

# RightNow in Government: Enabling the Constituent-Centric Agency

## Improving the Constituent Experience

Kevin Gilbertson

Federal Government Manager

RightNow Technologies



# Agenda

- Introduction
- The First Step – Enterprise Strategy
  - The Enterprise Solution
    - o Jeff Tumarkin – Environmental Protection Agency
- The Second Step – Showing Results with Best Practices
  - The Keys to Content Management
    - o Linda Adams – Health and Human Services
  - Rules of the Enterprise (Effective Routing)
    - o Nancy Tucker – Veterans Affairs
- The Third Step – Expanding Constituent Experience
  - Proactive Communication
    - o Adrienne Erley – Illinois Department of Revenue
- The Next Step – Expanding Your Vision
  - Linda Adams, Adrienne Erley, Nancy Tucker, and Jeff Tumarkin
- Q & A



# Introduction

- **Constituent Experience Management**
  - Customer experience management (CEM) is "the process of strategically managing a customer's entire experience with a product or a company" *Schmitt, B. (2003) Customer Experience Management, The Free Press, New York, 2001*
  - 66% of Internet users have ever accessed a government Web site, but only 29% used the Web as their primary contact channel with a government agency...citizens are clinging to phone and face-to-face models. *Pew Internet & American Life Project*
  - The only way to turn this tide is by determining the wants and needs of customers and satisfying them more efficiently or effectively as compared to other channels of communication.
- **Topics Covered in this Session**
  - Strategy
  - Deployment
    - o Scale
    - o Best Practices
  - Optimizing Tools to Improve Constituent Experience



# The First Step - Enterprise Strategy

- Speaker: Jeff Tumarkin – Environmental Protection Agency



# The Enterprise Solution



## Jeff Tumarkin – Environmental Protection Agency

- History
  - No way to comprehensively track, analyze, or share the information in replies, identify gaps and overlaps in the information, or to guarantee consistent responses
  - Working Capital Fund approach enabled the Office of Environmental Information to transition on an office-by-office basis
- Why Enterprise?
  - Enables a transition from a stove-piped operation to an integrated environment in steps. That is, groups maintain their own internal processes while working together to find and build on commonalities
  - Ensures that all incoming email, questions, comments, forms, and other electronic communications are effectively routed, managed, tracked, answered, and measured
- Results
  - Responsive citizen service despite contact center de-fundings
  - More than 70% reduction in email volume
  - Consistent, expert-approved answers provided across all communication channels
  - Site user insights drive improvements in communications and programs



# The Second Step - Showing Results with Best Practices

- Speakers:
  - Linda Adams – Health and Human Services
  - Nancy Tucker – Veteran's Affairs



# The Keys to Content Management



Linda Adams – Health and Human Services

- History
  - HHS has been a customer of RightNow since 2000. We have implemented multiple instances of RightNow Service, Surveys, and one Marketing application. Today these implementations cover a broad range of topics, including pandemic flu, Medicare and Medicaid, food and drugs, grants to improve access to health care
- Designate Content Owners
- Establish Policy & Procedures for reviewing and updating
- Good Writing (from the beginning)
  - Writing for a dynamic display
  - Readability/scanability
  - Answering the question posed and using plain language
  - Staff training in writing answers for the web
  - Linking strategies
- Reviewing Content Feedback
- Analyzing RN Reports and Results
  - Answers Viewed by Category
  - Incidents by Category



# Rules of the Enterprise (Effective Routing)

## Nancy Tucker – Veterans Affairs



- History

- VA's Information Retrieval Information System (IRIS) is used to provide immediate answers to veterans and their families through web self-service. It also manages their web, email, and phone requests when they can not find their answer online. It is currently used throughout all VA agencies including:
  - o Privacy Service, Job Opportunities, Central Business Office, VHA Education Office, Section 515 Data Quality, National Veterans Employment Program, Licensed Health Professionals Employment
  - o VHA, including all Medical Centers and most VISN Offices, VHA CIO National Help Desk, VHA Veteran Eligibility
  - o VBA including Regional Offices, Loan Guaranty, Comp & Pen, VR&E, Education Services
  - o NCA, all branches

- Results

- 24/7 access to 95% of the self service information veterans need via the web
- Reduced incoming emails from 12,000 per week down to 3,000 per week
- Reduced phone volume—resulting in easier, faster access to call center operators



# The Third Step - Expanding Constituent Experience

- Speaker:
  - Adrienne Erley – Illinois Department of Revenue



# Proactive Communication



## Adrienne Erley – Illinois Department of Revenue

- **History**

- The Illinois Department of Revenue administers over 70 different taxes. Also included are the Illinois Lottery, Racing Board, Gaming Board, and Liquor Control Commission
- Nearly all correspondence sent was printed, stuffed and mailed, leading to labor and postage costs
- Important information was not conveyed quickly, leading to many phone inquiries before information was shared
- No uniform design or delivery method in the few messages that were sent via email

- **Proactive Communication**

- Custom templates for all email correspondence designed to provide a uniform image
- Have full tracking capabilities for all emails sent through the Marketing console, and can measure delivery rates, percentage opened, and number unsubscribed
- Developing many uses for the tool to save on postage and printing costs

- **Results**

- Answers to hundreds of common questions available on the web 24 hours a day
- Email volume slashed by 83%
- Targeted marketing email campaigns save on postage and printing costs

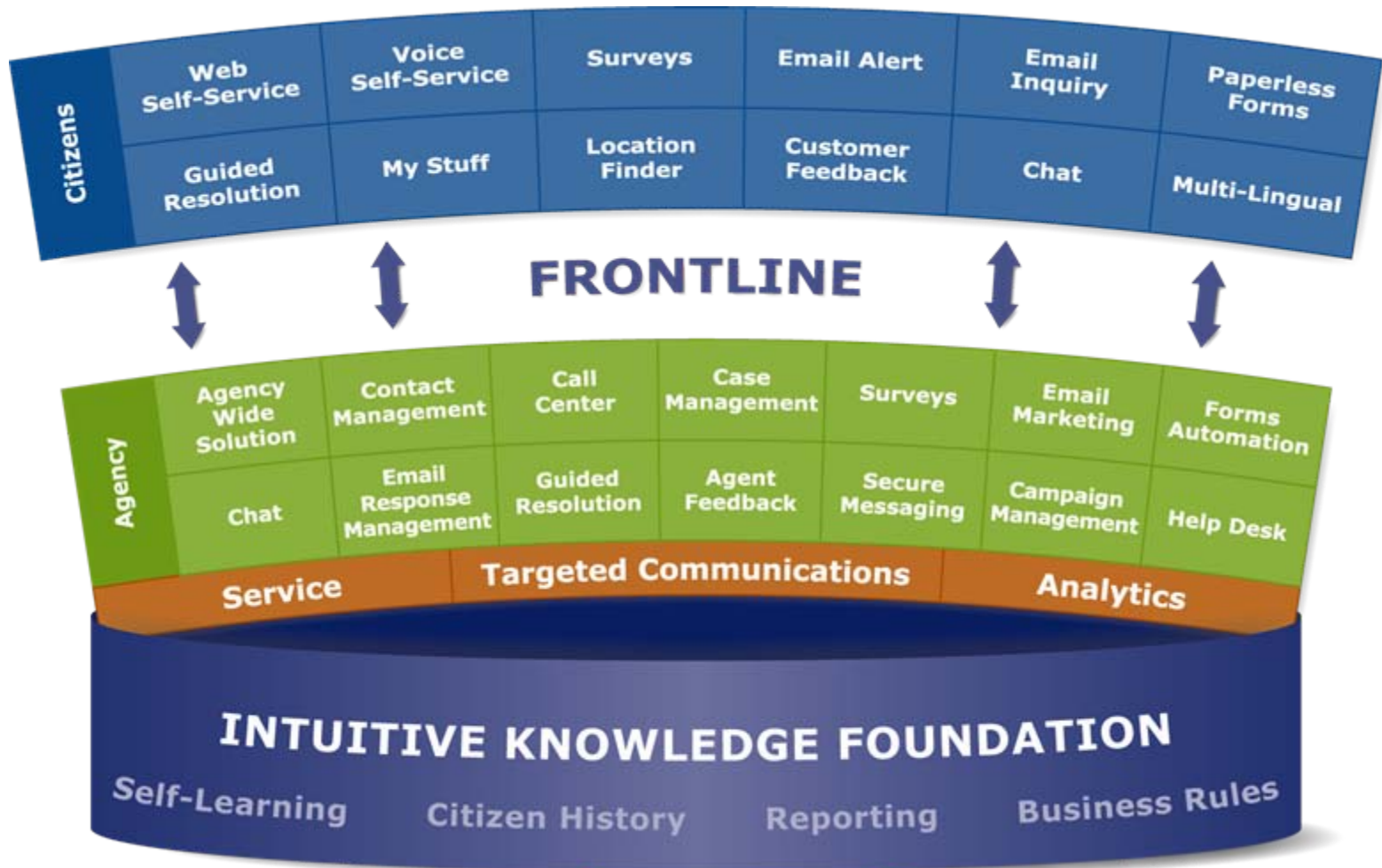


## The Next Step – Expanding Your Vision

- Educating your Agency about Constituent Experience Management
  - Internal
  - External
- Unique Uses
  - Emergency/Disaster
  - Cross Knowledge Base Linking
  - Project Management
- Expanding to All Channels
  - Integration
  - New Tools



# RightNow Constituent Experience Management



# Questions and Answers



# What's Next

- RightNow Government Roundtable:
  - Tuesday, September 12<sup>th</sup>, 11:30-12:45, Tucker Board Room
  - Great opportunity to share with Government peers about current trends and challenges affecting your missions, operations and technology strategies
  - It will feature an interactive roundtable discussion where you can bring up the issues that concern you most and find out how RightNow can help

