



# OPUS™

Communication,  
Engagement and  
the Customer  
Experience

CENTRAL GOVERNMENT

# Driving Digital Dialogues

The way people and businesses are communicating is changing. Our modes of communication are expanding. In our increasingly mobile world, there's a tangible shift in citizen behaviour and an increase in demand.

The internet has become much more than a well of information; it's now used as a major platform by which many people choose to carry out their daily business interactions.

There's a broad range of diverse communication channels available to us now; people are just as likely to send an instant message (chat) than to pick up the telephone when dealing with businesses. So, whether paying a bill or applying for a passport, citizens are increasingly looking for a consistent and joined up interaction that can be accessed across whichever device and in whatever channel they choose.

This is why the customer experience (CX) is of such great importance. The customer experience is described by Gartner as, 'the customers perceptions and related feelings caused by the one-off or cumulative effect of interactions with suppliers, employees, systems, channels or products.'

Government's goal is to strengthen its relationship with citizens through digital transformation, using modern tools to stay relevant, collaborative and

connected. Creating an intuitive citizen experience can no longer be seen as a nice to have; it is essential to improving government's relationship with citizens. The customer experience must always be a priority.



# The Challenge to Connect

Delivering services to meet citizen needs is not an easy task for government. Faced with a unique set of complex technological infrastructure, government's progress to transformation has been hampered. Working amongst thousands of legacy systems that are no longer fit for purpose, government is struggling to progress its digital agenda and drive public services forward.

These systems have performed in disjointed ways and are now critically ineffective due to their lack of connectivity. The siloed approach to the citizen journey falls short of delivering a good customer experience which is causing many missed efficiencies.

The Government Transformation Strategy has stated its commitment to transforming government services to make it a digital organisation that citizens, businesses and other users have a better, more coherent experience when interacting with government services – “one that meets the raised expectations set by the many other (non-government) services and tools they use every day.” But what can this mean in practice?

## Stimulating a shift in communication

Many businesses are enjoying the emerging innovations in communication technologies, which is becoming one of the most dynamic and important areas to enhancing the customer experience. Unifying communication tools can radically reshape your government business. So how can you achieve this synergy? Unified Communications.



Unified Communications (UC) technology should underpin every government organisation's digital strategy. Not only is UC technology a critical differentiator for staying ahead in a digital world, it immediately releases savings for government, delivers efficiencies across a wide range of areas and empowers civil servants to work in more flexible and productive ways.

# A Family of Technologies

Significantly better than a single solution, Unified Communications is an all-encompassing family of technologies. This suite of tools delivers new options and features for government to change the way they communicate and collaborate.

Unified Communications (UC) is more than a single piece of technology, it's a family of technologies, a combination of innovations that seamlessly join up across multiple devices and media types. With UC, all types of communication channels are available from messaging to video conferencing, call control and speech recognition, as well as the integration of voicemail, email and SMS.

Unified Communications tools can even transform the way civil servants work, enabling rapid business decisions, immediate responses and significantly reducing human latency. They can communicate efficiently no matter where they are or what kind of device they're using – desktop PC, mobile, tablet or VoIP phone.

IT leaders can enjoy the ability to easily manage systems at reduced cost, moving away from system complexity and allowing them to adapt to an evolving business environment. Citizens needs are met as they are able to seamlessly communicate in their preferred channels. Unified Communications has the capability

*"In order to transform the relationship between the citizen and the state, in the period to 2020 the government will continue to deliver world-class digital services and transform the way government operates, from front end to back office, in a modern and efficient way"*

Ben Gummer,  
Government Transformation Strategy,  
2017-2020

to make government an environment – from front to back office – that is dynamic, modern and that delivers excellent public services.

# Unifying Communication in Government

Imagine your government business achieving a myriad of successes with only one communication ecosystem. Unified Communication tools can support government in these key areas:

## Audio & Web Conference

A special suite of audio conferencing and web conferencing (screen sharing) applications that are designed to improve collaboration and information exchange between colleagues and with customers, partners and stakeholders.

## Video Conferencing

Achieve better collaboration, use time more efficiently and improve public interactions with HD quality video conferencing over standard IP networks.

## Collaboration Tools

Enjoy seamless communication regardless of location or device with tools like visual voice mail, conferencing, desktop and application sharing. Bring together all methods of communications that works anywhere, any time, on any device.

## Unified Messaging & Auto Attendant

Unified Messaging (UM) solutions simplify message retrieval and improves productivity, but allowing users to access and manage their voicemail, email and even fax messages from one synchronised message store, via the device that suits them best.

## Instant Messaging and Presence

Facilitate rapid information exchange and real time decision making, improving responsiveness and enhancing the customer experience. Offers colleagues a visual indication of your availability on a range of devices - PC, mobile or desk phone.

## Gaining Efficiencies in ICT

On-premise, hybrid or cloud-based, cloud telephony systems can deliver enhanced productivity, management reporting and citizen experience benefits to government organisations. It requires minimal-to-no on-site equipment, eliminating the need for equipment that requires valuable time from IT staff and space in your building.

# Reinventing The Citizen Experience

The citizen experience isn't just another programme or initiative. It's a way of business. It should be integral to everything government do. Government's progress in digital transformation depends upon an investment in Unified Communication technologies as it can accelerate greater efficiencies and contribute towards better public services. Government must commit to the transformative power of this unique family of communication tools to help adapt to the modern age, keeping government's value-based public service ethos alive and well.



# OPUS™

Opus is a customer-driven and results-oriented technology company that provides end to end communications, IT and managed print services, to private and public sector organisations across the UK and beyond.

Founded in 1992, our aim is to be the most successful independent technology partner in the UK. Our purpose is to enable enterprises to succeed and thrive by providing purpose driven technology, backed by caring personalised service.



This paper was built in partnership with GovNewsDirect. GovNewsDirect specialise in facilitating innovative and engaging partnerships between the private and public sector.

## Head Office

London Court,  
39 London Road,  
Reigate, Surrey,  
RH2 9AQ

General Enquiries: 020 8545 8200  
Support: 020 8545 8545

## Hitchin Office

2nd Floor Regal Chambers,  
49-51 Bancroft,  
Hitchin, Herts,  
SG5 1LL

General Enquiries: 01462 414 779  
Support: 020 8545 8545

# Features of Unified Communications

## Unified Collaboration

Benefit from tools that deliver seamless conversations, independent of channels and platforms.

## Cloud Based Telephony

Enable users to easily communicate in any workspace using any media, device or operating system.

## Microsoft Teams

Integrate existing solutions with Microsoft Teams for voice, video and contact centre solutions.

## Omni-channel Contact Centre Solutions

Benefit from enhanced citizen engagement, by allowing them to contact you via the channels of their choosing and automate repeat questions with chatbots and self-serve solutions.

## Mobility

Benefit from collaboration, video, voice and communication with contact centres, enjoying compatibility with multiple devices, apps and operating systems.

