CITIZEN CONNECT: FUTURE READY CONTACT CENTRE SOLUTION

## ENABLING A DIGITAL CONTACT CENTRE SOLUTION WITHIN YOUR ORGANISATION

The CloudSource's Citizen Connect programme accelerates the implementation of Digital Contact Centres for public-sector organisations. Leveraging Microsoft's IDEA framework, CloudSource offers a structured series of workshops to strategise the implementation of a Digital Contact Centre experience.

As citizens demand diverse engagement channels and more personalised interactions, organisations must embrace technology to deliver an efficient solution for digitising the contact centre experience.

Citizen Connect framework empowers UK public-sector organisations with a risk-free approach to solutions, creates a future vision and innovates employee and citizen experiences.

> "While voice still dominates as the primary channel for customer service, omnichannel engagement is making strides"

ENGAGEMENT CHANNELS

47%	15%	38%
Voice only	Voice + web	Omnichannel
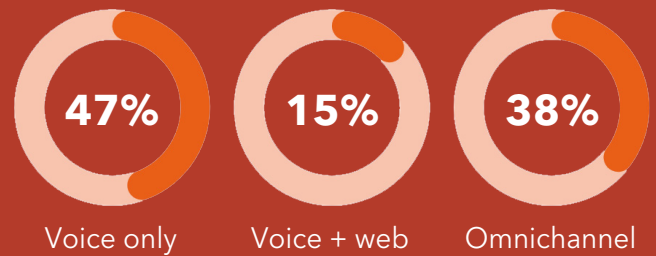
Inspire
Explore and understand the capabilities of a digitised contact centre platform. Identify use cases to innovate the contact centre experience.

Design
Assess and validate transformational readiness. Understand the business impact of implementing a new digital contact centre.

Empower
Demonstrate value, build trust and gain stakeholder buy-in through a representational solution prototype and proof-of-concept.

Achieve
Achieve a future-ready digital contact centre experience by mobilising a transformation strategy, and innovation roadmap.

Omni-channel

CITIZEN

Self-service

Agent enablement

Knowledge

AGENT

Service Intelligence

CloudSource

Microsoft

CITIZEN CONNECT: EVERYTHING STARTS WITH AN IDEA

Phases	**I** Inspire	**D** Design	**E** Empower	**A** Achieve
Timing	5 Days	5 Days	5 Days	5 Days +
Value	**Discover** Transformation Hotspots — Citizen Engagement, Compliance & Transparency	**Prove** Art of possible — Prototyping & Quick Wins	**Plan** Roadmap — Governance, Strategy & Infrastructure	**Create** World-class Digital Contact Centre — Innovate & Future-Proof Business Services
Execution	Envisioning	Prototype	Authentic Buy-in	Transform
Activities	Design Thinking — Ideation	Proof-Of-Concept — Quick Wins	Project Planning — Risk Identification	Mobilisation
Outcomes	Discover Pain-Points — Identify Use-Cases	Solutionise the Answer — Innovate the Processes	Sequence the Journey — Build Confidence	Mobilise an Agile Programme

WHY CLOUDSOURCE

CloudSource is an award-winning GovTech business with an unrivalled track record of success working with Public Sector Organisations to modernise, digitise and innovate their business services.

Our success has been achieved with, but not limited to, DEFRA, the Nursing & Midwifery Council (NMC), The Pensions Regulator, The Water Services Regulation Authority (Ofwat), and non-departmental public bodies such as HS2.

Our dedicated project teams of subject-matter experts, coupled with an in-depth knowledge of best-in-class Microsoft Cloud Technology, are key success factors in effectively enabling digital transformation within the UK public sector services.