An abstract graphic on the left side of the slide, featuring a dark background with a complex network of glowing lines and dots. The lines are primarily red and blue, with some white and orange accents. They form a dense, fan-like structure that curves upwards and to the right, resembling a stylized city skyline or a data visualization. The dots are small circles in various colors, scattered throughout the network.

Public Information Office Contact Center Modernization

Copyright Office Modernization
Webinar Series

October 25, 2021

The webinar will begin
promptly at 1:00 p.m. ET

Copyright
United States Copyright Office

SUBMITTING QUESTIONS

To submit a question, use the Q&A dialog box in the lower right corner. You may submit a question during any portion of this webinar; however, questions will be answered at the end of the presentation.

Please note: we may not be able to answer all questions received in the allotted time. Thank you.

WELCOME



George Thuronyi
Interim Head
Public Information and Education Office



Frances Carden
Product Management Division

WHAT IS THE CONTACT CENTER?



WHY MODERNIZE THE CONTACT CENTER?



A LOOK AT PIO: TYPICAL YEAR

Yearly Contacts

Average daily
call volume is
~225

170,000+

1% in-person

1%
correspondence

1% chat

Most Popular Method

50% email

47% phone

A LOOK AT PIO: FULL TELEWORK

Yearly Contacts

Average daily
call volume is
~197

258,000+

.02 % in-person

2%
correspondence

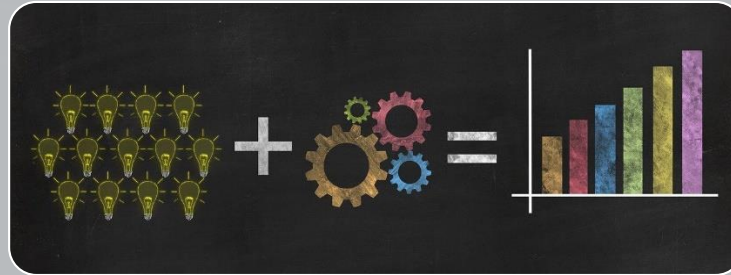
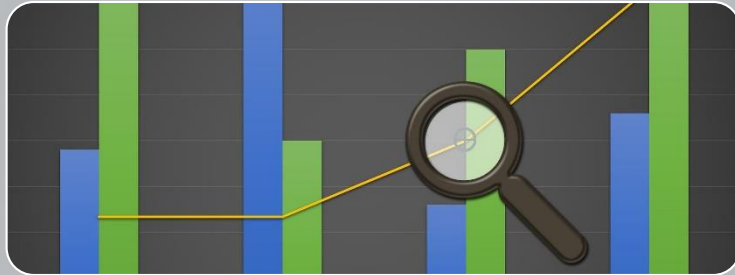
3% chat

Most Popular Method

67% email

28% phone

OUR JOURNEY

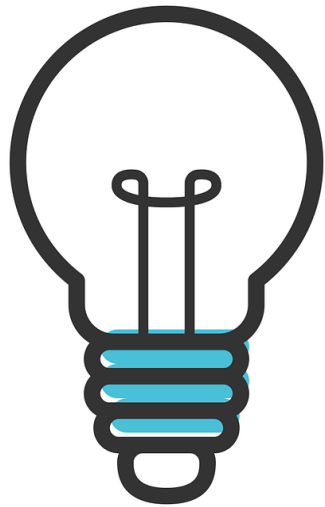


Analyzed Current State

Identified Best Practices

Developed Tailored Recommendations

RECOMMENDATIONS



Recommendations



Optimize Customer Experience



Streamline Operations



Leverage Emerging Technology



Improve Workforce Alignment



Enhance Data Utilization

OPTIMIZE CUSTOMER EXPERIENCE



- Improve usability and reliability of digital services
- Adopt proven contact center best practices and technologies
- Facilitate timely and accurate delivery of services across all contact channels

STREAMLINE OPERATIONS



- Improve shared services by standardizing technologies across the Copyright Office
- Incorporate targeted solutions such as centralized customer relationship management tools (CRMs) and knowledge management systems

LEVERAGE EMERGING TECHNOLOGIES



- Facilitate adoption of modern contact center technologies to help build and maintain more modern and resilient IT
- Expand commercial technologies and using common solutions to improve efficiency

IMPROVE WORKFORCE ALIGNMENT



- Optimize inquiry escalation to improve customer experience and operational efficiency
- Align staff skills
- Shift lower-tier inquiries by utilizing an evolving centralized knowledge base and advanced technology tools

ENHANCE DATA UTILIZATION



- Leverage operational data as a strategic asset
- Develop long-term, enterprise-wide strategies to better govern data
- Use data analysis to improve decision making and accountability and inform policy-making, innovation, oversight, and learning

Questions?

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Learn More

For More Information

copyright.gov/copyright-modernization

Send Questions To

modernization@copyright.gov