

# Local Government Guide to creating operational efficiencies and improving the customer experience

## Whitepaper



**Service Center**



**Online Forms**



**Walk-In**



**E-mail**



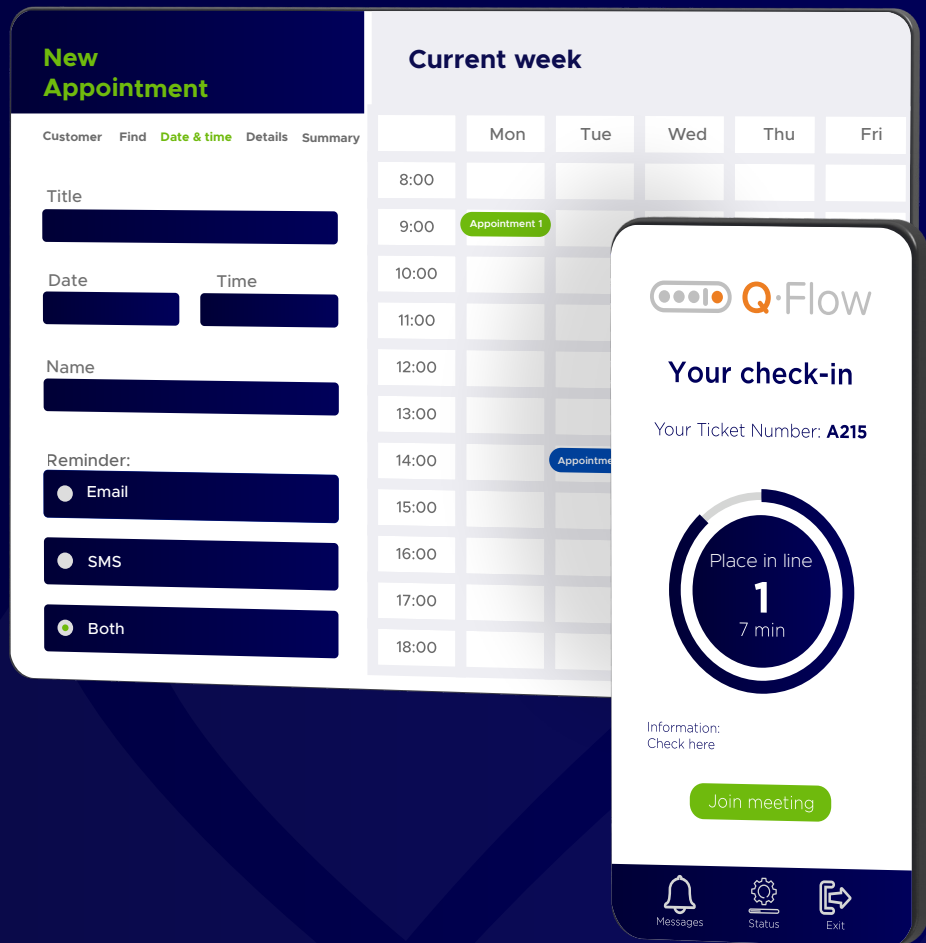
**Voice Call**



**Chat**



**Video Call**



The image displays two overlapping mobile application screens. The background screen is titled "New Appointment" and features a navigation bar with "Customer", "Find", "Date & time", "Details", and "Summary". Below the navigation bar are input fields for "Title", "Date", "Time", and "Name". A "Reminder:" section includes radio buttons for "Email", "SMS", and "Both". The foreground screen is titled "Current week" and shows a calendar grid with a highlighted "Appointment 1" at 9:00 on Monday. A smaller, semi-transparent screen in the foreground shows the "Q-Flow" check-in interface, displaying "Your check-in", "Your Ticket Number: A215", and a circular progress indicator showing "Place in line 1 / 7 min". At the bottom of this screen is a "Join meeting" button and a navigation bar with "Messages", "Status", and "Exit" icons.

## Effective Mix of In-person and Remote Services Provide Operational Efficiencies

The pandemic created new challenges for many Government offices to maintain meaningful customer engagement due to in-person restrictions, appointment scheduling backlogs, widespread business closures and remote work obstacles. While almost every organization worldwide saw challenges with long wait times and tied up phone lines, government service centers were hit especially hard with COVID-19 emergency benefits inquiries and other pandemic concerns.

Throughout this global crisis, government service centers resolved challenges and established stronger links with local governments. Now even a year into adapting to the market change, enhancing services, and improving citizen experiences have proved to be a challenge. Q-Flow helps you turn these challenges into opportunities with access to omni-service technologies such as queue management, easy appointment scheduling, digital signage and increased customer flow that will keep operations efficient, and customers happy.

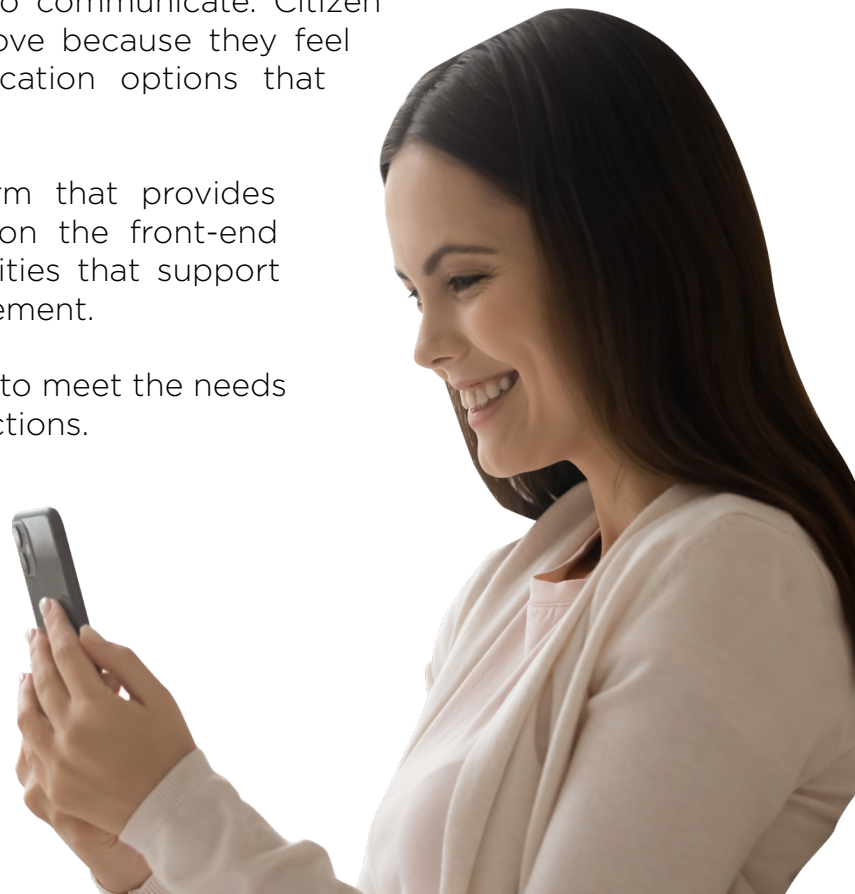
## Omni-Service Technologies Enhance Customer Experiences

With a customer-first focus, various communication channels can be used for more positive citizen interactions – and improved efficiencies. Adding value to these interactions with technology platforms allows citizens to select how and when they want to communicate. Citizen experiences and interactions improve because they feel more comfortable with communication options that align with personal preferences.

It is essential to select a platform that provides positive customer-facing options on the front-end and improved back-end functionalities that support local government customer management.

Another important consideration is to meet the needs of both digital and in-person interactions.

Local government software solutions should do just that—because while digital solutions are a critical element, especially during COVID restrictions, some government interactions require in-person appointments.



## Video Conferencing Capabilities Offer Flexibility and Efficiency

For strong communications, video conferencing can help government services manage remote appointments. This offers a more cost-effective option than in-person meetings yet are more interactive and effective than just a phone call. Video capabilities present a high-quality visual experience that enhances positive interactions between government staff and citizens.

An omnichannel solution such as video conferencing allows government service centers to schedule calls, handle unscheduled calls, queue calls and route them to the appropriate agent for video conferences and walk-in appointments. With the data provided through these interactions, government teams can better manage wait or service times and analyze staff or operational efficiencies.

## Self-Scheduling Software Benefits Government Offices

Public sector booking or scheduling systems can present challenges to meet customer satisfaction and local government service targets.

Many government service centers have implemented efficient self-service scheduling software, which offers citizens online and mobile self-service appointment booking choices. These options free up call center staff and let citizens feel more in control of scheduling appointments for their needs.

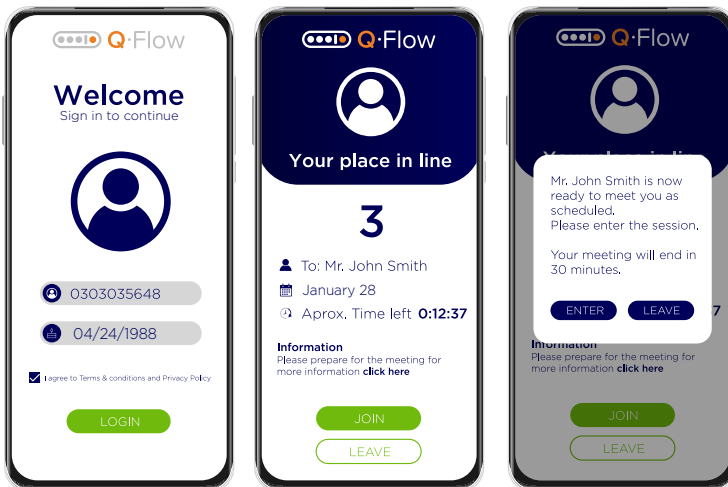
Local government services scheduling measurably increases staff productivity and customer engagement. A streamlined scheduling system processes additional benefits including maximizing appointments, secure scheduling capability, integration with other software systems and complete flexibility for unique provincial or city center government office needs. Citizens can benefit from the locking mechanism that prevents double-booking of time slots and automated reminders provide appointment details, so citizens feel informed.



## Organize and Expedite Wait Times

For optimal scheduling and visitor management, an enterprise appointment scheduling solution provides operational efficiency across government offices. By using a central server, online scheduling or call center scheduling updates availability in real-time. Citizens will be able to schedule appointments at their convenience, yet follow any local government office's capacity and social distancing guidelines.

With an easy-to-use customer management app, mobile users can schedule and check-in for appointments - or locate offices and receive updated queue information. A robust queue management system provides operational efficiency with useful tools. Managers control wait times and service levels - and use the data to analyze performance and service levels for continuous improvement.



## Local Government Offices Transform

Virtual booking or scheduling is even more relevant than ever, with COVID restrictions and virtual capabilities that have become the new normal. That doesn't mean local government offices will eliminate face-to-face interactions, but it does mean citizens who want choices based on their personal preferences can access them. Citizens now expect online options, and omnichannel management technology includes both walk-in and digital options to meet any need.

A Virtual Contact Center solution answers these needs as a unified platform. In addition to safe interactions due to pandemic considerations, a virtual center saves time and increases user flow and measurable government staff productivity. Video queue management and voice queue management handle virtual appointments, and digital forms contribute to efficient multi-step processes.



## Digital Signage Delivers Useful Information to Citizens

With a content delivery platform for web-based media and informational communications, government offices can provide customizable content when citizens are most likely to need it. From an operational perspective, government staff have easy control over the screens and the content available. Digital signage fits right in with public sector COVID solutions - during a crisis or day-to-day operations where critical information can be displayed.

While waiting for in-person appointments, the presentation of relevant content can help communicate with your audiences. This personalized approach can be scaled for one screen or across multiple locations, each with unique content. The best part of a digital signage platform is that it's easy to install with any brand of screen and integrates with any data source.

## Find the Answers to Communication Challenges with Operational Efficiencies

While new customer experience challenges came with COVID, government service centers have long faced challenges keeping individual interactions positive and operations efficient. There are just so many considerations between local government regulations and bureaucratic red tape.

Many organizations, including government service centers, benefit from new technologies that rose to the forefront during the pandemic. These solutions may not meet all your needs, but a combination of technology-focused platforms will help drive your operational efficiencies in a new, more positive and engaging direction. Learn more about government service platforms to streamline and improve your service center experiences.



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