The Intelligent Service Center

Reinvent service and improve outcomes at lower costs with GenAI and Agentic AI

Event Summary

Federal leaders are navigating the most significant technological revolution in history while pursuing an ambitious modernization and cost-cutting agenda. Currently, the federal government spends over $20 billion annually on contact centers, primarily on outdated technology, processes, and labor costs. With growing citizen expectations and the rise of AI, now is the perfect time for the government to explore innovative improvements to its contact centers.

During this event, we gathered federal leaders, technologists, and service center and customer experience experts to explore the capabilities and offerings of an Intelligent Service Center. We explored six demos to highlight commercial and public sector successes, and the art of the possible.

For more insights, please read Accenture's report: The *Intelligent Service Center*.

Top Insights

- The time is now to build a well-balanced human and AI machine.

- There are three elements of an Intelligent Service Center to optimize agent interaction and costs: **Contact Elimination, Contact Containment,** and **Agent Efficiency.**

- Federal and commercial organizations are realizing outcomes and material savings with Accenture's partnership.

What Government Leaders Can Do Now

- **Prioritize** implementing high-value, low lift, foundational AI capabilities:
  - ✓ AI-Generated Call Summarization
  - ✓ AI-Powered IVR
  - ✓ 100% Quality Assurance
  - ✓ Agent Assist
  - ✓ Intelligent Agent Training

- **Explore** innovative contracting structures to fuel innovation and efficiency
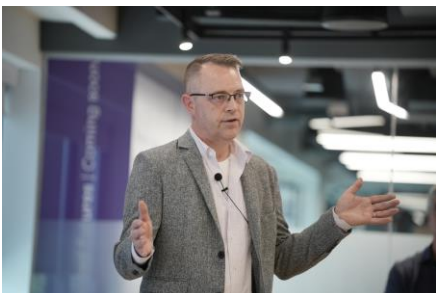
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Program Highlights

Welcome Remarks. Owen Davies, Federal Intelligent Service Center Senior Executive, kicked off the program. He grounded us in the current landscape in federal and outlined a future-state vision of Intelligent Service Centers.

AI and the Future of Customer Interactions. Eyal Darmon, Public Service Data, AI, and GenAI Lead, Accenture, highlighted the rapid evolution of AI and demoed the future of voice interactions in service centers.

Contact Elimination. Nelson Smith, Customer Service Lead for North America, Accenture, discussed proactive communications strategy as a key lever to prevent future contact, and shared a demo on AI-powered, personalized, two-way, SMS text messages.

Contact Containment. Lon Anderson, Federal Intelligent Service Center Executive, highlighted the power of AI-powered chat and IVR to keep human agents focused on calls that require human interaction.

Agent Efficiency. Bruce Bruning, Federal Intelligent Service Center Lead, outlined our Enterprise Contact Center Marketplace Solution. Liz Herman, Federal Knowledge, Content, and Training Lead, and Valerie Studney, Federal Quality Lead, demoed Agent Assist, and 100% QA, respectively – tools that maximize agent impact.

Contracting for Outcomes. Eunice Katta, Federal Retirement and Personnel Commercial Director, led a discussion on outcomes based contracting and managed services.

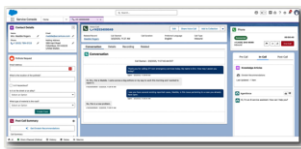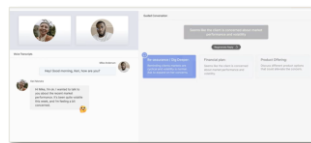## Innovative Demos
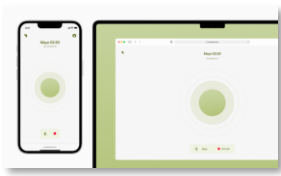
Voice Agent

Proactive SMS

AI-Powered IVR

AI IVR, CRM & Agent Assist

Agent Assist

100% QA

What's Next

Accenture Federal is thrilled to connect subject matter experts and practitioners to support the development of Intelligent Service Centers across the federal government.

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