How AI Transforms Collaboration & Communication

Artificial intelligence is changing every aspect of government operations and service delivery. Communications are no exception. AI-powered communication tools are transforming collaboration, constituent services and operational efficiency.

State and local governments can use AI to improve collaboration internally and externally, automate content creation, personalize contact center interactions and more.

The key to a successful AI communications strategy? A single, unified platform with a suite of tools built to:

Support a hybrid workforce. A unified platform lets remote and mobile employees connect securely and reliably from any location or device. This flexibility helps attract hybrid and remote workers, and it strengthens resilience during events that prevent individuals from coming to their workplace.

Power seamless omnichannel communication. Unified communications create a consistent, unified experience as employees, constituents and partners switch across messaging, voice and videoconferencing tools to complete the task at hand.

Analyze data to boost response rates and cut costs. Organizations can analyze data collected on communication channels to optimize resources and plan for the future. Real-time data analysis helps you respond to current activity on your communications channels, for example by shifting contact center agents to different queues as needs fluctuate. Analyzing historical trends — for example, call volumes that dip and spike over time — allows you to allocate agents, communications tools and spending more appropriately.

Improve responsiveness and personalize contact center experiences. Using natural language processing, AI assistants can answer frequently asked questions, route calls to agents with the required expertise, and provide prompts to assist contact center agents with information and services.

Additionally, AI tools can analyze existing customer records in real time and then automatically populate form fields and offer a tailored response. Agents can complete tasks more efficiently and accurately. Callers don't have to repeat themselves, which expedites calls and improves their experience.

The right IT for AI-driven communications

The following technologies create a strong foundation for AI-powered collaboration and communication.

Unified communications platform

A unified platform combines phone calls, text messages, video meetings and faxes into a single application. Constituents, staff and other users can move intuitively from one communication tool to the next, share information and manage tasks within the platform — regardless of location or device. That means better cross-team coordination, faster response times and fewer communication errors.

When integrated with customer relationship management (CRM) or other business applications, a unified platform streamlines workflows and boosts productivity even further.

Intelligent assistants

A personal AI assistant transcribes phone conversations, writes messages and creates call summaries. Agents have accurate, consistent documentation of decisions and action items. An intelligent assistant can also create context-aware chat and text messages, enabling employees to communicate in an efficient, personalized way.

Intelligent virtual agents

AI agents use conversational language to assist employees and constituents over any channel. They enable resident self-service options and eliminate long wait times when constituents call your contact center. By handling routine inquiries, they free agents to focus on more complex tasks. Virtual agents can also track historical and real-time performance to optimize workflows.

AI receptionists

An AI receptionist handles calls 24/7. It draws on your organization's knowledge base to answer common questions. It can book appointments and send reminder texts, and it can automatically route callers based on their name, location and needs.

Data analytics

Data analytics tools use AI to analyze sentiments and spot trends in phone calls and video meetings. By providing deeper insight into interactions, they help your organization proactively improve communications and resolve issues. You can track key words and topics discussed in conversations and use AI-generated summaries to focus on specific information.

Choosing the right solution

Here's what to look for as you consider an AI-powered communication solution.

Multichannel integration. Bringing email, chat, social media, video calls and other communications channels onto a single platform allows you to centralize customer and organization data. Agents and AI-driven tools can make insightful recommendations based on a more comprehensive data pool.

A flexible platform. Be sure the platform accommodates mobile users so employees can always stay connected wherever they are. You should also be able to integrate with business applications, your help desk and third-party collaboration tools so employees can work seamlessly across platforms.

Security and compliance. Make sure personally identifiable information and other sensitive data is encrypted at rest and in transit. The solution you choose should also comply with all government regulations related to privacy and security, as well as your organization's requirements for data retention and auditing.

Advanced analytics and reporting. Choose a platform that enables real-time and historical analytics so you can optimize communications, plan staffing and resource distribution, and perform tasks such as sentiment analysis.

Cloud-based solution. Moving from an on-premises solution to the cloud accelerates time to deployment, improves scalability and helps alleviate the cost and burden associated with managing an on-prem solution.

Getting started

AI-powered collaboration and communications tools improve constituent services, transform collaboration among increasingly distributed teams and enable your employees to do more with less. The key to success is defining desired outcomes first and then working backwards toward your solution.

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