City311 call steering drives great service and reduces costs.

Greet citizens with "How can I help you?" and let them tell you in their own words.

Running a 311 contact center that provides customers with quick, easy access to government information and non-emergency services is no easy feat. Because agents field calls about a wide range of topics—from garbage pick-up, snow plowing and pet licenses to bus schedules, parade routes and polling locations—they have to know where to direct callers, answers to frequently-asked questions, and what's happening day to-day throughout the coverage area. At the same time, 311 contact center directors need to balance operating costs with service quality in order to deliver the best possible caller experience on a tight budget. And they need to do all this while demonstrating value to the latest elected officials who may or may not be advocates of investing in 311 services.

What if you could improve the 311 caller experience while reducing operating costs and increasing perceived value? That's what Nuance's 311 Call Steering Application is all about. Our Call Steering solution provides accurate, cost-effective routing from a single point of access by engaging customers in a human-like, conversational interaction. Unlike traditional Interactive Voice Response (IVR) systems that present complex menu

lists or understand only a fixed set of responses, a Nuance 311 Call Steering application greets customers, asks "How can I help you?" and allows them to describe their needs in their own words.

Customers can state requests such as "Yeah, will paving be completed on Western Avenue by this weekend?" or "I'd, um, like to report a leaking fire hydrant" using natural, conversational speech.

From there, the 311 Call Steering Application uses Natural Language Understanding(NLU) to determine the caller's intent and route him to the right agency, service, or contact center agent—often in a single step. When calls are routed to the 311 contact center, the agent receives a screen pop-up that displays data collected by the automated system so customers don't have to repeat information. Passing along this information not only reduces call times, but it empowers agents to deliver more efficient and personalized service.

A Nuance 311 Call Steering Application will save your organization money by increasing call automation and reducing misroutes that result in inter-agency transfers and caller frustration. You'll improve the public's perception of government services and increase satisfaction by providing a more

Are you ready to take your 311 caller experience to the next level?
Nuance's 311 Call Steering Application gets customers to the information or service they need—quickly and effortlessly.

Reduce operating costs. Automate incoming calls, reduce misroutes, and shorten interaction times with accurate call routing and efficient self-service.

Make it easier to get great service. Reduce the time and effort customers must expend to get information and assistance related to city services, public programs, and local events.

Enhance perceived value. Demonstrate that your 311 service is a smart use of taxpayer dollars by providing a superior experience for customers while reducing contact center costs.

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positive caller experience. And you'll boost contact center efficiency by freeing agents to focus on more complex inquiries.

Features and benefits

Accurate, efficient call routing.
311 Call Steering gets customers to the right information or department with maximum speed and efficiency. Sometimes callers can surprise a speech-enabled self-service system by saying things that aren't on its pre-programmed list of expected responses. Natural language technologies teach your automated speech-enabled system to determine caller intent. If the intent is ambiguous, the system asks the caller questions to clarify meaning and ensure accurate routing.

A better 311 caller experience.
You'll deliver a great customer service experience by letting callers describe their requests in their own words. Human-like conversational interactions not only boost routing accuracy and automation rates, but they eliminate traditional complex touchtone menus and pre-programmed lists of expected responses that can frustrate callers and drive opt-outs to live agents.

Cost-effective contact center operations.
A 311 Call Steering system can reduce contact center costs by improving call routing accuracy, shortening call times, adding self-service automation and allowing agents to focus on handling more complicated inquiries. So you can make the most effective use of taxpayer dollars.

Proven, reliable technology.
Our 311 Call Steering Application incorporates Nuance's 25 years of voice user interface design experience and leverages market-leading speech and IVR technologies used in thousands of successful implementations across all industries.

Data-driven reporting.
Demonstrate the value of your 311 Call Steering Application with metrics such as time to service, opt-outs to live agents, number of transfers between agents, and call automation rates. Gain insight into why the public is calling 311 so you can continuously improve self-service and agent handling over time.

Expertise you can count on.
Nuance has deployed more than 200 Call Steering applications in 18 different languages for organizations across the globe, including New York City 311 and the U.S. Social Security Administration. In fact, Nuance Professional Services has more experience deploying natural language Call Steering applications than any other vendor. Leveraging proven speech technologies and solution deployment methodologies, our 311 Call Steering Application provides fast, accurate call steering tailored specifically to meet the needs of busy 311 contact centers and the customers who rely on them. Base Call Steering capabilities can be supplemented with optional features and services to meet your 311 contact center's specific automation, cost reduction, and caller experience objectives.

About Nuance Communications, Inc.
Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

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