



AutoInsights **For Government**

*Improving Citizen Experience,
Compliance, and Digital Transformation
with AI-Powered Voice Analytics*

The Challenge in Government Contact Centres



- **Rising Service Expectations:** Citizens expect fast, transparent, and empathetic service across all contact channels, putting pressure on legacy systems.
- **High Call Volumes:** Government contact centres handle complex and sensitive topics, increasing workload and requiring specialized handling.
- **Digital Transformation Pressures:** Agencies face mandates to improve self-service and digital channels while reducing dependency on phone support.
- **Compliance and Accountability:** Strict regulatory requirements demand transparent, auditable interactions, especially in sensitive service areas.
- **Repeat Calls and Frustration:** Unresolved issues and upstream bottlenecks lead to high repeat call rates and decreased citizen trust.



Government Contact Centres

Government contact centres are at a critical inflection point. Citizens demand responsive and transparent service, often on complex issues like compliance, benefits, or licensing. These calls require careful handling and put immense strain on human agents and systems.

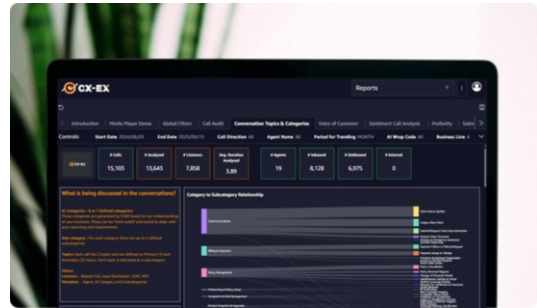
Agencies are under pressure to shift to digital-first approaches, but the reality of legacy infrastructure and low digital adoption means phones remain a key channel. With regulations tightening and public scrutiny increasing, maintaining compliance and accountability is harder than ever.

Adding to these challenges are upstream inefficiencies—policies, portals, or communications that cause confusion and repeat contact. Understanding and solving these root causes is essential to improving service delivery and citizen trust.

Introducing AutoInsights



- **Purpose-Built AI Voice Analytics:** Designed to extract post-call insights, AutoInsights integrates seamlessly with existing contact centre systems.
- **Quick, Low-Risk Deployment:** Pilot programs run on existing recordings, requiring minimal investment to demonstrate ROI.
- **Comprehensive Dashboards:** Provides role-specific dashboards covering CX, QA, compliance, digital transformation, and root cause analysis.
- **Agent Performance Insights:** Generates performance reports with actionable coaching and training suggestions for agents.



AutoInsights for Government

AutoInsights is an AI-powered voice analytics platform purpose-built for the public sector. It helps government contact centres extract actionable insights from post-call recordings without disrupting existing operations.

Its plug-and-play design allows agencies to launch low-risk pilots using their own recordings. This means quick time-to-value and evidence to guide broader rollout.

With specialised dashboards for citizen experience, compliance, QA, and digitalisation, AutoInsights ensures each stakeholder sees what's most relevant. Agent performance reports also allow supervisors to offer personalised, evidence-backed coaching to drive continuous improvement.

Use Case 1: Quality Assurance & Productivity



Full Call Coverage

AutoInsights evaluates 100% of citizen and compliance-related calls, surpassing the limited sampling of manual QA.



Automated Quality Assurance

QA is systematised across citizen experience, business performance, and regulatory compliance dimensions.



Agent Coaching Reports

Generates personalised coaching recommendations to elevate agent capabilities and performance.



Efficiency Gains

Reduces time spent on QA activities by up to 90%, freeing teams for higher-value tasks.

Manual quality assurance in government contact centres typically touches only a small fraction of calls, limiting oversight and leaving gaps in service improvement.

AutoInsights addresses this by providing comprehensive, AI-driven analysis of every interaction, allowing for far greater coverage across both citizen and compliance-related conversations.

It automates QA evaluations, identifies coaching opportunities, and drives measurable gains in agent productivity. The result is not just more consistent service evaluation but also a significant reduction in QA time and resources.

Use Case 2: Compliance & Transparency



- **Script and Disclosure Monitoring:** Ensures agents follow mandatory scripts and disclosure obligations required by federal or state legislation.
- **Complaint Handling Standards:** Audits complaint responses against internal and external service standards for transparency and fairness.
- **Sensitive Conversation Audits:** Monitors compliance in hardship, enforcement, or regulatory discussions—areas prone to risk and scrutiny.
- **Audit Trails and Reports:** Automatically generates logs and reports for internal auditing and external accountability requirements.



Compliance & Transparency

Transparency and compliance are foundational to public trust in government services. Agencies must ensure that agents handle sensitive conversations — whether about welfare, licensing, or enforcement — in line with strict standards and legislation.

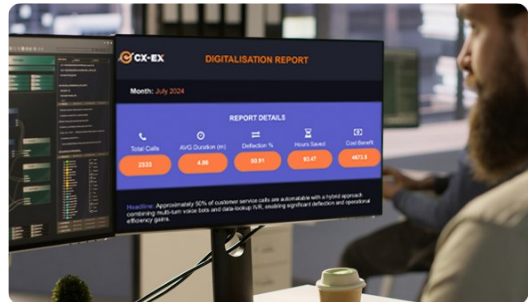
AutoInsights automates this process. It audits 100% of interactions for script adherence, proper disclosures, and complaint handling quality. Sensitive conversations are flagged and monitored closely.

Perhaps most importantly, it generates robust audit trails. These can be used for internal reviews or to meet external reporting obligations, dramatically reducing the risk of non-compliance or public escalation.

Use Case 3: Digitalisation & Self-Service Enablement



- **Identify Self-Service Gaps:** AutoInsights analyses call transcripts to detect intents and issues that citizens struggle to resolve via digital channels.
- **Intent Detection for Automation:** Pinpoints recurring, automatable inquiries suitable for web portal or chatbot handling.
- **Digital Channel Optimisation:** Provides evidence-based guidance to enhance usability, clarity, and completeness of digital government services.
- **Boost Digital Adoption:** Enables continuous improvement of online workflows, increasing citizen usage and reducing contact centre burden.



Digitalisation in AutoInsights

Governments are under pressure to modernise their digital channels — but despite these investments, adoption often lags behind expectations. Citizens continue to pick up the phone when digital solutions fail them.

AutoInsights bridges this gap by mining call data to understand why citizens reach out, what tasks they couldn't complete online, and what improvements are needed to make digital channels effective.

By enabling the automation of repeatable inquiries and refining user journeys, agencies can reduce call volumes while enhancing the usability and reach of their digital services.

Use Case 4: Root Cause Analysis & Upstream Fixes



- **Uncover Repeat Call Drivers:** AutoInsights pinpoints recurring issues that prompt citizens to call again, often due to upstream failures.
- **Thematic Complaint Analysis:** Aggregates and categorises citizen complaints to identify systemic policy, communication, or service design gaps.
- **Evidence-Based Improvements:** Supplies actionable data for enhancing policies, workflows, or digital tools to pre-empt common service issues.
- **Reduced Demand & Frustration:** Addressing root causes leads to fewer calls, less citizen frustration, and more efficient service delivery.



Root Cause Analysis in AutoInsights

Repeat contacts and citizen dissatisfaction are not random — they often reflect deeper problems in systems, policies, or service design. Yet, without structured analysis, it's difficult for government agencies to identify these root causes.

AutoInsights tackles this challenge head-on by aggregating data across complaints and repeat calls, spotlighting common themes that require upstream fixes. It provides the evidence leaders need to improve policies, portals, and communications.

These improvements not only reduce call volumes and cost-to-serve, but also build citizen trust by resolving issues at their source rather than treating the symptoms.

Use Case 5: Citizen Experience & Satisfaction



End-to-End CX Monitoring

AutoInsights tracks issue resolution rates, dissatisfaction markers, and repeat interactions to measure service quality.



Sentiment Analysis at Scale

Uses NLP to extract emotion and sentiment across millions of calls, highlighting areas of concern or success.



CX Dashboard for Leadership

Provides executives with real-time visibility into citizen satisfaction and agent impact on outcomes.



Data-Driven Service Improvement

Offers concrete, voice-based evidence for enhancing processes and frontline service delivery.

Understanding how citizens feel about their interactions with government services is a cornerstone of responsive governance. But measuring this at scale — across millions of calls — has traditionally been near-impossible.

AutoInsights changes that. It analyses every conversation for key indicators such as issue resolution, tone, and dissatisfaction expressions. Advanced sentiment analysis tools uncover emotional trends and pinpoint what drives poor experiences.

The result is a leadership-facing CX dashboard that offers visibility, accountability, and actionability — helping agencies not only track how they're doing, but also continuously improve.

Use Case 6: Risk Analytics & Vulnerability Detection



Real-Time Distress Detection

Identifies emotional distress, hardship cues, and potential escalations using advanced AI models.



Trigger-Based Escalations

Automatically flags vulnerable interactions and routes them to specialised care teams or supervisors.



Outcome Tracking for At-Risk Cases

Monitors how vulnerable cases are handled and tracks resolution to ensure follow-through.



Compliance & Duty of Care

Supports legal and ethical responsibilities to protect vulnerable populations from harm or neglect.

Public service contact centres regularly interact with citizens who may be experiencing hardship, distress, or vulnerability. Identifying and supporting these individuals is a moral and regulatory imperative — but it's not always easy.

AutoInsights helps by detecting risk signals in conversations — such as emotional distress or hardship indicators — and automatically escalating them to the right team. This ensures timely and appropriate interventions.

The platform also tracks how these cases are resolved, supporting agencies' duty of care and reducing exposure to public criticism or watchdog investigations.

Benefits Summary for Government Agencies



- **Productivity Gains:** AI automation reduces QA time by ~90%, freeing up resources for high-impact public service work.
- **Stronger Compliance:** Comprehensive monitoring and audit trails strengthen internal governance and meet regulatory expectations.
- **Digital Enablement:** Voice analytics identifies opportunities to improve online portals and boost self-service uptake.
- **Root Cause Resolution:** Insights from call data help fix upstream issues, decreasing repeat calls and operational inefficiencies.
- **Enhanced Citizen Trust:** Transparent service monitoring and better experiences foster confidence in public sector responsiveness.

AutoInsights delivers a suite of benefits that address some of the most pressing challenges in modern government service delivery. Agencies achieve significant productivity gains by automating labor-intensive tasks like QA — enabling teams to redirect their energy toward more strategic and human-centred activities.

Compliance and governance are also strengthened through robust audit trails and consistent monitoring, while digital teams receive clear, data-backed direction to improve web and self-service capabilities.

Ultimately, by reducing call volumes, fixing service gaps, and elevating the citizen experience, AutoInsights supports the public sector's mission to serve efficiently, transparently, and empathetically.

Case Example: Anonymised Federal Agency



- **QA Automation at Scale:** Reduced manual QA workload through full-call analysis, improving efficiency and coverage.
- **Improved CX Insights:** Captured and analysed citizen and stakeholder sentiment to drive service quality.
- **Root Cause Fixes:** Addressed systemic issues by analysing repeat call drivers and complaints.
- **Digital Enhancement:** Used call insights to guide improvements to government web portals and digital workflows.
- **Measured Impact:** Achieved reduced complaint volumes, increased digital usage, and improved citizen satisfaction.

Let's look at a real-world success story. A national-level regulator has partnered with AutoInsights for more than five years. The agency sought to streamline QA processes and better understand the voices of its citizens and stakeholders.

By applying AutoInsights across their contact centres, they automated QA, reduced manual workload, and developed a robust understanding of what drives dissatisfaction and repeat contact. This allowed them to implement targeted improvements to policy, training, and digital interfaces.

The result? Measurable reductions in complaints, higher adoption of digital services, and a demonstrable improvement in the overall citizen experience.

Next Steps



Step 1: Pilot Deployment

Start with a low-risk pilot using existing contact centre recordings across key service lines.



Step 2: Review Insights

Analyse dashboards and Agent Performance Reports to evaluate effectiveness and identify improvements.



Step 3: Scale Deployment

Expand AutoInsights across departments, integrating insights into digital and operational strategies.



Continual Optimisation

Leverage ongoing analytics to refine policy, training, and digital experiences.

Implementing AutoInsights is straightforward and designed to deliver fast, measurable impact. The first step is a pilot using existing recordings. This proves the value and identifies high-return use cases quickly.

Next, teams explore insights via dashboards and reports. These early results help guide broader deployment decisions — from improving compliance to boosting digital channel effectiveness.

Finally, the solution is scaled across departments and integrated into daily operations. This unlocks long-term value and ensures continuous optimisation of services, experiences, and outcomes.

Appendix Slide

CXEX has worked on building various reports for the clients to ensure they're aware of each aspect of their business

- **Agent Performance Report** – Provides weekly and monthly insights into agent behavior, presenting performance trends, strengths, and improvement areas in a clear, actionable format.
- **Customer Experience Report** – Analyzes the customer journey across calls, highlighting satisfaction levels, friction points, and recurring themes over the month to drive service improvements.
- **Digitalisation Report** – A unique blueprint that identifies automation opportunities across the business, reducing reliance on live agents, unlocking efficiency, saving costs, and improving customer response times.

These three reports work together to provide a complete picture — from agent performance and customer sentiment to digitalisation opportunities. Together, they help leadership improve quality, efficiency, and long-term automation strategy.

Agent Performance Report



- Delivers clear weekly/monthly insights into individual agent performance, highlighting both achievements and improvement areas.
- Tracks key metrics such as talk time, QA compliance, customer experience scores, and variance against team averages.
- Provides managers with actionable data to guide coaching, boost efficiency, and ensure consistent quality across the team.

Customer Experience Report



- Tracks key CX metrics such as CSAT, issue resolution, and repeat call rates to measure customer satisfaction and service quality.
- Provides weekly trend analysis, highlighting positive and negative shifts in customer experience over time.
- Equips leaders with insights to address pain points, improve first-call resolution, and strengthen overall customer loyalty.

Digitalisation Report



- Identifies call categories with high automation potential, quantifying deflection rates, hours saved, and cost benefits.
- Provides a phased rollout strategy (short, medium, long-term) to help businesses prioritise automation investments.
- Unlocks operational efficiency by reducing live-agent dependency, enabling faster service and measurable cost savings.