Success Story

Georgia Department of Administrative Services Modernizes Customer Experience

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About

Georgia Department of Administrative Services (DOAS) has five primary business services it provides for the State of Georgia with a mission to improve efficiency, compliance and workforce performance.

1. **State Purchasing** negotiates statewide competitive contracts to reduce cost, offers technical assistance in conducting and assessing competitive bids, provides efficient purchasing systems, standards, specifications and training on best practices and compliance reviews.
2. **Risk Management** directs the State's internal workers' compensation, liability, property and unemployment insurance programs and manages the Georgia State Indemnification programs for public officers and educators.
3. **Human Resources Administration** provides enterprise expertise in personnel policy and practices to help agencies attract, develop and retain a high performing workforce.
4. **Fleet Management** provides guidance on vehicle purchases, assignment, usage, maintenance, operation and disposal.
5. **Surplus Property** is responsible for the identification and disposition of state and federal surplus property to state and local governments, eligible non-profits and the public.

Learn more about Georgia Department of Administrative Services

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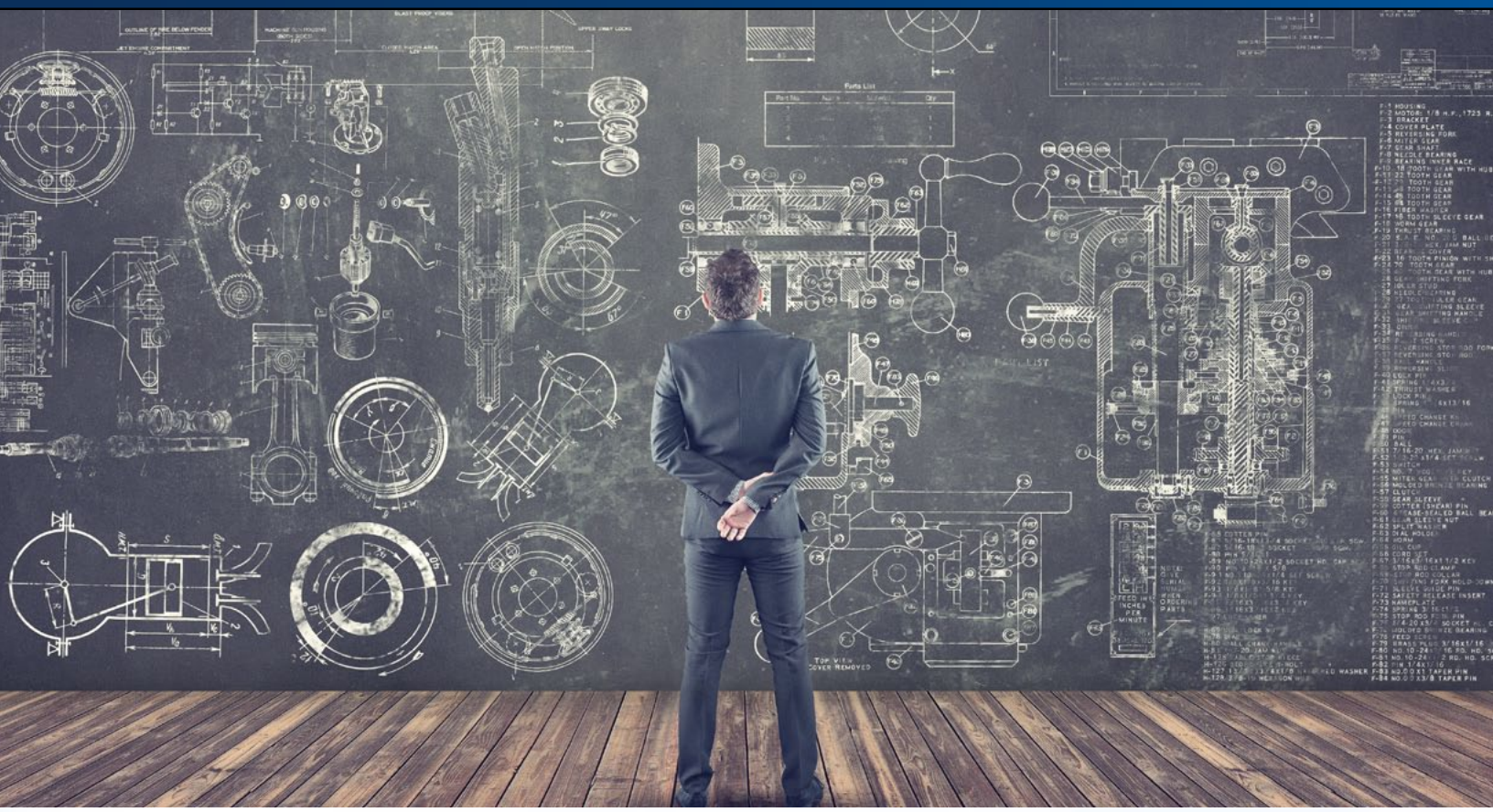


Challenge

Georgia Department of Administrative Services (DOAS) is ranked #1 in the United States by Governing Magazine for its procurement function based on detailed results from a nationwide survey. DOAS received top honors in nine of the ten categories.

For an organization that is already leading the charge across the nation on so many fronts, they have a very ambitious mission to continue to innovate, improve customer experience and find new, more efficient ways of doing things.

A cornerstone to their strategy included implementing a new, modern, cloud-based CRM platform. Their legacy system, while it was meeting their immediate needs, was restricting their ability to provide integrated communication channels and automate customer support processes.

Georgia Department of Administrative Services had 5 specific challenges they were focused on solving with a modern CRM platform.

1. **Create a single source of truth for customer information** that could be used to organize DOAS' customers by current and potential service offerings.
2. **Eliminate disparate or manual processes** with *business process* and *policy automation* to improve operating efficiencies and customer service and to remove the potential for human error.
3. **Increase Marketing Automation** with the ability to mine information contained in their marketing

platform to proactively communicate services to their customers and make it easy and simple to manage what types of communications are delivered to their contacts.

4. **Improve Contact Center Operations** by centralizing all their communication channels into a single platform - creating a seamless integration between their telephony system and CRM. Furthermore, adding new channels such as online chat, a searchable knowledge base and a customer portal creating visibility for all levels of escalation across their entire Contact Center. Additionally, DOAS wanted to provide the ability to separate CRM administrative functions between multiple divisions but still provide the ability to share incidents across the entire organization.

5. **Enhance Reporting and Analytics** by allowing users to easily build reports and to seamlessly manage and maintain information dashboards with real-time information.

To meet these strategic goals, DOAS had to look beyond traditional help desk tracking software and procure a modern, integrated and scalable CRM Solution.

Solution

After going through their stringent procurement process, DOAS selected Mythics to provide the entire solution consisting of Oracle Service Cloud CRM and Policy Automation platforms and CPI.Solutions for their specialized consulting, implementation and integration expertise.

About Mythics

Mythics is an award-winning Oracle systems integrator, consulting firm and elite Oracle platinum resale partner and GSA (GS-35F-0153M) / TCPN (#R141801) contracts holder representing the entire Oracle product line of cloud, software, support, hardware, engineered systems and appliances.

Learn more at www.mythics.com

About Oracle Service Cloud

Helping organizations satisfy customers by developing lasting, profitable relationships with unified web, social and contact center experiences.

Learn more at cloud.oracle.com/service-cloud

About Oracle Policy Automation

Oracle Policy Automation is an end-to-end solution for capturing, managing and deploying complex legislation and other document-based policies across channels and processes.

Learn more at www.oracle.com/applications/oracle-policy-automation/index.html

About CPI.Solutions

Over 120,000 business professionals around the world rely on CPI.Solutions to power their connections so they can engage, collaborate and take care of their customers.

CPI.Solutions provides their customers with real-world, best-of-breed Contact Center, CRM and Enterprise Phone Systems through a combination of their:

- Unique design sense,
- Unparalleled domain knowledge, and
- Uncommon drive to challenge the status quo.

Learn more at www.cpi.solutions/about

Results

Georgia Department of Administrative Services has made transformational improvements across their entire organization including:

1. Creating a single source of truth for customer information inside of Oracle Service Cloud - State of Georgia Department of Administrative Services now has a single source of truth for customer data across divisions and is keeping things in sync across their core business applications

- *Integrated across core business applications* - CPI.Solutions integrated Oracle Service Cloud with State of Georgia's ERP solution (Oracle PeopleSoft), marketing automation platform (MailChimp) and telephony system (Platform28) turning Oracle Service Cloud into a true, single source for customer information.
- *Customized, separate but still collaborative* - DOAS has 5 separate business divisions that have completely different CRM requirements, service levels, administrative functions and employees. However, they still serve the same customers across all divisions, just in different capacities. CPI. Solutions implemented Oracle Service Cloud so each division has the ability to use CRM in a way that is unique to their division and yet provide the ability to share customer data and escalations across all divisions. This provides the flexibility DOAS needs across independent business divisions while maintaining a single source of customer truth across their entire organization.

Now that DOAS has CRM as a centralized, single source of customer data, they have the ability to mine additional insight in the future - uncovering additional opportunities to serve their customers and find more efficient ways of doing business.

2. Eliminating disparate, manual processes - DOAS now has a platform in place (Oracle Policy Automation) to help improve operating efficiencies by enabling customers the ability to submit the proper information without having to connect directly with an agent. This has improved customer service by ensuring all required information is captured for quicker processing and is helping remove the potential for human error.

CPI.Solutions has already helped automate 3 processes for DOAS including:

- Surplus Property Tracking Eligibility,
- Statewide Contract Waiver Request, and
- Minority Business Certification.

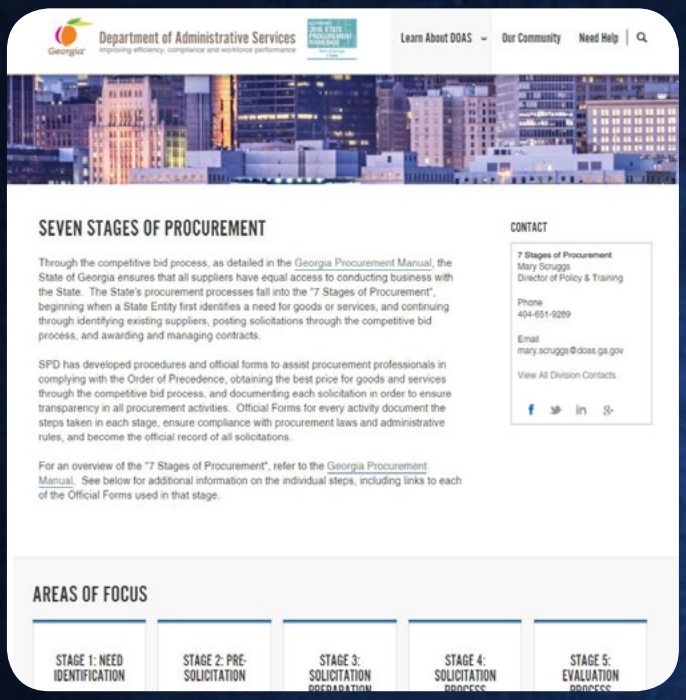
For DOAS, this is just the beginning. They already have a vision to continue automating additional processes in the future.

3. Increasing Marketing Automation - DOAS now has the ability, in a simple and centralized way, to manage over 500,000 contacts across their different marketing campaigns - spanning all 5 divisions of their organization. These campaigns are responsible for communicating important information from updates and notices impacting government operations to general updates, newsletters and marketing announcements.

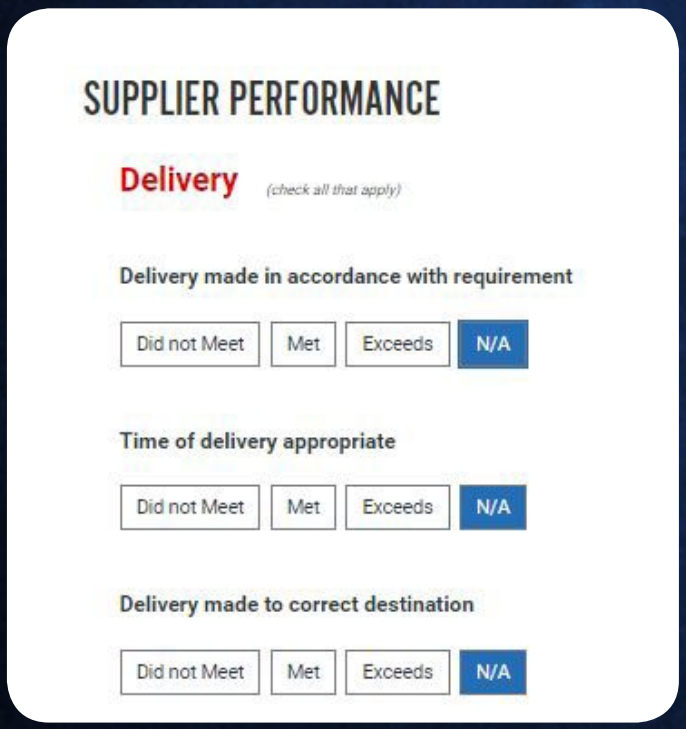
- Integrated and Easily Manageable by DOAS - CPI.Solutions created a seamless integration between Oracle Service Cloud and DOAS' marketing automation platform (MailChimp) to make it simple to maintain the accuracy of their customer data across platforms and to ensure that it stays up-to-date as customer contact information continuously changes.
- Customer Empowered - CPI.Solutions also made it possible for DOAS' customers to login to DOAS' portal and manage which communications they would like to receive and automatically update the necessary data across all platforms.

4. Improving Contact Center Operations -

Examples



Knowledgebase Article



Supplier Performance Interview Process

Centralizing all DOAS' communication channels into Oracle Service Cloud.

- *Dynamic Agent Desktop* - DOAS is managing a tremendous amount of information inside Oracle Service Cloud and it could easily become overwhelming to agents if all information was visible at all times. CPI. Solutions implemented Oracle Service Cloud's dynamic agent desktop to help declutter the agent desktop and provide agents with the relevant context of the customer interactions to make it easier and faster for agents to have access to the specific information they need at just the right time.
- *Seamless Integration between Oracle Service Cloud and DOAS' Cloud-Based Telephony System (Platform28) enabling:*
    - Universal queuing and routing of incoming phone calls and emails,
    - Ability to automatically open a customer record in Oracle Service Cloud based on the incoming phone number, and
    - Automatically sync detailed information from Platform28 within Oracle Service Cloud.
- *Searchable Knowledge Base* - Customers and agents alike now have access to a centralized knowledge base - giving them answers to their questions 24/7
- *Customer Portal* - Customers now have the ability to access incident history and have visibility into real-time status of current service requests
- *Increased Visibility* - Now that all customer support channels and data have been centralized, DOAS leadership has a much better perspective on overall volume and complete visibility into all levels of escalation across their entire organization, in real-time.
- *Integrated website* - DOAS integrated Oracle Service Cloud with its public website to ensure a uniform customer experience. Site visitors' search include CRM Knowledgebase content, and visitors can seamlessly initiate a service request or chat.

5. Enhancing Reporting and Analytics - With all communication channels and customer data being centralized from multiple platforms into Oracle Service Cloud, DOAS now has the ability to leverage powerful, integrated analytics to gain deeper insight into customer interactions with easy-to-use, drag-and-drop report builder and analytics dashboards.

State of Georgia Department of Administrative Services has taken a proactive, transformational approach to innovating - finding more efficient ways of doing things and modernizing the way they serve their customers. Their leadership and approach are exemplary - setting the bar high for others to follow.

If your organization has a similar vision, we would be honored to help you get there as well. Please contact us at

www.CPI.Solutions