

# Revolutionize Citizen Engagement

Around the clock 311 accessibility on all channels

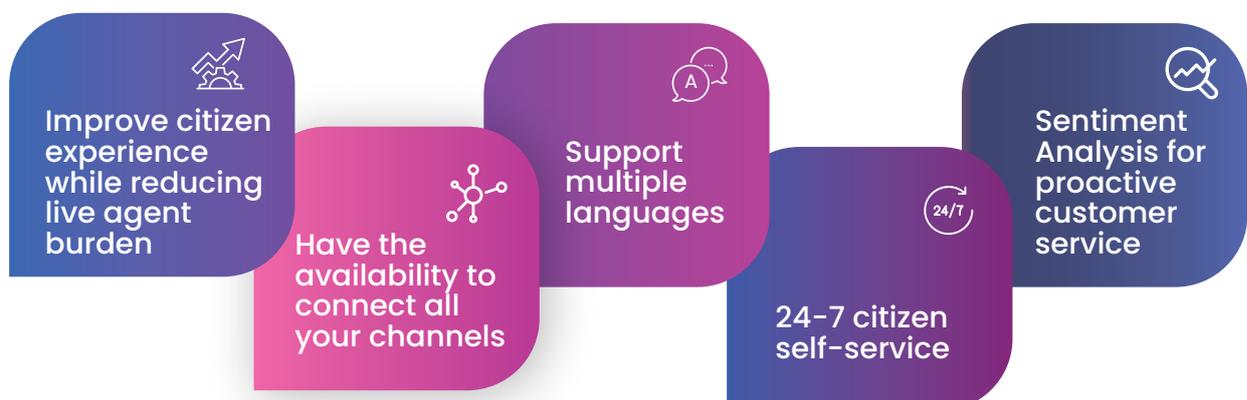
These days, citizens have a low tolerance for long wait times or bad customer service from government call centers. For contact centers drowning in citizen calls and live chats, an AI-powered virtual agent may appear to reduce the risks - But the status-quo approach to implementing virtual agents is slow, based on guesswork, and usually, causing more harm than good because the user experience is poor.

Replace the risky status quo approach by trusting SpringML, an AI-based solutions company focusing on data analytics to unlock the power of data-driven insights and automation. The results include faster development (by up to 25x) of a more helpful and versatile virtual agent and happier customers.

## Our differentiator

-  Delivered in days with easily scalable to multiple use cases rapidly
-  Support GCP and Twilio setup, onboarding, & creating user accounts
-  Custom mobile and web application to bring another channel of communication to your citizens
-  Managed services for ongoing support post-implementation

## Boost contact center customer satisfaction through automation





The new Virtual Agent provides an efficient way to help our residents get the critical City services they need while reducing the burden on our call center. Furthermore, the Virtual Agent's machine learning language translation features improve equity for residents who are not fluent in English.

**Jerry Driessen,**  
CTO, City of San Jose

## Increased ROI with no increase in operation cost

### Cost Effectiveness

- ✓ Automation of self-service with ML
- ✓ Reduction in resolution time through Agent Assist
- ✓ Retention of happy citizens
- ✓ sentiment

### Smart Analytics

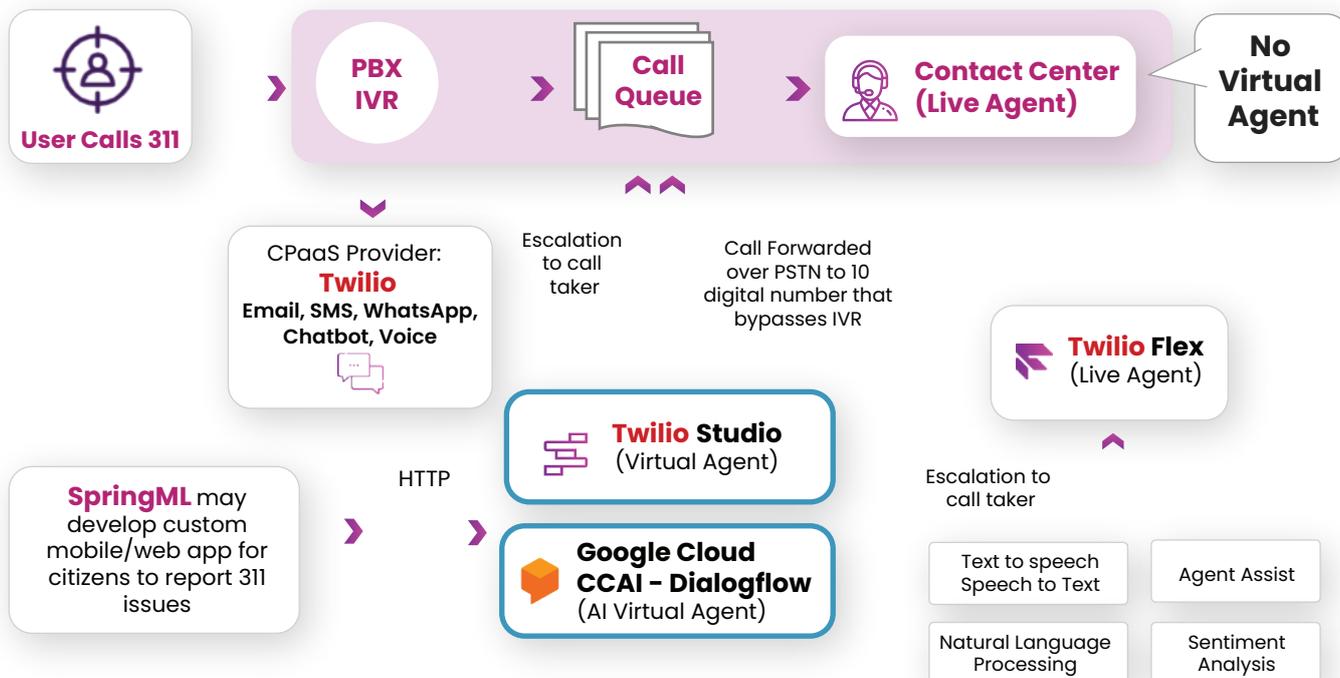
- ✓ Regular product and service updates based on citizen feedback
- ✓ Reduced revenue spent in marketing efforts through direct feedback from citizens
- ✓ The conversational data assists in evaluating community and deciding areas of investment for future growth

### Valuable Gain

- ✓ Creation of community loyalty and infinite citizen lifetime value sustained through great customer service
- ✓ Pathfinder predictions for dollar spending that rewards with increased and improved citizen satisfaction

## Virtual Agent Implementation for a City Agency

Handle incoming calls through virtual agent, automating Q&A to relieve live agent inquiries



Ready to start your journey?  
Contact us at [info@springml.com](mailto:info@springml.com) | 800.346.8260

Find more at  
[www.springml.com](http://www.springml.com)

