

## 10.10.Contact Centre system replacement

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<b>CSP LINK</b>	5. Our Civic Leadership 5.2 Strong civic leadership and customer focussed services

### PURPOSE:

The purpose of this report is to inform Council of the planned migration of Council’s contact centre system and to seek approval for the funding required.

### EXECUTIVE SUMMARY:

- A contact centre system manages customer interactions across multiple channels such as phone, email, and chat. It is primarily used within Council by our customer service team in our call centre.
- Council’s current contact centre system is an on-premise solution that faces functionality challenges and limitations.
- A review of available contact centre systems has been undertaken, with a recommended solution identified. This will enable Council to service customers more effectively and allow us to access additional functionality including webchat.
- The cost of implementing the recommended solution is \$68,486 (GST exclusive).

### RECOMMENDATION:

- 1. THAT** Council note the planned implementation of a new contact centre system.
- 2. THAT** Council approve the spend of \$68,486 (excluding GST) from the IT Projects reserve for the system implementation.

## Background

Council's existing contact centre system is an on-premise solution (hosted in Council's data centre). It has several challenges including limited scalability and outdated functionality that does not provide contemporary features to support our customer service team.

The on-premise setup restricts our ability to quickly adapt to changing business needs and integrate with modern digital communication channels. Additionally, the system's lack of flexibility and advanced features hampers our efforts to provide a seamless and efficient customer experience, and the complexity of managing on-premise upgrades and support further strains our internal resources.

Migrating to a new contact centre system presents an opportunity to enhance operational efficiency, improve customer experience, and provide a modern, scalable solution for our contact centre, aligned with our strategic objectives around customer experience, cloud-based solutions, and digital transformation.

## Report

Following an evaluation of available systems (in accordance with Council's Procurement Policy), NICE CXone has been chosen as the most appropriate call centre solution for Council.

NICE CXone is a cloud-based contact centre platform that unifies customer interactions across voice, digital messaging, webchat, and social media. It offers features like Microsoft Teams integration, omnichannel support (e.g., transferring a webchat to a phone call), and structured Artificial Intelligence (AI) capabilities, enabling management of all communication channels on a single platform.

### Call recording continuity

CXone ensures that call recordings continue uninterrupted, even when calls are transferred internally between departments or staff members. This guarantees a complete record of the customer interaction is maintained, capturing every step of the conversation regardless of internal transfers. By preserving call continuity, the platform enables more accurate tracking of customer queries, improves compliance, and enhances the ability to review and analyse calls for quality assurance and training purposes.

### Enhanced operational efficiency

CXone's omnichannel platform allows agents to handle multiple types of customer interactions (voice, chat, email, etc.) from a single interface. This eliminates the need to switch between different systems, reducing the time spent navigating various tools.

### AI-driven features

Features, such as predictive routing, can direct calls to the most appropriate agent based on skills, availability, and customer needs, which decreases the time it takes to resolve issues. For instance, if a customer repeatedly contacts support for similar issues, CXone's AI can identify patterns and suggest solutions to agents in real time. The AI can also pre-fill common

responses or provide knowledge base articles that the agent can quickly share with the customer, speeding up resolution time.

#### Improved customer experience

CXOne tracks and stores customer interactions across voice, email, and chat, allowing agents to view past communications and understand the context of ongoing issues.

For example, if a high volume of calls is related to a specific issue, CXOne can flag this trend and suggest targeted responses or training for staff. These data-driven insights allow Council to proactively address service gaps, enhance community engagement, and make informed decisions to improve customer satisfaction.

#### Voice of the Customer (VoC)

CXOne Feedback Management VoC module will enable Council to capture and analyse customer feedback across all communication channels, providing valuable insights into the community's perceptions and experiences. It offers features such as real-time surveys, automated feedback collection, and sentiment analysis, which help identify service gaps and opportunities for improvement, allowing Council to refine service delivery, and make data-driven decisions to enhance overall satisfaction. This will enable a more responsive and customer-centric approach, aligning our services more closely with community needs and expectations.

The proposed implementation of the CXOne system will initially focus on voice and emails only, in alignment with the current contact centre system to encourage a smooth transition for staff. Additional functionality including webchat will be considered following this.

The implementation will take approximately 10 weeks.

#### **Consultation requirements**

Community engagement is not required.

#### **Financial/Resource Implications**

The ongoing cost of the solution can be funded within the existing IT operational budget.

The implementation cost is \$68,486 (excluding GST). It is proposed this be funded through the IT Projects Reserve which has \$297,548 available.

#### **Legislation**

The Local Government Act (NSW) 1993 and Local Government (General) Regulation 2021 (NSW) provide procurement guidance for Councils in NSW.