platform includes key components to strengthen your CX optimization efforts, including:

- Data—capture digital signals across your agency with a common data service and a standardized suite of tools for all services that influence the customer experience
- Intelligence—collect and synthesize all data signals from employees, customers, and services for use as an input for your continual CX process improvement
- Action—create measurable improvements in customer satisfaction via quick, incremental changes in how services are delivered

Strategy 3: Delivering frictionless omnichannel experiences

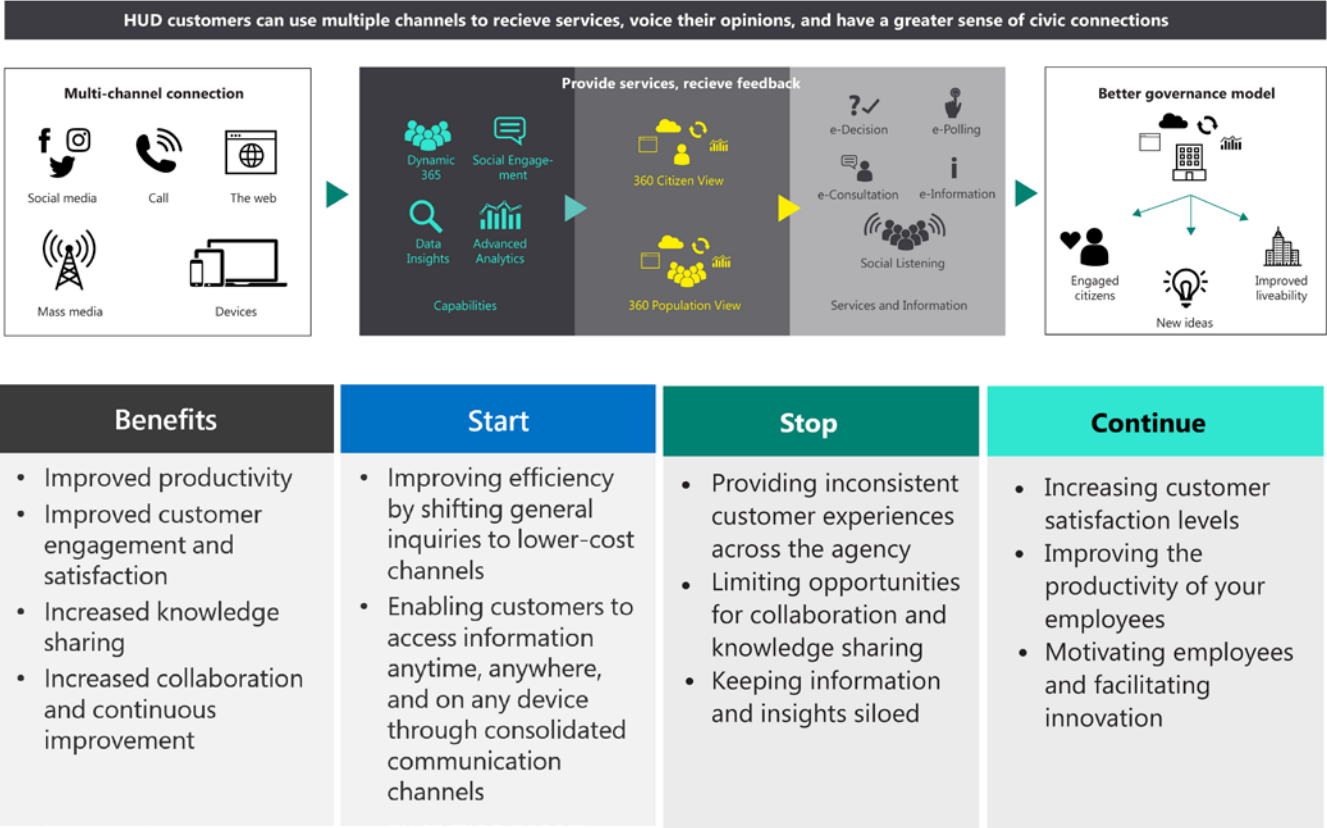
“Increase trust in the Federal Government by improving the experience citizens and businesses have with federal services whether online, in-person, or via phone.”
President’s Management Agenda Cap Goal 4

Typically, program offices must work across fragmented contact center solutions that have grown organically over many years. This forces customers to find their own way to the proper subject matter expert—often requiring multiple phone calls for a single issue.

With a Microsoft Government Cloud-based contact center, you can delight customers with modern-day, omnichannel access to your federal services. Whether it’s live chat, SMS, online portal, or the traditional live calling option, customers can access information anytime, anywhere, and on any device they choose. By providing agents with a 360-degree view of the customer in a central place, our contact center solution enables a consistent service experience and an efficient case resolution process.



Benefits of a Microsoft government cloud-based contact center





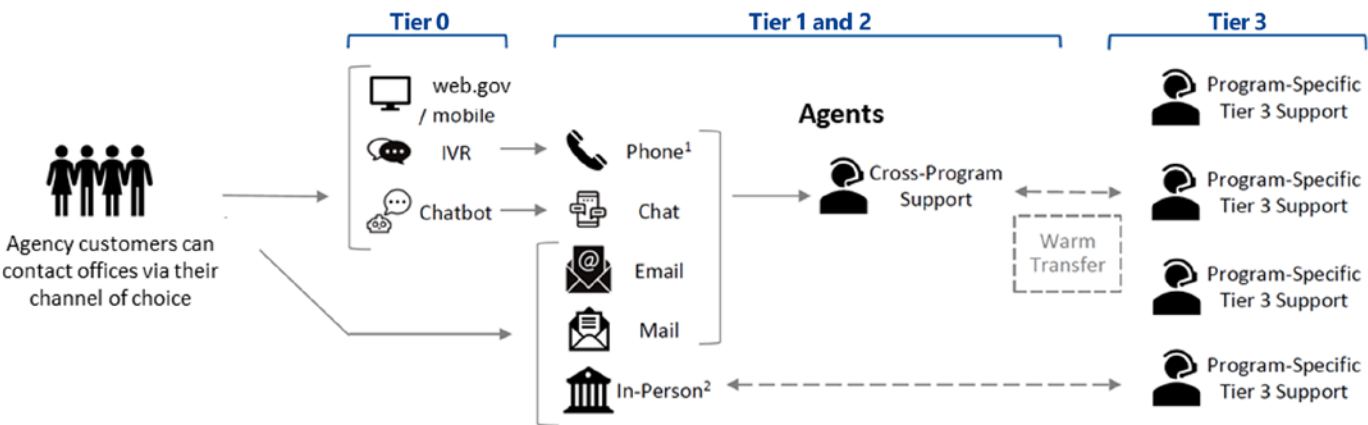
With the Microsoft Government Cloud, your agency can bring the vision of a modern-day contact center to life.

Our contact center technologies offer true omnichannel capabilities, including live chat, SMS, MMS, chatbot, and intelligent interactive voice response (IVR) integration. All channels are integrated through CRM and other tools to create a truly consistent and coordinated omnichannel experience.

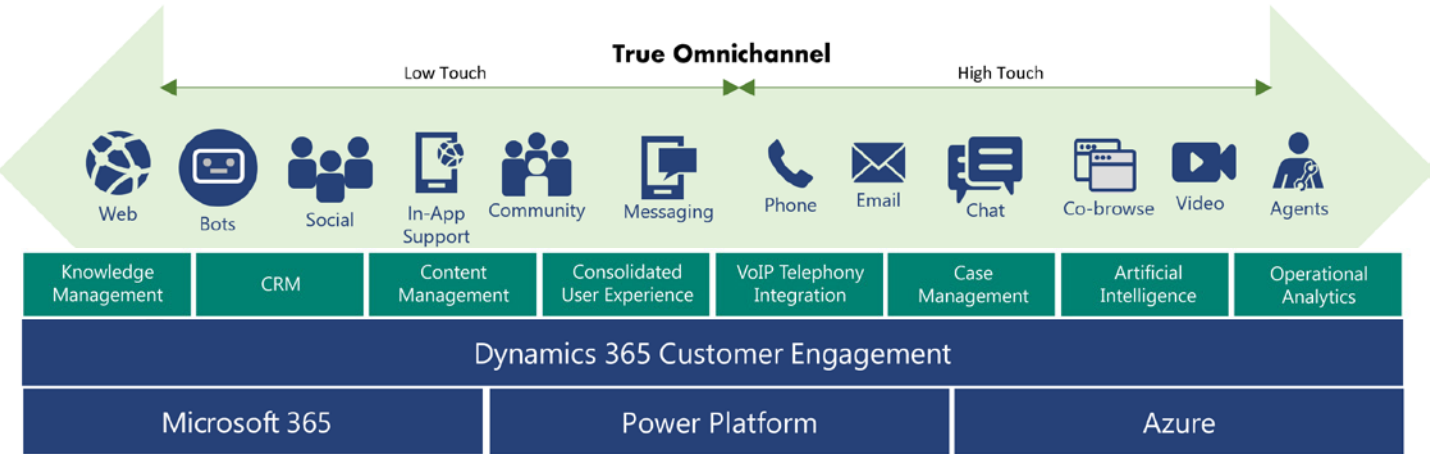
Your agents and customers will have access to accurate and relevant information through the creation of a centralized, continuously evolving knowledge management tool, empowered by machine learning and Artificial Intelligence (AI) services.

Modern contact center built with Microsoft technologies

Agency CRM: Future State Customer Journey

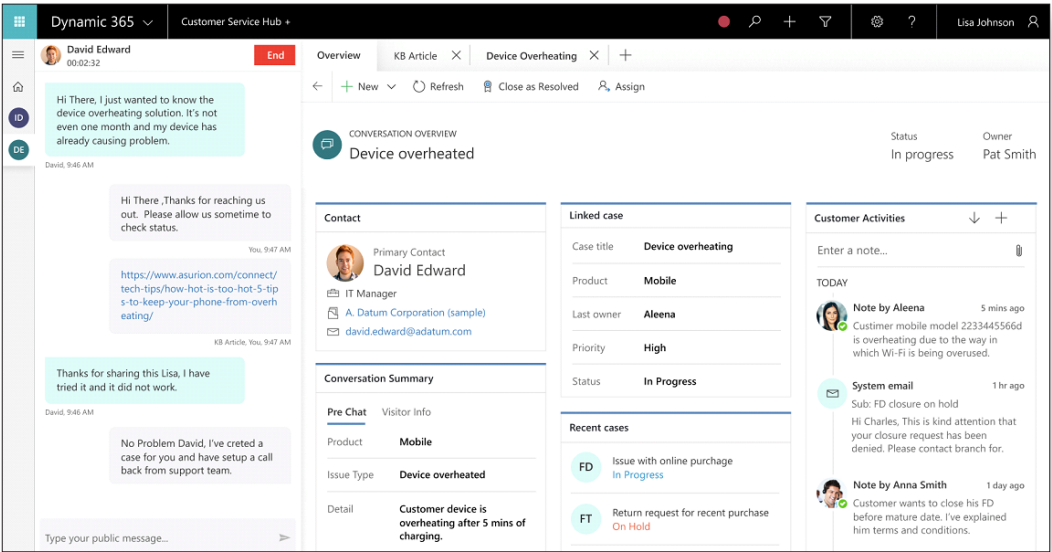


Agency CRM: Integrated Technology



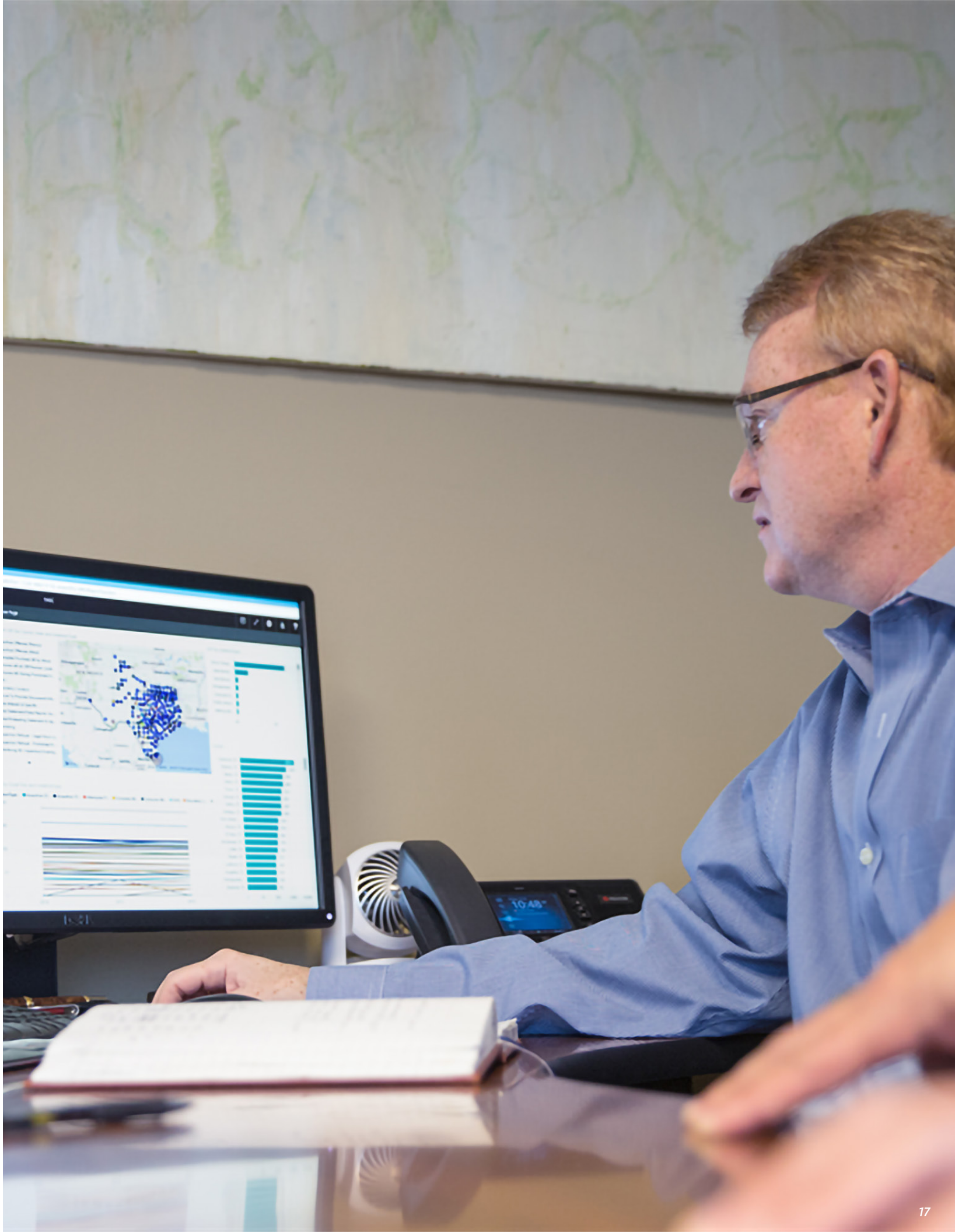
Omnichannel engagement app

Our new high-productivity app extends the power of Dynamics 365 for Customer Service, empowering agents to instantly connect and engage with their customers via their channel of choice. It empowers agents with contextual customer identification; real-time notification; integrated communication; and productivity tools like KB integration, search, and case creation. Additionally, the Omnichannel Engagement App gives supervisors real-time and historical visibility into agents' operational efficiency and utilization across various channels, including sentiment analysis.



Highlights

- Unified experience: Gives agents a consistent experience for accessing Line-of-Business applications
- Multi-session and application management: Empowers agents to handle multiple customer sessions and contextual applications related to the sessions with ease, which in turn leads to faster case resolution and customer satisfaction
- Single-view interface: Provides agents a single-view experience where they can view the customer information and communication details simultaneously and side-by-side
- Easy deployment and upgrade: Offered as a web application (thin client), which makes maintenance easy and upgrades seamless
- Extensibility: Built on the Unified Interface framework, which makes it easy for developers and system customizers to customize and extend the app to "provide a modern, streamlined, and responsive customer experience across Government, comparable to leading private sector organizations."

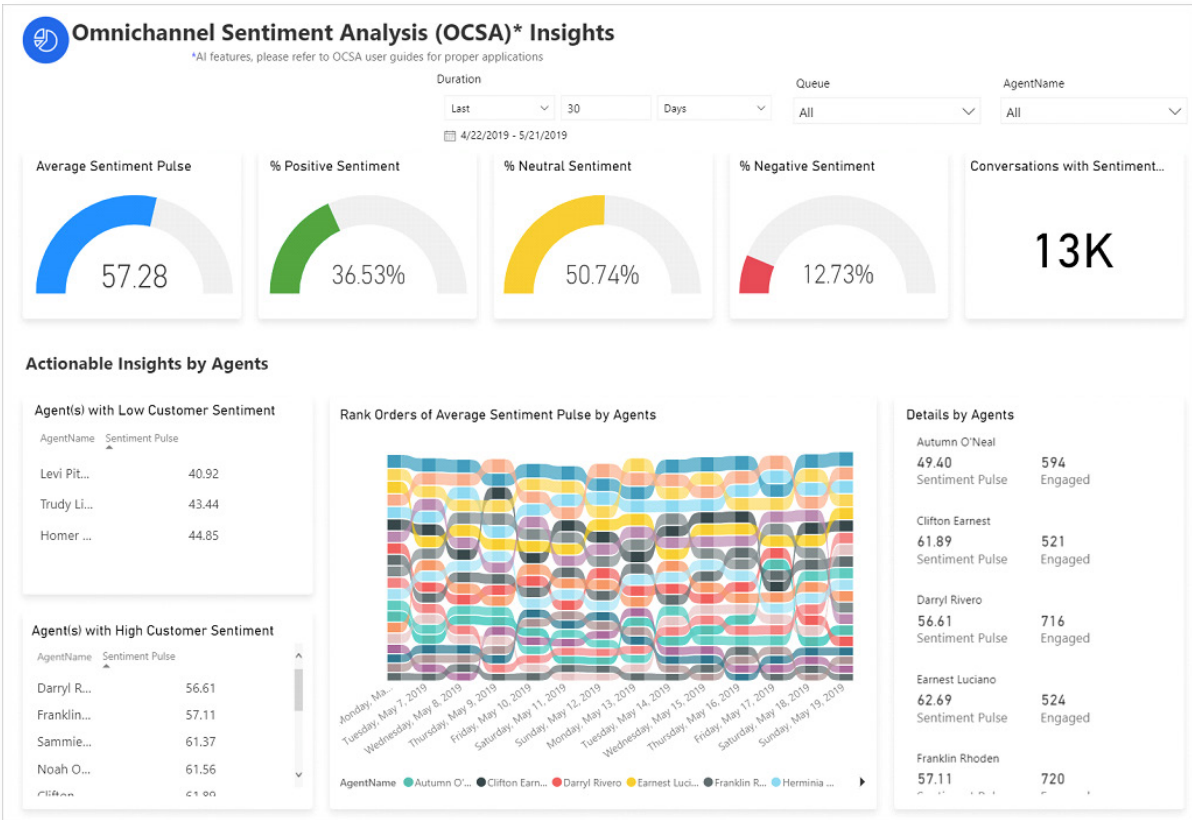


Omnichannel sentiment analytics

Traditionally, sentiment analysis has been complicated because it required a mixture of very complex platforms and tools. Today, it's included in the Microsoft Government Cloud.

Highlights

- Machine learning, natural-language understanding, and natural-language processing services provided by Azure synthesize customer sentiment data automatically.
- Power BI integration with Dynamics 365 and the common data service allows you to make sense of sentiment data, along with all other meaningful digital signals, through interactive, real-time dashboards to unlock the insights needed to transform services and optimize operations.



Artificial intelligence

AI plays a key role in optimization by analyzing various digital signals across the organization—to detect undiscovered opportunities for improvement. Virtual customer assistants, powered by Azure's Cognitive Services and Bot Services, can be used to further improve the customer experience by reducing time to response.



Strategy 4: Overcoming challenges to transformation

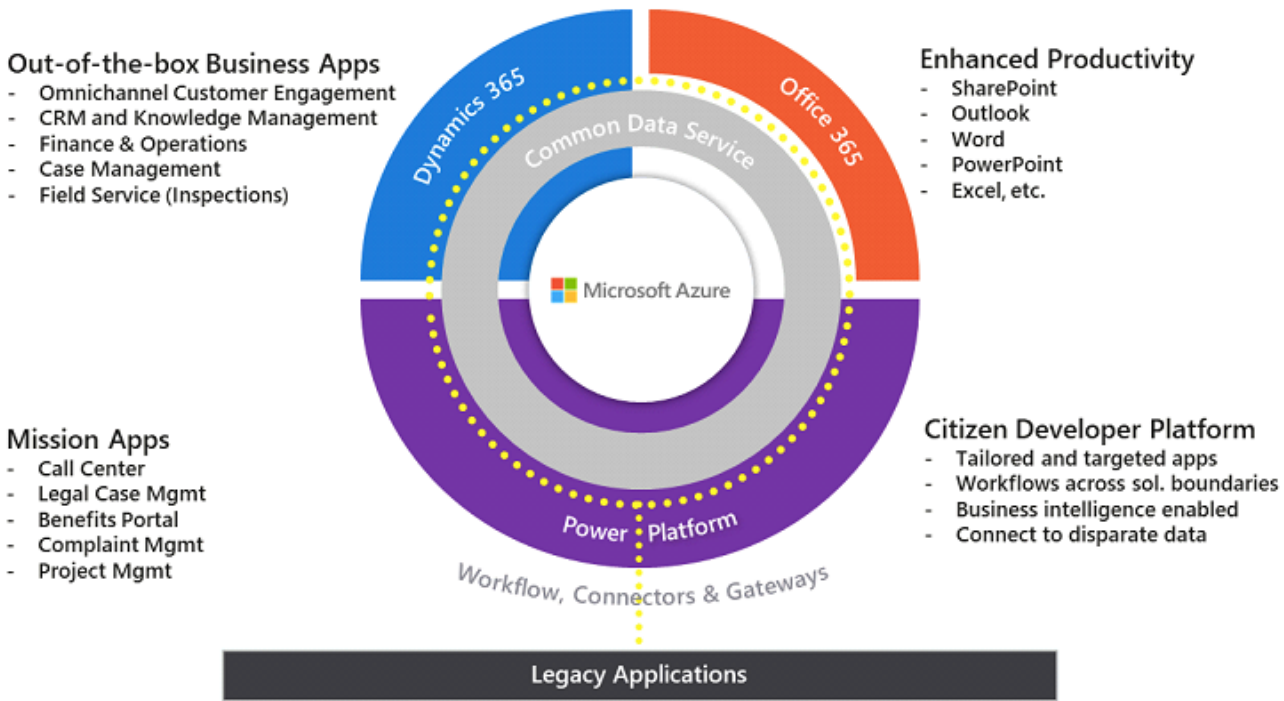
“Leverage technology to break down barriers and increase communication between federal agencies and the citizens they serve.”

President’s Management Agenda Cap Goal 4

Most federal agencies are beset on all sides by decreasing budgets, aging infrastructure, legacy IT systems, and constant security threats. In the current landscape, agencies looking to improve citizen interactions must build on existing technology to create a transformation approach that works today—and is sustainable into the future.

Most federal agencies have taken the initial step in addressing these challenges by partnering with Microsoft to empower employees with best-in-class tools enabled through Office 365, Dynamics 365, Azure, and the Power Platform. By transforming with Microsoft Government Cloud, your agency will realize its maximum cost savings, efficiencies, and security. You can take both your agency’s productivity and business applications forward in SaaS models, and also host third-party and custom solutions in its IaaS and PaaS Azure cloud.

The Microsoft enterprise platform



In your effort to break down barriers and improve communication, Microsoft enables you to obtain three key objectives:

- **People-Centric Productivity**—improve collaboration, communication, operational insight, and overall efficiencies of your staff via seamless integration with the business and productivity applications your employees use every day.
- **Citizen Value Creation**—provide extraordinary value to citizens and constituents, as well as to workers and leaders, with best-in-class customer experience and knowledge delivery.
- **Government Cost Management**—do NEW with less by building on existing investments to create an economical and sustainable transformation approach.

Move workloads incrementally

In order to ensure a cost-effective and realistic transformation, be prepared to have a mix of on-premises, cloud, and hybrid computing environments. Microsoft is the only Gartner Magic Quadrant leader for Customer Engagement across the three primary deployment models: on-premises, cloud, and hybrid.

This flexibility enables:

- Agility: migrate on-premises apps to online based on your agency’s needs and timelines
- Efficiency: realize additional return on investment on licensing already procured, and use a common set of tools and user interfaces to lower training costs and increase productivity
- Innovation: enjoy an integrated CRM and Office 365 experience, including native Outlook access to CRM online or offline; Excel dynamic reporting and pre-built templates; complete SharePoint document library integration (check-in/out) with all document sources in one place; and integrated collaboration, presence, sharing, and archiving with Skype for Business/Teams

Power Platform is the underlying technology for business applications. It provides business intelligence, workflow, and a no-code/low-code platform to put the power of innovation into the hands of the citizen developer.

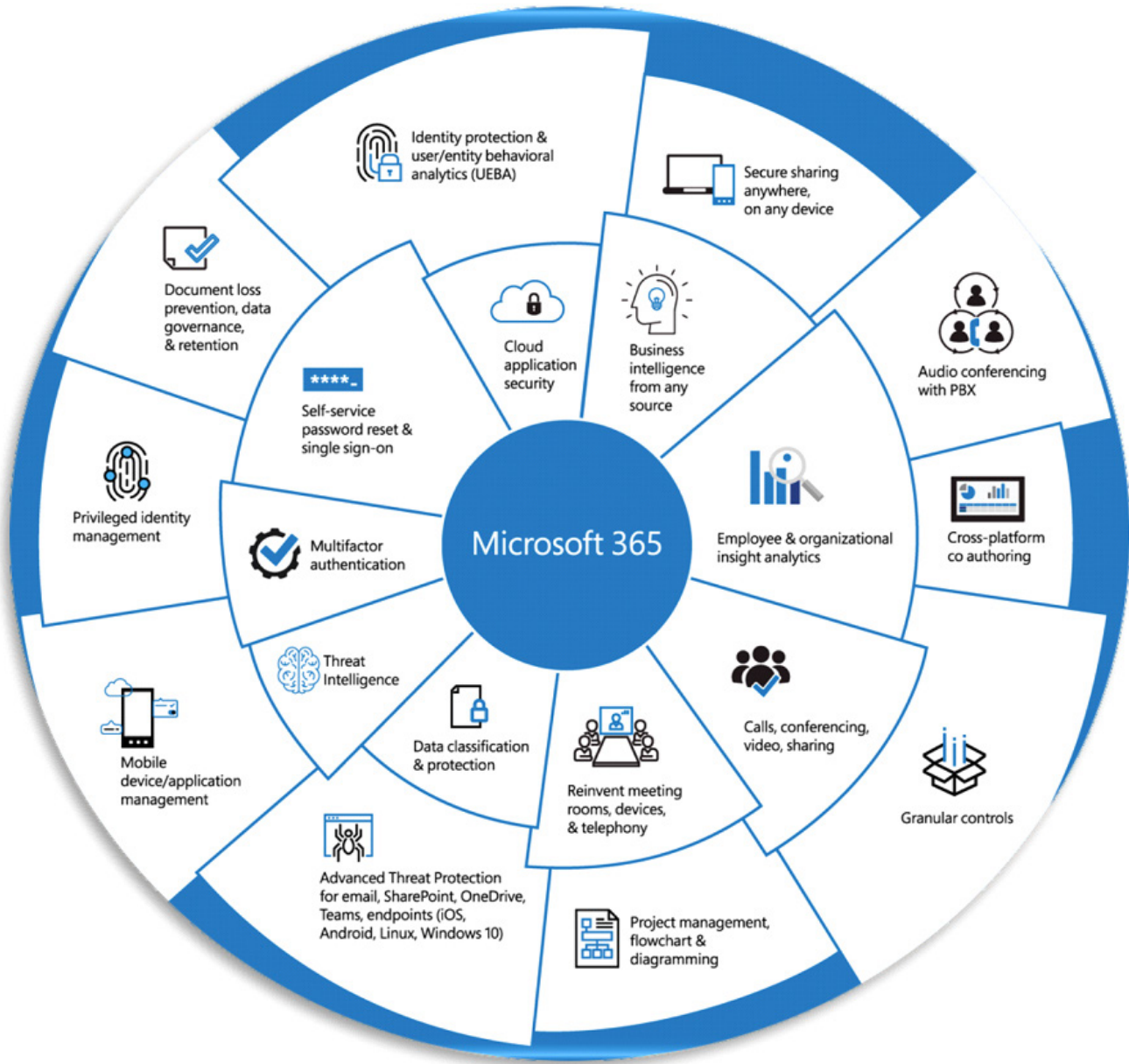
Prioritize security and privacy

As you break down barriers on your journey to transformation, you need to feel confident that data and services are secure, private, and reliable. Because, despite the clear benefits, moving workloads to the cloud could potentially exacerbate issues around service delivery, privacy, and trust.

Microsoft’s commitment to ensuring the security of our cloud environment, as well as the privacy of our customers’ data, is unparalleled. Out of the industry leaders for cloud services, only Microsoft has decades of experience in working with the government—and the security pedigree that comes along with that.

Cybersecurity is not just a reactive operation for us. Rather, our cloud services are designed, developed, and operated from the ground up. And our world-class resources in Microsoft services are ready to help agencies with everything from cyber threat assessment to strategy and architecture.

Built-in security of the Microsoft government cloud





Modernize and thrive with Microsoft government cloud

Despite ongoing budgetary, security, and technology pressures, your agency can achieve the four directives of the PMA's CAP Goal 4 for improving customer experiences.

Key Takeaways

- Centralize all customer contact-related systems on the Microsoft Government Cloud and leverage our integrated components of CRM, omnichannel engagement, online presence, customer surveys, data and sentiment analytics, knowledge management, machine learning, and artificial intelligence to improve the usability and reliability of your digital services
- Leverage the Microsoft Enterprise platform and its inherent feedback loops to capture digital signals across the agency via the common data service, connect and synthesize the data using built-in business intelligence, and use the feedback captured to continually improve customer satisfaction
- Leverage the Microsoft Government Cloud-based Contact Center to improve access via omnichannel services. Enable citizens and businesses to access information anytime, anywhere, and on any device through a rich set of communication channels and provide your employees with the tools to improve customer engagement
- Leverage the Microsoft platform and its unified set of FedRAMP-accredited productivity, business application, and CX technologies for the most sustainable and economical approach to break down barriers and increase citizen communications

When you choose Microsoft Government Cloud for your CX transformation, you can invest once, yet lay the foundation for additional transformation efforts—as your agency continues to modernize and thrive.

