

International City Government Selects SpiceX for CRM, UUI, & BPM

A complete solution for your business!

At a glance

A major International City Government has selected SpiceX to provide an All-In-One CRM and Unified Desktop to manage and serve their ~2 million constituents. SpiceX's Unified Desktop brings information from other systems into a single interface and allows organizations to customize the agent front-end to make information easier to interact with.

Key Results

After using SpiceX to migrate and clean up the data, we were able to condense the data down to roughly 1 million complete and consistent entries. The integrity and consistency of the data are not only important from an analytics or metrics standpoint but also vital for excellent customer service.

CHALLENGES



Data is critical to efficiently managing City operations. Constituents can report anything from issues with various municipal services to feedback where data needs to be tracked and recorded for follow up and completion. Data integrity and consistency were critical for whichever platform the City selected to use in their Contact Center.

SOLUTIONS



SpiceX was able to implement the City's solution within months. Working with SpiceX, City management was able to oversee the development of a platform that had been customized for their workflow and would allow their agents to access all the relevant data needed for a single interaction and provide quality service.



Data
Orchestration



Unified User
Interface &
CRM



Process
Automation &
Analytics



Workflow
Engine

IMPROVING DATA INTEGRITY AND CONSISTENCY



When data was migrated to SpiceX during implementation there were over 5 million records in a city of just under 2 million people. Many of these records were duplicates or incomplete entries due to previous limitations in tracking and managing records. After using SpiceX to migrate and clean up the data, we were able to condense the data down to roughly 1 million complete and consistent entries.



Contact Center Solutions



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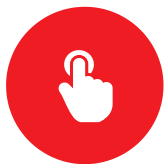
THE POWER OF DIGITAL TRANSFORMATION

The City uses SpiceX as a data orchestration and case management tool to provide information to hundreds of agents. SpiceX created a unified desktop, consolidating information that agents need during an interaction into one system. With SpiceX agents can view and update customer records, search for related records, reallocate interactions, view interaction history, and take interaction notes from a single screen. This initiative spanned every department in the City and required the team at SpiceX to coordinate, gather, and compile large amounts of information and feedback from different groups.

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SOLUTIONS



Data Orchestration

Spice ensured that the City started with a clean set of data and that processes were in place to maintain that integrity. Data about constituents and interactions with the Contact Center are tracked in the CRM. Data can be used to provide communications to constituents or ensure timely resolutions to requests.



Process Automation & Analytics

ThSpiceX optimizes agent's time by automating some of the common, repetitive tasks. City management takes advantage of this by automatically loading the record of the constituent calling and automating call routing functions for managed customers. SpiceX can also merge, reassign, and reconcile data in the background to help manage records.



Unified User Interface & CRM

The user interface significantly simplifies how their agents interact with the data because of the specific requirements for how data was presented. SpiceX had to create a special stand-alone view that presented customer information in a specific format. Through the integration with NICE inContact a case is automatically created when a customer calls in, and the agent is presented with all the information they need to handle the interaction.



Workflow Engine

The SpiceX workflow engine is a complete business process improvement platform to manage agent workflow. City management uses guided processes to present agents with interfaces and instructions that encourage an efficient workflow. These processes are designed so that the agent has a more streamlined experience and can focus on helping the customer.