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.

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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?

People

Process

Technology

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OUR JOURNEY
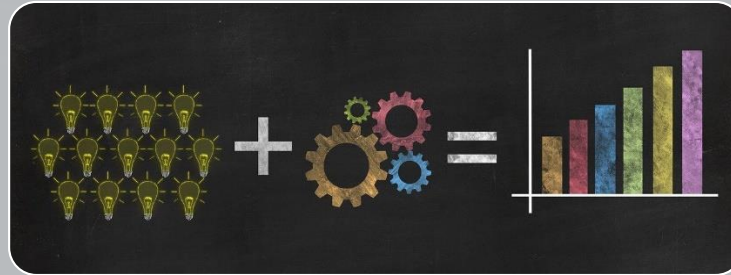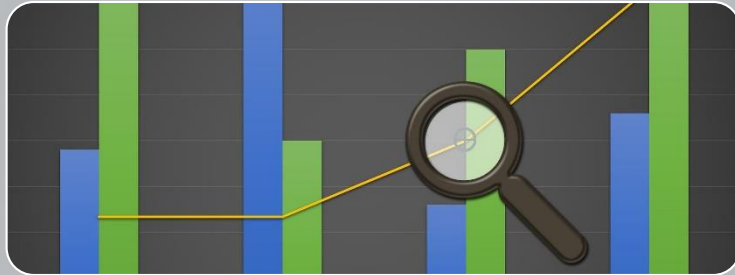
Analyzed Current State

Identified Best Practices

Developed Tailored Recommendations
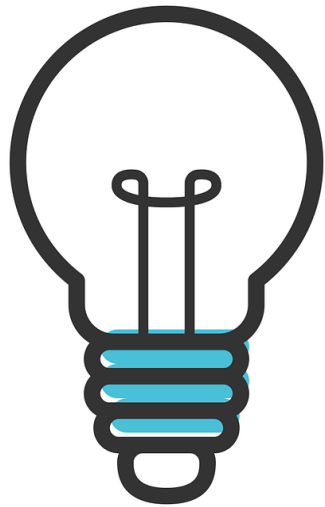
RECOMMENDATIONS

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

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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

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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

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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

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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