Artificial intelligence improves constituent communications, speeds responses and avoids cultural missteps

To deliver more customer-centric support to constituents across the globe, agencies can rely on artificial intelligence (AI) capabilities in CGI Atlas360 to increase efficiency and customer satisfaction.

Agencies spend, on average, $800 million a year on call center support. Federal call centers receive a high volume of communications daily via phone, email or chat. With the advent of self-service for traditional help desk activities like password resets and scheduling, more complex customer care communications take priority within call center operations. Often, while live agents are busy talking to callers, others are composing careful responses to emailed inquiries.

In written communications, composing an accurate, professionally appropriate response can prove time-consuming. Add in the complexity that government call centers face each day—the need to communicate with constituents of all ages and comfort levels with technology. For programs that operate within a global paradigm, the call center must also consider the fact that the customer and call center agent may not speak the same language.

Applying technology—namely AI and natural language processing (NLP)—can help address these challenges.

AI provides an answer

CGI Atlas360 uses generative AI and NLP to quickly compose appropriate email responses to incoming inquiries. Thousands of call center agents supporting CGI clients use the solution to cut response time and improve customer satisfaction.

NLP has been a powerful AI tool for years, well before generative AI caught the public's attention. It is true that NLP powers online chat across all business sectors, and the tools based on NLP have become increasingly accurate at interpreting customer requests.

However, despite these advances, organizations still spend significant time and manpower catering to complex queries involving individual

Demystifying and delivering responsible AI

CGI is a trusted AI expert, helping clients demystify and deliver responsible AI. We combine our end-to-end capabilities in data science and machine learning with deep domain knowledge and technology engineering skills to generate new insights, experiences and business models powered by AI.

cases, escalations, etc.—all key call center activities that must be addressed accurately and quickly to satisfy government customers. CGI's solution provides intelligent case management responses with recommendations to the call center agents, thus improving the response time to applicants and providing greater operational efficiency.

The past informs the present

CGI uses historic case data to construct trained models and provides accurate responses to incoming queries. This significantly cuts the time a call center agent has to spend on each response, allowing them to handle larger caseloads with speed and accuracy.

CGI built this solution as a collection of web applications and modules developed with cloud-agnostic tools. It uses pre-written text blocks rather than generating responses word by word, improving the accuracy of the system's answers to inquiries. It learns over time, becoming increasingly skilled at choosing the best text for a given situation. Using FastText, an open-source lightweight library, the solution chooses the text blocks it judges to comprise the best response to each inquiry.

Cultural sensitivity matters

The tool supports multiple languages, and even multiple dialects within a language. Because the text blocks are written in advance, they can be tailored to conform to the social norms of the region where they are in use. Attention to details such as proper forms of address or the correct use of formal and informal pronouns avoids inadvertent offense. Human review further protects against potential issues, as the call center agent can modify text as much as desired.
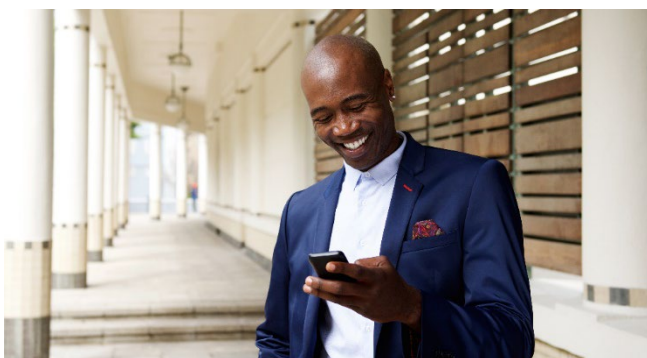
Conclusion

Generative AI has the potential to be a powerful tool in use cases where an organization needs accurate text, created quickly, in a particular language and observing cultural nuances. By using content created and curated by humans, CGI's solution incorporates the customer's language and observes cultural norms. The result—speedier, more accurate responses that support positive interactions between the government and its constituents.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments.

With deep roots in the public sector, backed by a global organization that spans regulated industries and international governments, CGI brings insights to drive innovation and delivery excellence to transform operations.

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