

CASE STUDY

Local Government

Improve efficiency and effectiveness with
AI Quality Management and cloud-based
customer service



Enghouse Interactive



Focused on customer service and value for money

Industry

**Local
government**



Residents

50,000



Businesses

20,000



Visitors

1 million



Contact center
function

**Customer
Service**



Annual
Interactions

120,000



The Challenge:

Meet wide-ranging customer needs with limited resources

Embracing AI innovation to deliver measurable benefits

Key customer service objective: Customers feel satisfied, listened to, and empowered.

As with all local government or municipality organizations, this key objective drives the activities and KPIs of customer service. The multichannel contact center **handles around 300 calls and emails, daily**. As a mid-size organization, efficiency is central to operations, with a **focus on embracing innovation to deliver a cost-effective, high-quality service to all**.

This valued customer has **worked with Enghouse Interactive for over 10 years**, with the partnership deepening when it migrated from its previous analog telephone system to Microsoft Teams in 2022. **The migration, completed within a tight deadline, provides a platform for ongoing innovation.**



Recently, the council extended its Enghouse platform, enabling it to:

- **Better analyze interactions** through call and screen recording via the Enghouse Quality Management Suite
- **Remove the need for an internal IT support layer**, as well as reducing the load on IT, by migrating the contact center off premises into the cloud, with Enghouse hosting the solution in Microsoft Azure
- **Introduce native Microsoft Teams** to deepen integration within the contact center



The council is also using the AI-Powered capability for Enghouse's recording and quality management solution (QMS), with the objective of **increasing efficiency and effectiveness of interaction evaluations, guaranteeing quality, and helping better identify training opportunities for agents.**

Goals:

- **Improve quality** while achieving more efficiency, without adding cost
- **Reduce the level of IT support required**

Outcomes:

- **Demonstrated high CX standards** back to the business with stronger analysis
- **Saved 3 full working weeks** (120 hours) per year in admin hours through AI-assisted evaluations
- **Ensured process adherence and increased accuracy and efficiency** by monitoring screen activity during calls
- **Reduced the need for internal IT support** by using a hosted solution
- **Improved agent support** with better data and more targeted coaching

The Solution:

Enghouse Interactive's AI Quality Management

Innovation to support more
comprehensive reporting

AI Quality Management enabled the council to scale cost-effectively from assessing under 1% of phone calls to up to 100% of its annual interactions.

It initially piloted the solution with Enghouse, overcoming potential staff concerns staff by making the process clear and transparent – agents were able to challenge any AI assessment score they disagreed with. Thanks to positive results, the council has now fully adopted the solution.

As a medium-sized organization, the council is committed to using technology to maximize its resources. Across the council, it is exploring how AI enables efficiency and effectiveness. Deploying Enghouse's AI Quality Management allows it better to support agents, delivering benefits that include:

- The ability to evaluate up to 100% of interactions, rather than a small subset
- Greater supervisor productivity by reducing the time spent on manual assessments
- Comprehensive reporting to demonstrate contact center effectiveness to management
- More focused coaching opportunities based on a more informed analysis of interactions



As a mid-sized organization, we need to achieve a lot with limited resources. Enghouse provides us with a comprehensive customer service platform that completely fits our needs, allowing us to increase our annual evaluation coverage from fewer than 1% of our calls to now 90%.

Customer Service Manager

The Benefits:

Increasing efficiency and
demonstrating customer
service success

Time-savings and greater efficiency

Fairer, more comprehensive evaluations

Consistent service delivery

A more complete view of CX engagement

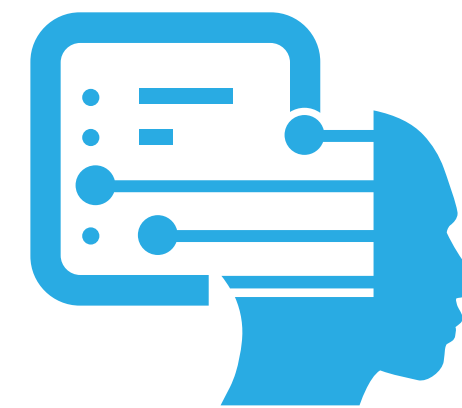
Self-evaluation tool for agents





Increasing efficiency and ensuring fairer evaluations

Before deploying AI Quality Management, evaluating customer engagement was completely manual, involving a supervisor analyzing a small subset of interactions. With AI, interaction analysis is now automated, freeing up well over 100 hours a year of supervisor time that can instead be spent on supporting and coaching agents. Cloud hosting also aids efficiency, removing the need for internal IT resources.



Interaction evaluation is now more comprehensive and objective. Previously, **under 1% of calls were evaluated**, providing only a partial assessment of engagement. **AI is now used to evaluate 90% of interactions**, with the option to cover 100%. Evaluations are combined with agent self-assessments at regular meetings which helps drive directed conversations and targeted coaching around areas for improvement.

Focusing on demonstrating consistent service quality

Through the Enghouse platform, the council is able to **cost-effectively deliver high quality, consistent service**, supported by the AI Quality Management tool as part of Enghouse's Recording and Quality Management Suite.

Improved reporting.

By analyzing all interactions, contact center management reporting is more comprehensive. The customer service team is now able to confidently demonstrate to the council that customer interactions are achieving an average score of 91% against KPIs, rather than estimating results from a small sample of calls.

Better understanding.

Using screen recording highlighted that agents were not accessing the council's knowledge base effectively. This insight was used to drive additional training to change behaviors, improving both accuracy and outcomes.

Effective monitoring against KPIs.

A key metric for agents is wrap-up time following calls. Thanks to Enghouse Quality Management Suite, this can now be monitored and used as part of assessments.



A platform for the future:

Providing control and reliability

A close partnership to deliver quality

Over the time of working together, the organization and Enghouse have built a strong partnership, benefiting the council through:

- Strong, ongoing support and a highly responsive relationship, typified by the AI pilot, which saw the solution enhanced using council feedback.
- A 2024 migration to a hosted contact center environment that meant reduced IT involvement and direct support for the contact center.
- Continual innovation, with a range of new features and capabilities introduced over the years, including native Microsoft Teams integration, quality screen recording and AI-driven quality management.
- A future-proof solution, with potential to add more of Enghouse's AI tools, including Voice of the Customer AI insights and virtual agents to meet the council's future requirements.

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Our partnership with Enghouse is a continuing journey, built on innovation and support for our needs. We're focused on using technology such as AI to do things smarter. The success of AI Quality Management perfectly demonstrates this, improving our effectiveness and efficiency.

Customer Service Manager



About Enghouse AI Quality Management

Enghouse Interactive's **AI Quality Management solution** enables a range of AI-powered features, including comprehensive analysis of up to 100% of interactions across voice, text, email, SMS, social media, and webchat.

AI Quality Management uses Artificial Intelligence (AI) and Natural Language Processing (NLP) technology to analyze and score each interaction based on your specified criteria, detect sentiment, translate digital engagement, summarize interactions, classify topics and define follow-up tasks.

Benefits for contact centers using AI Quality Management

- Improve coaching by analyzing up to 100% of Interactions, providing a comprehensive picture of performance
- Increase accuracy, consistency and agent satisfaction by ensuring objectivity
- Improve compliance by ensuring every interaction meets company policies
- Reduce post-call wrap-up by automating interaction summaries and follow-up action notes
- Monitor customer satisfaction by tracking sentiment for every interaction
- Transcribe interactions in over 50 languages with 85-97% accuracy



About Us

Enghouse Interactive is a leading global provider of AI-enabled contact center software and services, serving thousands of customers worldwide for over 40 years. Its portfolio spans cloud, on-premises, and hybrid CX platforms along with quality management, workforce optimization, outbound communications, and video technologies. **Enghouse Interactive is a subsidiary of Enghouse Systems Ltd (TSX: ENGH).**

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