

# 311 CITIZEN SERVICES SOLUTIONS REFERENCE GUIDE

Bright Pattern's AI-Powered Contact Center Platform

## 1. SERVICE LEVEL MANAGEMENT & STAFFING

### How does Bright Pattern enable 311 operations to meet SLAs?

Bright Pattern enables 311 operations to meet SLAs through four primary mechanisms:

- **Omnichannel Deflection & Self-Service:** Deflects routine inquiries to web chat, SMS, and AI virtual agents, reducing call volume by 30-60%.
- **AI-Powered Virtual Agent:** Conversational IVR handles routine inquiries in 175+ languages using NLU with smart handoff to live agents.
- **Skills-Based Routing & Priority Queues:** Intelligent routing matches urgent cases to specialists and prioritizes vulnerable residents.
- **Workforce Management Integration:** Real-time dashboards and predictive analytics help anticipate volume fluctuations.

Service Level	Abandon Rate
Achieve 80% of calls answered in 60 seconds or less	Reduce by 40-60% through deflection and efficient routing
Average Speed to Answer (ASA)	Agent Occupancy
Decrease wait times by 30-50%	Optimize to 75-85% without burnout

### How does Bright Pattern address high abandon rates resulting from long wait times?

High abandon rates are handled through:

- **Callback Functionality:** Callers can receive a callback without losing their queue position.
- **Real-Time Queue Management:** Supervisors get alerts when wait times exceed thresholds for immediate staffing adjustments.
- **Proactive Volume Management:** Virtual agents and SMS notifications with self-service links handle overflow during spikes.
- **Forecasting & Scheduling:** Predictive analytics identify high-volume periods to ensure adequate coverage.

**Expected Results:** 40-60% reduction in abandon rate; 50% decrease in average wait time.

## 2. DIGITAL CHANNEL EFFECTIVENESS

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### Why do citizens call instead of using digital channels, and how does Bright Pattern fix this?

- **Problem: Inconsistent Cross-Channel Experience**  
Solution: Single native omnichannel platform for voice, SMS, chat, and social media.
- **Problem: Lack of Status Visibility**  
Solution: Proactive SMS/email updates and a mobile-accessible self-service status portal.
- **Problem: Digital Journey Friction Points**  
Solution: Digital journey analytics and A/B testing identify and optimize drop-off points.
- **Problem: No Seamless Handoff**  
Solution: Seamless escalation from bot to agent with full history and context preserved.

**Expected Outcomes:** 30-50% increase in digital engagement; 40-60% reduction in avoidable calls.

## 3. SYSTEM INTEGRATION & AGENT PRODUCTIVITY

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### What integration capabilities and productivity gains does Bright Pattern offer?

Bright Pattern provides pre-built connectors for Salesforce, ServiceNow, Microsoft Dynamics 365, and Zendesk, along with REST API for custom municipal systems.

The **Unified Agent Desktop** eliminates system switching and provides real-time agent assist prompts.

Average Handle Time (AHT)	Wrap-up Time
25-35% reduction	40-50% reduction
Errors	Training Time
60-70% reduction in data entry	40-50% faster time-to-proficiency

## 4. CITIZEN EXPERIENCE & TRANSPARENCY

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### How does Bright Pattern improve transparency?

- **Automated Milestone Notifications:** Status updates at key points (assigned, dispatched, completed).
- **Two-Way SMS:** Citizen-initiated checks via text ("STATUS") and photo submissions for context.
- **Service Disruption Broadcasting:** Proactive alerts about known outages via geographic targeting.

**Results:** 60-75% reduction in repeat contact rates; 25-35% improvement in citizen satisfaction.

## 5. QUALITY MANAGEMENT

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### How does OmniQM improve quality management?

- **100% Interaction Monitoring:** AI-powered monitoring of every voice and digital interaction.
- **Omnichannel Quality Scoring:** Unified scoring framework with automated evaluation.
- **Real-Time Intervention:** Supervisor alerts for negative sentiment with whisper/barge-in capabilities.

**Results:** Visibility into 100% of interactions; 15-25% improvement in quality scores.